






## ECO SOLUTION CORNER

powered by **CALCOLUTION**

Become Co-Founder for our AI supported knowledge platform

## RESEARCH IS COMPLEX, TIME-CONSUMING AND ERROR-PRONE

-  **Lack of personnel resources**<sup>1</sup> leads to the following:
  - **58 % of employees** state that they have to **forego the necessary care in their work**
  - **69 %** often or sometimes work **overtime**
-  **approx. 1 day per week is spent by knowledge workers** searching for information and documents<sup>2</sup>
-  **False reports** are **considered to be true 19% more often** through the use of search engines<sup>3</sup> and are no longer critically scrutinised



# AI-SUPPORTED KNOWLEDGE MANAGEMENT - FAST AND SECURE



## KNOWLEDGE SOLUTION CORNER:



**AI-supported structuring and aggregation** as well as the search in curated links **saves time and nerves**

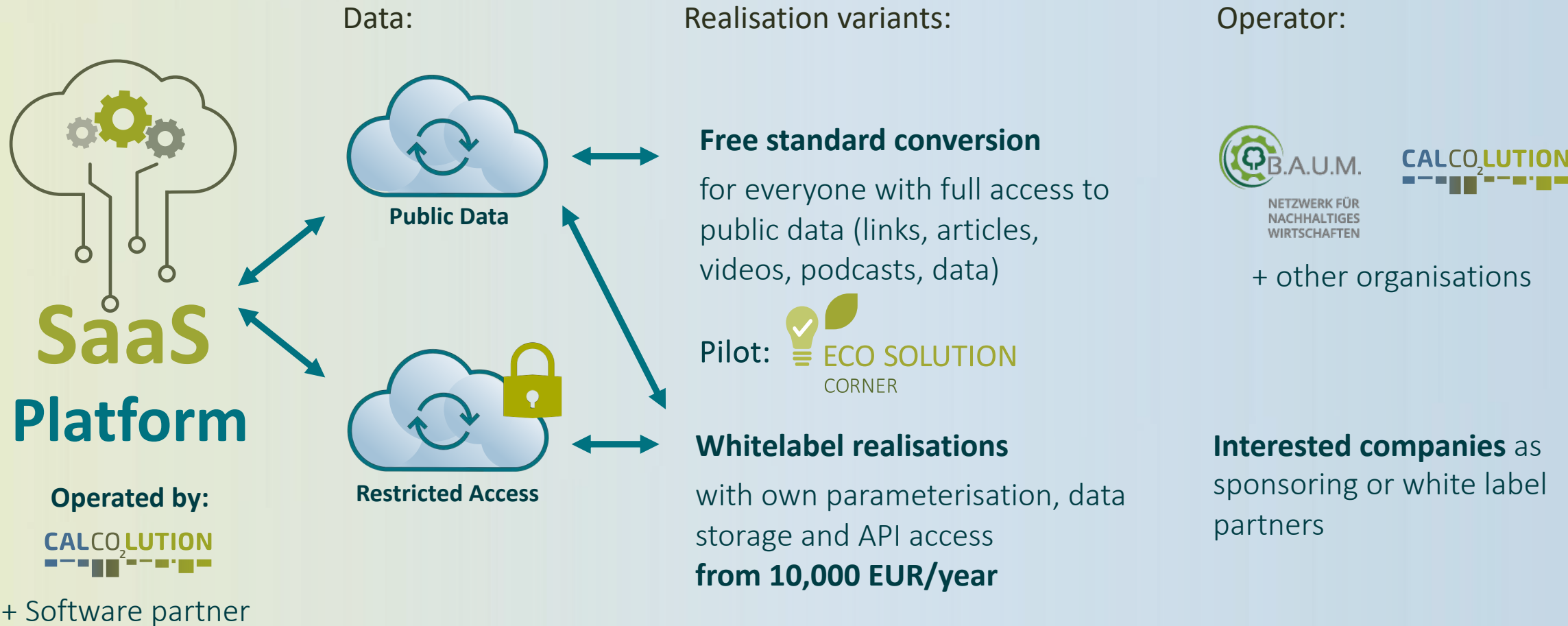


**Constant input of information from industry experts** enables a **quick search** in validated information this **increases efficiency and quality** (utilisation of the wisdom of the many)



**Misinformation is identified** by curators, user ratings and comments - this creates trust.

# SAAS SOLUTION FOR A SCALED IMPLEMENTATION





# THE MVP DEMONSTRATES MANY FEATURES OF THE TARGET PLATFORM

1. Short description from metadata
2. Long description as summary of SMMRY
3. Customisation option
4. User evaluation of the sources
5. Personalisation of members
6. Category scoring from ChatGPT
7. Menu
  1. Home page
  2. Complete list of sources
  3. Link input
  4. List upload
  5. Moderator validation
  6. AI source evaluation

The screenshot displays the platform's interface with several key features highlighted by numbered callouts:

- 1:** Points to the 'Short Description' field of the solution card.
- 2:** Points to the 'Long Description' field of the solution card.
- 3:** Points to the 'EDIT SOLUTION' and 'DELETE SOLUTION' buttons at the bottom of the solution card.
- 4:** Points to the user profile icons in the bottom right corner.
- 5:** Points to the user profile icon in the top right corner.
- 6:** Points to the 'Solution Metrics' dashboard, which features a radar chart with five categories: CO2 Calculation, Reduction Measures, Report, Sustainable Finance, and Regulation.
- 7:** Points to the vertical navigation menu on the left side of the solution card.

