

incentiv
.me



**WE EXIST TO CONVERT TAXES
INTO ESG INNOVATION**



WHY DO WE WORK WITH TAX ESG?



OUR SOCIAL IMPACT RESULTS



379 PROJECTS

*in 16 states
throughout Brazil*



1 MILLION LIVES

*impacted through our
project funding efforts*



+120 COMPANIES

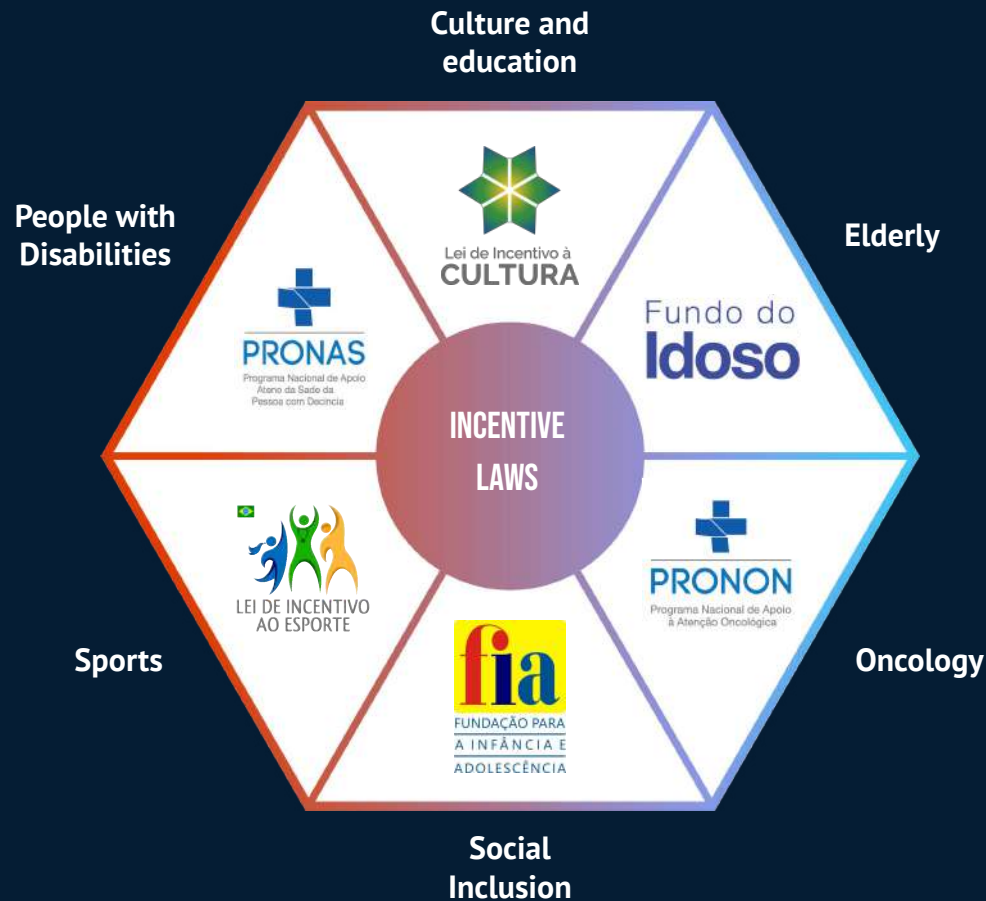
*converting taxes into impact,
generating ESG metrics and
indicators*



