

Deforestation Due Diligence
Software for the Rubber Industry
Leveraging the power of **Earth Observation**

The 2nd CommEO Award Presentation - 27th November 2024



www.dilifyhq.com



SETTING THE SCENE

Why Now?

UN SDG Goal 15 (Life on Land) was set in 2015 to halt deforestation but it has remained stubbornly consistent



New Research showed deforestation linked to forest commodities has been

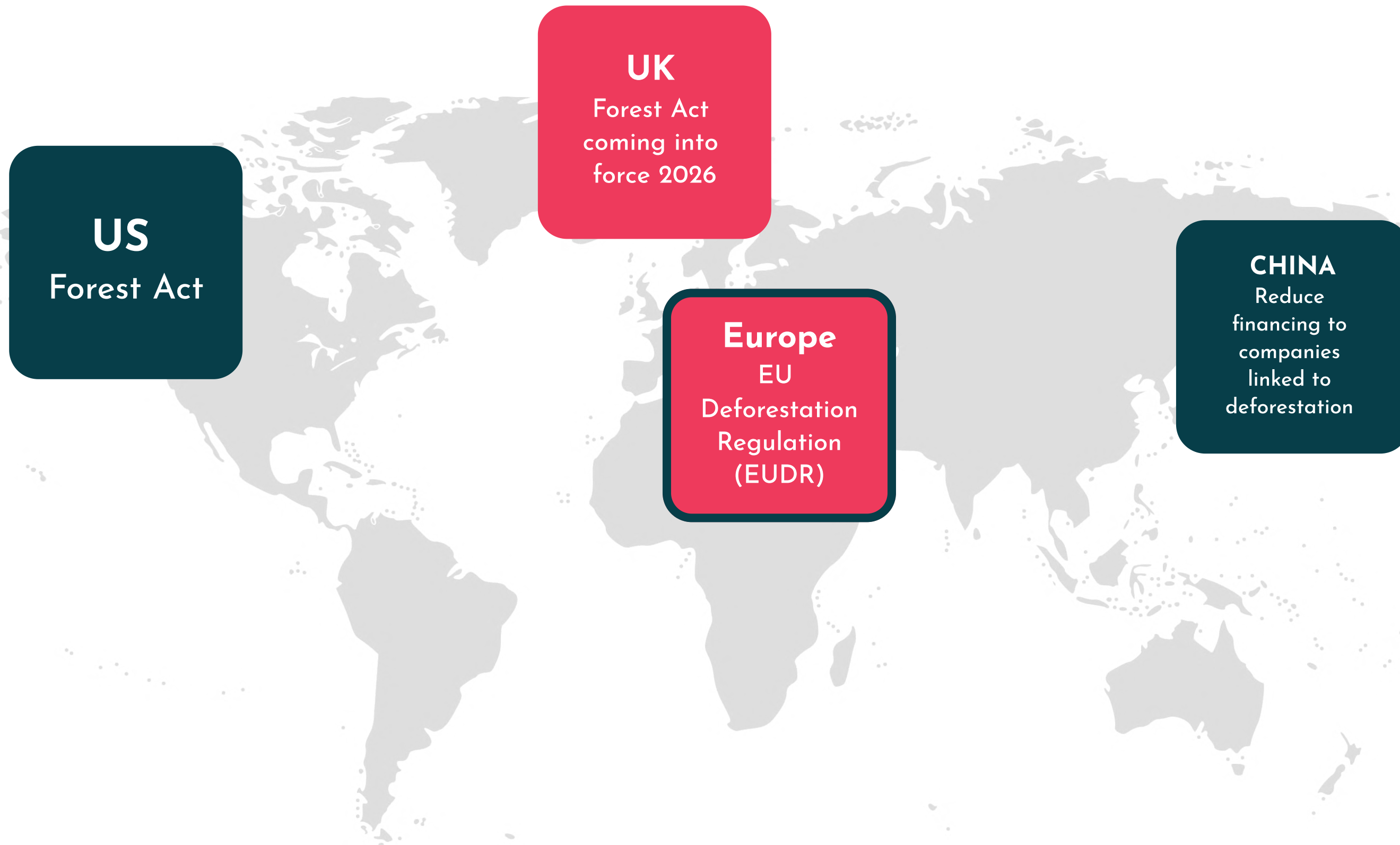
We are losing almost 10 football fields of forest per minute.