# THE CONCEPT IS READY, NOW WE NEED YOU FOR SALES

## Christian Schwehm CTO & CPO



**Focal points:**

- Technology
- Product Owner
- Sustainable Finance
- Partner acquisition



## Yvonne Schwehm CMO



**Focal points:**

- Corporate Design
- Presentations
- Website
- Videos

## TBA CSO & COO



**Focal points:**

- Distribution
- Marketing
- Finances
- Corporate Services

## Realisation of MVP semester project



**Project team:**

- Gina Steffens
- Julian Hiller
- Marc Oliver Koch
- Jan Stuth
- Ibrahim Halil Ulumaskan

**Lecturer:**

- Florian Andrews

## Partners & Cooperations



## SHORTAGE OF SKILLED LABOUR LEADS TO RISING DEMAND

### Target customers:

- Innovative companies that see sustainability transformation as an opportunity
- Service companies that want to revolutionise internal knowledge management



Global search engine market



Global Knowledge management



Target 1% market share for innovative air conditioning solutions

1) statista, 2) markets and markets, TAM - Total Addressable Market, SAM - Serviceable Addressable Market, SOM - Serviceable Obtainable Market

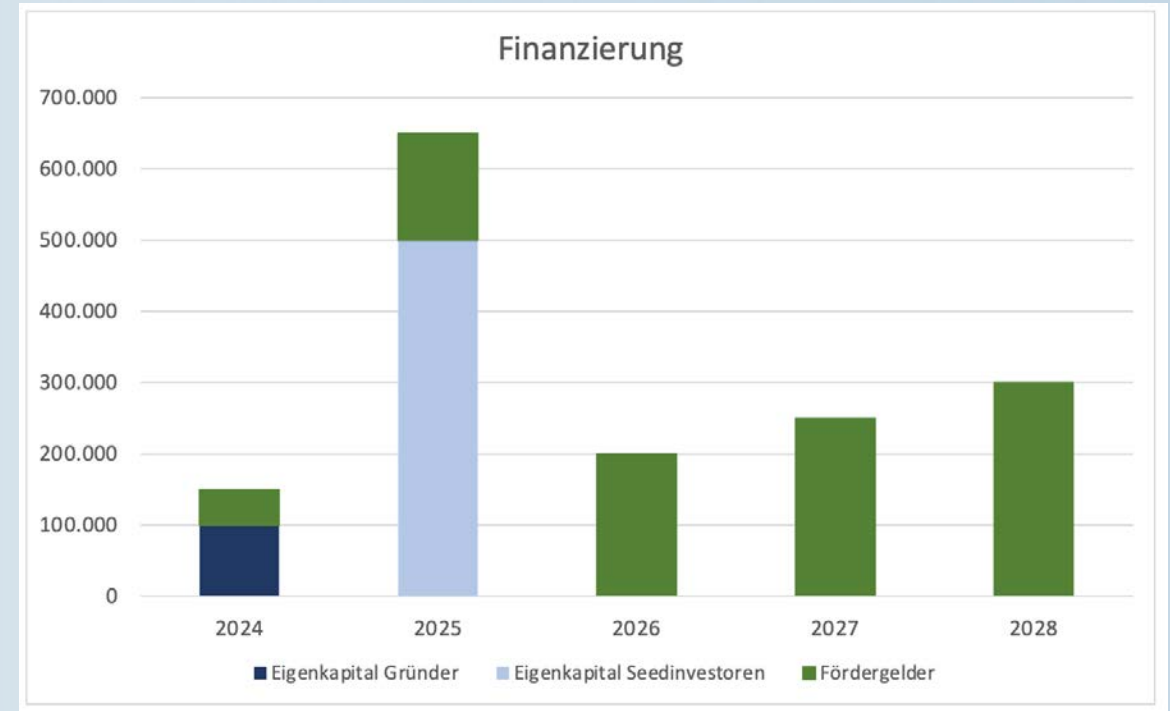
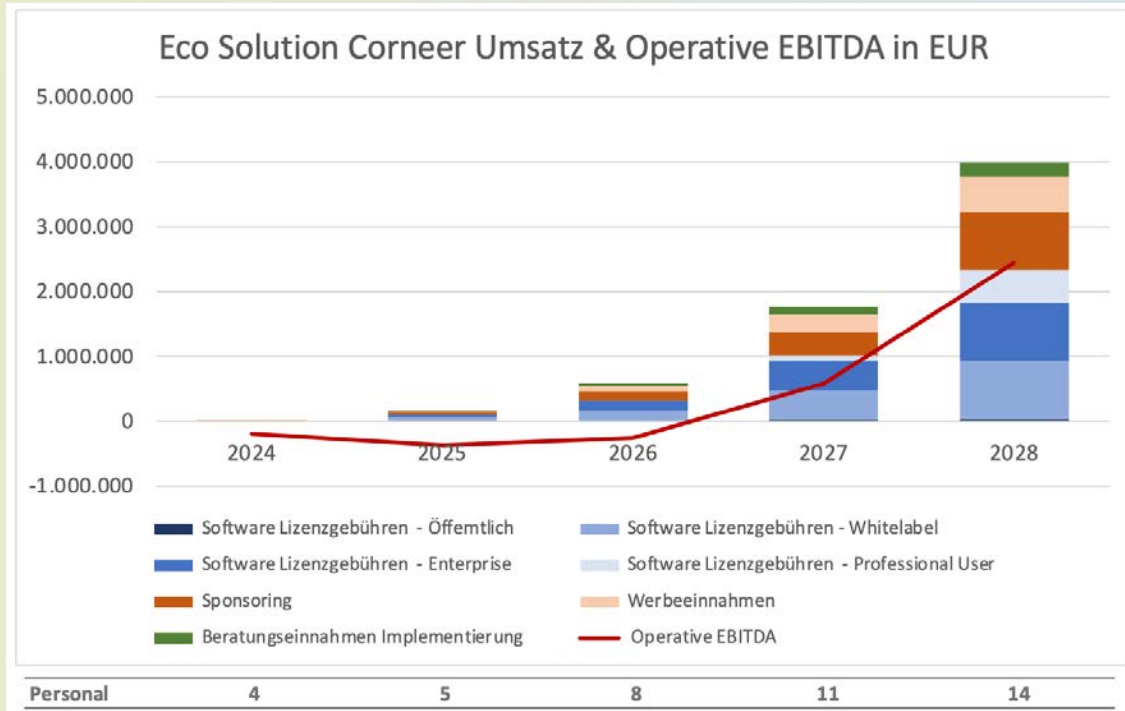
# THE ECO SOLUTION CORNER REVOLUTIONISES THE USER EXPERIENCE

