The world's first Hitachi carve-out venture

Minority (<10%) Stake by Hitachi

SustainaVerse

HITACHI
Inspire the Next

Universal Sustainability for the Next Generation

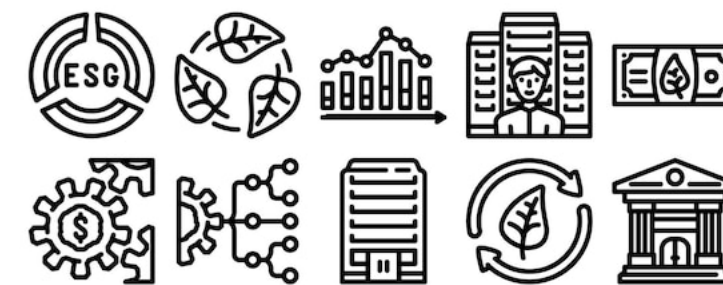# Sustainability challenges

SustainaVerse

Hard to Deliver ESG Impact to the Market

Too many certifications, but no clear visibility for consumers.

ESG consulting and reporting are costly and complex

Companies invest in ESG reporting, data audits, and consultant-driven frameworks — but the process is too costly and complex for most SMEs.

Universal Sustainability for the Next Generation

Our Solution: Proven Scoring Engine

SustainaVerse

Scoring

Technology + Transparency

Experience

Since 2019

AI-powered Sustainable Scoring

Our scoring engine evaluates sustainability across products, services, and infrastructure using **200+ ESG and SDG indicators**.
Through **algorithmic transparency** and a **continuous learning model**, it ensures consistency and fairness across data sources.
With **cross-industry applicability**, *the engine adapts seamlessly across sectors and scales — delivering a trusted, universal sustainability score.*