'underestimated'

Source: <https://research.wri.org/gfr/latest-analysis-deforestation-trends>

Source: <https://www.nature.com/articles/s41586-023-06642-z#Fig3>

In response, Deforestation regulations are growing worldwide to support the delivery of the UN SDGs



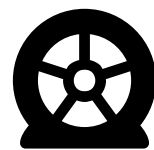
EUDR is creating market demand for a simple solution to make compliance easy for commodity businesses



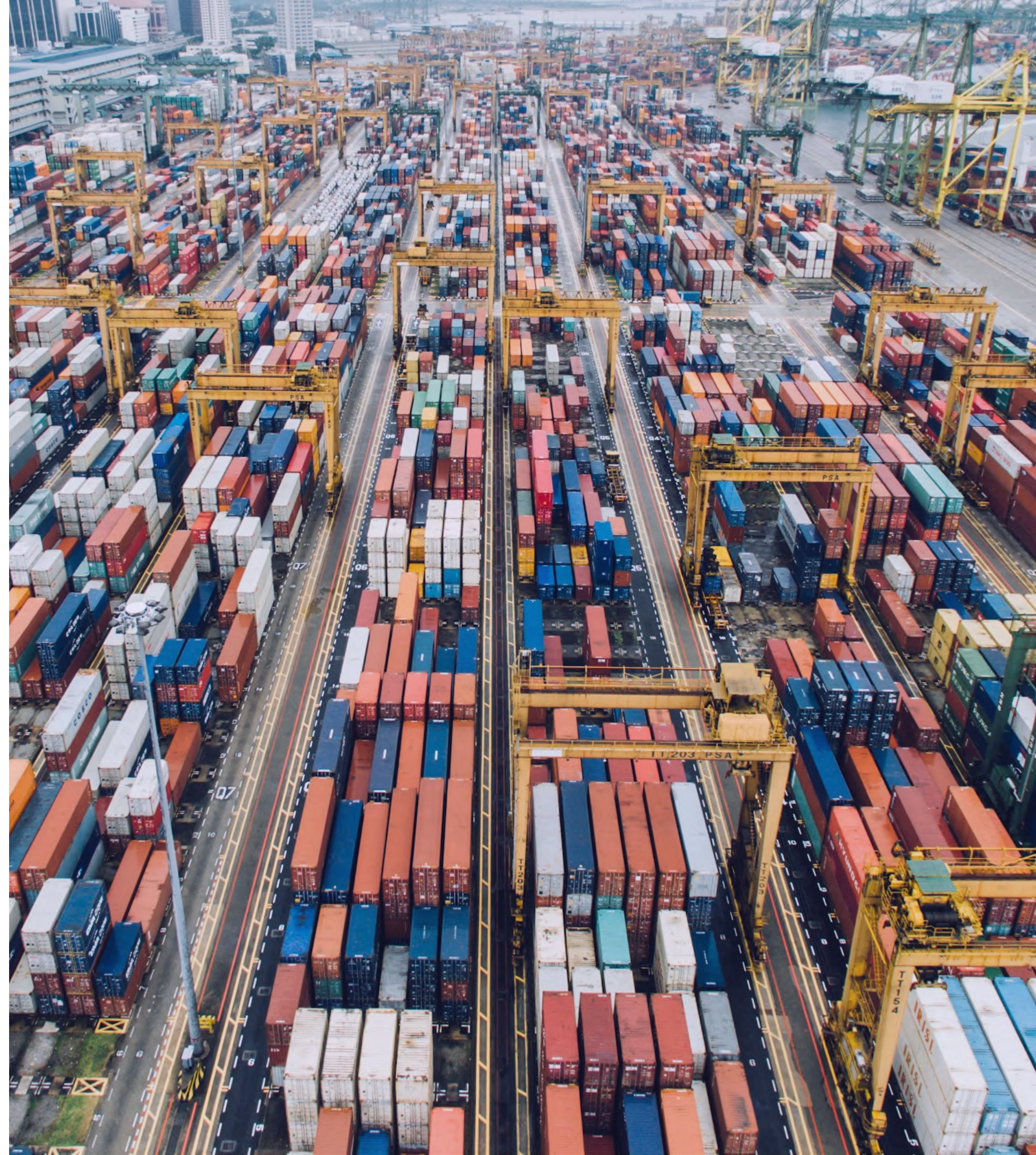
All imports and exports of commodities (incl. Coffee, Cocoa, Cattle, Palm Oil, and Rubber) into the European Union will be **impacted**