+ 30MM €

*of public revenue were
used efficiently*

INCENTIVE LAWS ARE OPPORTUNITIES TO SOLVE SOCIAL CHALLENGES



SOME OF SOCIAL CHALLENGES IN BRAZIL ABOUT ESG

E



Environmental
Education



Sustainability



Conscious
manufacturing

S



Health



Inclusion to
disabilities



Diversity



Financial
Education



Elders in
vulnerability



Youth education
and employment

G

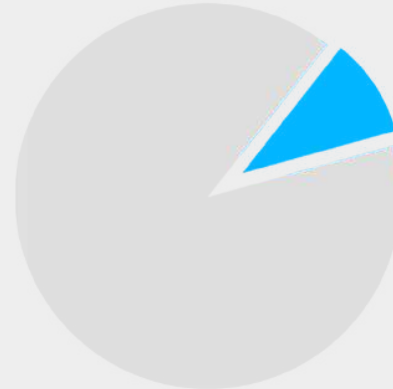


Better governance
in the social
investment

BRAZILIAN INCENTIVE LAWS' ECOSYSTEM



**JUST 40% OF THE PROJECTS
ARE ACTUALLY FUNDED**



**ONLY 10% OF THE COMPANIES USE
THEIR INCENTIVE LAW POTENTIAL**

CHALLENGES X OPPORTUNITIES



Complex
Bureaucracy

TIME



Lack of a Transparency
in the Process

INSECURITY



Lack of Legal
Knowledge

DATA

HOW WE CREATE VALUE?



3 TECHNOLOGIES



**INVESTMENT
ASSESSOR**



CONNECT.SOCIAL



MONITOR.SOCIAL



LEGISLATION MAP

- Federal Laws
- State Laws (26 States + DC)
- Municipal Laws
(300 counties and expanding)

EDITAL
SENAI SESI
DE INOVAÇÃO





INVESTMENT ASSESSOR

This tool identifies **100%** of each **company's** tax incentive laws **potential to invest** in technology and social innovation

