



SALES & PARTNER PLAYBOOK

EcoImpactHub

For teams that must prove environmental impact, EcoImpactHub puts carbon, monitoring, biodiversity and ESG reporting in one auditable workspace.

Carbon ledger

Site monitoring

Biodiversity

ESG reporting

Evidence trail

PREPARED BY

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PRODUCT

ecoimpacthub.com

BOOK A CALL

calendly.com/vignesh-burdenoff/1-1



00 How to use this playbook

Read the opportunity signals and the one-question test first — they will tell you in a single conversation whether this is worth pursuing. Use the personas and objection pages when you are in front of someone, and the competitor page only when a named alternative comes up. You do not need to demo anything or quote anything; get us the conversation and we will take it from there.

IN A HURRY

Read sections 01–03 and 18. That is enough to recognise an opportunity and open a conversation.

BEFORE A MEETING

Add 06–08, 10 and 16 — who buys, what they buy, what it costs, and what they will push back on.

HANDING OVER A LEAD

Sections 19–22 tell you exactly what to send, to whom, and what you earn for it.

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01 Product Overview

ECOIMPACTHUB.COM

EcolImpactHub is a single workspace for environmental work that today sits in four different places. Carbon accounting, environmental monitoring, biodiversity and wildlife records, habitat restoration and ESG reporting share one data model, so a water reading, a camera-trap sighting, a fuel entry and a replanted hectare all hang off the same site, under the same permissions. Data is captured once, tagged with where it came from and when, and kept that way, which means a disclosure can be assembled from records that already exist rather than rebuilt each year. Reports are made of line items that point back at the measurement or ledger entry behind them, so an assurance provider can follow the chain instead of taking a figure on trust.

CATEGORY

Environment, sustainability and conservation software for enterprises with physical operations, NGOs and conservation organisations, environmental consultancies, government and municipal teams, and research institutions.

WHERE IT STANDS TODAY

Pre-launch, on a public waitlist ahead of a 2026 launch. The product itself is real and running: the monitoring, conservation and sustainability domains are built and queryable, and the web application covers dashboards, sites, monitoring, species, observations, habitat, carbon and reports. There are no paying customers, no reference deployments and no public results yet. Several capabilities described on the website are honestly marked as roadmap, and the same honesty applies here.

HOW CUSTOMERS GET IT

A managed, multi-tenant cloud service. A customer signs up, creates a workspace, invites their team and starts recording — no consultant-led implementation is required to get value from the free or self-serve tiers. Data is held in India by default; dedicated tenancy, a specific region, or a self-hosted deployment can be discussed on Enterprise terms. Single sign-on, role-based access and the audit log are available from the start rather than sold as an upgrade.

Web application at app.ecoimpacthub.com — the complete product today

Marketing site and use-case library at ecoimpacthub.com

Documentation site at docs.ecoimpacthub.com (in progress)

GraphQL API for integrations and automation

An agent tool surface so AI assistants can query environmental data under the same permissions (in progress)

Native offline field app, command-line tool, Node and Python libraries, and a browser extension (all planned)

02 One-Line Pitch

SAY EXACTLY THIS

"For teams that must prove environmental impact, EcolImpactHub puts carbon, monitoring, biodiversity and ESG reporting in one auditable workspace."

SHORTER, FOR A CHAT MESSAGE

One workspace for carbon, monitoring, biodiversity and ESG reporting.

THE CATEGORY SENTENCE

EcolImpactHub is an environment, sustainability and conservation platform for organisations that have to measure and prove their environmental impact.

03 30-Second Elevator Pitch

SPOKEN, ROUGHLY 30 SECONDS

"Most organisations measuring their environmental impact run four systems that never agree — a carbon spreadsheet, a monitoring database, a mapping tool, and a field notebook. EcolImpactHub puts all of it in one workspace. A sensor reading, a species sighting and a fuel entry sit against the same site, under the same permissions, with the same evidence trail. When the ESG report is due, it assembles from data already captured, and every figure traces back to the record it came from."

IF THEY ARE TECHNICAL

EcolImpactHub is an API-first platform built on one data model: sites, sensors, time-stamped measurements, alert thresholds, a species catalogue, field observations, habitat projects, restoration activities, emission factors, a Scope 1/2/3 carbon ledger, reduction targets and framework-mapped reports. Everything is reached through a single GraphQL API, with permissions checked at the API edge before a request touches the data, and every record scoped to a workspace. Identity, files, tags, comments, notifications and billing come from shared platform services rather than being rebuilt inside the product.

IF THEY ARE A BUSINESS BUYER

Environmental reporting fails audits because the evidence is scattered, undated and unsourced, not because the intent was wrong. EcolImpactHub gives you one place where the field work, the meter readings and the emissions ledger already live together, so disclosure becomes a continuous routine instead of an annual scramble. It starts free, publishes its prices, and scales to multi-organisation programmes without a re-platforming project.

04 Problem We Solve

These are the binds that make an environmental team pick up the phone. If two or more of them are true in a conversation you are having, you have found an opportunity.

Four systems, four versions of the truth

Who feels it: Sustainability and ESG leads at organisations with physical sites

What it costs them: Weeks of manual reconciliation between a carbon spreadsheet, a monitoring database, a mapping tool and a pile of field notes — and figures that still do not agree when someone senior asks.

How EcolImpactHub answers it: Carbon entries, sensor measurements, species observations and restoration activities are records in one workspace that reference the same sites. There is nothing to reconcile because there is only one set of books.

The annual reporting scramble

Who feels it: Compliance officers and sustainability directors

What it costs them: The disclosure becomes a separate project every year, staffed by people chasing evidence that was never filed anywhere findable, and the result is a document nobody fully trusts.