Proven Through Real-world Projects

Built on over five years of real-world experience in scoring social infrastructure and corporate ESG performance,
our engine reflects **real-world validation** — ensuring every score remains grounded, credible, and comparable across industries.
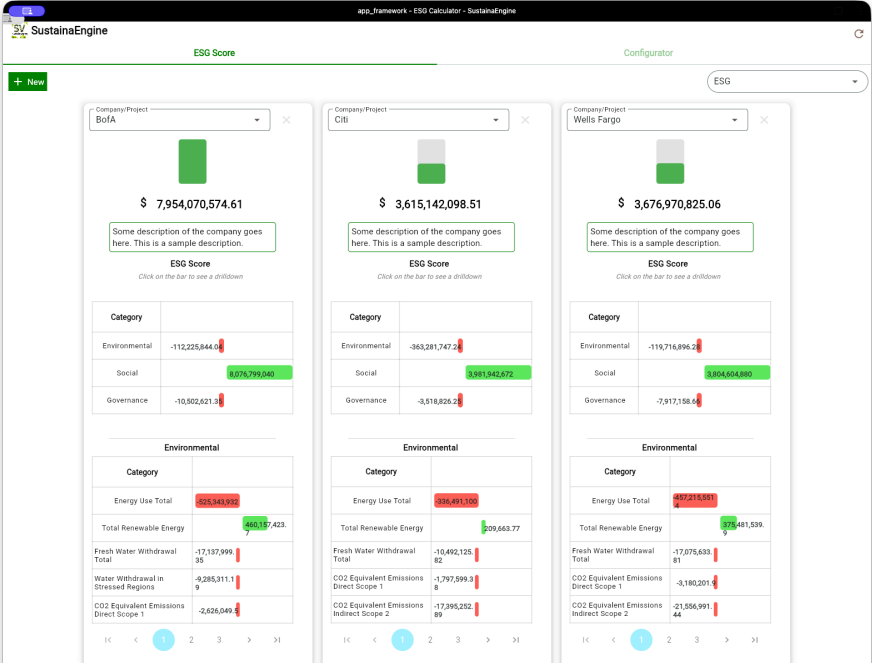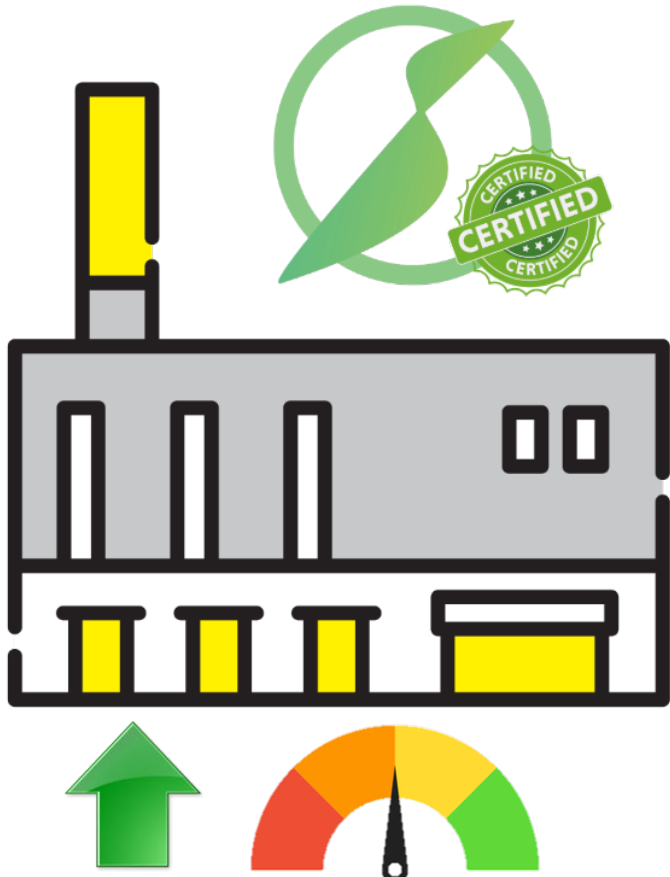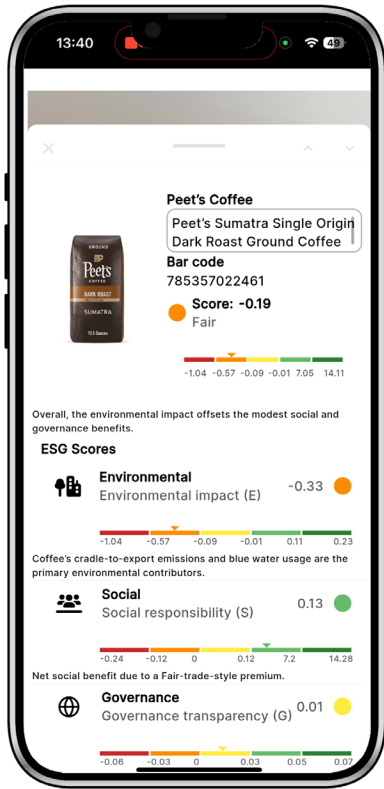
Universal Sustainability for the Next Generation

Our Product Evolution

2025	2026	2027	2028+
SustainaLens	SustainaLens for Brand	SustainaEngine	SustainaVerse
Consumer App for Sustainable Scoring Building early data & user awareness	**Brand Portal for Verified Storytelling** Connects sustainability & marketing data	**AI Platform for ESG Scoring & ROI Insights (1/100 Cost)** Enterprise-grade insights for all	**Global ESG Infrastructure "Digital Twin for Humanity"** Open API for transparent global ESG data

