



**Your ESG reputation partner for
performance.**

A diversified team of engaged executives on a mission to make ESG trusted and actionable.

Team:



Anne
CEO, FOUNDER
Brand & ESG expert



Laurent
CTO
Serial entrepreneur



Dalia
Community Mgr

Scientific partners:



Dr Elisabeth Blanc
Présidente-fondatrice du [Colloque](#).
Conseiller scientifique au CEA - Chercheur associé UVSQ - Lauréate "Etoile de l'Europe" 2019. Grand prix Lamb 2022 - Chevalier de la Légion d'Honneur

STATION F

INSEAD
launchpad



LOYAL

Advisors:



[Magali ANDERSON](#)
Chief Sustainable & innovation Officer
HOLCIM



[Valerie MAZON](#)
MD
Danone Communities



[Dirk LUYTEN](#)
MD
Levante Capital Mgt



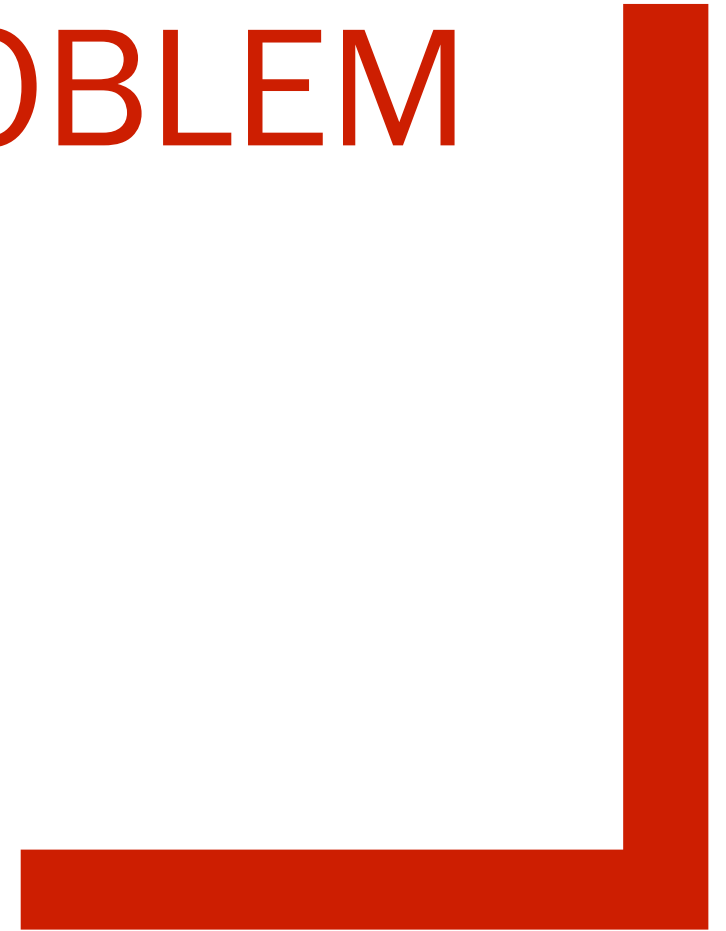
[David KALIFE](#)
CEO
Lubes & Retail
Aramco



[Marc RIVOIRA](#)
COO
SaaS platforms expert
Linkfluence



THE PROBLEM



42% of companies greenwashed in 2021¹



¹ European commission & National consumer authorities websites screening 2021
https://ec.europa.eu/commission/presscorner/detail/en/ip_21_269

A successful environmental transition for brands: avoid backlash and keep trust.



Greenwashing is TEMPTING until...

