

Pitch Deck

vaayu

vaayu.tech


"We are the first generation to
feel the effect of **climate change**
and the last generation who can
do something about it."

— Barack Obama


Vaayu is the world's first automated carbon software.
Empowering retailers to track and cut carbon in real-time.




[Watch our video here](#)



Bill Gates says climate tech will produce 8 to 10 Teslas, a Google, an Amazon and a Microsoft.



A survey of 6,000 consumers in North America, Europe, and Asia found that **72% of respondents** reported the they are buying more environmentally friendly products than they were five years ago, and 81% said they expect to buy more over the next five years.



More than **50% of the growth from consumer packaged goods** from 2015-2019 came from products marketed as sustainable, this growth continues despite the COVID-19 pandemic.

<https://www.cnbc.com/2021/10/20/bill-gates-expects-8-to-10-tesla-and-a-google-amazon-and-microsoft.html>

<https://www.cnbc.com/2021/10/25/blackrock-consumers-fair-vest-1000-anticipate-will-be-in-climate-tech.html>

<https://www.euronews.com/next/2021/10/25/climate-tech-startups-reach-a-record-21-5-billion-and-europe-is-the-fastest-growing-region>

Team

Our team has extensive experience in retail, technology and climate science.

Namrata Sandhu

Co-Founder & CEO



Luca Schmid

Co-Founder & CTO



Team with experience from

+Babbel

TED BAKER
UNIVERSITY

BALLY

sennder

Visual Meta

marie claire

Microsoft Azure

GreenDelta

Carbon footprint

Propeller

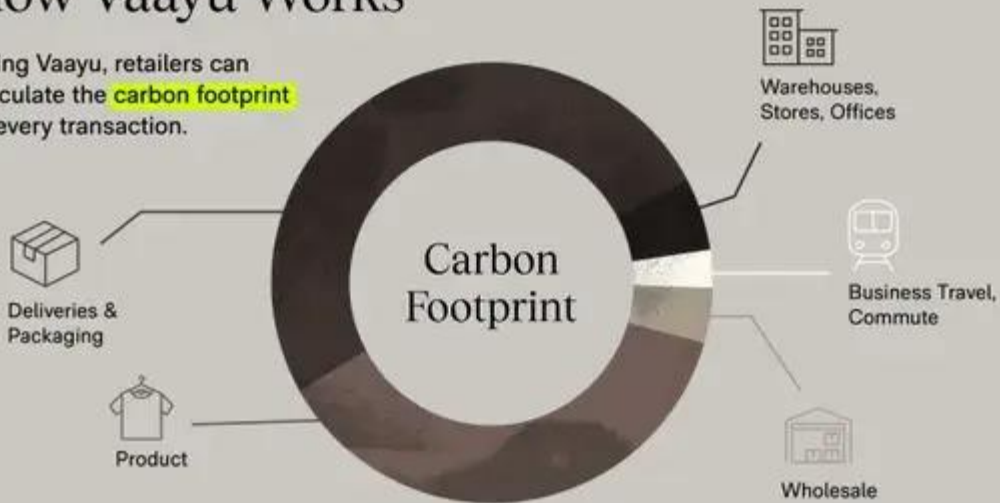
PEOPLE TREE

seni The Sustainable Business Case

McKinsey & Company

How Vaayu Works

Using Vaayu, retailers can calculate the **carbon footprint** of every transaction.



Connecting and Using Vaayu

1

Vaayu integrates with **point-of-sale** systems

2

Retailers select relevant **modules**

- Last mile delivery
- Packaging
- Operations
- Website
- Product
- Inbound Logistics
- Business Travel & Commute

3

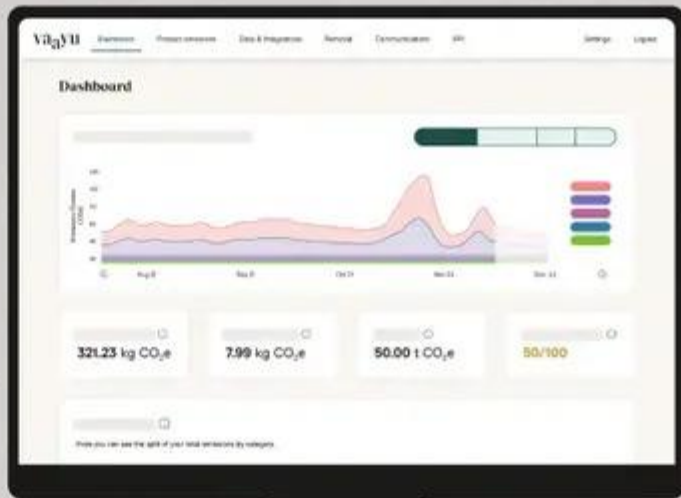
Vaayu identifies carbon **reduction measures**

4

Retailers can choose to **offset/remove** their unavoidable emissions via third-party offsetting /removal providers

Live Data

Vaayu's dashboard provides real time carbon information.



Customer Testimonials

What our customers say about us.

MISSOMA

'Partnering with Vaayu as part of our sustainability strategy was paramount to our own internal mission. With extensive backgrounds in retail, Vaayu gets us as an industry, and truly understands our needs, while allowing us to digitalize our data in real time and push the boundaries of what we could be.'

organicbasics

'At Organic Basics we take a holistic approach to sustainability, and have made carbon one of our core KPIs. We center climate action into our business model, so we calculate the carbon emissions of our entire product lifecycle, as well as our business processes, to inform every decision that we make.'

ARMEDANGELS

'This is game changing. We have never had this level of data and visibility on our carbon footprint. This saves us months of work on calculations, and we can focus on reducing, which we should actually be doing.'



By 2030, Vaayu will empower retailers to reduce
1 gigaton of carbon emissions.

This is equivalent to the emissions produced by
Germany and France annually.

Vaayu

Empowering retailers to track and cut
carbon in real time

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