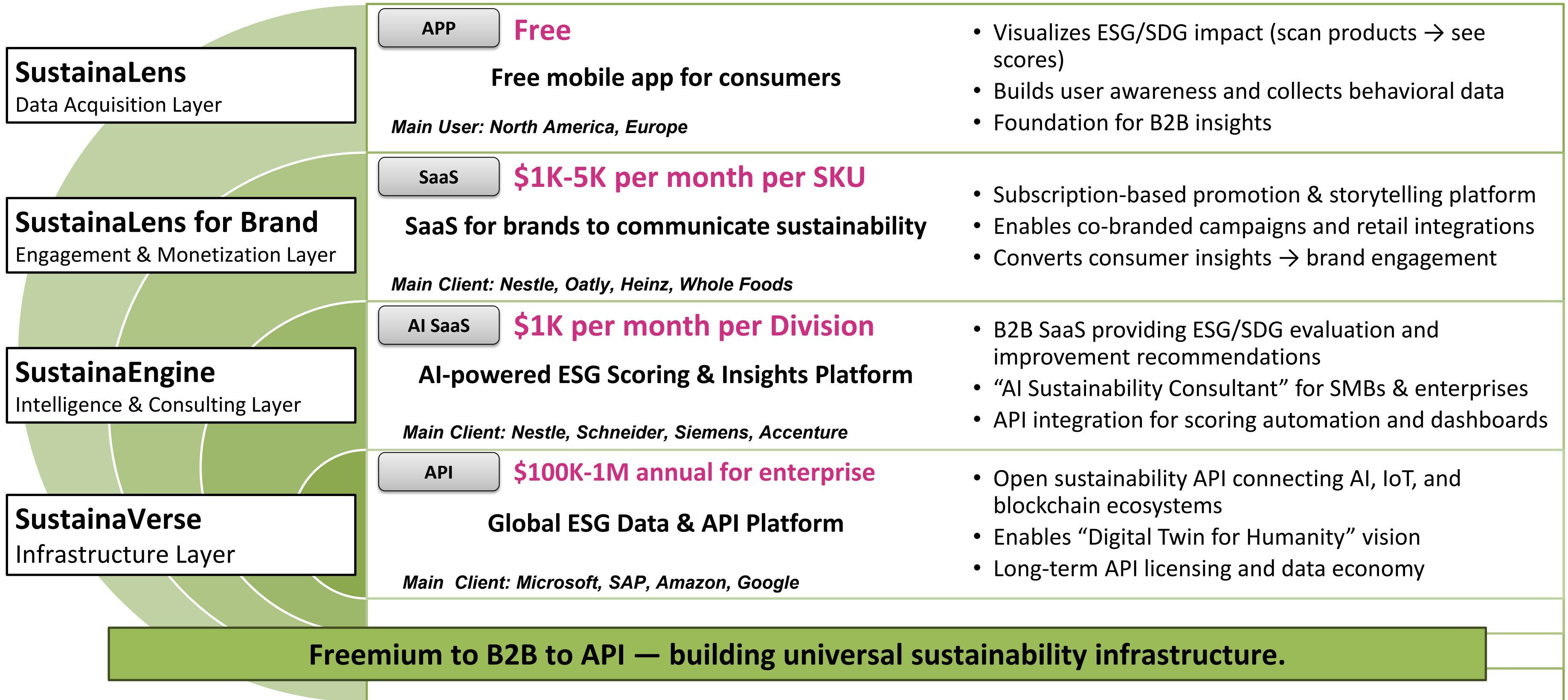Download SustainaLens
(Beta showcase)

Quantifying Universal Sustainability

SustainaEngine Gen1: Proving Reliability through Real-world Learning | **SustainaEngine Gen2: AI that Drives Global ESG Transformation**

Business Model

SustainaVerse

SustainaLens
Data Acquisition Layer

APP	**Free**

Free mobile app for consumers

Main User: North America, Europe

- Visualizes ESG/SDG impact (scan products → see scores)
- Builds user awareness and collects behavioral data
- Foundation for B2B insights

SustainaLens for Brand
Engagement & Monetization Layer

SaaS	**$1K-5K per month per SKU**

SaaS for brands to communicate sustainability

Main Client: Nestle, Oatly, Heinz, Whole Foods

- Subscription-based promotion & storytelling platform
- Enables co-branded campaigns and retail integrations
- Converts consumer insights → brand engagement

SustainaEngine
Intelligence & Consulting Layer

AI SaaS	**$1K per month per Division**

AI-powered ESG Scoring & Insights Platform

Main Client: Nestle, Schneider, Siemens, Accenture

- B2B SaaS providing ESG/SDG evaluation and improvement recommendations
- "AI Sustainability Consultant" for SMBs & enterprises
- API integration for scoring automation and dashboards

SustainaVerse
Infrastructure Layer

API	**$100K-1M annual for enterprise**

Global ESG Data & API Platform

Main Client: Microsoft, SAP, Amazon, Google

- Open sustainability API connecting AI, IoT, and blockchain ecosystems
- Enables "Digital Twin for Humanity" vision
- Long-term API licensing and data economy

Freemium to B2B to API — building universal sustainability infrastructure.