Reputational costs hurt brands



Consumers feel confused



Talents are difficult to keep / recruit



... trust and \$\$\$ are lost

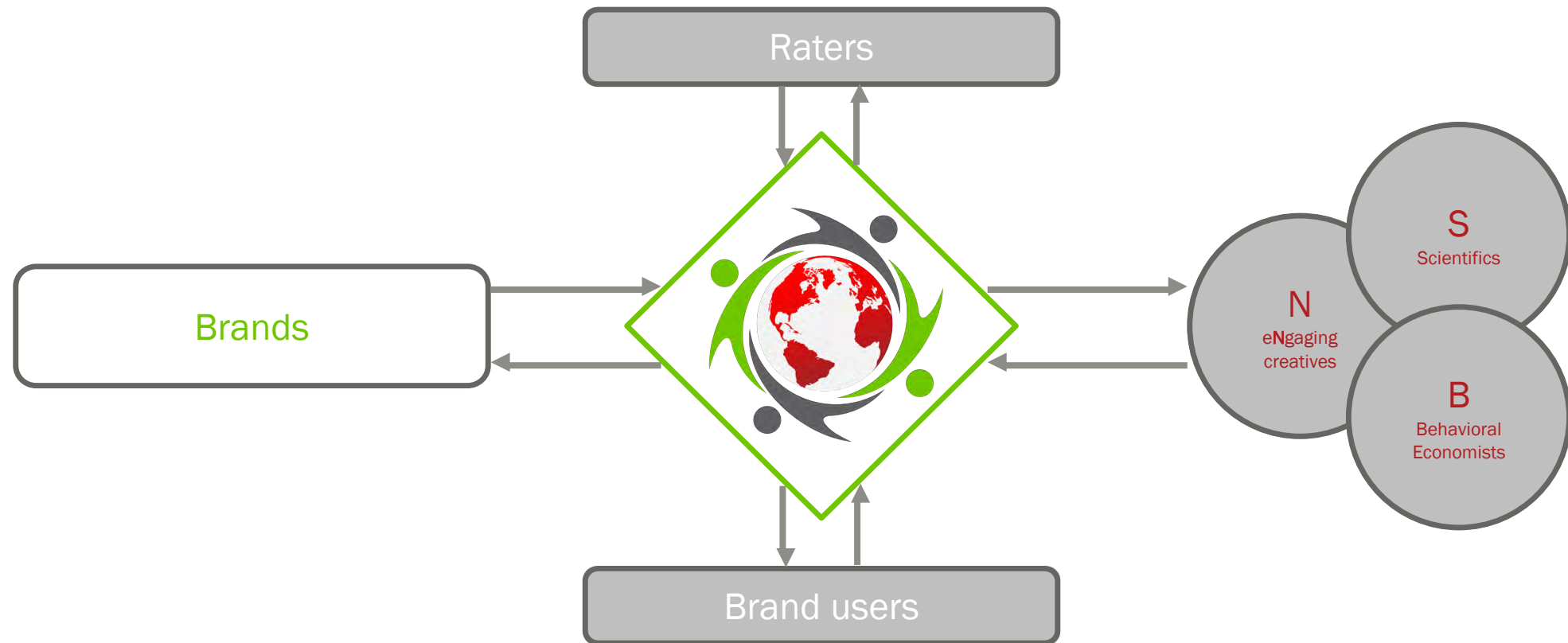


THE SOLUTION

NBS factory

NBS factory: a one stop platform for ESG reputation

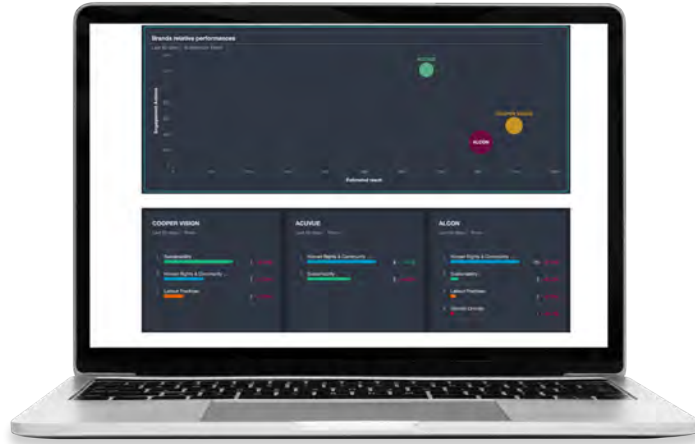
Transparency about EXTERNAL views of all ESG and marketing activities



NBS factory acts as the Glassdoor + Fiverr of ESG strategies for companies and their brands.
Unique AI specific to ESG + set of scientific and complementary experts.

One platform, multiple business objectives reached

Learn what is said, listen to weak signals and get an **external** and **neutral** view.



