

# CEM-IOM

We provide potential investors and sponsors with a fast, systematic, and regionalized impact evaluation for judging and selecting sustainable investment projects.

## The Project

We developed a scientific tool for assessing the impact of investments. The tool provides our customers with regionalized quantitative sustainability metrics. The tool assesses the effects of value-adding processes based on regionalized input-output matrices on county level. It quantifies the economic (value added) as well as the social impact (additional jobs created) of investment projects. During phase 1 the necessity and technical implementation of the ecological impact will be accomplished. The tool provides our customers with a fast, systematic, and unbiased impact assessment of investment projects.

Our target groups are investment managers as well as private (banks, vc, ...) and public funding agencies (ministries, public banks, ...). Innovators benefit from the tool by getting information to convince sponsors of their investment project. Sponsors benefit by judging and selecting sustainable investment projects. Thus, scarce financial resources are allocated in the most efficient and sustainable way.

We aim for licencing our regionalized database as well as algorithms for a (semi-)automatic sustainability assessment.

## The Team

**Location:** Fraunhofer IMW

**Members:** Hannah Ventz (CEO), Mar Vinallonga (CCO), Pavel Borovskikh (CTO), Thomas Kirschstein (COO)

## The Business Model

**Unique Selling Proposition:** Regionalized impact assessment per county (economic, ecologic, social)

**Unfair Advantage:** Regionalized input-output database on a county level

**Revenue Model:** Software as a service/licence database

## Venture Readiness Level



## Technology Readiness Level



## The Side Facts

**Customer Focus:** B2B

**Searching For:** Pilot customers, interview partners

**Industry Tags:** Banks, financial services, investment instruments

**Technology Tags:** Smart data