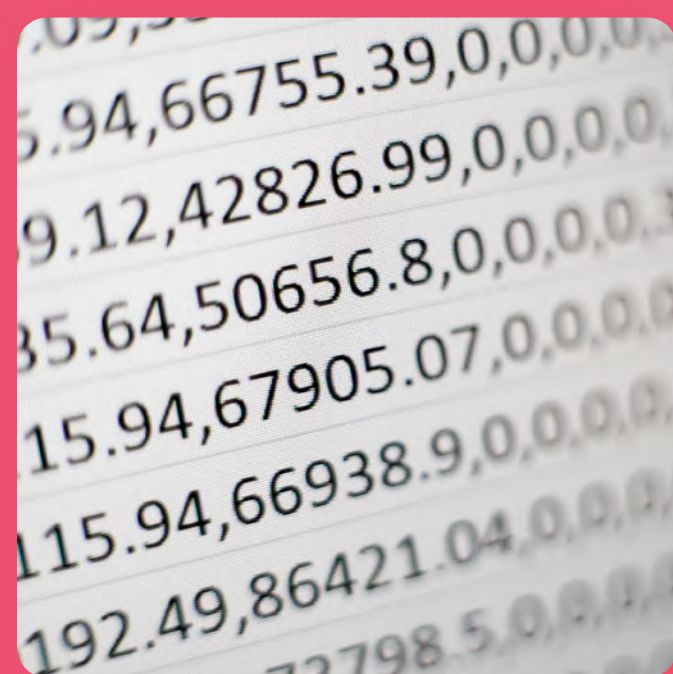
Our focus is on Rubber companies who need to prove their products are **deforestation-free**



Rubber companies have **zero** in-house EO expertise to comply with the regulation



The painpoints are numerous for Rubber businesses



**Inefficient Data
Collection**

01



**Lack of Risk
Capability**

02



**Manual
Shipment Data**

03



**Risk of Non-
Compliance**

04

SECTION 1

Why Us?

Sustainability sales & technology compliance experts



Harris Karim
Chief Executive Officer

Background

10+ years experience in Sustainability consulting, product and software sales, banking, and climate technology



Christian Allen
Chief Technology Officer

Background

Oxford graduate in engineering, 10+ years software experience at IBM, and Babylon Health



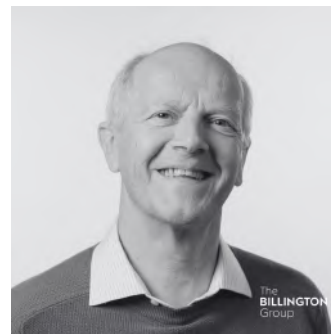
Second time founders - previously raised investment from Carbon13

Backed by world class experts across supply chains, commodities, soy & rubber, and remote sensing



Ken Allen
Ex-Global CEO
of DHL

Supply Chain and
Logistics Expertise



Lloyd Whiteley
Ex-Chairman of Carrs
Billington

Soy
business Expertise



Enrico Koggel
Co-founder of Circular
Rubber Platform

Natural Rubber
Manufacturing Expertise



James Ball
Tropical Forest
Researcher (PHD)

Remote Sensing
Expertise



SECTION 2

What's our big idea?