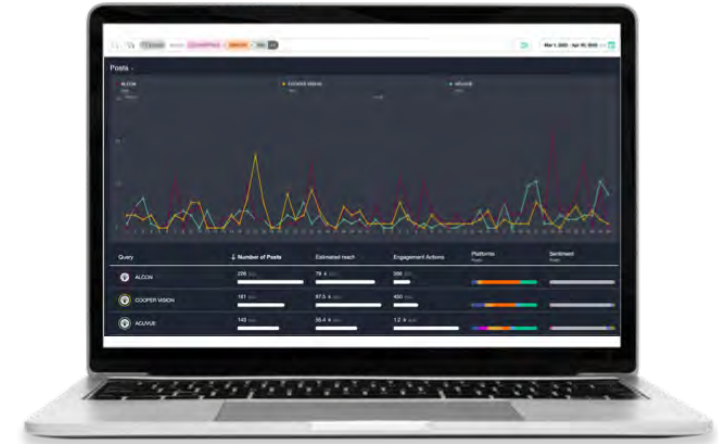
Manage reputational risk.
Drive ESG conversations.

- + ESG topics monitoring
- + ESG discussion volumes
- + ESG semantic
- + ESG sentiments
- + Eco & Social Ratings from diverse APPs



Outperform competitors.
Learn fast.

- + Hashtags
- + Affects
- + Geographies & languages
- + Campaign tracking
- + Competitor & category insights



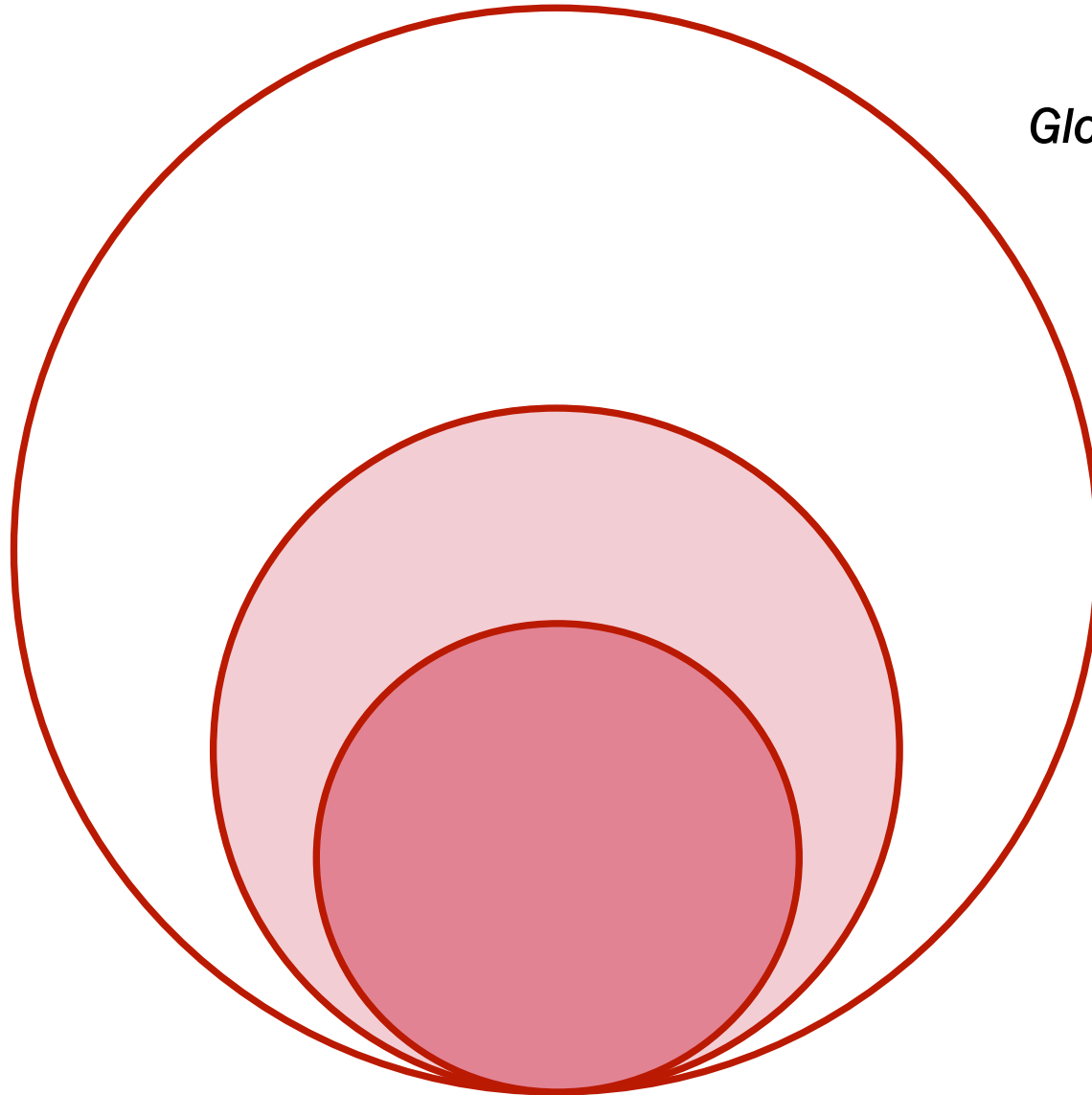
Increase ROI.
Optimise budget.