Topic	ESC	Google	ChatGPT	Utopia
Web research	<input type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Search in sub-areas	<input checked="" type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
No ad-financed placement	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
AI-supported summary	<input checked="" type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
AI scoring within flexible categories	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community (personalisation, source, evaluation)	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Whitelable implementation for individual topics + own data	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Import/export sources	<input checked="" type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

Yes  
 partly  
 no










## A SEED INVESTMENT OF 500 TEUR FINANCES THE GROWTH

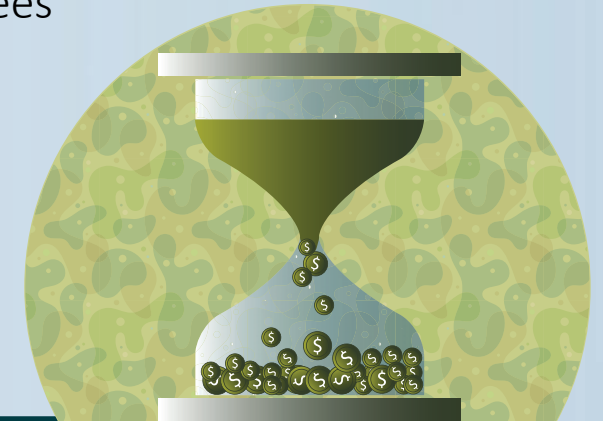


Revenue is distributed across various pillars. By separating the data and the platform, the developed features can be utilised in all implementations. The SaaS solution offers high scaling potential.

## TIME IS MONEY - INCREASING EFFICIENCY SAVES COSTS

### Sample calculation - assumptions:

 Company size:	5.000 employees
 % share of active users:	10%
 % share of time saved by users:	1%
 % share of quality improvement through cooperation and synergies:	1%
 Average costs per employee:	EUR 100.000
<hr/>	
 <b>Annual increase in personnel efficiency:</b>	<b><u>EUR 1.000.000</u></b>
 Annual costs:	EUR 50.000



Be bold and invest in innovative knowledge management!

Whether as a customer or strategic partner - **your employees will thank you for it!**

# THE FRAMEWORK IS SET - LET'S GET STARTED!



## Become a CO-Founder and take over the sales management!

- Provide personnel and financial scaling options and acquire up to **50%** of the shares
- Christian Schwehm takes on the role of **Product Owner** for a two-person development team
- Together with BAUM e.V., **funding applications** are being submitted to finance the basic version as a digital public good

Co-Founder Search & uG Foundation

Seed round & GmbH for scaling

Go-Live Digital  
Public Good

Funding applications (Push, PrototypeFund, DBU, INQA, HOLM, ...)

04/24

07/24

10/24

1/25

04/25

MVP => BAUM app

Go-Live  
Whitelabel

Development of SaaS platform 1.0

Successive further development

# SUPPORT US WITH THE REALISATION

INTERESTED IN JOINING?

Watch our video!

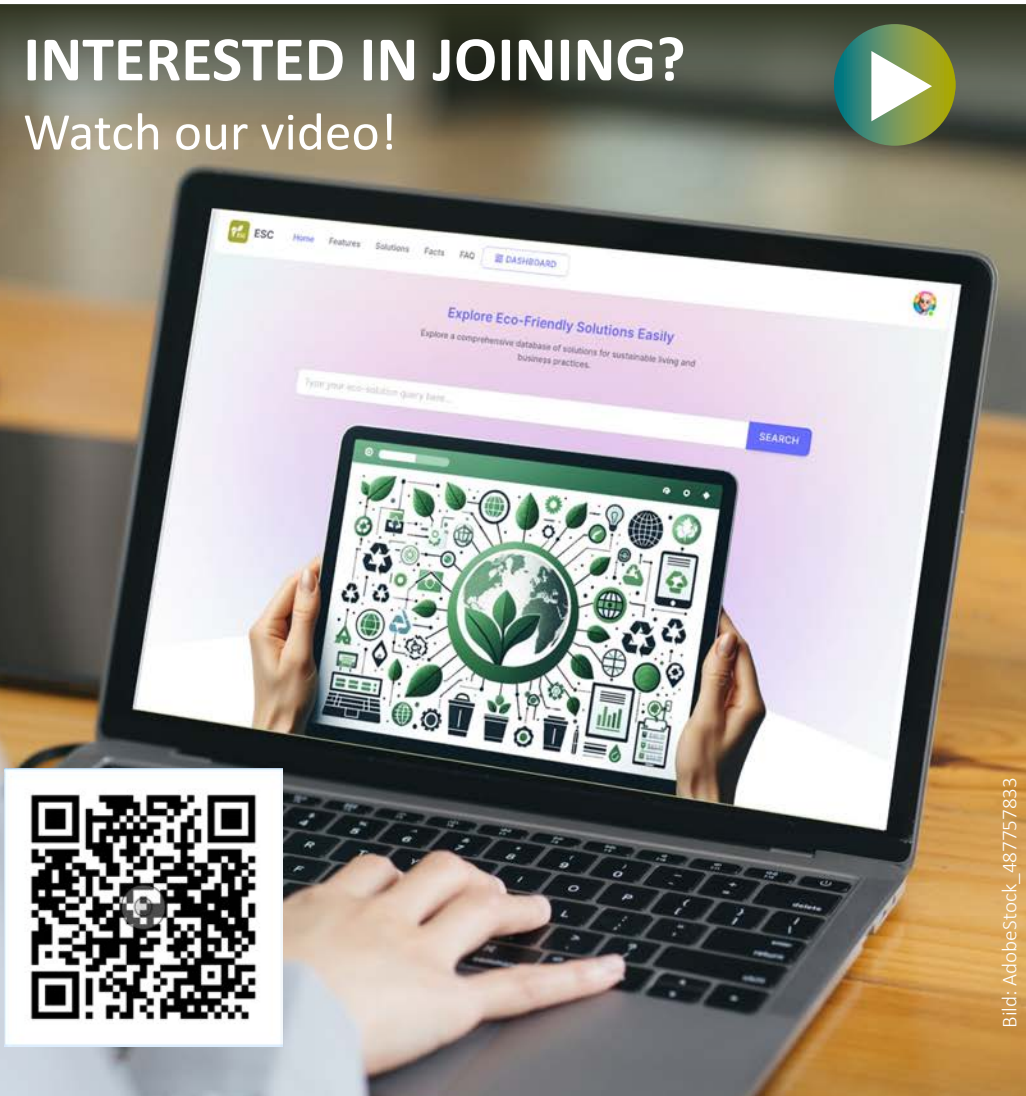


Bild: AdobeStock\_487757833

## Become a ...

- Co-Founder ✓
- Strategic investor ✓
- White label customer ✓
- Co-operation partner ✓