How EcolImpactHub answers it: A report is built from line items, each pointing at the measurement or carbon entry it came from. Because the underlying data is captured continuously, the report assembles from what already exists and moves through draft, review and published.

Field work never reaches the board

Who feels it: Rangers, field researchers and restoration managers, and the directors above them

What it costs them: A day of survey work becomes a backlog of transcription, sightings sit in a notebook, and the organisation cannot say what actually happened on the ground last quarter.

How EcolImpactHub answers it: Observations are captured against a species in the catalogue with GPS coordinates, a method — sighting, camera trap, acoustic, tracks, eDNA, telemetry or community report — and photo or audio evidence attached, so they land in the same workspace the board reads from.

Monitoring data that nobody is watching

Who feels it: Environmental monitoring engineers and site managers

What it costs them: A parameter drifts out of range and it is discovered at the next manual review, weeks later. Worse, a sensor quietly stops reporting and a gap in the data reads as a healthy result.

How EcolImpactHub answers it: Thresholds are configured per site and parameter as above, below or outside a range at info, warning or critical severity, and each new reading is checked as it is recorded. Sensors carry an explicit health state, so a gap is visible rather than silent.

Conservation outcomes you cannot prove

Who feels it: NGO programme directors and restoration managers

What it costs them: Funders are asked to take impact on faith. Renewals get harder each cycle, and the organisation loses ground to peers who can show numbers.

How EcolImpactHub answers it: A habitat project carries its site, target hectares, budget, manager and lifecycle, and every planting, invasive removal, rewilding or water-management intervention is logged against it with a quantity and a date — a documented arc rather than a hopeful estimate.

One tool per client, one spreadsheet per programme

Who feels it: Environmental consultancies and multi-programme NGOs

What it costs them: Delivery cost scales with headcount instead of with clients, methodology drifts between engagements, and client data sits in places nobody can audit.

How EcolImpactHub answers it: Every record is scoped to a workspace, so one account runs many fully isolated client or programme workspaces with role-based access in each — the same methodology, reused, without the data ever mixing.

Sensitive locations exposed by the reporting itself

Who feels it: Protected-area managers and conservation biologists

What it costs them: Publishing precise coordinates for an endangered species or a priority site puts the thing being protected at risk, so teams keep the data out of the system entirely and lose it.

How EcolImpactHub answers it: Precise coordinates for priority sites and sensitive observations are gated behind elevated roles; general workspace members see the record without the exact location, and every read of the restricted view is logged.

05 Value Proposition

Six things a buyer gets that they do not get from a carbon tool, a monitoring tool or a biodiversity app on their own. Lead with the one that matches the pain they described.

One data model across four disciplines

Carbon accounting, environmental monitoring, biodiversity and ESG reporting are not four modules stitched together with connectors — they are one set of records that reference the same sites, the same workspace and the same audit trail. That means a threshold breach at a site and the emissions recorded against that site are in the same view, and a restoration project can be read next to the species observations around it.

Evidence: Sites, sensors, measurements, thresholds, species, observations, habitat projects, restoration activities, emission factors, carbon entries, metrics, reduction targets and reports are all live in one service today.

Every reported figure traces back to a record

A report line item is not a typed number. It links to the measurement or carbon entry behind it, and those records carry their source, their site and their timestamp. An assurance provider can pick any figure in the disclosure and walk backwards to the reading or the fuel entry that produced it, without an email thread.

Evidence: Carbon entries move through draft, recorded and verified states, emission factors carry their source and applicable year, and reports move through draft, review and published.

Field capture that survives contact with the field

Observations are recorded against a catalogued species with GPS coordinates, an observation method and photo or audio evidence, so the day's survey becomes queryable data rather than a transcription backlog. Manual sampling stations are modelled the same way as connected sensors, so a bucket-and-test-kit programme is a first-class citizen and not a workaround.

Evidence: Nine sensor kinds including a manual sampling station; seven observation methods from direct sighting to eDNA and community report.

Restoration and conservation as real objects, not notes

No carbon or ESG platform in the competitive set models habitat restoration. EcolImpactHub does: a project with target hectares, budget, manager and lifecycle, and an activity log of what was actually done on the ground. That turns a funder conversation from a narrative into a record, and it tells the team whether the approach is working before the money runs out.

Evidence: Habitat projects move through planned, in progress, monitoring and completed; activities cover planting, invasive removal, rewilding, water management, soil remediation, community engagement and survey.

Enterprise governance from the first day, not the first renewal

Multi-tenancy, role-based access enforced before a request reaches the data, an audit and activity timeline, single sign-on, quotas and usage limits are inherited from a shared platform rather than bolted on later. Consultancies get isolated client workspaces without separate instances, and auditors get a read-only role that genuinely cannot change anything.

Evidence: Six roles are seeded into every workspace — Program Owner, Sustainability Lead, Monitoring Manager, Conservation and Restoration Lead, Field Observer, Assurance Auditor — with two elevated resources guarding precise coordinates.

Published prices, with a free tier that is genuinely useful

The incumbents in carbon accounting are sales-led with contracts widely reported in the tens to hundreds of thousands per year. EcolImpactHub publishes four self-serve tiers starting at zero, so a small NGO, a single site or an evaluating team can prove the value before anyone signs anything, and an organisation can grow through the tiers without migrating data.

Evidence: Free, Starter at \$99/month, Growth at \$399/month and Business at \$999/month, with regional prices in INR, EUR and GBP; Enterprise, NGO and government tiers are quoted.

