

# From climate action to sustainable humanity





## PROBLEM

**A** We have to reduce global carbon emissions by 45% within 11 years.<sup>1</sup>

**B** Every business, municipality, school and organisation has unique challenges and opportunities when it comes to reducing their carbon footprint.<sup>2</sup>

**C** The real problem is how to transform a clear corporate climate target into employee engagement.<sup>3</sup>

<sup>1</sup> <https://www.theguardian.com/environment/2018/oct/98/global-warming-must-not-exceed-15c-warns-landmark-un-report>

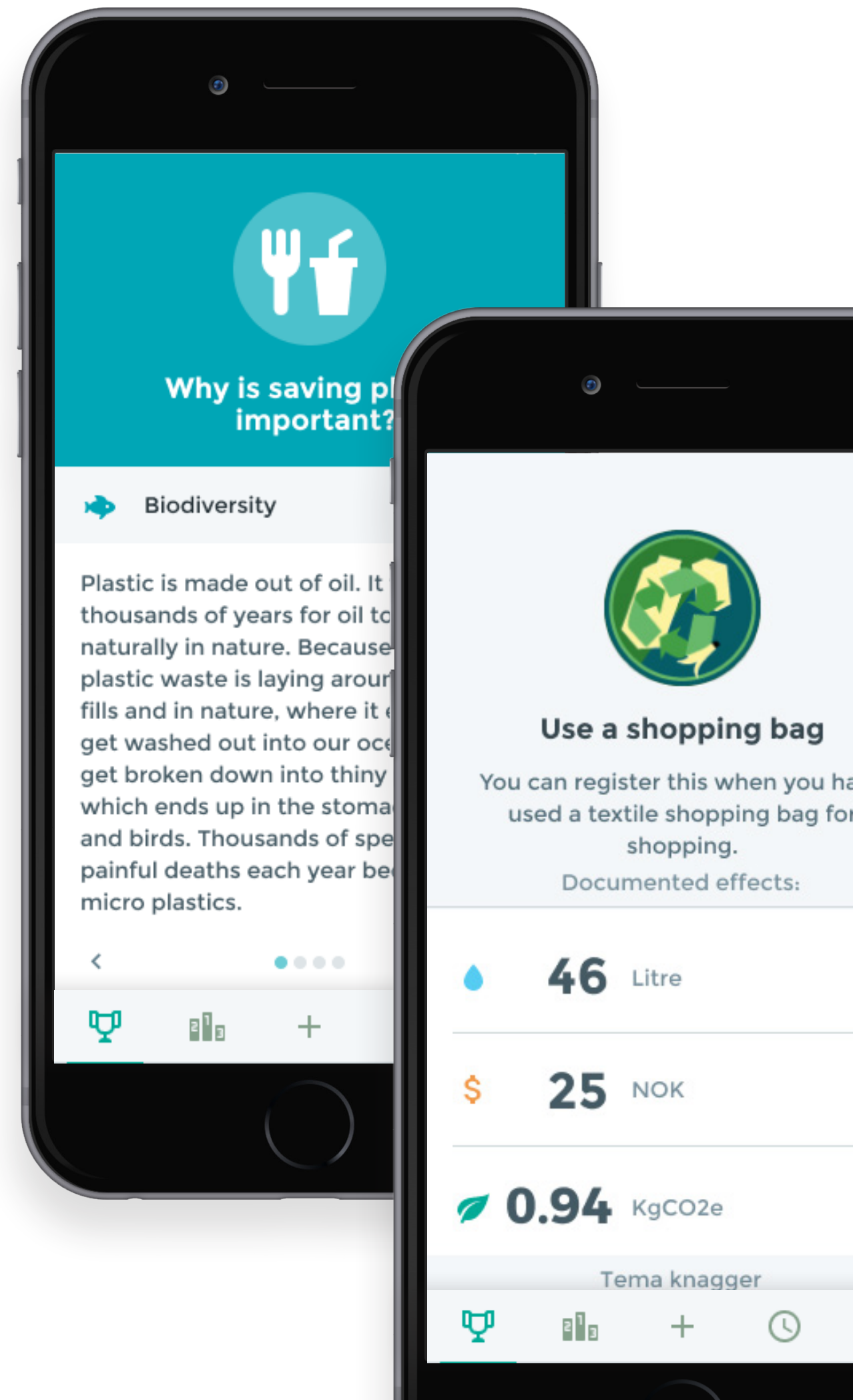
<sup>2</sup> <https://www.cdp.net/en/articles/companies/top-challenges-for-businesses-setting-goals-around-climate-change> <sup>3</sup> <https://www.theguardian.com/sustainable-business/employees-engaged-sustainability-how>



## OUR SOLUTION

**A progressive web-app** with the full suite of tools to help organisations monitor, learn about and reach their climate goals. It is **designed** to activate peer influence, the single most important trigger for large scale behavioural change.