### Contact:

Christian Schwehm

Tel: 0173-300 36 47

[christian.schwehm@calcolution.com](mailto:christian.schwehm@calcolution.com)

[www.calcolution.org](http://www.calcolution.org)



# APPENDIX





## FOCUS ON RELEVANT AREAS

As a knowledge angler, the comparison would look like this:



### Fishing in the GOOGLE Sea

- many different fish
- you never know which one you are fishing for and how long it will take



### Fishing in the Eco Solution Corner lakes

- Marked, evaluated, pre-sorted schools of fish
- Faster to the right fish

# THE FREEMIUM APPROACH ENABLES SCALING

	MVP (today)	Market entry (Q3 24)	Rollout (Q1 25)
Community	Only available locally	Use on the <u>B.A.U.M. e.V.</u> app	Free basic implementation for NGOs Individual white label realisations
Technology	Local hosting Backend: Django Frontend: Bootstrap 5	German web server Backend: Django Frontend: tbd	German web server Backend: Django Frontend: tbd
data	Approx. 450 links from 5 "tipsters"	Expansion of initial filling Continuous DB expansion Links & public reports	Links, reports, podcasts, videos Public databases Protected area with internal data
Features	Role concept AI filling (Chat GPT, Smmry, Glove) Thumb rating List upload Data customisation & release	Comment function Gamification xls export for power users Whitelabelling Sponsoring	API access Individual categories Adhoc scoring Own LLM User status points Multilingualism
Financing	Bootstrapped	Sponsoring Co-Founder Subsidies	Seed financing Licence fee Subsidies Advertising revenue & sponsoring

# THE CONCEPT IS READY

## Technology ✓

- Consileon, abat or Intuitive AI as implementation partner
- Christian Schwehm as PO
- 2 Developer
- Agile further development
- Integration of MVP in BAUM app

## Data management ✓

- Public pilot phase as part of the BAUM app
- Separation of application and data
- Use of German servers
- Optional own data budgets of the customers

## Distribution ✓

- Growth and market conquest via associations at operating cost price - "payment" via user data
- Sale of the software via the co-founder's network

## Network ✓

- Integration of the free version in the BAUM app (freely accessible, network of 800 sustainable companies)
- Co-operation with other associations (e.g. VfU, Senate of Economy, LFCA, IfN, BVI) at cost price

## Organisation ✓

- Prompt formation of uG
- Co-founder hires sales manager
- Support from TechQuartier & funding organisations
- Non-profit area via B.A.U.M. e.V.
- Founding a limited liability company for seed financing

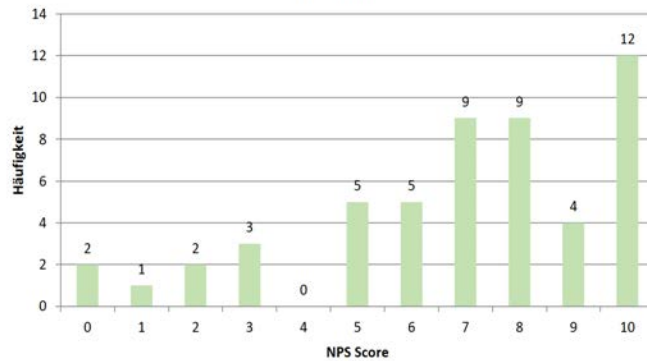
## Financing ✓

- Funding as digital public good
- Foundations
- Sponsoring
- White label conversions
- Seed financing

# THERE IS GREAT INTEREST IN THE PLATFORM AND AI SUPPORT

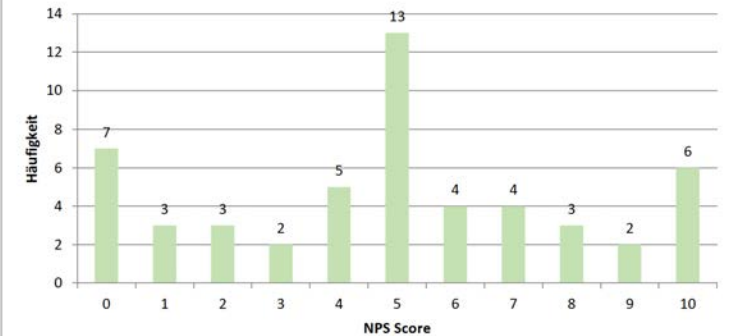
Use platform

3. Ich könnte mir vorstellen eine Plattform zu nutzen, um Informationen über das Thema Nachhaltigkeit zu erhalten



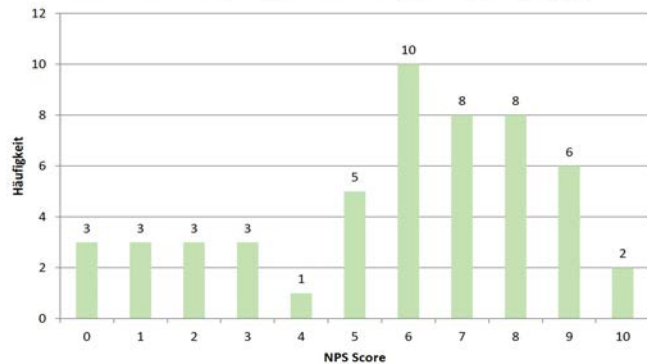
Share information

4. Ich könnte mir vorstellen eine Plattform zu nutzen, um selbst Informationen über das Thema Nachhaltigkeit mit anderen zu teilen