06 Ideal Customer Profile

An organisation with physical sites it monitors and a reporting obligation it has to satisfy, where the field work and the disclosure are currently done by different people in different tools.

SEGMENT	TYPICAL SIZE	WHY THEY BUY
Enterprises with physical operations — manufacturing, energy, real estate, agriculture, mining, utilities	500 to 10,000 staff, multi-site	They have Scope 1 and 2 emissions tied to real places, environmental permits and monitoring obligations at those places, and an ESG disclosure that is currently assembled by hand from both. One workspace removes the reconciliation step entirely.
Environmental consultancies and sustainability advisory firms	10 to 500 consultants	Delivery today is a spreadsheet per client. Isolated client workspaces on one account let a firm standardise its methodology, reuse emission factors and templates, and take on more clients without adding proportional headcount.
Conservation NGOs and protected-area operators	20 to 1,000 staff plus volunteers	They need species catalogues, observations, restoration projects and donor-ready evidence in one place, with governance that free citizen-science tools do not offer and safeguards for sensitive locations.
Government, municipal and regulatory environment teams	City, state or agency scale	Air, water and green-space monitoring plus obligations, permits and public reporting sit in the same brief. Multi-organisation workspaces let partners, contractors and auditors work in the same record, each scoped by role.
Research institutions and universities running field programmes	Department to institution scale	They need rigorous, provenance-tagged field data and workspace isolation between programmes, classes and sites, at a price that survives a research budget. The free tier lowers the barrier to starting.

SEGMENT	TYPICAL SIZE	WHY THEY BUY
Agriculture, forestry and land-management operators	Single estate to co-operative scale	Soil, water and biodiversity monitoring alongside a carbon ledger is exactly what certification and carbon-farming schemes ask for evidence of, and it is currently split across a sensor platform and a calculator.

GEOGRAPHIES

Global. The platform is multi-lingual and multi-currency, with prices published in USD, INR, EUR and GBP, and framework coverage spanning GHG Protocol, GRI, TCFD, CDP and SASB rather than a single jurisdiction. Data is held in India by default; other arrangements are an Enterprise conversation. Strongest early fit is India, the UK and Europe, and the Gulf and South-East Asia, where reporting obligations are tightening and the incumbent tools are priced out of reach.

NOT A FIT – DO NOT CHASE

- An organisation that only needs greenhouse-gas disclosure, has no physical sites, no field teams and no conservation work — a standalone carbon tool will be simpler and probably cheaper for them
- A researcher who wants public species-occurrence data at continental scale; EcolImpactHub is a private programme-management and reporting platform, not an open biodiversity database
- A buyer whose procurement gate is a current SOC 2 Type II or ISO 27001 certificate with no exception process — those are targeted for 2027 and are not held today
- A team whose entire requirement is structured supplier data collection for Scope 3, which is roadmap here and is the core of what Emitwise and Watershed already do
- Anyone expecting a certification, a carbon credit or a regulatory approval to come out of the product — EcolImpactHub provides the evidence layer beneath a claim, never the certification itself
- An organisation that needs live streaming from telemetry collars or an automated satellite imagery pipeline in the next two quarters; both are on the roadmap, not built

07 Buyer Personas

Six people you are likely to meet. The hook is the line to open with — it works because it names the question that role is already losing sleep over.

Sustainability and ESG Lead

WHAT THEY WANT

Produce a footprint and a disclosure that survive scrutiny, find the biggest emission sources, and set a reduction target the organisation can actually be held to.

Open with: When your auditor picks one number out of the ESG report, how long does it take you to show them where it came from?

They will ask: Can I trace a published figure back to the source record without going through email?

WHAT FRUSTRATES THEM

Activity data arrives from a dozen owners in a dozen formats. The evidence behind last year's figures is scattered, and the assurance provider's questions take days each to answer.

Environmental Monitoring Engineer

WHAT THEY WANT

Keep the monitoring backbone honest — sites registered, sensors and sampling stations healthy, thresholds tuned so real problems surface and noise does not.

Open with: If a parameter went out of range on a site this morning, who would know by lunchtime — and how?

They will ask: Can I set thresholds per site and parameter, and does a stalled sensor show as a gap rather than as good news?

WHAT FRUSTRATES THEM

Readings live in vendor portals and spreadsheets. Nobody notices when a sensor goes quiet, and an out-of-range value is found at the next manual review rather than the moment it happens.

Conservation Biologist or Restoration Manager

WHAT THEY WANT

Answer what is actually present at a site and whether it is increasing or declining, and show that a restoration approach is working while there is still time to change it.

WHAT FRUSTRATES THEM

Sightings are spread across surveys, camera-trap exports, volunteer reports and someone's notebook. Restoration is tracked in a generic project tool that knows nothing about hectares or species.

Open with: What lives on that site, and is it increasing or declining? How long does answering that take you today?

They will ask: Can I keep sensitive species locations out of general view without keeping them out of the system?

Compliance Officer or Assurance Reviewer

WHAT THEY WANT

Make audits and submissions predictable, keep obligations and evidence linked, and hold a defensible position when a regulator or a funder asks a hard question.

WHAT FRUSTRATES THEM

A surprise audit means a week of evidence-hunting. Read access is granted by handing over an account that can also change things.

Open with: When an auditor arrives unannounced, is that a calm export or a bad week?

They will ask: Is there a genuinely read-only role, and is every change recorded with who made it and when?

Consultancy Principal or Practice Lead

WHAT THEY WANT

Deliver monitoring and reporting engagements at a repeatable standard, and grow the practice faster than the headcount.