- ✓ **A unique algorithm** calculating the effect of user behaviour in real time.
- ✓ **Based on world-leading research data**, fitting seamlessly into organisation's overall environmental targets and goals.
- ✓ **Highly scalable solution** to harmonize business targets with environmental goals, reinforcing organisational culture for sustainability.




## PRODUCTS

### Customer journey

NTNU spends more than 300 MNOK on transport annually, committing to reduce flight travel significantly by 2030.

They are using Ducky products to launch the campaign *\*NTNU Travelpledge 2019*".


1-2 weeks



**Campaign survey**  
Collecting behavioural- and knowledge data

**Define and measure starting point**


2-4 weeks



**Climate Championship**  
Team based competition

**Kick off, engage and learn**


1-3 months



**Climate Pledge**  
Personal commitment with weekly tracking and monthly updates

**Measure and monitor long-term effect**

Subscription based



**Climate data API**  
Streaming climate data visuals in real time

**Communicate success stories**



## MARKET SIZE

Sustainability and climate change are acknowledged globally as megatrends. With growing regulatory, environmental and consumer pressure, any business, municipality, school, or organisation globally is a potential customer of Ducky.<sup>1</sup>

<sup>1</sup>[https://ec.europa.eu/clima/policies/budget/mainstreaming\\_en](https://ec.europa.eu/clima/policies/budget/mainstreaming_en)

### Online education market

Platforms that facilitate learning through gaming are gaining popularity.

The global online education market is projected to witness a compound annual growth rate of 10.26% compared with 2017.

**\$286  
Billion**  
by 2023 <sup>5</sup>

<sup>5</sup> <http://s3platform.jrc.ec.europa.eu/documents/20182/154989/Mapping+EU+investments+in+ICT/0b3430e8-f9ef-4b5b-a1d1-8b74334d0aad>

### Public sector

Rising demand for smart city solutions is anticipated to be driven by factors such as growing urban population, need to better manage limited natural resources, and increasing focus on environmental sustainability.

**\$2.57  
Trillion**  
by 2025 <sup>5</sup>

<sup>4</sup> Norsk læreplan, 2020.

<sup>5</sup> [https://ec.europa.eu/eurostat/statistics-explained/index.php/Secondary\\_education\\_statistics](https://ec.europa.eu/eurostat/statistics-explained/index.php/Secondary_education_statistics)

### Business sector

62% of organisations worldwide have committed to sustainability.<sup>2</sup>

\$12 trillion a year (by 2030) of market opportunities is linked to implementing the UN Sustainable Development Goals.

**\$12  
Trillion**  
by 2030 <sup>5</sup>

<sup>2</sup> PwC report - SDG Reporting Challenge 2017

Exploring business communication on the global goals

<sup>3</sup> Financial Times (October 2015)



## THE TEAM

- Impact driven
- Very high employee retention rate
- Empowering every team member to be a leader
- Cultural diversity representing 4 different nations.
- Gender balanced team





# OUR TEAM

The Ducky team holds expertise in the following disciplines: behavioural psychology, environmental ecology, UX, UI, service design, web development, sales, marketing, and climate communication.

We are constantly co-creating and improving products with our customers. In this way, we are able to offer the cutting edge tools meeting the demands of a new, sustainable market.