Introducing

dilify

EUDR Due Diligence for Rubber Companies

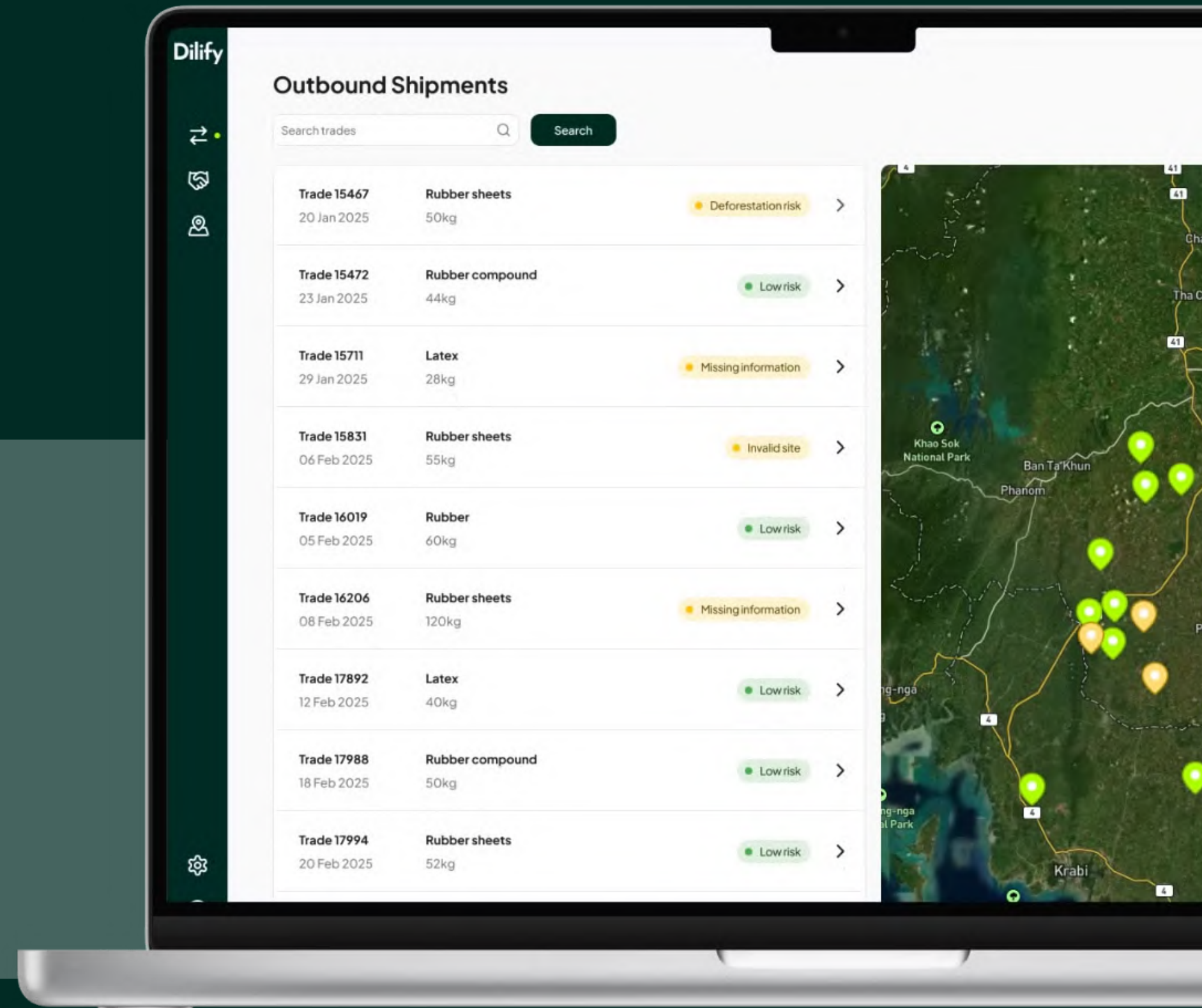
EUDR Due Diligence System

 **DEFORESTATION RISK ANALYTICS**

 **SUPPLY CHAIN TRACEABILITY**

 **EUDR COMPLIANCE AUTOMATION**

 **DATA