WHAT FRUSTRATES THEM

Every client is a separate spreadsheet stack. Methodology drifts between engagements, and nothing built for one client is reusable for the next.

Open with: How many clients could you take on next year if delivery did not mean one more spreadsheet stack per client?

They will ask: Can I run isolated client workspaces from one account, and reuse my emission factors and templates across them?

NGO Programme Director

WHAT THEY WANT

Show funders the arc from money to outcome, keep community contributors involved, and spend the grant on the work rather than on reporting overhead.

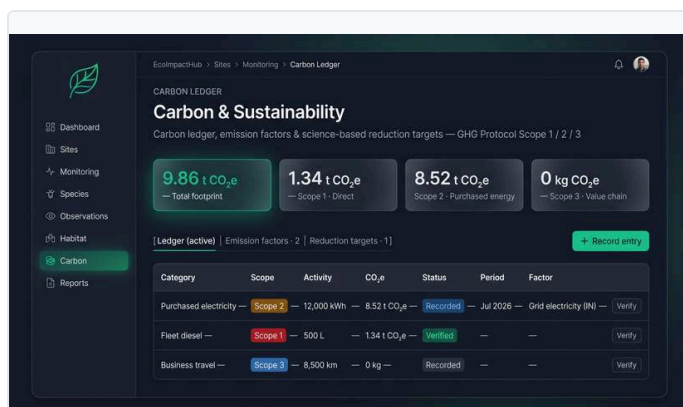
WHAT FRUSTRATES THEM

Impact is a narrative because the data to make it a number was never structured. Free tools have no governance, and enterprise tools are priced out of reach.

Open with: What would it change in your next funding round if the impact section were built from your own field records rather than written from memory?

They will ask: Can volunteers and community members contribute safely, and does this cost something a grant can actually absorb?

Twelve situations the product was built for, drawn from its own use-case library. Pick the one closest to what the person in front of you just described — you only need one to land.



SUSTAINABILITY AND ESG LEAD

Build a carbon footprint that survives an audit

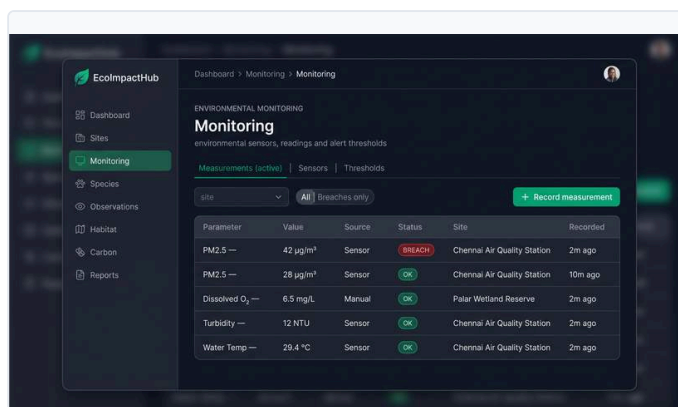
THE SITUATION

Fuel invoices, electricity bills, travel exports and supplier emails live in four inboxes and three spreadsheets. Last year's footprint was assembled by one person under deadline, and nobody can reproduce how a given figure was reached.

WHAT HAPPENS WITH ECOIMPACTHUB

Activity data is recorded as carbon entries against reusable emission factors that carry their source and applicable year, classified by scope, and rolled up into Scope 1, 2 and 3 totals broken down by site, category and period. Entries move from draft to recorded to verified, so the ledger reflects what has actually been confirmed rather than what was pasted in.

A footprint that can be defended line by line, and a baseline worth reducing against.



ENVIRONMENTAL MONITORING ENGINEER OR ENVIRONMENTAL SCIENTIST

Keep watch on water and air quality continuously

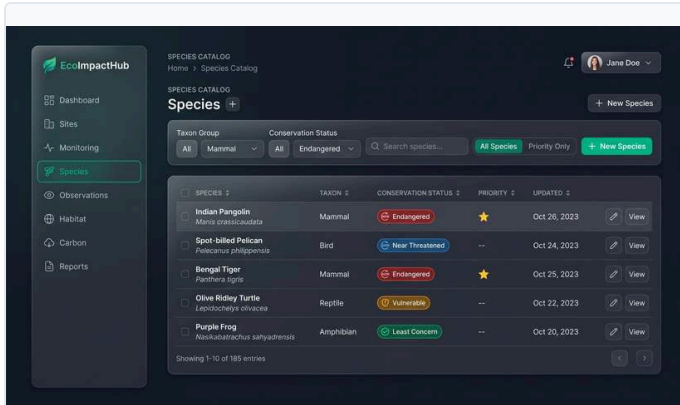
THE SITUATION

Water samples are logged in a notebook and typed up weekly. A pH excursion at a discharge point was discovered eleven days after it happened, and the team only found it because someone happened to look.

WHAT HAPPENS WITH ECOIMPACTHUB

Readings arrive from connected sensors or manual field samples, each tagged to a site with a timestamp and a source. Thresholds are configured per parameter as above, below or outside a range at info, warning or critical severity, and each reading is checked against them as it is recorded, so a breach is flagged rather than discovered.

A defensible time series and an early-warning system instead of a monthly post-mortem.