- + Posts volumes
- + Engagement actions, reach
- + Platforms (owned, earned)
- + Sentiments / Affects
- + Emojis, influencers

MARKET OPPORTUNITY

NBS FACTORY USP & BUSINESS MODEL

ESG and sustainability : a booming business



Global ESG and Sustainability Consulting Market

7 bUSD (2022)
16 bUSD (proj. 2027)
+17% CAGR¹

Global Online Reputation Management

1.13 bUSD (2022)
1.56 bUSD (proj. 2027)
+6.7% CAGR²

Global CSR platforms

0.96 bUSD (2022)
1.4 bds USD (proj. 2027)
+7.9% CAGR²

1. <https://www.verdantix.com/report/esg-and-sustainability-consulting-market-size-and-forecast-2021-2027/#~:text=Verdantix%20finds%20that%20the,reach%20%2416%20billion%20by%202027.>
2. <https://www.marketwatch.com/press-release/online-reputation-management-market-size-2022-to-reach-expected-growth-of-156768-at-cagr-of-67-by-2029-industry-trends-and-growth-opportunities-global-share-value-chain-analysis-pptpp-report-pages-2022-08-02>
3. Atroit Market | Corporate Social Responsibility Software Market (20

How is NBS factory unique?

Positionnement			ESG focus	Neutral	Networks of scientists	Trainings & services included	External Stakeholders
NBS factory	GreenTech	ESG e-reputation platform to ensure communication without greenwashing	✓	✓	✓	✓	✓
Surfmetrics	FinTech	Automated ESG rating agency	✓	✓	✗	✗	✓
Digimind	Media	Intelligence software that helps understand consumer insights & market trends	✗	✗	✗	✗	✓
ZEI	GreenTech	ESG activities reporting tool	✓	✓	✗	✗	✗



A SaaS model with 3 different price level depending of the scale & data volume need.



Platform access on Desktop
Up to 5 users
Taylored ESG dashboard
Greenwashing alerts creation
Partners library
Ethical communication trainings
Yearly subscription



Platform access on Desktop
Up to 15 users
Taylored ESG dashboard
Greenwashing alerts creation Partners library
Ethical communication trainings
Possibilities to add specific Regional labels
Yearly subscription



Platform access on Desktop
Up to 40 users
Taylored ESG dashboard
Greenwashing alerts creation Partners library
Ethical communication trainings
Possibilities to add specific Regional labels
Yearly subscription