GOVERNANCE & SECURITY**



Our Unique Value Proposition



Team with
Sustainability and
Compliance
expertise

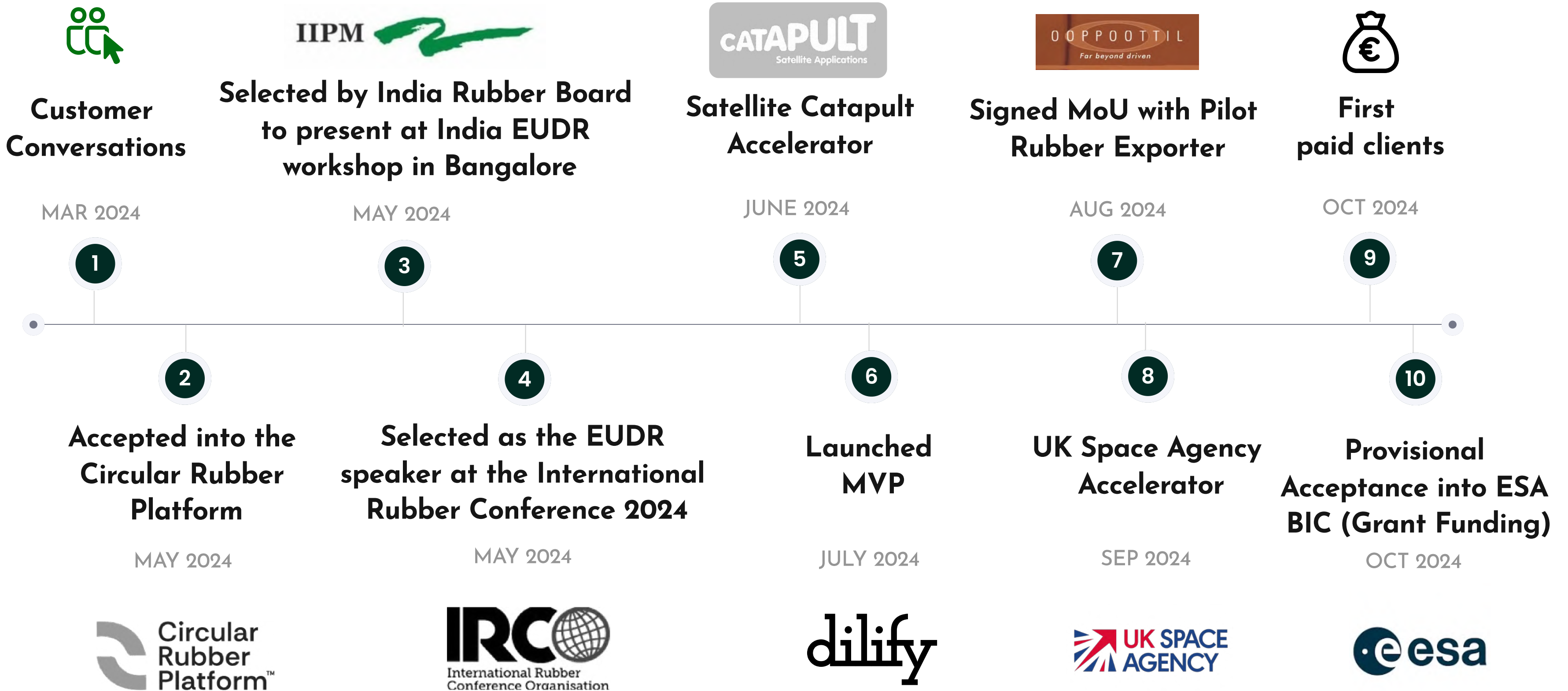


EO capabilities
combined with AI
for deforestation
risk and analytics