**Silje Solberg**

#productmanager  
#businessdev



**Mads Simonsen**

#climatedata #sales  
# inancials



**Astrid Norum**

#marketing  
#admin



**Johan Eilertsen**

#UXdesign  
#servicedesign



**Samar Albarghouthi**

#phdpsychology  
#customersuccess



**Bogdan Glogovac**

#sales  
#communications



**Mia M. Bruce**

#sales managment  
#partnerships



**Ingrid Ustad**

#customer success  
#support



**Johannes Andersen**

#backenddeveloper



**Hollie Titcomb**

#uidesign  
#graphicdesign



**Nathan Bird**

#developer  
#architect



**Jake Hill**

#developer



**Wayne Bamford**

#developer  
#inboundexpert



## NETWORK

### Our trusted advisors



**Per Espen Stoknes,**  
Professor/Director  
BI Green Growth

#climatecommunications  
#greengrowth



**Helle Moen,**  
Regional director  
EGGS Design

#circular #businessmodel



**Tommy Dahlen,**  
Partner Arntzen  
DeBreche.

#legalstuff  
#bigdata



**Bonnitta Roy,**  
Coach, Self-  
organized teams,  
OPO, US.

#selforganized  
#trustbasedteams



**Lars Johan Bjørkvoll**  
Founder & CEO  
Slomo Ventures, NO.

#salesprocess  
#saas-scaling

### Research partners



**Christian Klöckner,**  
Professor, Climate  
Psychology, NTNU.

#habitchange  
#behaviourpsychology



**Kjartan Steen-Olsen,**  
PhD, IndEcol, NTNU.

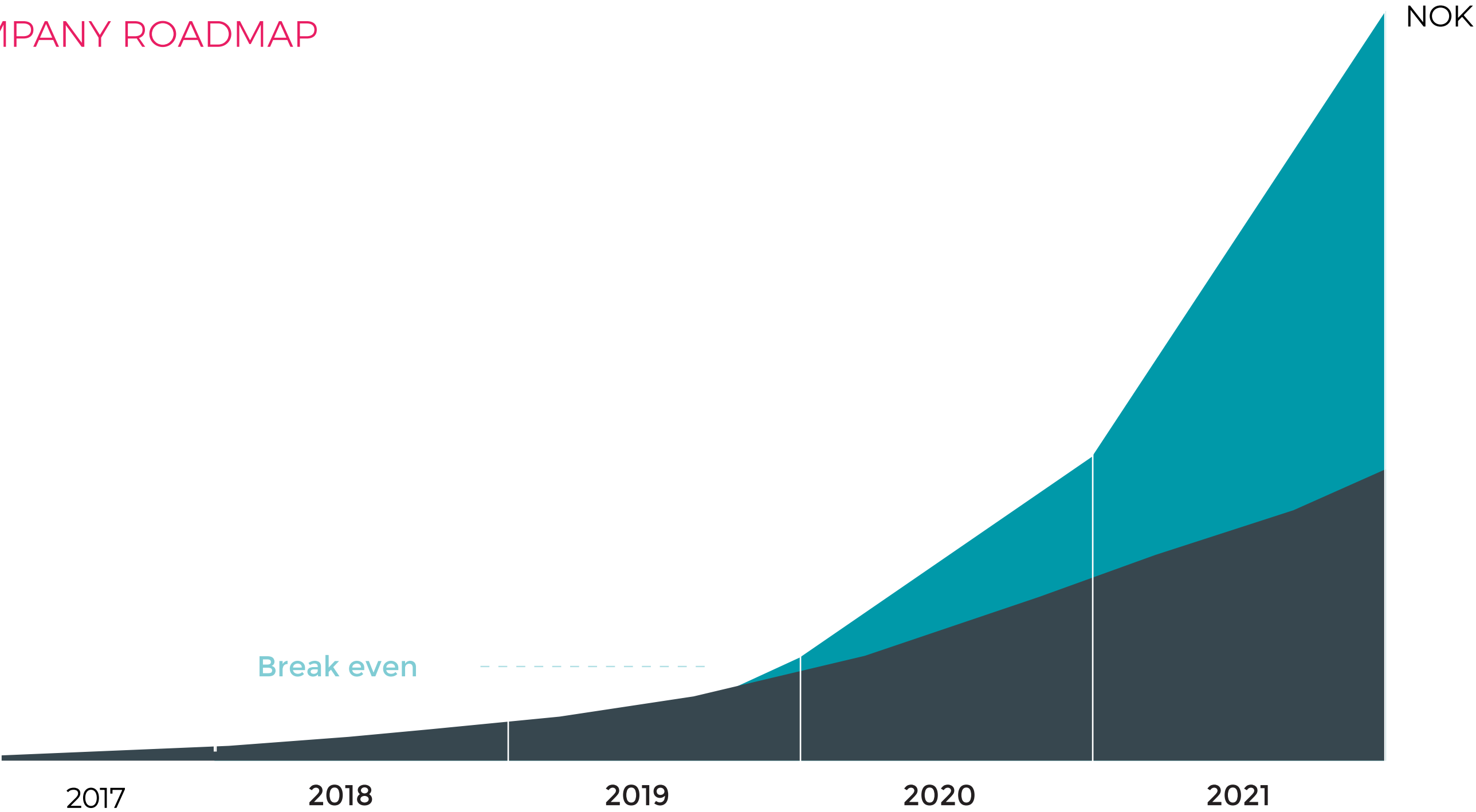
#climatedata  
#lifecycleanalysis

### Distribution and development partners





COMPANY ROADMAP



Growth from  
previous year  
With  
investments

Growth from  
previous year  
Organic  
growth

			x4 9M	x3 36M	x3 144M
	625 K	x3.2 2M	x3 6M	x2.5 15M	x2.5 37M