YOUR OPPORTUNITY OF A LIFETIME

SPOILER: THIS WOULD NOT PASS THE NBS FACTORY GREEN SCORING

SaaS platform development requiring 1.4M€ to boost next 18 months hyper growth

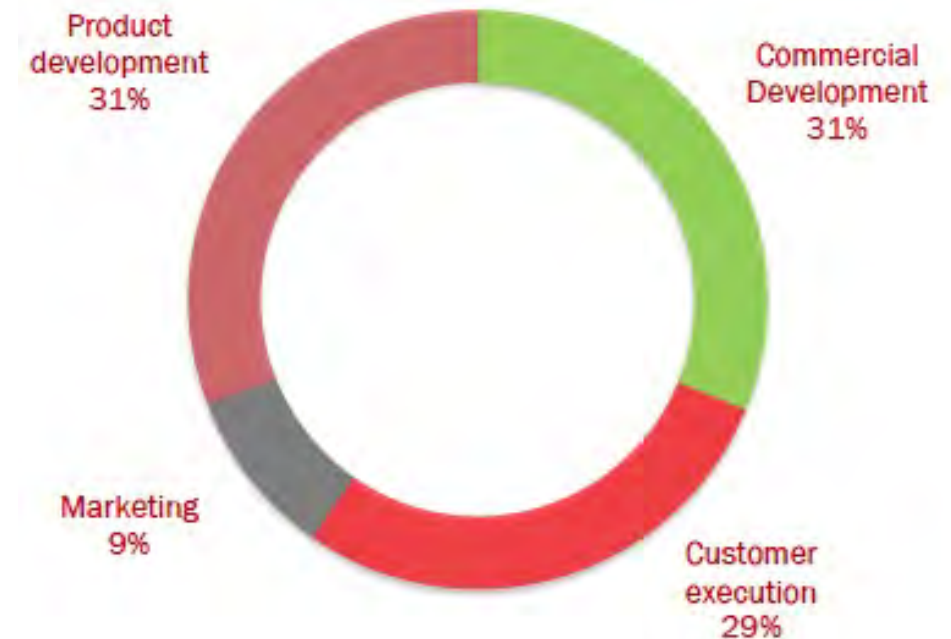
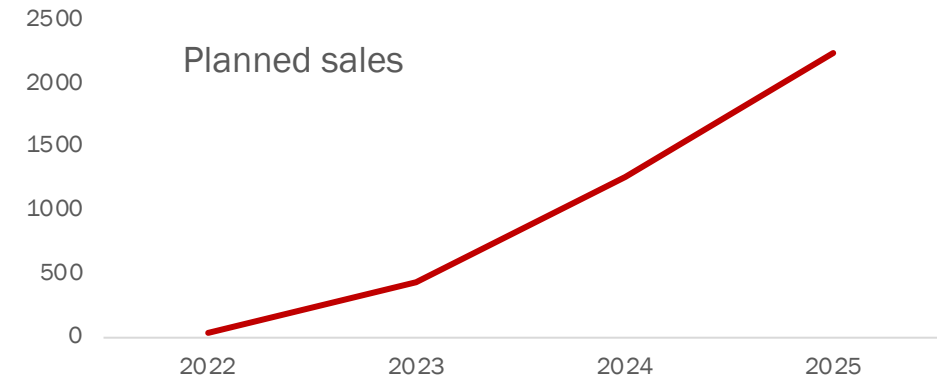
- secure 36 customers (B2B)
- develop R&D project of NBS factory platform V2
- hire the right talents (CTO, Data Science, Bus Dev, COO, Social Media, Mktg)

Grants & Love money

BPI France
PIE / Region Ile de France
LOYAL VC

75 k€ secured

=> 1.4 M€ needed for next 18 months



NBS factory roadmap

2020

Board
certification.
ESG focused.
Awareness phase.

Mars-Aug 2022



Creation

Bootstrapping

Nov-Dec 2022

Team expansion.....

Fund raising #1

H2 2023

Commercialisation
V1



Dev NBS
platform V1

Dev NBS
platform V2

WILLA Bootcamp.
Force Femmes.
CSR &
sustainability
certification.

Partnerships
with Scientists.
Advisory boards
of experts.
Station F

Business dev. with
V1

Commercialisation
V2

2021

Aug-Oct 2022

H1 2023

2024

Proprietary & confidential

Thank you

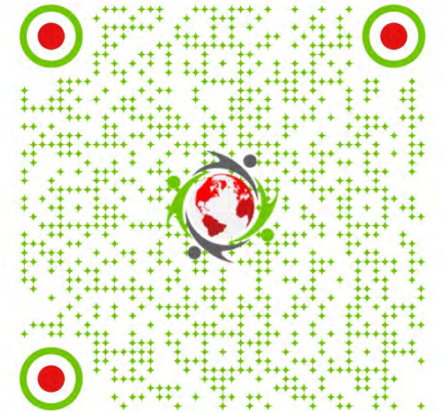
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Let's connect



Follow NBS factory



Additional information

Anne DUMESGES

Founder | CEO | Board Member |
MSc | INSEAD MBA

I make brands drive true impact with positivity



E for Environment

Science is critical to solve current environmental challenges we are faced with. I am an engineer with a career in sales and marketing. I believe in facts supported by stories.

I worked in the Oil & Gas industry (ExxonMobil), then moved to Pharma (Johnson & Johnson) and Organic Baby Nutrition (H&H), some of the most regulated industries where product development, marketing and communication can not happen without scientific proofs and validation.

S for Social

A strong advocate of Diversity & Inclusion, flexible working conditions, transparency towards end-users, consumers, I experimented how this can over deliver, ensure efficiencies, retain talents and improve brand and product reputation.

G for Governance

No transformation without the leadership showing the way. Setting the North Star to follow is critical for companies and brands to work their E&S transition.

That's why I created **NBS factory**, an agency supporting leaders going through their ESG transition, to tell **NoBullShit** stories, based on facts and actions in an engaging way.