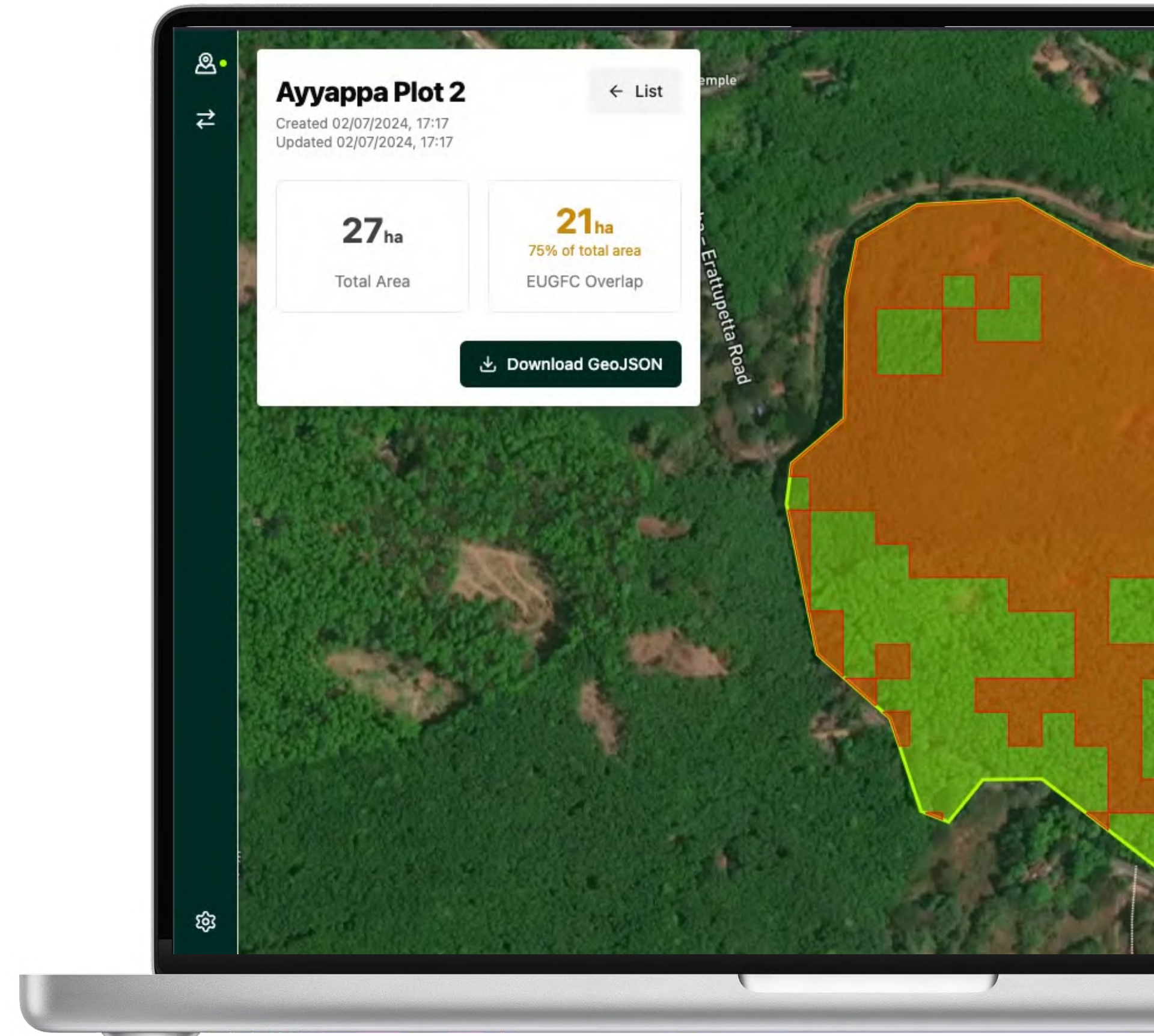


Focused on a core
customer segment
of the Rubber
Industry

Our Traction so far



We are working with a pilot customer (signed MoU) to deliver the first ever EUDR-compliant shipment out of India with our SaaS MVP