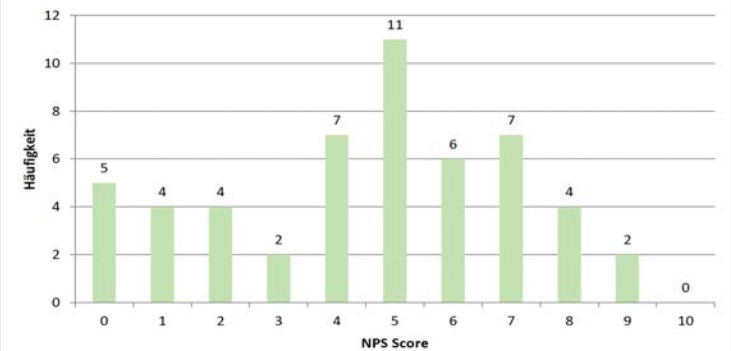
AI Prefilling

8. Beim Teilen von Links lege ich Wert auf eine möglichst automatisierte Vorauswahl der Informationen (Titel, Beschreibung, Kategorie, Tags)



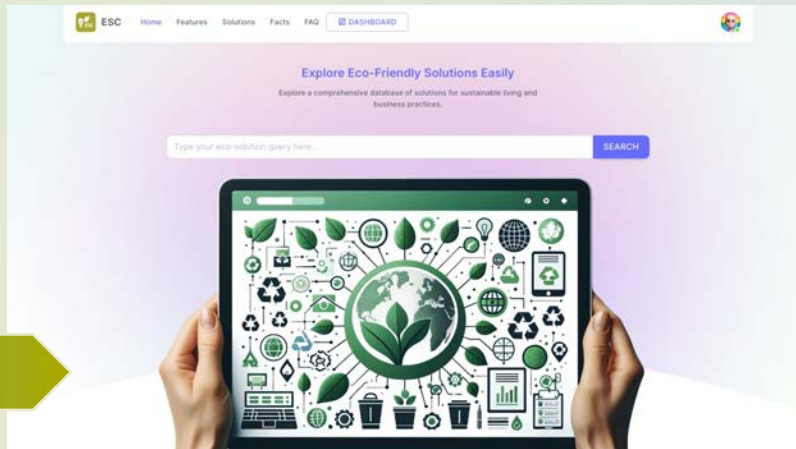
Manual creation

9. Beim Teilen von Links lege ich Wert darauf die Informationen selbst zu benennen, da diese so besser zu meiner Quelle passen.

