

## eRevalue

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 **eRevalue**  
Datamaran™

**Press Kit**

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## CONTACT INFO

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**ABOUT US** We are eRevalue, a women-led SaaS company made-up of lawyers, ESG experts, and data scientists. We offer Datamaran™, an emerging risks radar built with Natural Language Processing (NLP) techniques and a global market of end users. With our technology and our expertise, we help financial analysts, business executives and their advisors understand the latest regulatory, reputational, and competitive risks related to ESG issues.

Our **vision** is a world in which companies create sustainable value by integrating regulatory, competitive, and societal risks into core business strategy in a more complete and balanced way.

It's our **mission** to empower companies with technology, to make big data make sense, and to deliver essential insights for effective decision-making.

**ABOUT THE CEO** Marjella Alma founded eRevalue to drive the role of big data in ESG. A former Director of Global Reporting Initiative (GRI) – provider of the world's most widely used standard for non-financial reporting – she has had a front row seat in the ESG space for over eight years. She believes technology will be a game changer.



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[https://twitter.com/Marjella\\_Alma](https://twitter.com/Marjella_Alma)

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#### CO-FOUNDERS



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Jean-Philippe (see [LinkedIn](#)) has 17 years experience in international trading and risk management, having held senior positions at JPMorgan, Bank of America, Deutsche Bank, and BNP Paribas.

Jérôme Basdevant (see [LinkedIn](#)) is a software architect with close to two decades of experience in data analytics and innovative technology. As a senior management consultant, he has successfully created B2B solutions for Fortune 500 companies.

## ABOUT DATAMARAN™

### Datamaran™: Monitoring emerging risks

We help financial analysts, business executives and their advisors stay on top of the latest economic, environmental, social, and corporate governance (EESG) risks.

Here's how.

#### Unstructured data, structured insights.

Accelerated insights into issues publicly disclosed by 6000+ companies worldwide, referenced in 1500+ regulations, and debated on multiple media channels.

#### Automated expertise, global network.

Our team of lawyers, ESG experts, finance professionals, and data scientists ensure that the data is complete and accurate. We use Natural Language Processing (NLP) to derive meaning from narrative.

#### Interactive visualizations, inviting interface.

Interactive outputs that speak the language of executives, analysts, and stakeholders.

#### Global coverage, tailored analytics.

Our databases adapt at the speed of today's markets. Our lawyers can customize any regulatory analysis.

#### Regulatory alerts delivered at the speed of your markets.

Stay alerted to fast-changing regulatory requirements around ESG issues - without subscribing to various legal databases and waiting for local expertise.

#### Media sentiment that cuts through the noise.

Listen to the opinions shaping corporate reputation in near real-time, and find out if they're good or bad - without scanning across the web.

#### Supply chain watch on the go.

Monitor supplier disclosure and identify gaps in relation to compliance requirements, industry standards, and stakeholder expectations - all with one login.

#### Market & competitor analysis simplified.

Evaluate competitor performance and market attractiveness - without reading a single report, website, or news source.

#### Stakeholder engagement streamlined.

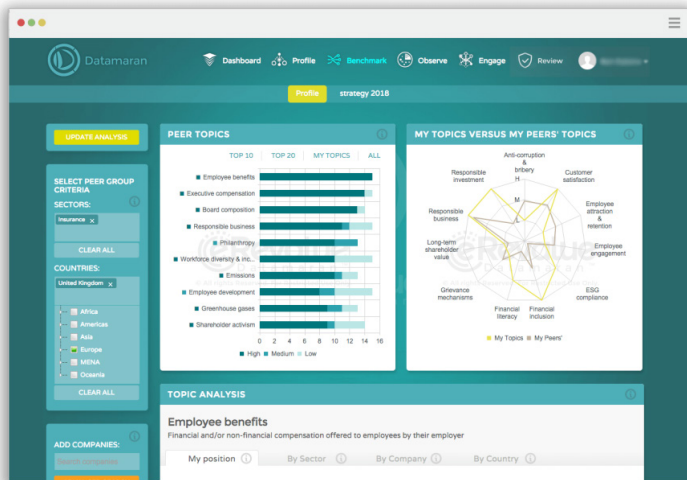
Quickly capture stakeholder input, harvest internal knowledge, and analyse their viewpoints - with only a few clicks.

#### Collaborative decision-making made easy.

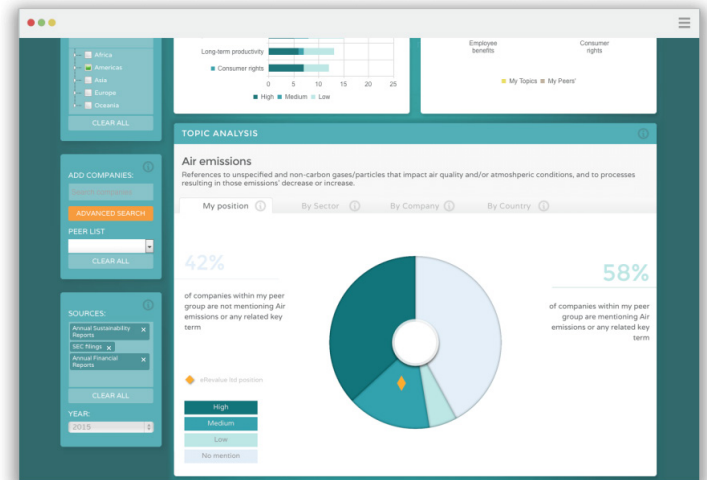
Make timely decisions with data that makes sense, and engage with our legal and industry experts for a deeper dive – from anywhere, at anytime.