CONSERVATION BIOLOGIST

Turn scattered sightings into a population trend

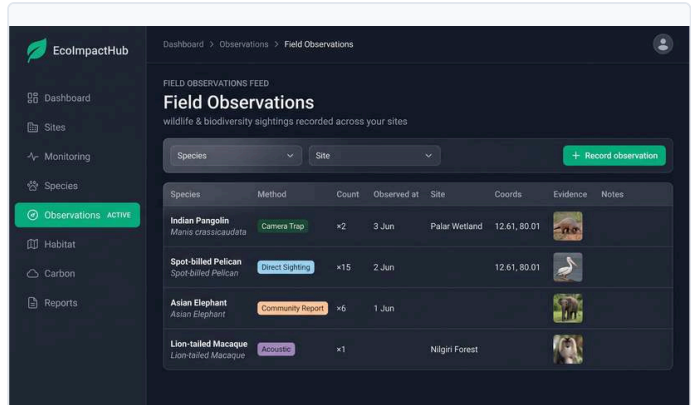
THE SITUATION

Species records sit in survey spreadsheets, camera-trap exports and volunteer emails. The manager cannot answer whether a priority species is recovering, which is the only question the funder actually asks.

WHAT HAPPENS WITH ECOIMPACTHUB

Species are catalogued once with their taxon group, an IUCN-style conservation status and a priority flag. Observations are recorded against them with location, date, count and method — direct sighting, camera trap, acoustic, tracks and signs, eDNA, telemetry or community report — and roll up into abundance and trend views.

The hard question becomes answerable from the record rather than from memory.



FIELD RESEARCHER OR RANGER

Capture field evidence that stands up later

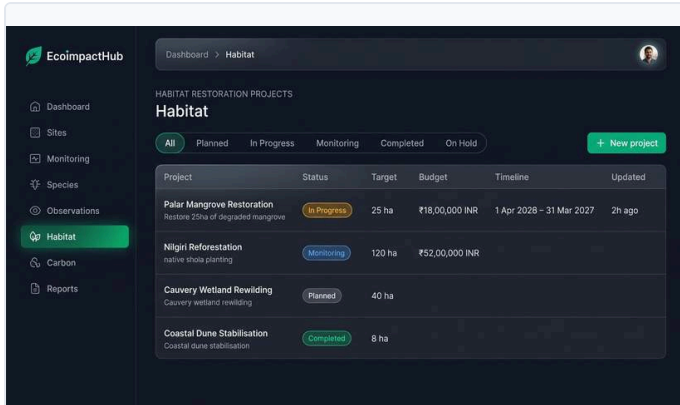
THE SITUATION

A day in a remote reserve produces a notebook of sightings and a phone full of photos with no reliable link between them. Half of it is never transcribed, and the half that is loses its location and its context.

WHAT HAPPENS WITH ECOIMPACTHUB

Each observation is recorded against a catalogued species with GPS coordinates, the method used and photo or audio evidence attached through shared file storage. The record carries its observer and its timestamp, and coordinates for sensitive species are hidden from general workspace members while remaining available to elevated roles.

A day's field work becomes queryable, attributable evidence the same day.



RESTORATION PROGRAMME MANAGER

Run a habitat restoration programme end to end

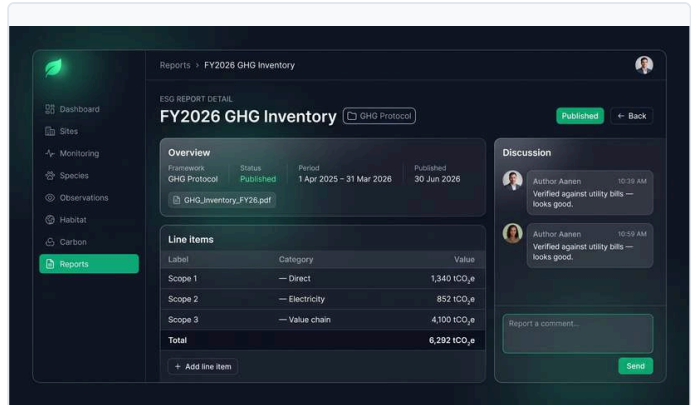
THE SITUATION

A replanting programme is tracked in a generic project tool that has no concept of hectares, survival rates or the species involved, so progress reporting is a manual rewrite every quarter.

WHAT HAPPENS WITH ECOIMPACTHUB

A habitat project carries its site, target area in hectares, budget, manager and lifecycle from planned through in progress and monitoring to completed. Each intervention is logged as a restoration activity — planting, invasive removal, rewilding, water management, soil remediation, community engagement or survey — with a quantity and a date, alongside the species observations recorded at the same site.

The arc from bare ground to recovering ecosystem becomes a record, not an estimate.



COMPLIANCE OFFICER

Assemble an ESG report from sourced line items

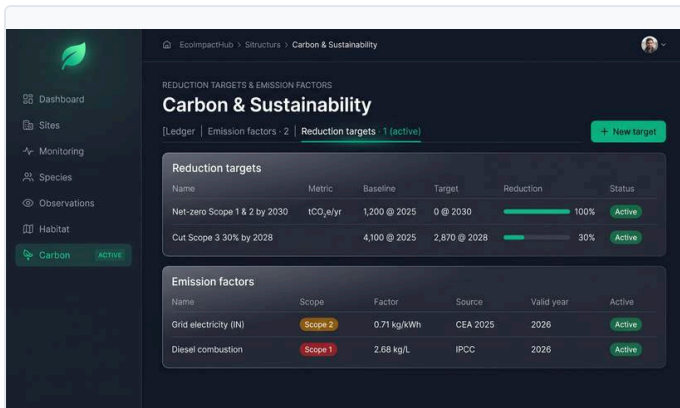
THE SITUATION

The disclosure is a separate project each year. Figures are re-derived from scratch, the evidence pack is built by hand at the end, and the assurance provider's follow-up questions take days each.