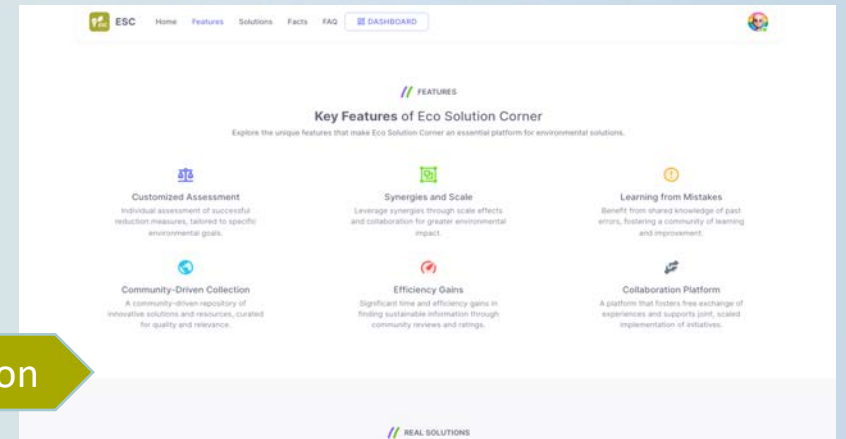


# THE SEARCH FUNCTION MOTIVATES YOU TO REGISTER

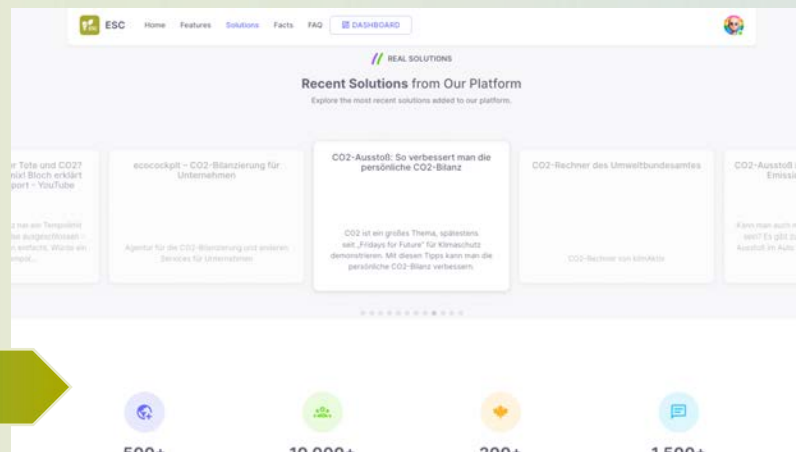
Simple search



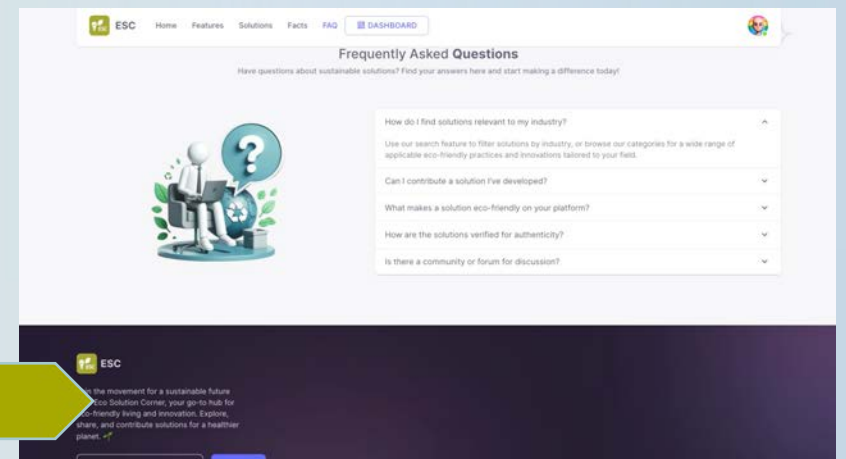
USP of the solution



Latest ideas



FAQ area





# ONLY THE LINK IS REQUIRED TO ENTER THE DATA

List view

TITEL	LINK	TYP	AKTIONEN
10 Tipps für mehr Klimaschutz   Greenpeace	<a href="#">[Link]</a>	Artikel/Bericht	[Edit] [Delete]
17 Ziele Hessen	<a href="#">[Link]</a>	Plattform	[Edit] [Delete]
Abfallvermeidung: Die 20 besten Tipps   ec2online	<a href="#">[Link]</a>	Artikel/Bericht	[Edit] [Delete]
Adventskalender für Nachhaltigkeit	<a href="#">[Link]</a>	Anwendung	[Edit] [Delete]
Anteil erneuerbarer Energien in Deutschland	<a href="#">[Link]</a>	Plattform	[Edit] [Delete]
Auch die Industrie wird ihre CO2-Emissionen erheblich reduzieren.	<a href="#">[Link]</a>	Artikel/Bericht	[Edit] [Delete]
...ung - Umweltbundesamt	<a href="#">[Link]</a>	Artikel/Bericht	[Edit] [Delete]
BASF - Corporate Carbon Footprint	<a href="#">[Link]</a>	Lösungsanbieter	[Edit] [Delete]

Link input

Form fields: Adresse URL\*, Titel, Kurzbeschreibung\*, Ausführliche Beschreibung, Lösungstyp, Lösungsanbieter. Buttons: SENDEN, ZURÜCK.

Customisation

TITEL	ADRESSE (URL)	DESCRIPTION
Link	<a href="https://www.greenpeace.de/klimaschutz/klimakrise/10-tipps-klimaschutz-alltag">https://www.greenpeace.de/klimaschutz/klimakrise/10-tipps-klimaschutz-alltag</a>	

Buttons: ADD DATA SOURCE

Visualisation

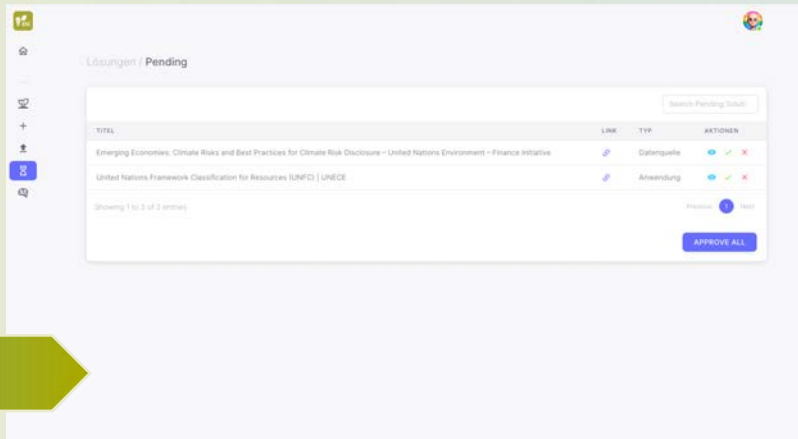
10 Tipps für mehr Klimaschutz | Greenpeace

Solution Metrics: Radar chart showing CO2 Calculation, Reduction Measures, Report, Sustainable Finance, and Regulation.