## SCREENSHOTS OF DATAMARAN™



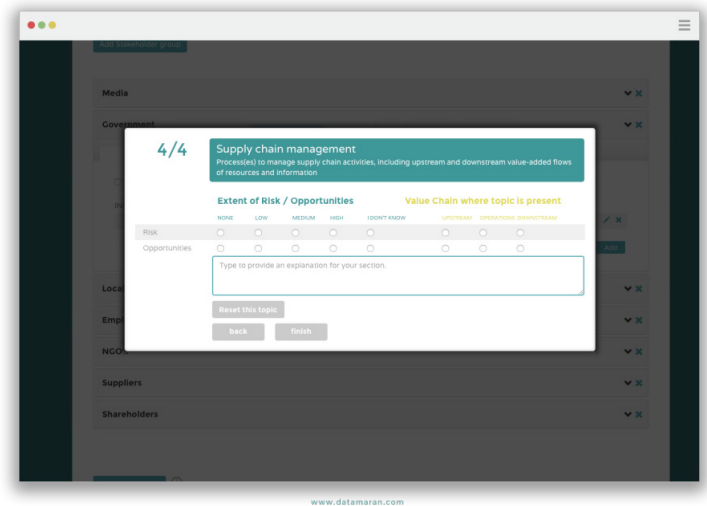
Benchmark: Find out how transparent your peers, your industry, and other industries are on certain topics at any point in time.



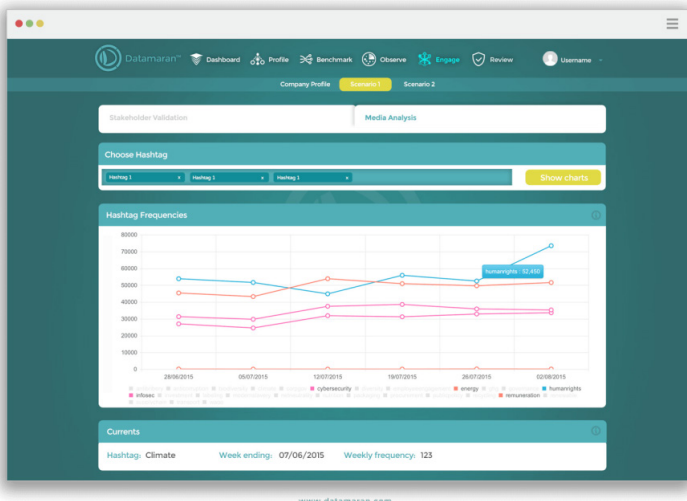
Benchmark: Individual topic analysis by sector, company and country.



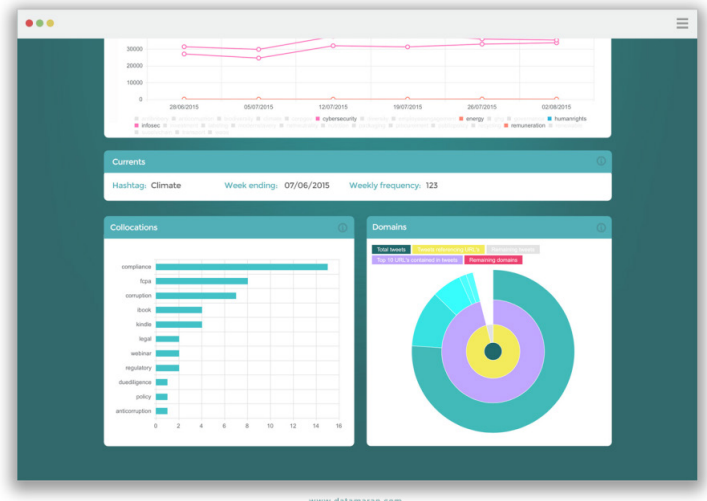
Observe: Topic-centric view of mandatory and voluntary regulatory initiatives.



Engage: Capture the viewpoints of stakeholders on key topics in a consistent and comparable way.



Social media analysis: Track Twitter activity around specific topics and identify why momentum is building up.



Engage: Identify the top collocated hashtags and domains for selected topics.

## TESTIMONIALS:

### CORPORATE & ADVISORY FIRMS



"Datamaran is the missing link for our strategic sustainability management. We identify, prioritize and validate relevant topics in our materiality process. Yet, we still needed a tool to better monitor societal, legal and competitive aspects of these topics. Datamaran now closes this gap. The tool provides us with a decision-making basis to derive concrete initiatives to improve our performance with regard to the material topics."

Dr. Monica Streck, Head of Strategic Sustainability Management  
Munich Airport



"Datamaran's simple approach to the user experience makes a complex environment of key business issues more accessible, enabling us to consistently evaluate our company's position on an issue- and regional-level basis. It delivers interactive visualizations that will help to inform management better."