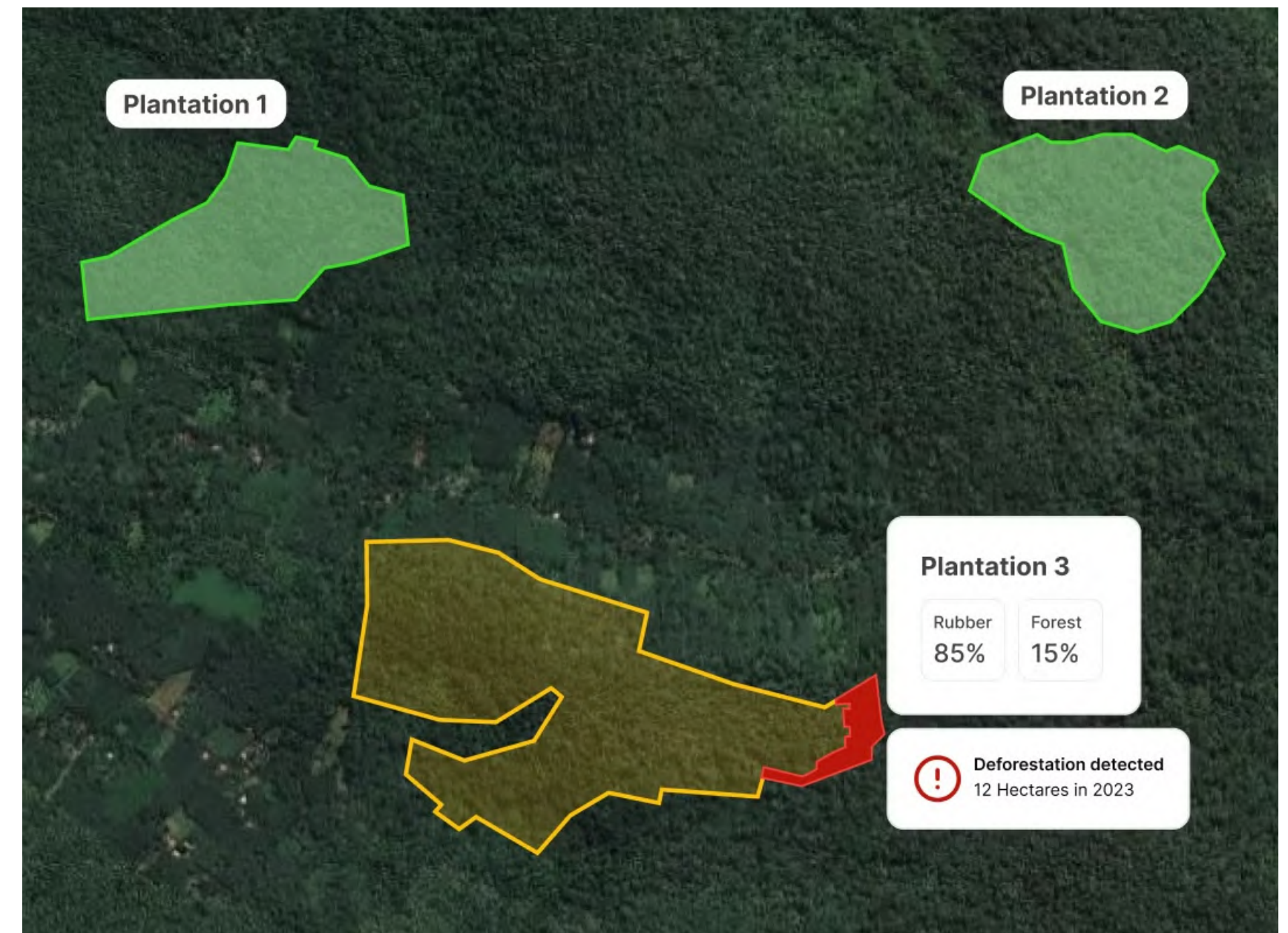


SECTION 3

What's the secret sauce?

Developed leading Earth Observation capabilities to support EUDR compliance activities for specifically Rubber

- Supporting clients with identifying supply chain risks across their rubber plantation sources using Sentinel-2 imagery
- Applying AI algorithms to enhance speed and accuracy to scale our deforestation capabilities
- Intellectual Property initially held as 'trade secret'

