

Inhabit

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Inhabit is the net-zero supply chain manager for digital businesses. We've released our MVP, our customer base is growing 25% MoM and we'll hit 1 K customers and £350 K MRR by 2023.

Now raising Seed investment. Overfunding a £1.5M round with 3 VC funds. EIS available.

Stage: Seed

Industry: Climate Tech, SaaS

Number of employees: 5

Market size: £40 B

Total fundraising: £1.5 M

Investment opportunity:

£150 available (EIS)

Use of funds: Accelerate sales, automate supply chain recommendations, access deeper customer spending.

CHALLENGE

Our customers are digital businesses (like Habito), investment funds and workspaces. Other services on the market are built for large corporates, and they often feature only one tool - like carbon accounting. Most of their customers use the tool, and begin working with consultancies to reduce their impact from there. But about 99% of businesses (SMEs) can't, because it's too expensive to do so.

SOLUTION

Inhabit is a platform that takes the right automated tools, pulls them together and packages them up for digital SMEs so that they can reduce their impact by 60% without the use of a consultancy. Customers pay £159 per month for our SaaS, they measure their carbon footprint, visualise + export data and are introduced to a range of supply chain partners that enable them to truly decarbonise.

MARKET

Our 2022-23 customer demographic represents £40 B in annual spending. This includes digital SMEs in the UK and Belgium, investment funds and workspaces.

MILESTONES

100% quarterly growth
> 50 B2B customers
£350K MRR 2023

REVENUE MODEL

£159 per month SaaS
20% Affiliate fees

COMPETITIVE ADVANTAGE

ML led supply chain decarbonisation recommendations
Digital SME focus
Investment fund decarbonisation

EXIT

3-4 Yrs
Acquisition from big 4 consulting firms - already signed deal with PWC, in meetings with Deloitte
Acquisition from climate tech firm looking to serve the larger SME market - i.e. Sweep

MANAGEMENT TEAM



CAMERON EPSTEIN
Co-Founder, CEO
Data engineer, B2B sales



SAM MCKAY
Co-Founder, CPO
ML engineer,
environmental strategist

CURRENT STATUS

MVP released, 53 customers, 25% MoM growth, 16% customers received through WOM, £400 CAC, £4000 ACV.