Claudia Graziani, Corporate Public Affairs  
BSH Hausgeräte GmbH



"eRevalue captures critical insights for us amid infobesity in the environment, helping to build a robust and dynamic risk and opportunity framework that connects our Strategy, Brand Promise and Reputation Capital against fast changing competitive, regulatory and stakeholder expectation landscape."

Uday Gupta, Managing Director and Sudhir Yagnik, CFO  
Mahindra Sanyo Special Steel, Pvt. Ltd.



"It is essential that materiality moves from a once a year assessment to a mechanism to protect and increase business value effectively. We welcome the initiative of eRevalue to develop software supporting this."

Wim Bartels, Global Head Sustainability Reporting & Assurance  
KPMG

## TESTIMONIALS:

### INDUSTRY EXPERTS



"eRevalue's Datamaran™ is the most user-friendly interface I have seen for getting a macro picture of existing data on the environmental, social, and governance performance of companies. For companies, the promise of this platform is research capability including: real-time data aggregating that can give you a picture of how your company's performance is being viewed against a benchmark cohort that you can select, an issue tracker to monitor trending topics relevant to your industry, and global regulatory monitoring. The visualization really helps to make complex data easier to interpret and you can drill through to underlying sources with simple clicks."

Katherine Smith, Executive Director  
Boston College Center for Corporate Citizenship (BCCCC)



"eRevalue's data-driven approach and state-of-the-art technology creates the necessary link between financial and non-financial value creation. This approach informs decision-making in an unprecedented way."

Lara Muller, CEO  
Onimpact



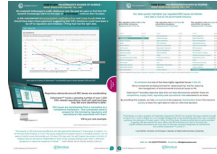
"Datamaran is the most efficient tool to achieve an in-depth understanding of corporate reporting ever built. The regulatory radar in particular has the potential to disrupt classical financial analysis across many sectors and asset classes."

– Dr. Andreas Hoepner, Associate Professor of Finance at Henley Business School, fellow of the UNPRI

## CASE STUDIES

### Volkswagen's sound of silence - What does disclosure tell us?

<http://www.erevalue.com/case-study-vw-sound-of-silence-what-does-disclosure-tell-us/>  
**PDF - [link](#)**      **Video - [link](#)**



Featured in **Bloomberg BNA**,  
**Huffington Post**, **TriplePundit**.

### Anti-Corruption & bribery. The recent FIFA scandal

<http://www.erevalue.com/datamaran-case-study-anti-corruption-bribery/>  
**Video - [link](#)**

### EU-US Relationship Under Pressure Amid Emerging GMO Regulation

<http://www.erevalue.com/eu-us-relationship-under-pressure-amid-emerging-gmo-regulation/>

### Conflict minerals disclosure - are companies ready?

<http://www.erevalue.com/datamaran-case-study-conflict-minerals-disclosure-are-companies-ready/>

## PRESS COVERAGE

### All

<http://www.erevalue.com/about/#in-the-news>

### Bloomberg BNA

### Selection

<http://www.bna.com/vw-sustainability-reports-n57982059519/>

### Forbes

<http://www.forbes.com/sites/christopherskroupa/2015/06/02/data-analytic-technology-the-new-game-changer/>

### Datamaran review by Elaine Cohen

<http://csr-reporting.blogspot.co.uk/2015/08/the-sustainability-crystal-ball.html>

### GRI

<https://vimeo.com/121885906>

Video interview: eRevalue CEO Marjella Alma on the future of reporting

Contribution to GRI's Reporting 2025 Project

Read the interview transcript <https://www.globalreporting.org/resourcelibrary/Reporting-2025-interview-7-Marjella-Alma.pdf>

### Feature on WeWork's Creator Magazine

<https://creator.wework.com/techcrunchdisrupt/helping-businesses-predict-the-future-with-erevalue/>

### Wirtschafts Woche, the German Financial Times

<http://green.wiwo.de/startups-wie-big-data-nachhaltigkeit-voranbringt/>

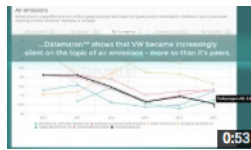


## LOGOS

Find hi-res versions in accompanying folder.



## VIDEOS



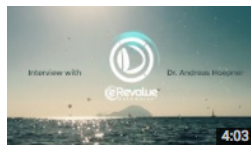
Volkswagen Case Study  
<https://youtu.be/ByuMGLdxNo0>



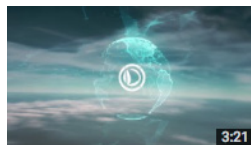
FIFA Case Study  
<https://youtu.be/WDCusQHlfo>



Interview Ernst Ligteringen  
<https://youtu.be/BpaVVP4ww90>



Interview Andreas Hoepner  
<https://youtu.be/-0Ahoddn2rs>



Datamaran: How it works (2014)  
<https://youtu.be/DQ44weR0TpQ>



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Datamaran™

Monitoring emerging risks.

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We do the legwork,  
you do the masterminding.



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