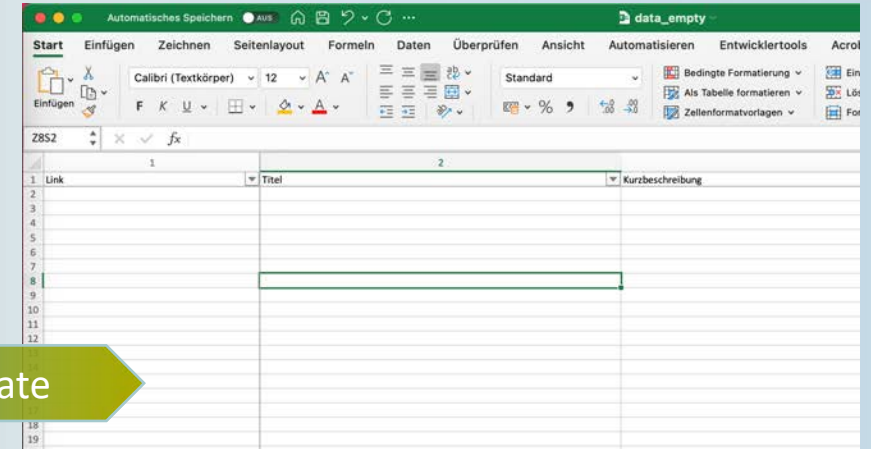
Buttons: EDIT SOLUTION, DELETE SOLUTION

## THE USE OF THE MVP IS MADE EASY

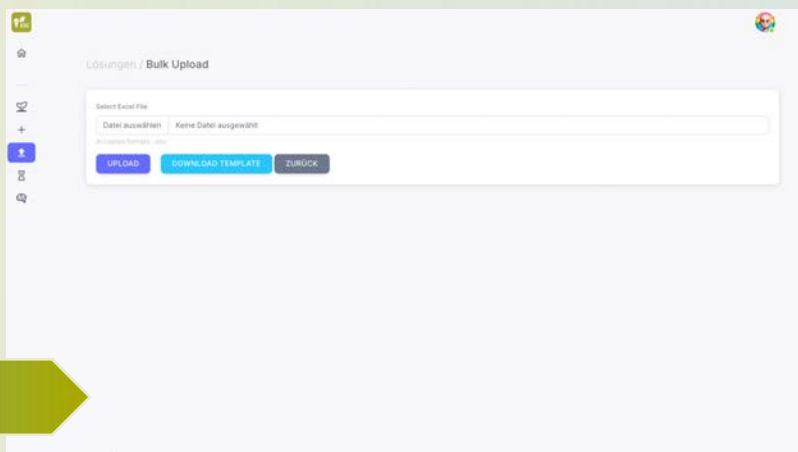
Release



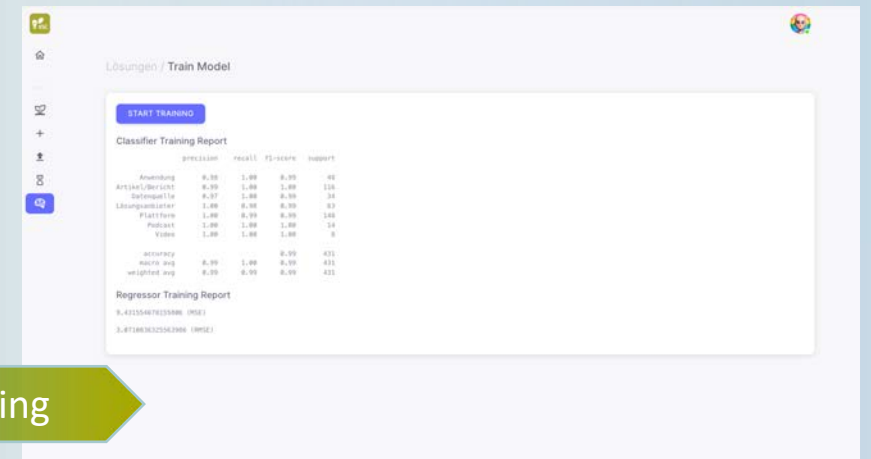
Excel template



Bulk upload



Model training



## "DJANGO" IS A GOOD CHOICE FOR MANAGING THE PORTAL

Django-Verwaltung

Website-Verwaltung

- ACCOUNTS: User Profiles
- AUTHENTIZIERUNG UND AUTENTISIERUNG: Benutzer, Gruppen
- SOLUTIONS: Data sources, Solution reactions, Solution types, Solutions

Neueste Aktionen

Meiste Aktionen

Keine vorhanden

Main menu

Django-Verwaltung

Benutzer zur Änderung auswählen

Benutzer zur Änderung auswählen

Aktion	Benutzername	E-MAIL-ADDRESS	VORNAME	NACHNAME	MITARBEITER-STATUS
<input type="checkbox"/>	christian	christian.schwehn@calcolution.com			
<input type="checkbox"/>	wilfrigt	wilfrigt.2016@gmail.com	EM	Luhmann	
<input type="checkbox"/>	swarigt	swarigt4270@gmail.com			
<input type="checkbox"/>	governverding	governbeyer@aufbau.de			
<input type="checkbox"/>	brudrka	lulubrand@gmx.de	Strahm	Luhmann	
<input type="checkbox"/>	testuser	testuser@gmail.com			
<input type="checkbox"/>	testuser2	Luhmann@web.de			

User administration

Django-Verwaltung

solution zur Änderung auswählen

Aktion	TITEL	SOURCE ORIGIN	REVIEW STATUS	CREATION DATE	MODIFICATION DATE	SOLUTION TYPE	TOTAL LINES	TOTAL BILDES
<input type="checkbox"/>	17 Ziele Hesse	brudrka	Approved	Jan. 3, 2024	Jan. 3, 2024	Plattform	1	1
<input type="checkbox"/>	Administratörs Kalender für Nachhaltigkeit	brudrka	Approved	Jan. 3, 2024	Jan. 3, 2024	Anwendung	2	0
<input type="checkbox"/>	Anteil erneuerbarer Energien in Deutschland	brudrka	Approved	Jan. 3, 2024	Jan. 3, 2024	Plattform	0	2
<input type="checkbox"/>	Aufstellung - Umweltstudie	brudrka	Approved	Jan. 3, 2024	Jan. 3, 2024	Artikel/Bericht	0	0
<input type="checkbox"/>	BASF - Corporate Carbon Footprint	brudrka	Approved	Jan. 3, 2024	Jan. 3, 2024	Lösungsanbieter	0	0
<input type="checkbox"/>	BCS - Dearbonization	brudrka	Approved	Jan. 3, 2024	Jan. 3, 2024	Artikel/Bericht	0	1
<input type="checkbox"/>	BCS	brudrka	Approved	Jan. 3, 2024	Jan. 3, 2024	Plattform	0	0
<input type="checkbox"/>	BME Sustainability Summit 2024	brudrka	Approved	Jan. 3, 2024	Jan. 3, 2024	Artikel/Bericht	0	0
<input type="checkbox"/>	BMU - Elektromobilität	brudrka	Approved	Jan. 3, 2024	Jan. 3, 2024	Plattform	0	0
<input type="checkbox"/>	BMU - Elektromobilität	brudrka	Approved	Jan. 3, 2024	Jan. 3, 2024	Datenquelle	0	0

