



Our belief, mission and vision

We believe in the value of people's actions.

We **facilitate** sustainability to **activate people**
and aim to reach **10B sustainable actions by 2030.**

DoGood helps organizations **enhance** their **sustainable culture faster.**

Facts and opportunities

300K New Revenue in Q1

300k booked ARR* in 2022 to **1.5M in 2023**

X6 Revenue growth from 22 to 23

Strong sales pipeline → Converting **new customers in Q1 23'**

BBVA example of **client upgrade** and growth

2022		2023
BBVA Revenue		BBVA Revenue
23.5K €	➡	300K €

Model X13 Growth

Challenges we are tackling

SUSTAINABILITY CULTURE

DEVELOPMENT

How do our employees **learn** to be responsible with the environment and with the society in a **practical way** to be able to **make responsible decisions**?

How do we **measure our sustainability culture** and its evolution?

ENGAGEMENT

How do we **engage our people** in sustainability?

How do we engage employees effectively with our **purpose**?

VALUATION AND ROI

How do we create engagement **links between our teams** in same or different locations?

How do we **attract better talent**?

How do we **measure people's actions** and impacts?

REGULATION

How do we improve **ESG Ratings**?

How do we ensure that we **comply the new European Regulations** that require information on how we are improving sustainability culture and knowledge (CSRD, DD...)

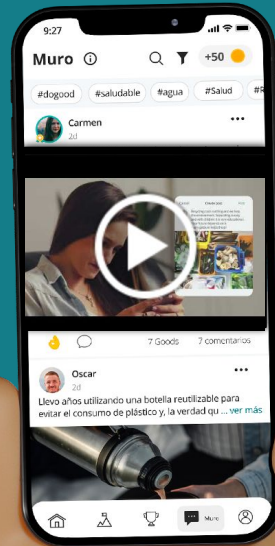
REPUTATION

How do we generate **coherence between what we say and what we do** (Employer Branding and Marketing)?

COHERENCE

Our Value Proposition

DoGood helps organizations (companies, universities and governments) enhance their sustainable culture by measuring the ESG impact of their people.