Education / background

ESSEC business School – ESG certification & Advanced Board certification - France

INSEAD - MBA 07D - Singapore

IFP School - Petroleum Economics & management - MSc - France

University College London / ENSIC - Process & Chemical engineering - MSc - UK / France

Main areas of expertise

Business turn arounds, Cross cultural team leadership, business model transformation, brand and portfolio management, new product development and launches.

Sustainability, ESG, Diversity & Inclusion, Unconscious bias, Behavioral science

From pretending to acting

- **More and more consumers choose brands showing societal leadership¹**
 - A virtuous feedback loop can be developed with this objective to align organisations environmental transition and consumers acknowledgment.²

- With 42% of advertising being greenwashing³, **companies struggle to prove their ESG good faith.**

=> NBS factory tracks brands e-reputation, manages risks and ensures real impact and communication without greenwashing.

- Unique renowned environmental scientists as key partners ([Colloque Environnement et Climat](#))
 - Advised by a diverse team of high level international leaders.
 - Supports from Station F, CCI France, Loyal VC (investor).
- Raising **1.4M€** to accelerate growth in the next 18 months in order to:
 - Reach a minimum of 36 customers
 - Develop V2 with unique ESG scoring cards.

1. EDELMAN TRUST barometer 2022. <https://www.edelman.com/trust/2022-trust-barometer>. <https://www.edelman.com/news-awards/two-thirds-consumers-worldwide-now-buy-beliefs>










2. DELOITTE 2017. Introduction: Rewriting the rules for the digital age . <https://www2.deloitte.com/us/en/insights/focus/human-capital-trends/2017/introduction.html>

3. European commission & National consumer authorities websites screening 2021 https://ec.europa.eu/commission/presscorner/detail/en/ip_21_269

What does NBS factory tracks?





V1

2022

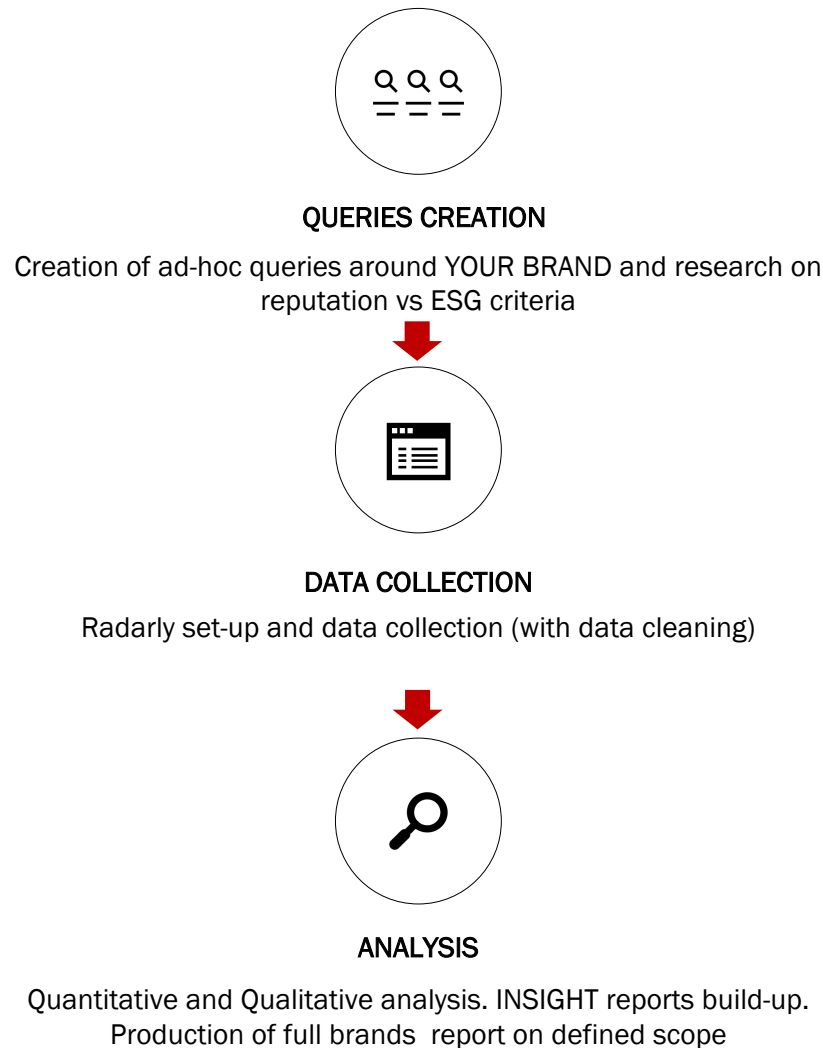
SOCIAL MEDIA PLATFORMS	HOW DO WE COLLECT DATA?	WHERE DO WE COLLECT THE CONTENT?
 — FACEBOOK	Keywords based data collection.	Public Accounts
 — INSTAGRAM		Public Accounts
 — TWITTER		Public Accounts
 — PINTEREST	Keywords based data collection.	On Regular and business accounts
 — YOUTUBE	Keywords based data collection. (in title)	
 — BLOGS  — WEBSITES	Keywords based data collection. Articles, Comments	
 — MEDIAS  — FORUMS		