## BUSINESS MODEL

We are aiming to scale internationally by the end of 2019, through building partnerships with distributors (consultancies and PR agencies).

### Private sector SMEs and large companies

License per user/  
minimum 20 users



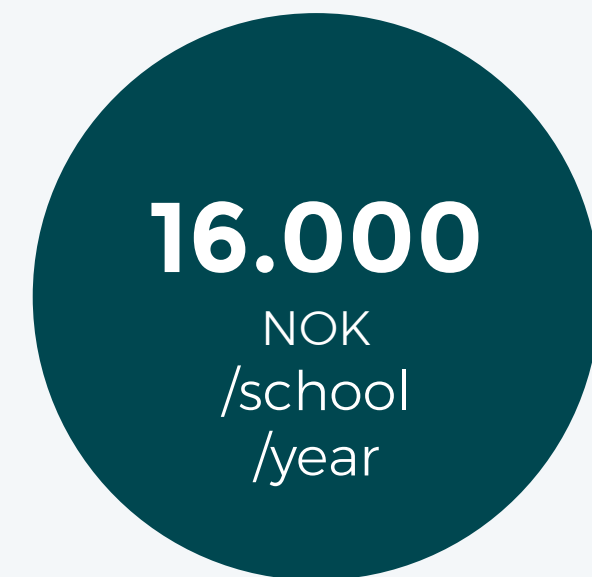
### Public sector Municipalities/cities

Price per 2-4 weeks  
campaign



### Education Public and private schools

License per school





# UNIQUENESS



## **Real time signals**

Encouraging participation with immediate feedback on personal climate impact.



## **Pedagogic**

Training in-house knowledge for climate change and sustainability



## **Science based**

Consumption based climate research to measure the environmental, social and financial effect of everyday climate activities



## **Emotional design**

Positive climate and visual communication to trigger emotional response and support actual behaviour change



## **Bottom up**

Meaningful involvement enabling independent teams to take leadership of sustainability strategy



## **Personalisation**

Enabling participants to own their impact by making it local and personal.



## **Community based**

Activating already established social structures for competition based on collaboration.



COMPETITION





## SOME OF OUR CUSTOMERS

NTNU



ING



ELKJØP

ENOVA



asplan viak

DNB

Ruter#

KLP



The level of participation and engagement in our internal challenge was way beyond our expectations. I really believe the Ducky platform is exactly what we need to demonstrate the positive effect of us all working together.