WHAT HAPPENS WITH ECOIMPACTHUB

A report is created against a framework — GHG Protocol, GRI, TCFD, CDP, SASB or a custom structure — for a defined period, and assembled from line items that each reference the underlying measurement or carbon entry. It moves through draft, in review and published, so everyone knows what is final and what is still being assured.

Disclosure becomes a by-product of measuring well rather than an annual project.



SUSTAINABILITY AND ESG LEAD

Turn a footprint into a target the board can track

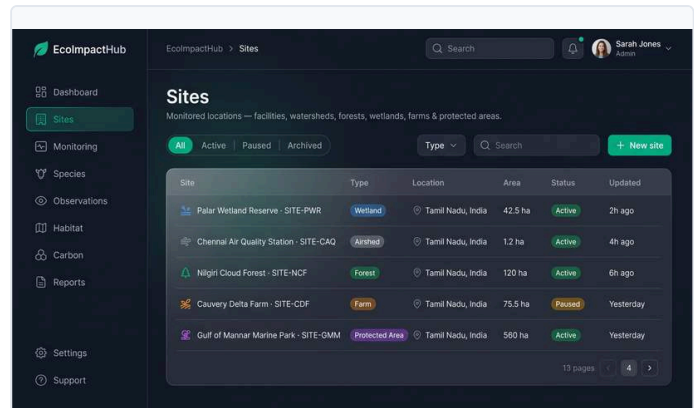
THE SITUATION

The organisation has committed publicly to a reduction, but the commitment lives in a slide. Nobody can say whether this quarter moved towards it or away from it.

WHAT HAPPENS WITH ECOIMPACTHUB

A reduction target is set against a baseline with a target year, and tracked through its own lifecycle — proposed, active, achieved, missed or retired — beside the ledger it is measured from. Because the ledger is dated and structured, period-over-period comparison shows where the movement actually came from.

Progress or backsliding is visible in the same place the figures live.



ENVIRONMENTAL PROGRAMME DIRECTOR

Register every monitored place once

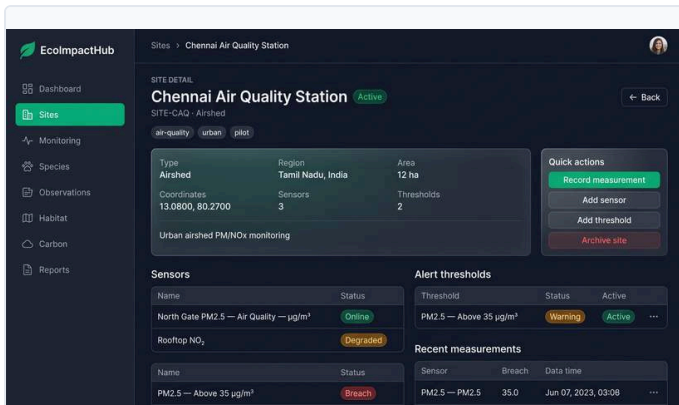
THE SITUATION

Sites are described differently in the emissions spreadsheet, the permit register and the field team's map, so nobody can produce a reliable list of what the organisation actually monitors.

WHAT HAPPENS WITH ECOIMPACTHUB

Sites are registered once with their location, boundary, type and status, and become the spine everything else hangs from — sensors, measurements, observations, habitat projects and carbon entries all reference them. A rollup by site is then available across every discipline without a join anyone has to build.

One authoritative list of places, and every environmental record anchored to where it happened.



ENVIRONMENTAL MONITORING ENGINEER

Know which sensors are actually reporting

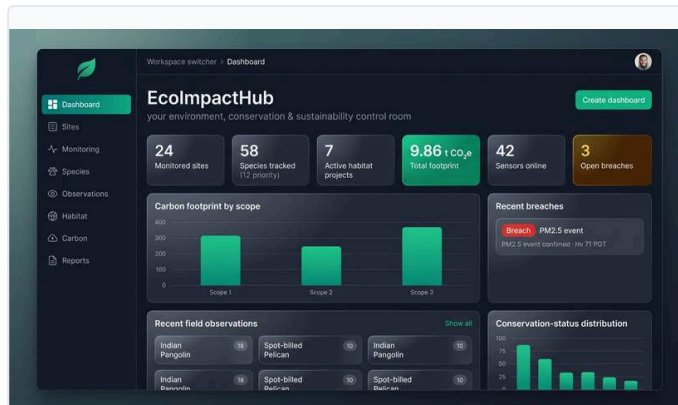
THE SITUATION

A monitoring network of a few dozen devices has no single health view. A failed logger looked like clean results for six weeks, and the resulting gap was only noticed during reporting.

WHAT HAPPENS WITH ECOIMPACTHUB

Every sensor and manual sampling station carries a kind, a parameter and an explicit health state — online, offline, degraded, in maintenance or retired — against its site. Because measurements are tagged with their source, a gap in the data can be told apart from a genuine absence of readings.

Data gaps become visible facts rather than silent assumptions.



ENVIRONMENTAL PROGRAMME DIRECTOR OR EXECUTIVE SPONSOR

See the whole environmental picture in one view

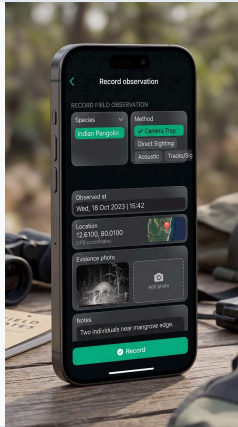
THE SITUATION

The executive summary is stitched together each month from four tools and two people. By the time it is written it describes a position that has already moved.

WHAT HAPPENS WITH ECOIMPACTHUB

One dashboard brings sites, species, habitat projects, footprint, sensor health and threshold breaches into a single overview drawn from the live records, so the summary reads from the same data the field teams are writing to.