Falconi

Electrolux

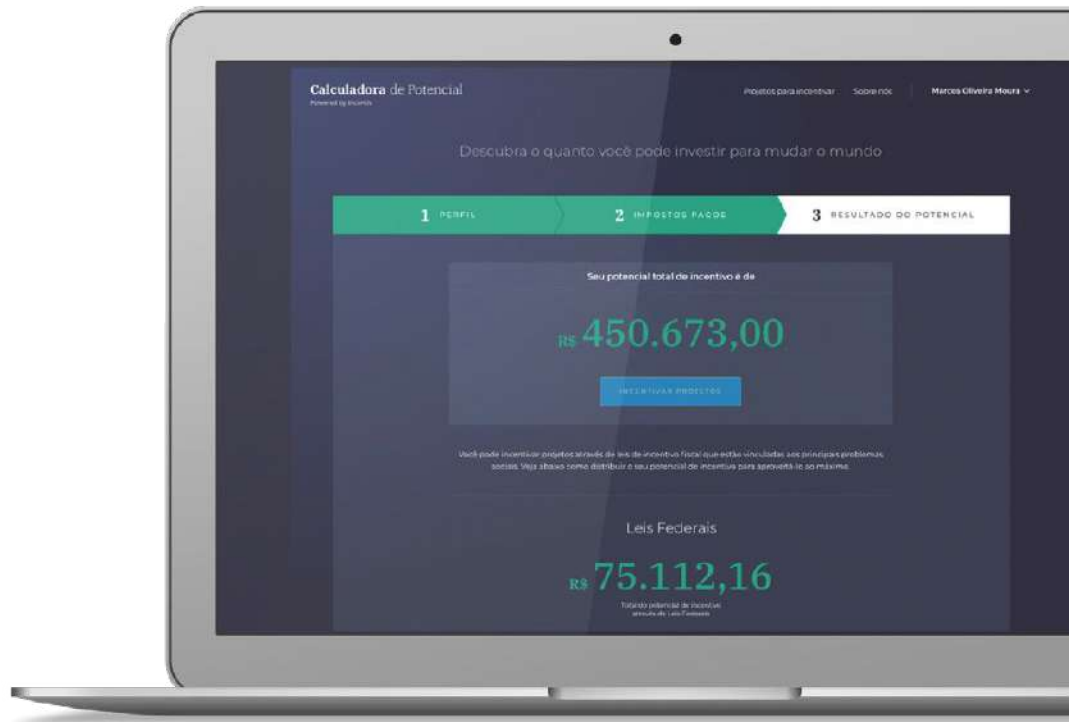
[B]³ BRASIL
BOLSA
BALCÃO

Grupo Fleury

nu

marisa

pwc



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3 PRODUCTS, 3 SOLUTIONS



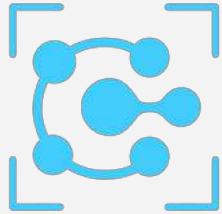
**INVESTMENT
ASSESSOR**



CONNECT.SOCIAL



MONITOR.SOCIAL



=



**MACHINE
LEARNING**

+



**MATCHMAKING
PLATFORM**

+



**PROJECTS' DUE
DILIGENCE**

**CONNECT.SOCIAL
MARKET PLACE**

SUCCESS CASES

CONECTA.SOCIAL

1,588: Assessed projects

400: Filtered through B.I

70: Selected based on the organization's profile

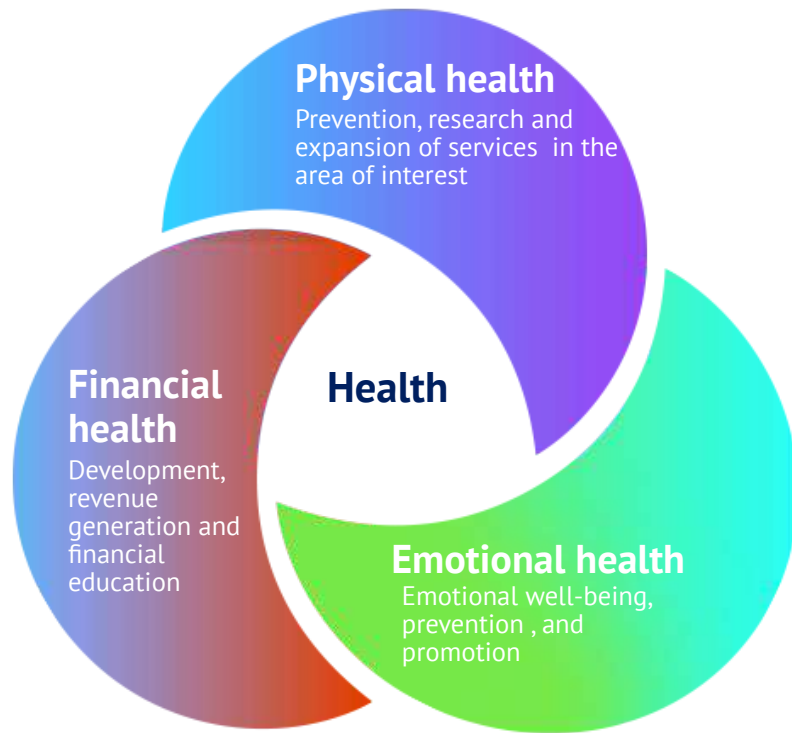
37: Filtered after technical evaluation

18: Recommended projects in the portfolio



Over **2MM €**
in **social investment**


SulAmérica



PROJECTS AND INSTITUTIONS





184 MM €

*in approved projects using tax
incentive laws, that have been
validated through our exclusive
due diligence process.*