Anders Lennartson, Sustainability manager IKEA Norway

## SOME OF THE INTERNATIONAL TRACTION AFTER MENTIONED AT TED GLOBAL, 2017

TED

NATIONAL GEOGRAPHIC



COLUMBIA UNIVERSITY  
IN THE CITY OF NEW YORK

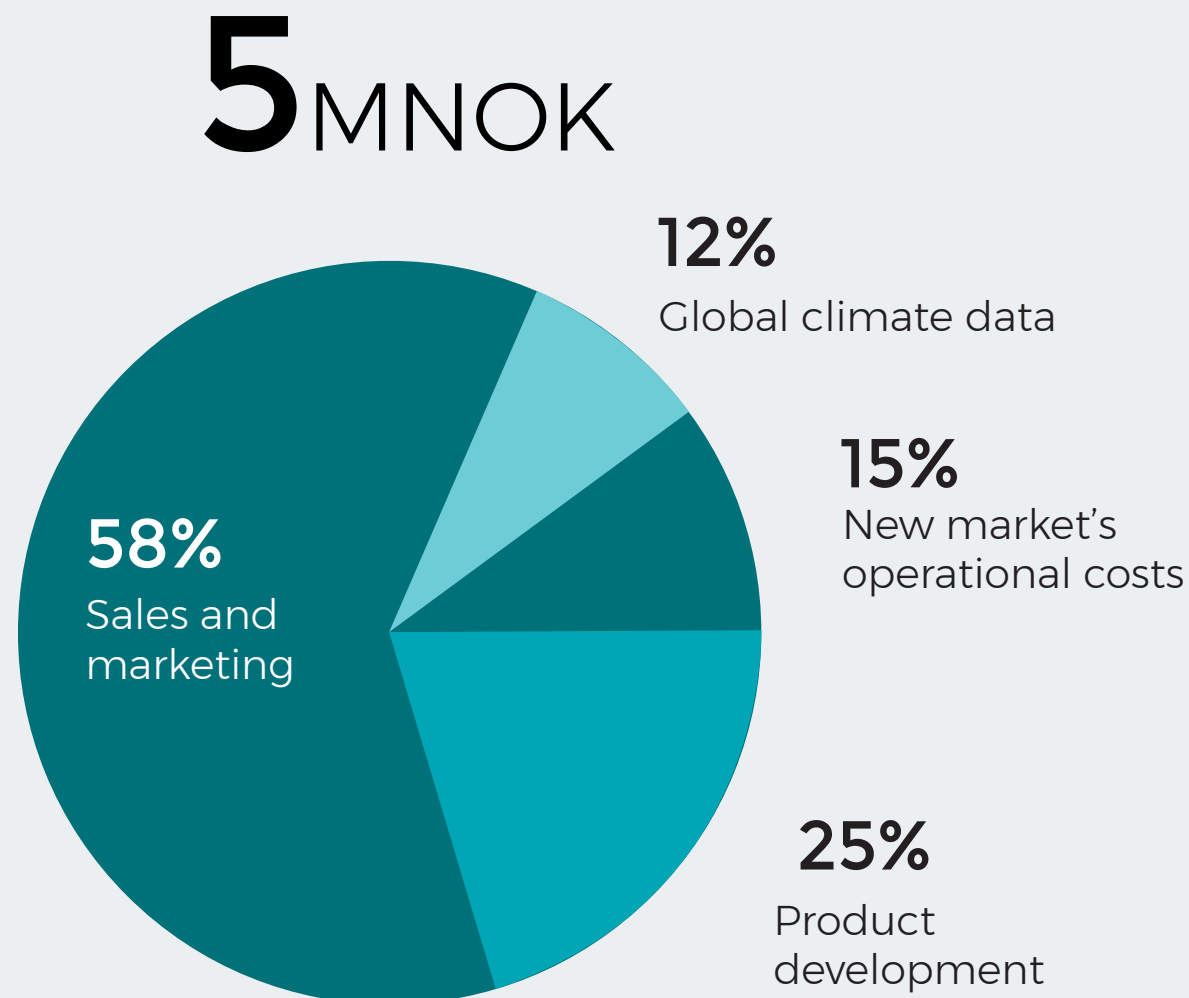




## OUR ASK

Ducky is valued at 58,5 Million NOK, based on our team expertise, market position, technological readiness, previous investments, current revenue and sales opportunities.

Out of total 66000 shares, we are selling 5636 shares, which is 8,54% of the company and equivalent to 5 million NOK.



### **Grow customer base**

by refining our inbound sales process, building partnerships and distributors to develop annual recurring revenue model



### **Global climate data**

partnerships with research institutions



### **Prepare for scaling**

Build an easily replicable model to tackle industrial and cultural differences across new markets



### **Behaviour data collection**

Building Big Data-sets for a large scale sustainability engagement



### **Smart content creation**

Develop an easy way for NGOs and research institutes to share knowledge on our platform



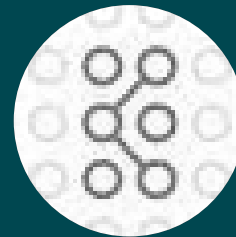
# These are already onboard. Are you?



**Per Espen  
Stoknes,**  
Professor/  
Director BI  
Green Growth



**Luis G.  
Paulsen**  
Investor,  
Backer of  
doing good



**Katapult  
Accelerator**  
Impact tech-  
accelerator  
*Build the world you  
want to live in*



**Impact  
Investment  
Consortium**  
private  
investor's  
group

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