One current view of the programme, without a monthly assembly exercise.



FIELD OBSERVER OR COMMUNITY CONTRIBUTOR

Record an observation from the site itself

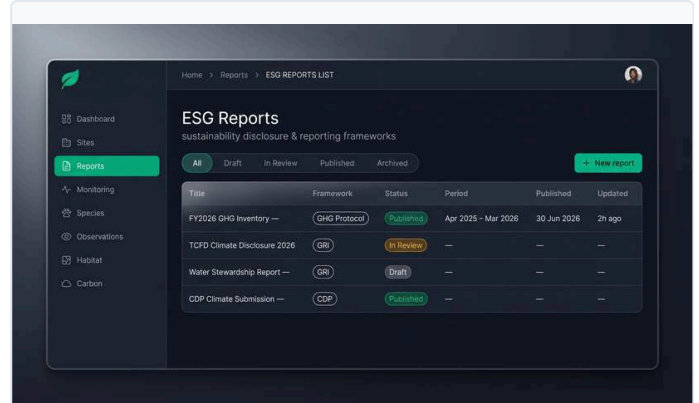
THE SITUATION

A volunteer coordinator sends out twenty people for a survey weekend and gets back twenty different formats, most of them a week late.

WHAT HAPPENS WITH ECOIMPACTHUB

Field capture works from a phone browser today: pick the species, record the count and method, let the device supply the coordinates and attach a photo. Contributions land in the same workspace as professional survey data, scoped by role, with sensitive locations protected. A dedicated native app that works fully offline is on the roadmap.

More eyes on the ground, and one consistent record instead of twenty formats.



CONSULTANCY PRINCIPAL

Run every client programme from one account

THE SITUATION

Each client engagement is its own spreadsheet stack and its own file share. Onboarding a new client takes a fortnight of setup, and nothing built for one client can be reused for the next.

WHAT HAPPENS WITH ECOIMPACTHUB

Each client or programme gets its own workspace with full data isolation and its own role assignments, all reachable from one consultant account. Emission factors, thresholds and report structures are set up once per workspace to a standard the firm defines, and every action is attributable in the activity timeline.

Delivery capacity stops being capped by how many spreadsheet stacks one person can hold.

09 Product Capabilities

What exists today and what does not, group by group. Anything not marked shipped is genuinely not shipped — say so plainly if it comes up, because it is the fastest way to keep a prospect's trust.

Carbon accounting

A structured ledger that turns activity data into a defensible Scope 1, 2 and 3 footprint.

Carbon ledger with lifecycle

Entries move through draft, recorded and verified, with an adjusted state, so the ledger reflects what has been confirmed rather than what was pasted in.

Reusable emission factors

Factors carry their source attribution and the year they apply to, and are reused across entries rather than retyped per calculation.

Scope 1, 2 and 3 rollups

Totals broken down by site, category and period, so the largest sources are obvious rather than inferred.

Baselines and period comparison

Set a baseline and compare periods to show where a reduction actually came from.

Structured supplier data collection planned

Scope 3 entries can be recorded today, but workflows that request primary data from suppliers are not built. This is the direct gap against Emitwise and Watershed.

AI-assisted factor matching planned

Factors are curated by the user with source attribution today; automatic matching and scope classification are designed and sequenced, not built.

Environmental monitoring

Sites, instruments and readings modelled explicitly, with provenance on every data point.

Site registry

Facilities, watersheds, forests, wetlands, farms, protected areas, airsheds and coastal zones registered with location, boundary and status, and used as the spine for every other record.

Sensors and sampling stations

Nine kinds covering air, water, soil, weather, energy, flow, acoustic and camera trap, plus a manual station so human sampling is a first-class source.

Provenance-tagged measurements

Every reading carries its site, parameter, value, unit, timestamp and source — sensor, manual, satellite, import or calculated.

Alert thresholds and breach flagging

Above, below or outside-range rules at info, warning or critical severity, checked against each reading as it is recorded.

Sensor health states

Online, offline, degraded, maintenance and retired, so a gap in the data is visible rather than mistaken for a clean result.

Satellite imagery pipeline planned

A reading can be attributed to a satellite source today, but drawing an area of interest and computing forest cover or land-use change inside the product is not built.

Live device and telemetry streaming planned

Readings and telemetry observations are recorded through the API today; continuous ingestion straight from field devices and collars is roadmap.

Biodiversity and conservation

Species, sightings and restoration work as first-class objects rather than notes on a project.

Species catalogue

Workspace-level entries with taxon group, IUCN-style conservation status and a priority flag.

Observations with evidence

Seven methods from direct sighting to camera trap, acoustic, tracks and signs, eDNA, telemetry and community report, with location, count, date and photo or audio evidence.

Habitat restoration projects

Target hectares, budget, manager, site and a lifecycle from planned through in progress and monitoring to completed.

Restoration activity log

Planting, invasive removal, rewilding, water management, soil remediation, community engagement and survey, each with a quantity and a date.

Sensitive-location safeguards

Precise coordinates for priority sites and sensitive observations are gated behind elevated roles, and reads of the restricted view are audited.

Wildlife corridor and home-range analytics planned

Telemetry observations can be recorded; movement, home-range and corridor analysis at scale is roadmap.

Reporting and targets

Disclosure assembled from data already captured, with the evidence still attached.

Framework-mapped reports

GHG Protocol, GRI, TCFD, CDP, SASB and a custom structure are available for a defined reporting period.

Traceable line items

Each disclosed metric references the measurement or carbon entry behind it, so an assurance provider can follow the chain.