Traction & Market Validation

SustainaVerse

SustainaLens
Consumer Traction

Key Points
- 2,000+ downloads (iOS / Android)
- Users from **US, Canada, France, Germany, Korea, and the Japan.**
- Top search categories: **Food, Cosmetics, Apparel**
- Builds initial data foundation for consumer sustainability awareness

Impact
- Early traction for B2C sustainability data
- Expanding into multilingual markets (EN / JP / FR / DE / KR)

SustainaLens for Brand
Proof of Concept (PoC)

Key Points
- **3 PoCs** underway with food manufacturers (SMB / enterprise mix)
- Enables verified ESG storytelling and consumer engagement
- Supports co-branded campaigns between brands and retail partners

Impact
- Converts consumer sustainability data into **brand loyalty**
- Demonstrates monetization model ($1K–5K/month per SKU)

FutureSense Partnership
Technology Expansion

FUTURE SENSE

Key Points
- Joint solution development with **FutureSense (Korea)**
- Integrating **blockchain-based ESG impact traceability**
- Providing **ESG Impact Scoring API** through joint platform
- Included in **Korean Ministry of Environment's national project**
- 1 verbal commitment, 4 high-potential enterprise candidates

Impact
- Expanding from SaaS to **API business model**
- Establishes cross-border sustainability data interoperability

Social Impact Validation

Key Point
- Started **impact evaluation for Japanese NPOs and NGOs**
- Partnerships with:
  Japan's largest donation-matching platform
  Japan Center for Nonprofit Evaluation (JCNE)

Impact
- Demonstrates adaptability of SustainaEngine for **social sectors**
- Expands credibility as a **universal sustainability platform**
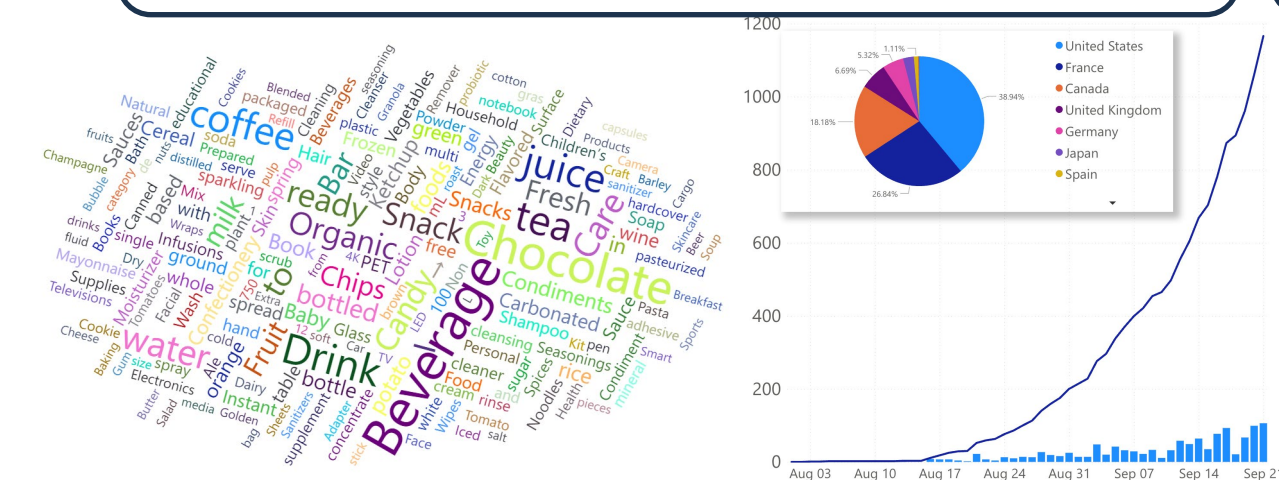
Go-to-Market Strategy