Create solutions

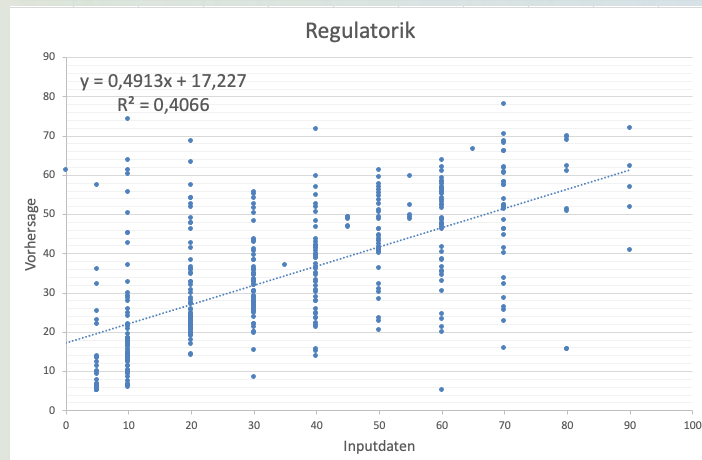
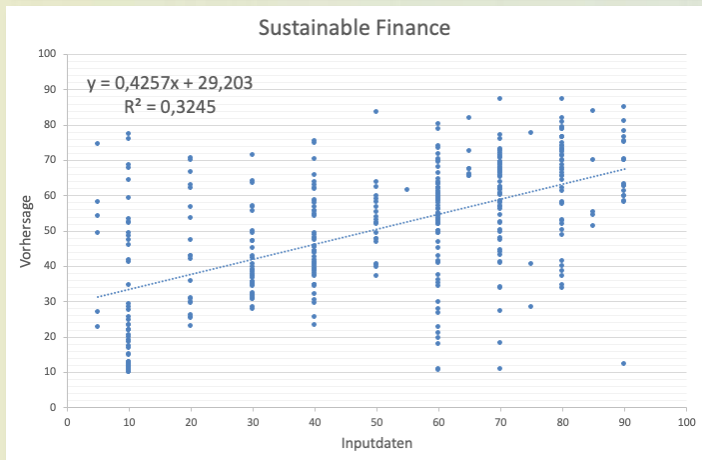
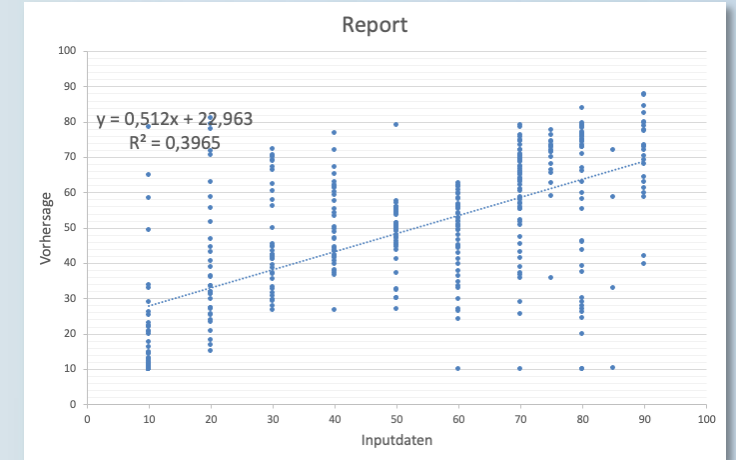
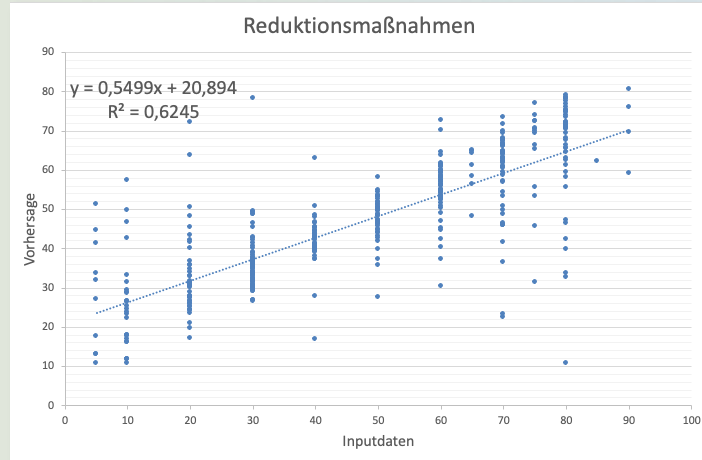
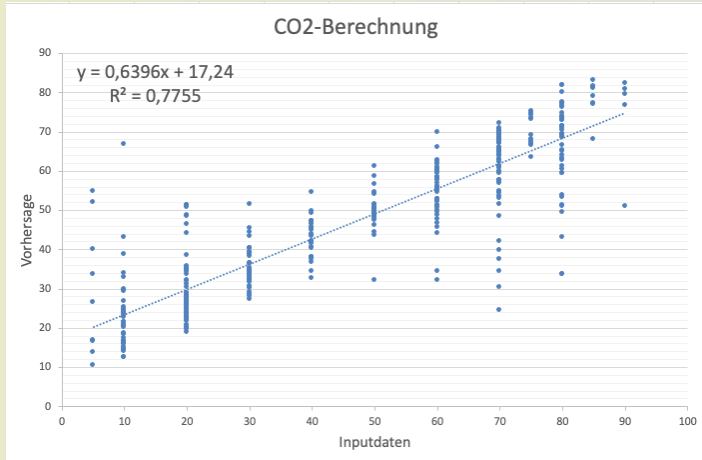
Django-Verwaltung

solution reaction zur Änderung auswählen

Aktion	SOLUTION	USER	LIKE
<input type="checkbox"/>	10 Tipps für mehr Klimaschutz   Greenpeace	christian	
<input type="checkbox"/>	Auch die Industrie wird ihre CO2-Emissionen erheblich reduzieren.	governverding	
<input type="checkbox"/>	Administratörs Kalender für Nachhaltigkeit	governverding	
<input type="checkbox"/>	17 Ziele Hesse	governverding	
<input type="checkbox"/>	10 Tipps für mehr Klimaschutz   Greenpeace	governverding	
<input type="checkbox"/>	Auch die Industrie wird ihre CO2-Emissionen erheblich reduzieren.	swarigt	
<input type="checkbox"/>	Anteil erneuerbarer Energien in Deutschland	swarigt	
<input type="checkbox"/>	Administratörs Kalender für Nachhaltigkeit	swarigt	
<input type="checkbox"/>	Abfallvermeidung: Die 20 besten Tipps   ecobridge	swarigt	
<input type="checkbox"/>	10 Tipps für mehr Klimaschutz   Greenpeace	swarigt	

User reactions

# THE PROPRIETARY ALGORITHM PROVIDES GOOD CATEGORISATIONS



Lösung/Vorhersage	Artikel/Bericht	Datenquelle	Plattform	Video	Anwendung	Lösungsanbieter	Podcast	Summe
Artikel/Bericht	48	6	29	0	7	14	4	108
Datenquelle	11	9	6	0	3	2	0	31
Plattform	27	5	84	0	10	23	1	150
Video	3	0	2	0	1	0	0	6
Anwendung	7	3	8	2	20	6	0	46
Lösungsanbieter	13	5	19	2	2	14	3	58
Podcast	4	2	1	0	0	1	6	14
Summe	113	30	149	4	43	60	14	

# THE KNOWLEDGE PORTAL IS PART OF CALCOLUTION