YEAR 1
34% of employees
hit the target
76.000 KG CO2

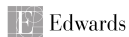


YEAR 2
52% of employees
hit the target
108.500 KG CO2



Clients pipeline

We are creating sustainable culture with

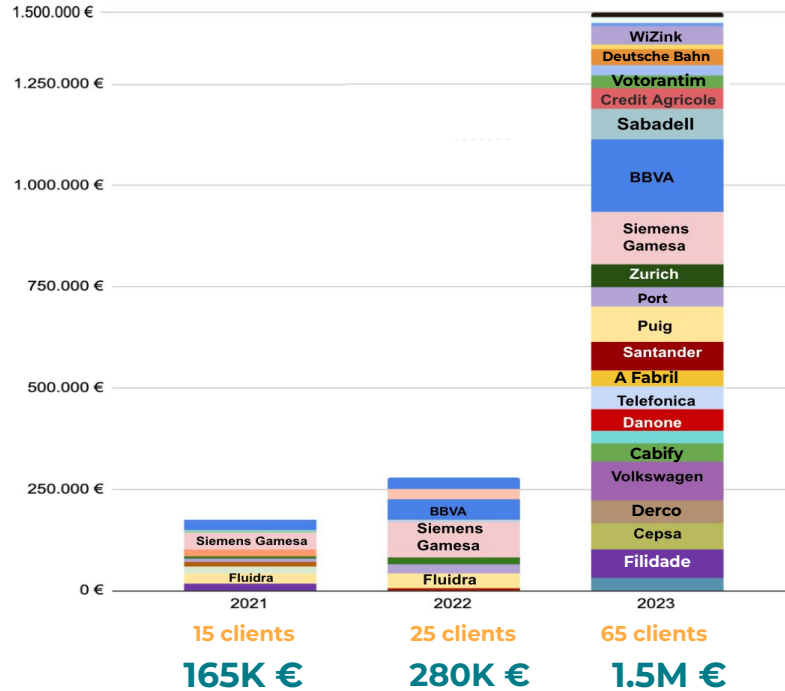


Partnering up with

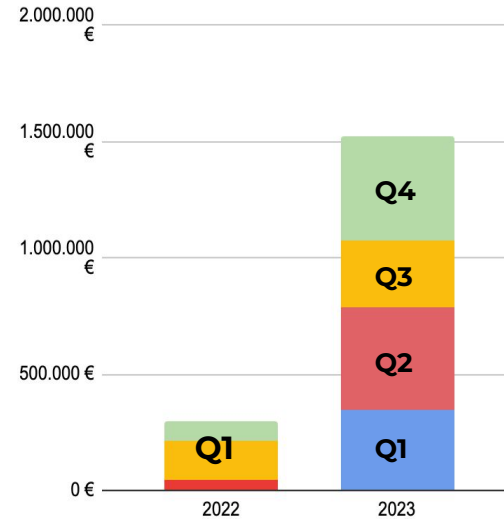


Sales Evolution

X6 Revenue growth 2022 to 2023



Reputation of IBEX top clients will exponentially impact SMEs in 3-5 years



S1 '23 will double 2022 total revenue

Growth Model

*Since our sales process takes around 12 months we will be taking the costs of year x VS the sales of x+1

*Our target market is willing to pay much higher tickets and are increasing pricing accordingly

Total CLV/CAC 2023
118.421,05€ vs 6.638,45€



Sales cycle



Pilot/First sale



1st Renewals/Expansion

Total CLV vs CAC after 5 years

Enterprise (+5k emp.)

14 months

30k

5 year subscription
(300kx5)

1.500.000 CLV vs 6.638,45 CAC

Big corp (1k-5k)

12 months

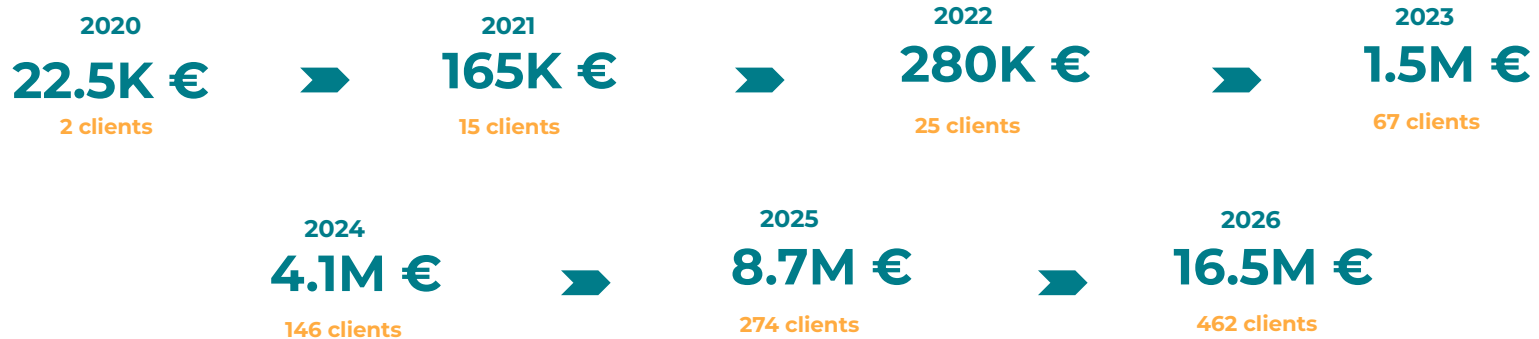
15k

5 year subscription
(60kx5)

300.000 CLV vs 30.000 CAC

Forecast 2023

Due to enterprise sales cycle and the chosen *PMF strategy the pipeline starts converting 2023



Founded in September 2019, first MVP sale December 2020.

*Only 1 Sales Rep. during 21 to find PMF + started hiring S. Reps during 2022 when we confirmed Growth model + Pipeline is ready to explode

Team structure & background

Ignacio
Barriandos,
CEO & Founder



2nd time founder in B2B HR Space

B2B Management Faculty at ESADE
Business School

Speaker at IE, University of Mondragón,
EUNCET, etc.

REVENUE



[Carles](#)



[Francisca](#)



[Raphael](#)



[Jorge](#)



[Natalia](#)



[Edgar](#)

+9

EXPERIENCE



[Alejandro](#)



[Javier](#)



[Ruth](#)



[Laura](#)



[Phillip](#)



[Rodrigo](#)

+5

ADVISORY BOARD



Hendrik Dueringer
Head of Revenue DB.



Isidora Diaz Heredia
GRI Stakeholder Council



Gundel Bacher
Head of HR Bosc



Marko Katajisto
Head of Culture



Óscar Torres
Director Dassault



Jose Ángel Zurdo
CEO BlueTab



Luis Pérez del Val
Founder Lola Market

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