SustainaVerse

Stage 1 - 🌍 Build Awareness (2025–2026)

Build Awareness & Brand Engagement
- Launch **SustainaLens** (Free App) to build global awareness
- Grow user base to **50K+ consumers** across NA, Europe, JP and KR
- Partner with **brands** for verified ESG storytelling
- Run **co-branded retail campaigns** and social media engagement (#HowSustainable)
- Monetize through **SustainaLens for Brand** ($1K–5K/month per SKU)

Result:
From consumer awareness → B2B revenue

Stage 3 - 🪐 Connect Universes (2028+)

Global Infrastructure Expansion
- Open **SustainaVerse API** for global interoperability
- Integrate with **Microsoft, SAP, AWS, IBM** ecosystems
- License ESG data to **consulting & financial institutions**
- Build the **"Digital Twin for Humanity"** sustainability network

Result:
From enterprise SaaS → universal sustainability platform

Stage 2 - 🌑 Scale Intelligence (2027)

Enterprise & Government Expansion
- Launch **SustainaEngine (AI SaaS + API)** for enterprises
- Provide **ESG dashboards** and ROI-based improvement plans
- Partner with **FutureSense (Korea)** for blockchain ESG traceability
- Government pilot with **Korean Ministry of Environment**
- Expand to enterprise-grade ESG consulting

Result:
From SaaS PoCs → enterprise adoption & government validation

Universal Sustainability for the Next Generation

Financial Forecast & Profitability Roadmap

Scaling from SMB SaaS to Enterprise AI & API — on track to over $100M ARR by 2029

Team

SustainaVerse

Ken (Kenichi Miki)
Chief Executive Officer

Visionary leader

Serial intrapreneur at Hitachi
- built two $100M businesses
in under 3 years each.

Dominik
Chief Operating Officer

Strategic Operator

Nobu
Chief Sustainability Technology Officer

Product Strategist

Ajit
Chief Technology Officer

IT Architect

Led 2 successful exits to Hitachi

Universal Sustainability for the Next Generation

Our Ultimate Goal - Human DX

SustainaVerse

Our journey began with ESG and SDG scoring — measuring sustainability across products, services, and societies.
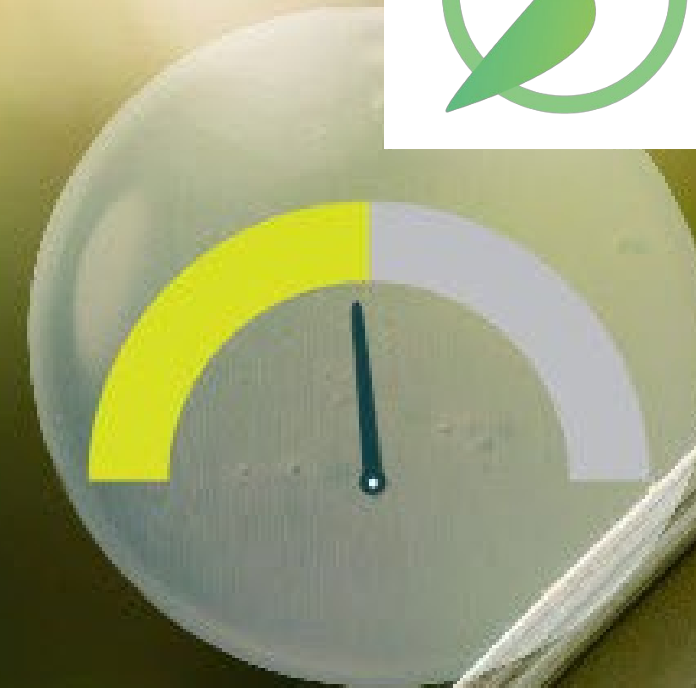
But our true destination goes beyond measurement.

To evolve into an AI that understands **human values**, and learns what truly matters to humanity.

This is our vision of **Human DX** —
the digital transformation of humanity itself, where technology and empathy unite to guide a more conscious, connected world.

Universal Sustainability for the Next Generation