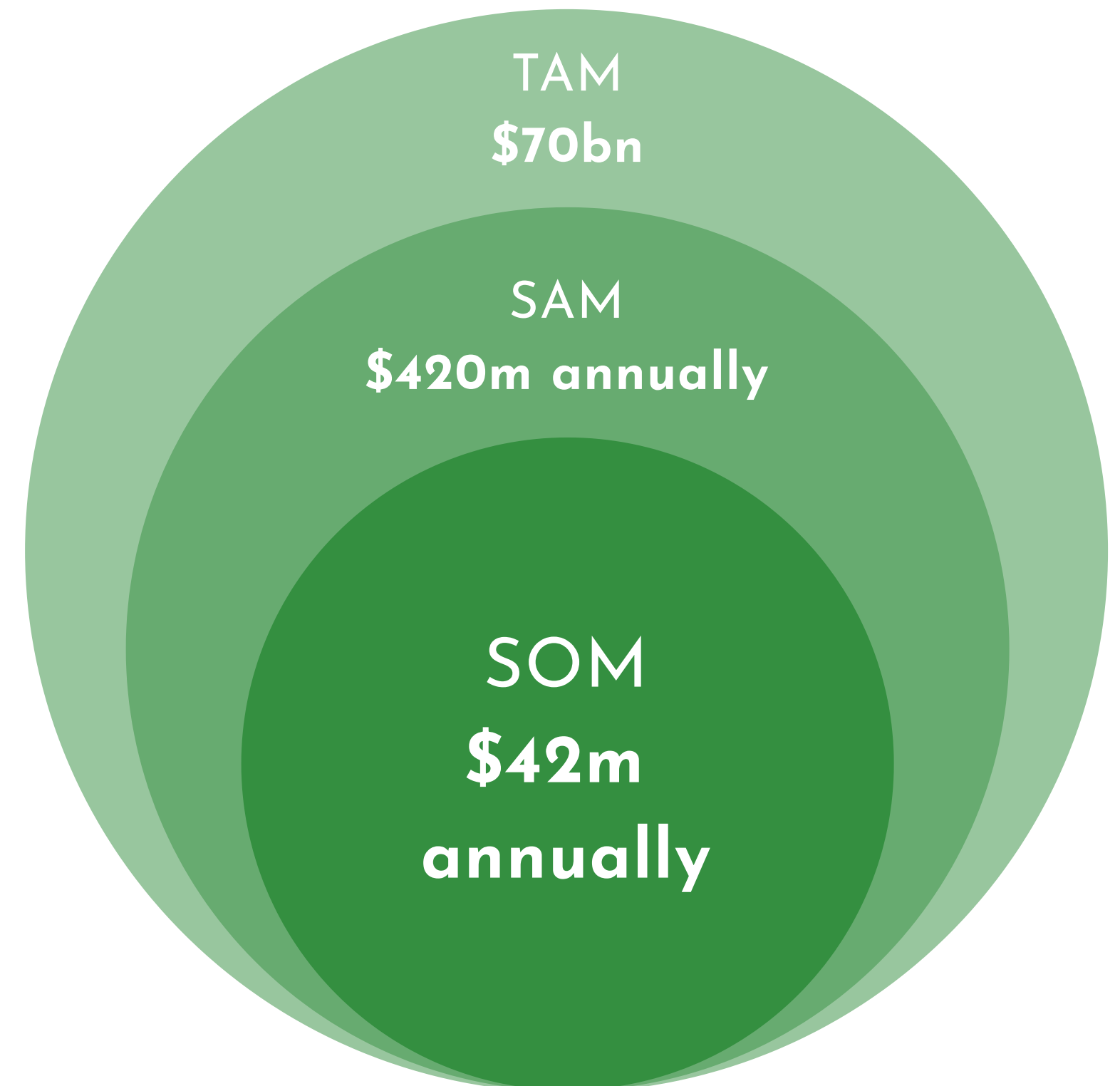


SECTION 4

What's the market
opportunity?

We are targetting mid-sized EU Importers of Rubber and Tires and their global suppliers

Our target customer personas are Compliance, Risk, and Procurement officers who hold decision-making authority for purchasing decisions



Becoming the Go-To EUDR Compliance Solution for the Rubber Industry

Key Competitors in the market



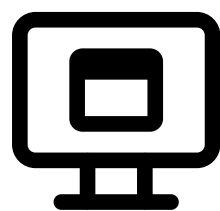
- Focused on all commodities
- Large Enterprise focus



- Not for Profit focused on cocoa and coffee supply chains



- Big 4 consultancies
- Large enterprise focus
- Non-scalable delivery model



- In-house software
- Expensive to build for one regulation

Why we will win

Laser-Focused Niche Targeting

Exclusively serving rubber industry and mid-sized companies

Superior Digital Presence

Dominating rubber-specific SEO and tailored marketing strategies

Lean and Specialised Team

Expertise in ESG Compliance software which will be cost effective and fast

Growth opportunities

'Land and expand' strategy where we can grow beyond rubber into other EUDR and UK Forest Risk commodities regulation

SECTION 5

What's the vision and mission?



Our VISION

To Protect our Planet's **Forests**



EUDR compliance **easy** and **simple** for forest commodity companies

Our MISSION

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Thank you