V2

2023

RATING APPS	HOW DO WE COLLECT DATA?
  	API
 — LINKEDIN	

Methodology to build NBS factory platform



GLOSSARY

Platform

The platform displays the source of each post. Sources are Instagram, facebook, Twitter, Youtube, Pinterets, Tiktok possible (not always stable).

Owned Media

Posts generated by the brand's social accounts.

Earned Media (Social & UGC - User Generated Content)

Posts generated by social media users, including sponsored publications from the brand.

Except for the posts generated from identified Own media accounts, all the rest all defined as Earned media

Volume

Original Post = Original Post

Total Buzz Volume = Original Post+Repost

Engagement actions

Total number of engagement actions on selected posts (likes, reposts, comments, shares, favorites...)

Facebook: shares, comments, likes

Instagram: depends of the types of accounts. Further details can be provided

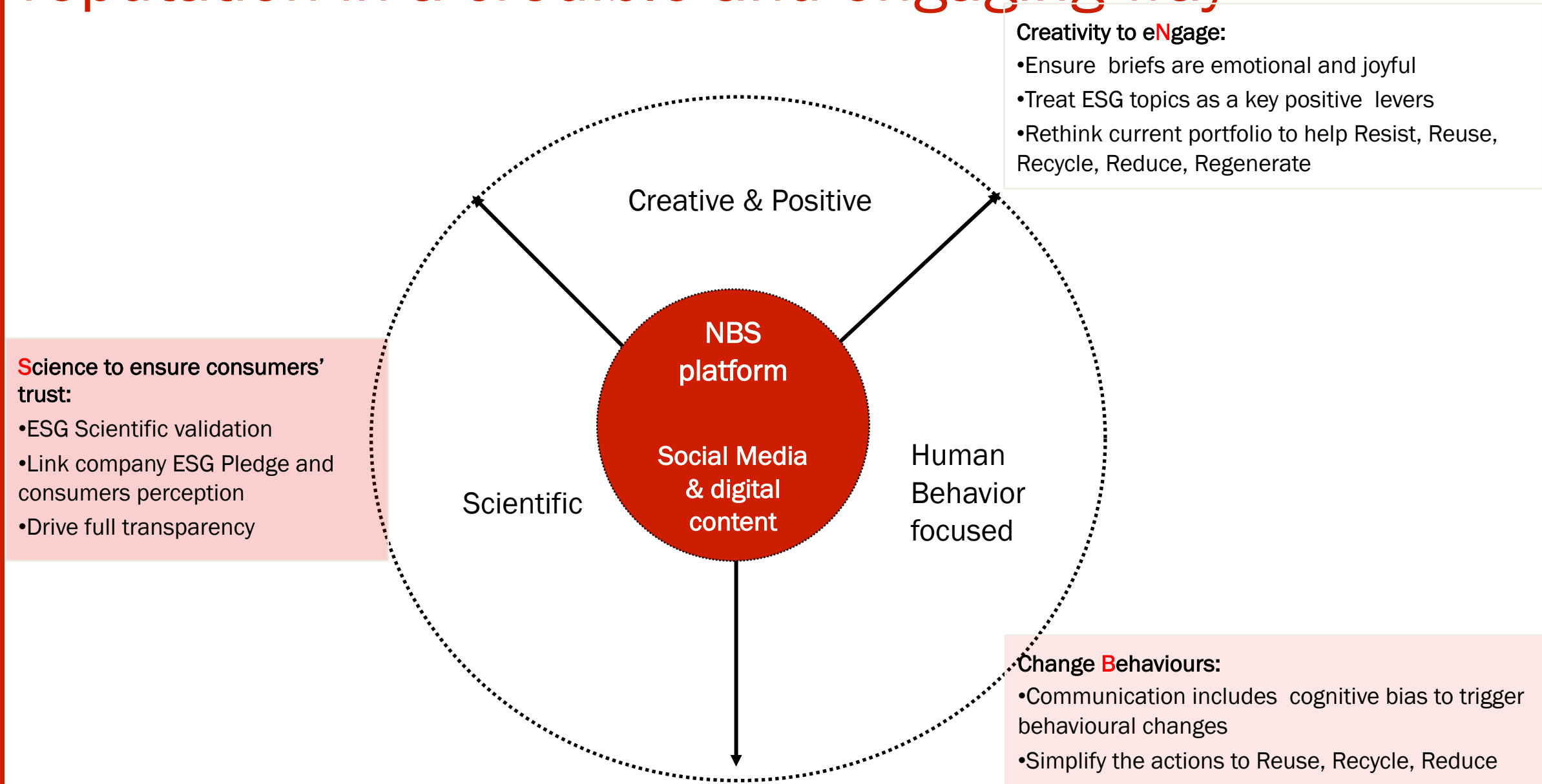
Twitter: Retweets. Likes. Replies

YouTube: posts and video views

Pinterest: Saves & photos on pins



NBS factory partners with brands to build their ESG reputation in a credible and engaging way



Time is NOW for ESG and sustainability reputation

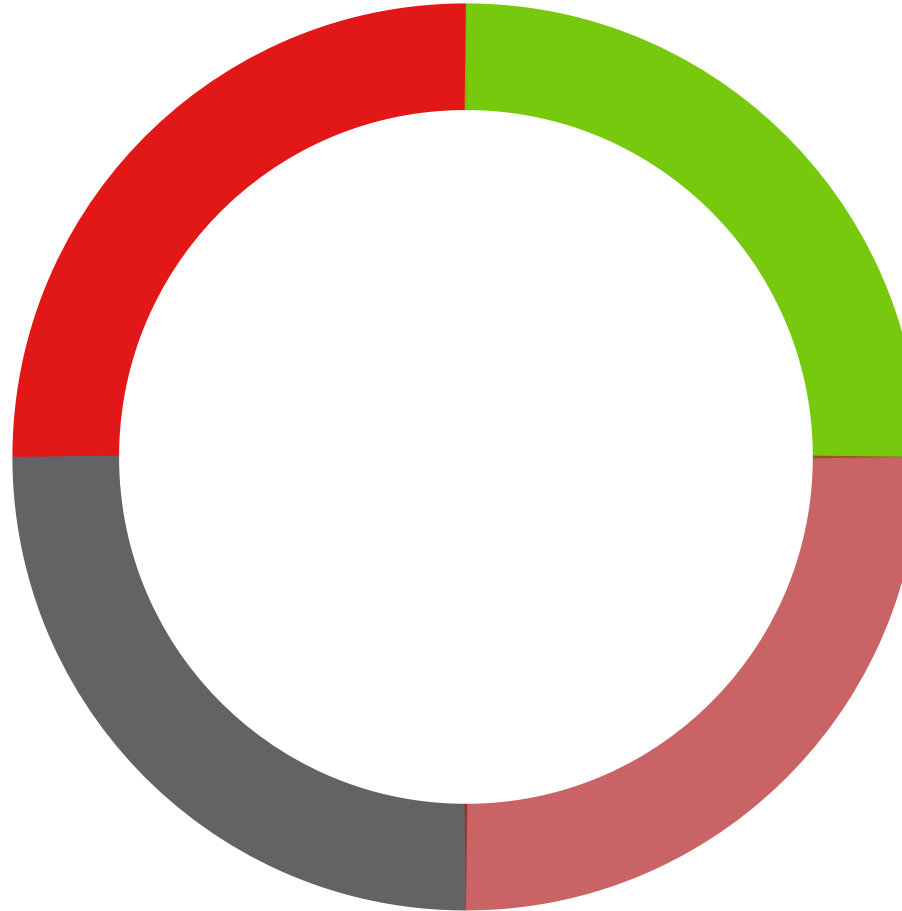
Legislation

regarding consumer protection already in place in France, soon in EUROPE

Cost per Ad accused of greenwashing (FR): 100k€

58% of consumers will buy or advocate for brands

60% will choose a place to work based on their beliefs and values.



63% of company's market value assigned to reputation¹

79% of investors identified ESG risk as an important factor in investment decision-making²