BUSINESS MODEL



CONNECT
.SOCIAL

FOR THE COMPANY

0 €
Freemium

FOR THE PROJECT

We receive a success fee
after raising the funds

ZERO UPFRONT COST

3 PRODUCTS, 3 SOLUTIONS



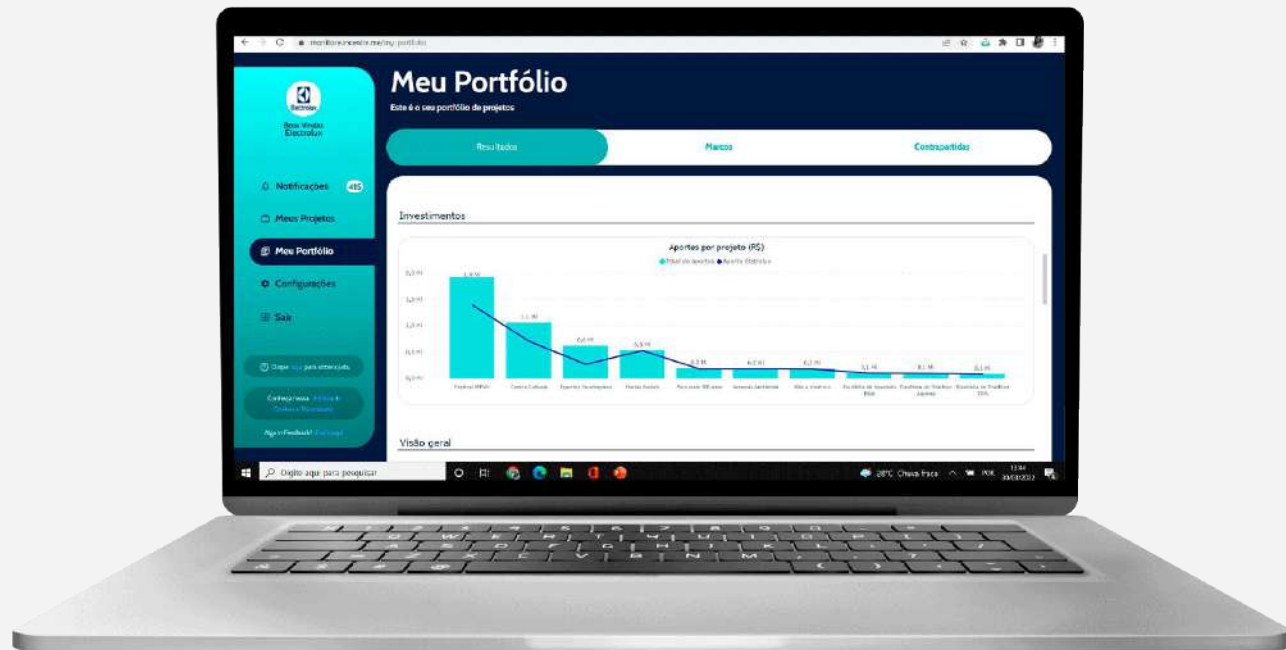
INVESTMENT
ASSESSOR



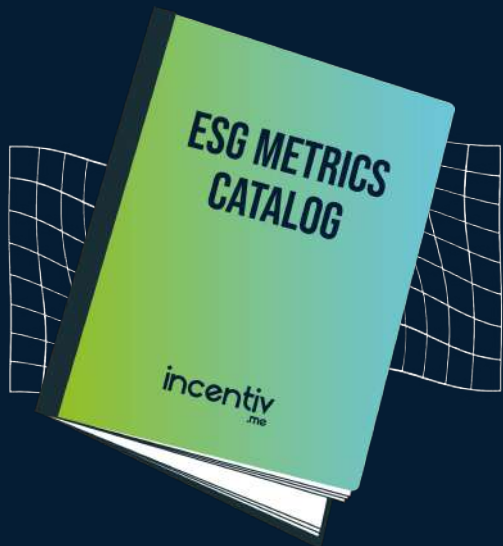
CONNECT.SOCIAL



MONITOR.SOCIAL



METRIC CATALOG



IRIS 5.0 GIIN - Global Impact Investing Network

SNIS - National information system in sanitation

SALIC - Culture incentive law's support system

IBGE - Geography and statistics Brazilian institute

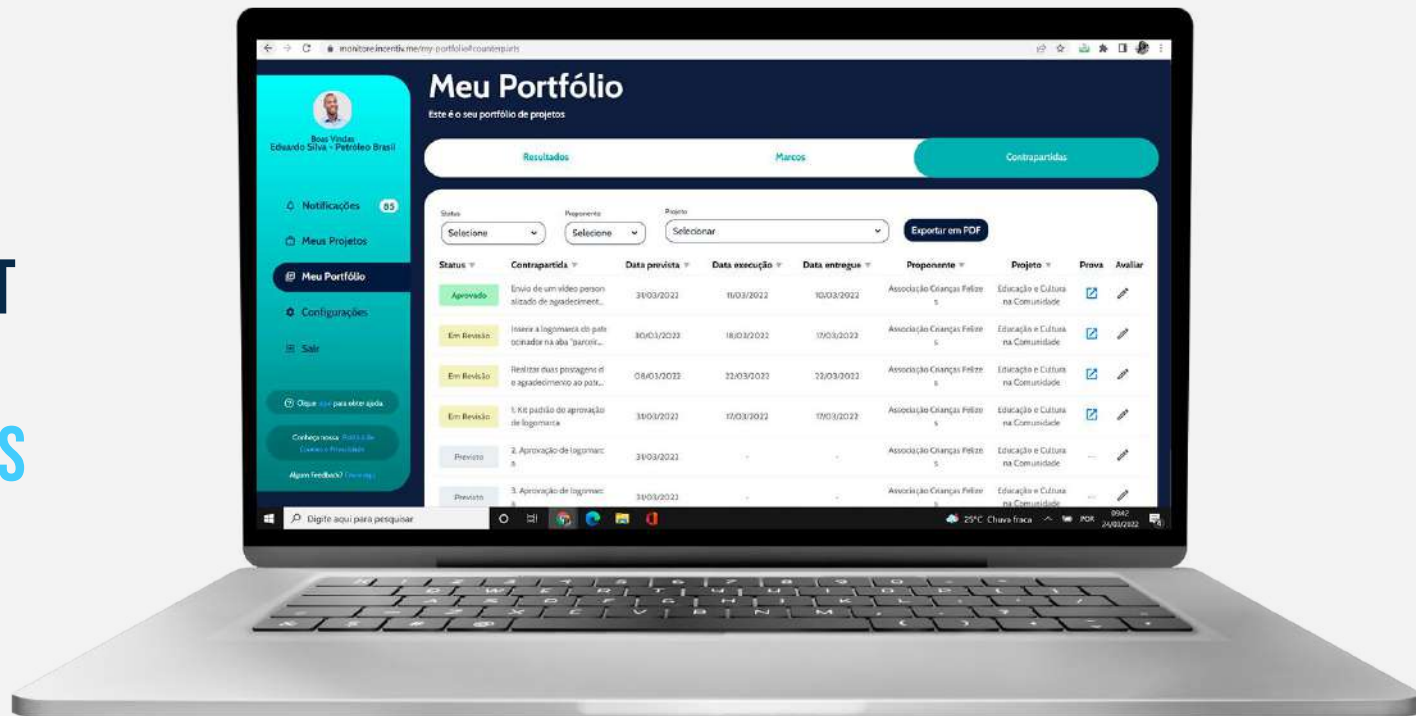
DATA SUS - Brazilian health system

COI - International olympic committee

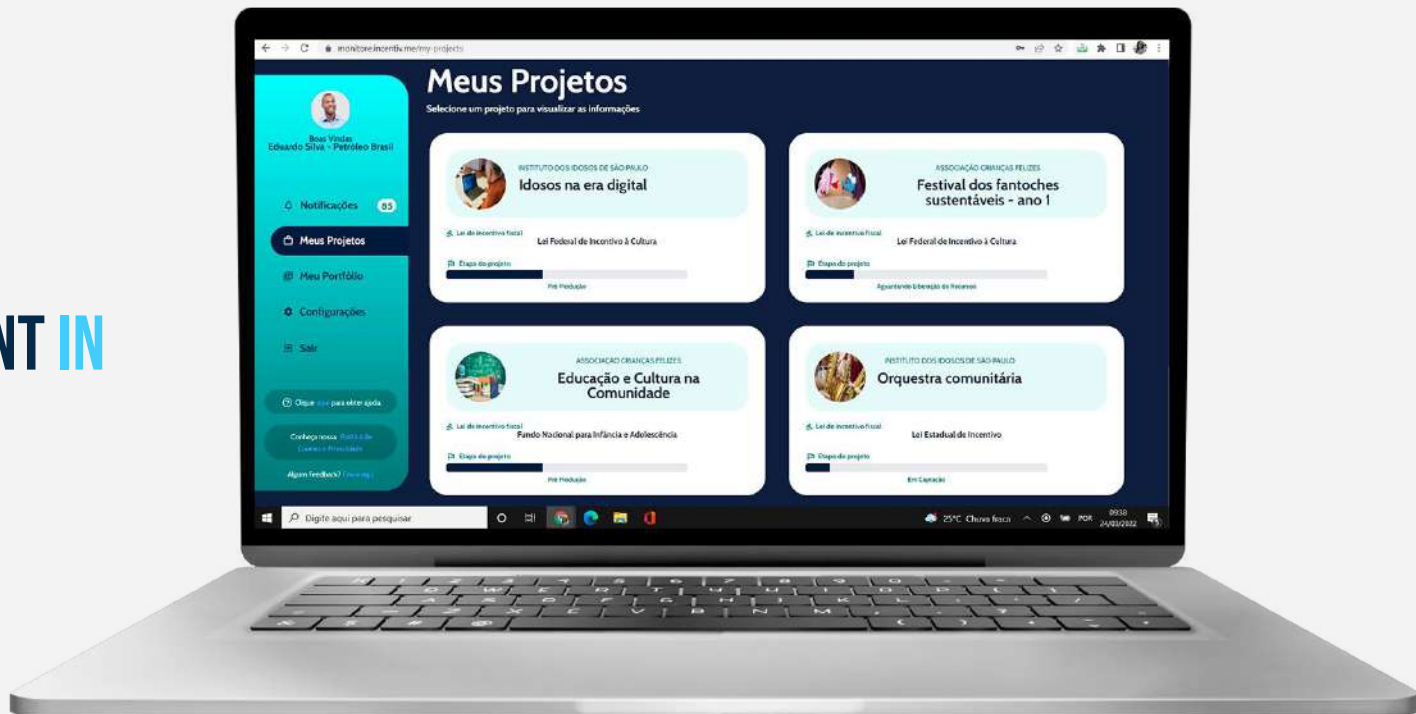
