

Shifting consumer purchasing to Net Good companies through good data.



wearebetterworld.com New York NY

LEAD INVESTOR

 **Daniel Kramarsky** Foundation President

I choose to be a lead investor in this company because I believe in its mission to direct people towards people corporate entities that support and improve the world we live in. Big data can be our friend here, allowing us access to information that would otherwise only be available to the rich and powerful. These days, people look at the internet as a way of making a better world and not just a profit. Young people in particular look towards networks of influencers and net good websites as often as they do to mega-sites like Amazon. The ability to aggregate data that tracks people's desires for a better world will be a huge plus.

Invested \$25,000 this round

Highlights

- 1 Want to reduce global emissions
- 2 Want to make it easier to find Net Good companies
- 3 Want to make money while doing good

Our Founder



Henry Lihn CEO and Founder, Better World

Five exits/rounds as CRO - Bentobox/Singleplatform/Sling/Sverve/Cameo/Dash (exited ~\$400M/100M/40M/23M/20M), Proper.ai, Latchel, Plate IQ - Head of M&A for 4B payments company (bought two companies), wrote a symphony, opened a music festival



Global emissions have to be reduced by 45% by 2030. CPG accounts for 33% of total global emissions. We need to stop choosing bad, and vote with our dollars TODAY!

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Pitch



EXECUTIVE SUMMARY

Shifting consumer purchasing to Net Good companies through good data.

Mission

- Reduce global emissions by converting shoppers from Net Bad to Net Good, through vetting data (why product is good for people and planet)
- Help consumers and retailers purchase better products and end greenwashing
- Develop insight platform providing data to CPGs and Media companies

Raise

\$4M to scale staff and technology to realize our market potential

Market

- \$150B sustainable goods market within the \$1.9T CPG market
- 55% of CPG market growth from 2018-20 was driven by sustainability-marketed products

Team

Multiple exit founder, 10 full time sales, technology, vetting, and support staff.
Started in June '22

PROBLEM

Global emissions must fall by 45% by 2030.

Consumer goods account for ~33% of greenhouse emissions.

*According to IPCC/EPA

PROBLEM

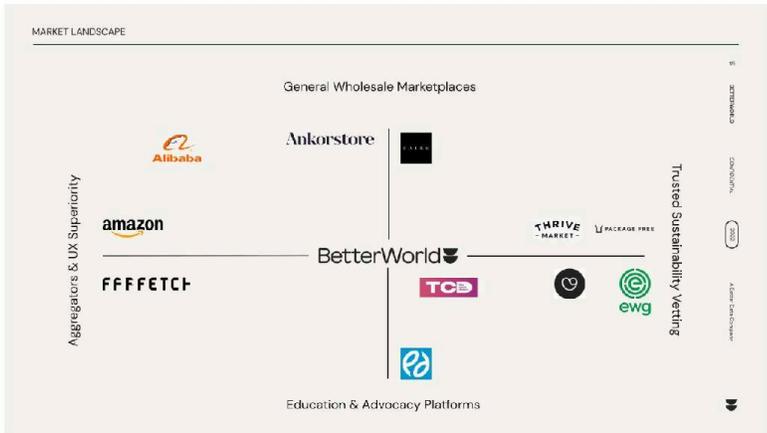
Almost every Net Bad product has a Net Good alternative that consumers do not know about, better for people and planet, which can reduce emissions



OPPORTUNITY

78% of consumers are more likely to purchase sustainable products.

74% do not know or have trouble identifying them.



Traction

2300 brands, vetted and contacted, showing venture scale in data collection

\$37,000 marketplace sales pipeline

\$100,000 pending LOI for insights platform (large sustainable retailer)

Founding Team

- Henry Lihn**
CFO
CFO with multiple exits. Sales leader and team builder of acquired and hyper-growth companies (Bluebon, Prospera, Litchel, Dash, Climo, Hite KI, Thrive, Singleplatform) VC-participated team builder (Metagrip, Bellcast, etc) and founder, former lead of M&A for Heartland Payment Systems, purchasing two companies; he knows how to build, buy, and sell.
- Roxana Zadeh**
CMO
Roxana has acted as the Senior Director of January Digital and as a Senior Media Buyer for Horizon Media, she knows how to drive marketing strategies for industry-leading brands.
- Jason Snyder**
Principal Architect
Global CTO, advisor and co-founder. Jason has held multiple CTO roles at IPO and founded multiple technology companies, a renowned mentor and go-to-market tech specialist. Developed the first 2D code to work on every US mobile carrier.
- Jacob Small**
CTO, Blockchain Specialist
CTO and founder of CarBlox, Co-creator at Rare DAO, Founder of Screenshot NFT marketplace.

Full Team

- Mallory Segrest**
Sales Leader
- Mollie Foertmeyer**
Sales, sales stack development and sales operations
- James Parker**
- Marigena Bushati**
Sales Development Representative
- Nick Barbo**
Sales Development Representative

CONTACT US

Web development, product catalogue, performance analytics

Nora Abdelaziz
Product Vetting specialist, certifications, and vetting team lead

Julia Libani
Product vetting and content creator

Irene Chi
Product Vetting

Anne Kristene Vicencio
Retailer/Product Vetting

Arjoy Querubin
Retailer/Product Vetting



instagram.com/betterworld



facebook.com/betterworld

Thank you,



Shifting Consumer Demand to Net Good Companies Through Good Data

Contact henry.lihn@gmail.com



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