

Founded in 2020 Footprint Level AB develops services to visualises the Sustainability Footprint of organisations in a simple way. Starting with CO2 we will develop services to cover the other KPI:s in the EU Taxonomy as well.

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Stage: Pre-Seed
Industry: Sustainability Communication Tech
Investment Opportunity: 150.000 EURO

Pre-Money Valuation: 1.2 M EURO
Use of funds: Develop our MVP into a commercial service and sales and marketing.

MANAGEMENT TEAM



Mats Huss
Founder & CEO. More than 20 years experience in Project Management, Business Development and Design in Sweden and abroad. Serial entrepreneur with proven communications and language skills.



Cynthia Coulombe
CO2 Assessment Intern
Master's Degree - Environmental Policy & Management, Lund University
Bachelor's Degree - Industrial Relations, Université de Montréal, Canada



Martin Wainult
CTO & Co-founder. Experienced CEO from the e-commerce industry. Skilled in Magento, PIMCore, SEO, PHP, Databases, and .NET Framework. Strong business dev. professional graduated from Lund University.

CURRENT STATUS

Sweden: 4 paying customers
Thailand: 1 paying customer

CO2 Service

Development from MVP to commercial service.
Launch fall 2022

Circularity Service

Pilot starting in September 2022

CHALLENGE

The war in Ukraine and the global uncertainty gets a lot of attention, naturally. We have to surpass this.

SOLUTION

A SaaS translating complex climate data into a visually appealing meter that indicates how well the company is progressing in terms of Climate footprint, in relation to the Paris Agreement.

MARKET

Total Available Market Sweden: 16.200 M EURO
Servicable Market SWE 2022: 10 M EURO
Target Market Sw 2022: 100.000 EURO

Total Market EU+UK: 100.000 M EURO
Our Servicable Market 2022: 0 EURO
Our Servicable Market 2023: 5 M EURO
Our Servicable Market 2024: 10 M EURO

MILESTONES

2020 Sept - Founding of Footprint Level AB
2020 Dec - 1:st paying customer
2021 Spring - Pilot Study CO2 Service
2021 Summer - Prototype Ver 1
2021 Dec - Books close with a profit Year 1!
2022 Sept - Start Pilot Study Circularity Service
2022 Oct - Launch CO2 Service (plan)

REVENUE MODEL

Software as a Service (SaaS)
Yearly license fee based on client turnover and complexity of the business.

COMPETITIVE ADVANTAGE

Footprint Level visualises Climate footprint progress over time and in relation to the Paris Agreement.