DASHBOARD TO FOLLOW PROJECTS RESULTS



MANAGEMENT OF THE DELIVERABLES



PORTFOLIO MANAGEMENT IN REAL TIME



MONITOR.SOCIAL AS A SOCIAL INVESTMENT



***“Better
governance and
management”***



***“Financial
Sustainability”***



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.SOCIAL

SAAS

The cost varies according to the projects being monitored

OUR **VALUE** PROPOSAL



TO THE TAX TEAM

*We deliver
tax-reduction
strategy*



TO THE MARKETING TEAM

*We increase the the
marketing budgets
related to corporate
goals and causes*



TO THE ESG TEAM

*We generate
metrics and
indicators live -
in real time*



TO THE CFO

*We provide the inputs to
generate the sustainability
and social reports -
allowing executives to
measure the impact of
their programs*



TO THE CEO

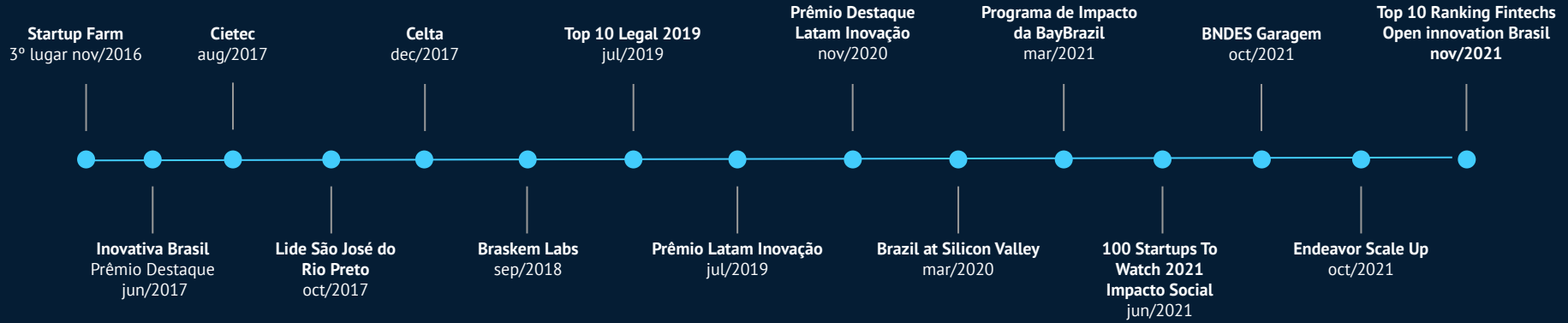
*We deliver
greater efficiency
in all areas
involved*



Our history.
Our team.
Our impact.



OUR HISTORY



OUR INVESTORS

Angels

2018 / 2019 / 2020
268k €



Grants: 120k €



SEED

NOV 2021
2M €



Follow On



Novos investidores

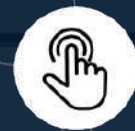




WE ARE A LOT OF PEOPLE!

- WE ARE PRESENT IN
12 STATES
- OUR TEAM HAS OVER
90 EMPLOYEES
- WE HAVE THE PARTICIPATION OF OVER
280 HIGH LEVEL LEADERS

Executivos de impacto



What is the Executivos de Impacto Network?

An ecosystem that increases the potential of social innovation and generates impact through network.

*United by a single purpose:
Provide more efficiency and transparency to public funds.*



Board
Members



Company
owners



C-Levels



Investors



Executives in
the Tax and
Financial area

280 members



**WE CONVERT TAXES FROM
THESES COMPANIES IN
POSITIVE IMPACT**



Almaviva

AREZZO
& CO

[B]³



BRK
Ambiental



DEXCO



Falconi

GELITA



IBM

isa
CTEP

EY



pwc

TKE

GRUPO
Sotreq



suzano



SulAmérica

TRIPLE BOTTOM LINE



WE ARE A PROFITABLE COMPANY



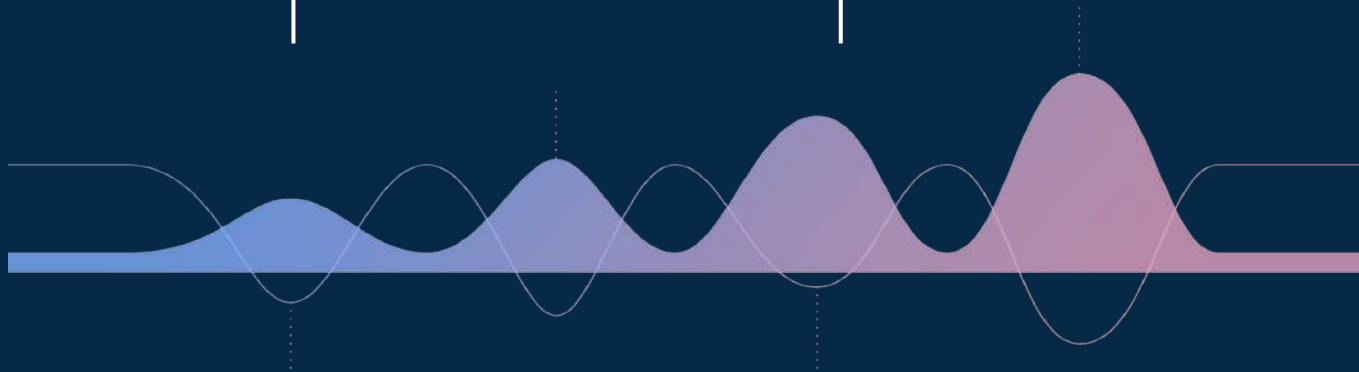
**GENERATE SOCIAL AND
ENVIRONMENTAL IMPACT**

INCENTIV.ME ACHIEVED PRODUCT MARKET FIT

9.5
NPS

6% / YEAR
CHURN

140% / YEAR
GROWTH





NOW, IT'S TIME TO GO GLOBAL!

ABOUT GLOBAL EXPANSION

30x

*USA market is 30x
larger than the
Brazilian market*

25
countries

*More than 25
countries in Europe
have incentive laws*

**Same
social
cause**

*Most of the LATAM
countries have
incentive laws*



**ALL THE COUNTRIES WANT TO
MEASURE AND MANAGE THEIR
SOCIAL IMPACT AND *ESG RESULTS***

INTERNATIONAL OPPORTUNITY

Incentiv.me' clients showed interest in using fiscal benefits in other countries:



Colombia
Mexico



Chile
Uruguay
Peru



LATAM
UE



16 countries
UE

INTERNATIONALIZATION STRUCTURE

COUNTRY MANAGER

SALES

OPERATIONS

ACTIVE CLIENTS
X
INCENTIV.ME
EXECUTIVOS DE
IMPACTO

INCENTIV.ME
SALES TEAM

MAPA DAS LEIS E
CALCULADORA
INCENTIV.ME
+
LOCAL LAW
OFFICE

CONECTA
SOCIAL
+
AGÊNCIA
PARCEIRA
(PROJETOS)

PROJECT DUE
DILIGENCE
+
LOCAL LAW
OFFICE

MONITORE
+
LOCAL METRIC
AND ESG
RESULT'S
SPECIALIST

INCENTIV.ME CORE AREAS: MANAGEMENT | FINANCE | HR



SÉRIE A:
12 MM €

Blended finance (Equity x debt)

- Brazilian VCs
- Global VCs
- Angel Investors (To growth our network)
- Institutes and foundations
- Follow on



**OUR GOAL IS TO RAISE AT LEAST 200 MM €
FOR SOCIAL PROJECTS BY 2024**

YOU ARE INVITED TO BECOME PART OF OUR STORY !



COME WITH US!

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