Report lifecycle

Draft, in review and published, so an organisation always knows which version is final.

Reduction targets

Science-based or internal targets set against a baseline and tracked through proposed, active, achieved, missed and retired.

Environmental metrics library

A normalised, source-tagged layer of environmental metrics that reports and dashboards draw from.

CSRD, ISSB and EU Taxonomy mapping in progress

Being finalised. The website lists these alongside the shipped frameworks; treat them as in progress in a sales conversation and confirm the specifics with us before committing to them for a customer.

Obligations, permits and deadlines planned

A dedicated compliance workspace linking obligations and permits to their supporting evidence is roadmap.

Donor and grant impact reporting planned

Linking funding to milestone-backed outcomes as a distinct reporting flow is roadmap; today it is done from project and observation records.

Governance, security and tenancy

The parts a procurement team asks about, inherited from a shared platform rather than retrofitted.

Permissions enforced at the API edge

Every operation declares the permission it requires, and it is checked before the request reaches the data. A field with no matching permission is denied rather than allowed.

Six seeded roles

Program Owner, Sustainability Lead, Monitoring Manager, Conservation and Restoration Lead, Field Observer and Assurance Auditor are created in every workspace automatically.

Workspace multi-tenancy

Every record is scoped to its workspace, so a consultancy or multi-programme NGO runs isolated client workspaces from one account.

Audit and activity timeline

Every change is recorded with actor, target and result, searchable and exportable, including reads of restricted location data.

Single sign-on

Enterprise identity through the platform auth layer, available on the higher tiers.

Encryption and secret handling

Encrypted in transit and at rest, with all credentials held in a managed secret store rather than in code or client builds.

SOC 2 Type II and ISO 27001

planned

Targeted for 2027 with an auditor not yet engaged. Not held today — say so if asked.

Streaming export to a customer SIEM

planned

Audit data is available in-product; a streaming enterprise security-monitoring integration is roadmap.

Everyday platform services

Things most environmental point solutions have to build or buy, which arrive here already working.

File storage for evidence

Photo and audio evidence on observations, and attachments on reports, held in shared storage with signed-URL access.

Comments and discussion threads

Inline conversation on sites, species, projects and reports, so context stays with the record instead of in an inbox.

Notifications

In-app, email and webhook delivery with user preferences, for threshold breaches, deadlines and anomalies.

Tagging across the workspace

One shared tagging system applied to sites, species, projects and other records.

Multi-lingual interface and accessibility

Per-user language switching, locale-aware formatting, keyboard shortcuts, a command palette and a high-contrast theme.

Billing, plans and quotas

Subscription plans with regional pricing and enforced usage limits on sites, sensors, species, observations, programmes, measurements, carbon entries and reports.

In-product help and support

Ticketing and escalation from inside the product, plus guided walkthroughs for new users.

Surfaces, API and AI

Where the product can be used from today, and what is still being built.

Web application

Dashboard, sites, monitoring, species, observations, habitat, carbon and reports — the complete product surface today.

GraphQL API

One API for every record, with scoped keys for automation and integration into an existing stack.

Documentation site in progress

Product guides, API reference and integration tutorials, being written and published progressively.

Agent tool surface in progress

A tool surface that lets AI assistants query and act on environmental data under the same permissions as a person. It exists; packaged distribution to customers has not opened yet.

In-product AI assistant in progress

The assistant and its usage metering are live, but it does not yet receive the context of the page or record the user is looking at.

Native offline field app planned

Field capture works in the browser today with coordinates and evidence; a dedicated app that works fully offline is roadmap.

Command-line tool, Node and Python libraries, browser extension planned

Specified and sequenced, not yet distributed. Do not commit a customer to a date on these.

10 Pricing & Plans

A published, tiered monthly subscription per workspace, with a free tier that is genuinely usable. What differs between tiers is capacity — sites, sensors, measurements, species, observations, conservation programmes, carbon-ledger entries, reports and restoration hectares — not whether the core measure, monitor and report loop works. Prices are published in USD, INR, EUR and GBP, set to local benchmarks in India rather than by currency conversion. Enterprise, NGO and government arrangements are quoted rather than bought online.

PLAN	PRICE	WHO IT IS FOR	WHAT IS INCLUDED
Free	\$0 per month; ₹0 / €0 / £0	An individual, a single site, or a team evaluating the platform before committing	1 monitored site, 10 connected sensors; 100 measurements per month; 15 tracked species, 50 observations per month; 2 conservation programmes; 1 carbon-ledger entry per month, 2 reports per month; 1 restoration hectare tracked
Starter	\$99 per month; ₹3,999 / €91 / £79	A small NGO, a single-site operator or a team running its first real monitoring programme	3 monitored sites, 100 connected sensors; 1,000 measurements per month; 50 tracked species, 500 observations per month; 10 conservation programmes; 4 carbon-ledger entries per month, 25 reports per month; 10 restoration hectares tracked
Growth	\$399 per month; ₹14,999 / €367 / £319	A growing organisation, a regional NGO or a local government team with several sites and a real reporting obligation	15 monitored sites, 1,000 connected sensors; 10,000 measurements per month; 250 tracked species, 5,000 observations per month; 50 conservation programmes; 12 carbon-ledger entries per month, 500 reports per month; 100 restoration hectares tracked
Business	\$999 per month; ₹39,999 / €919 / £799	A multi-site enterprise or a consultancy running several client programmes at once	Unlimited monitored sites under fair use, 10,000 connected sensors; 100,000 measurements per month; 1,000 tracked species, 50,000 observations per month; 500 conservation programmes; Unlimited carbon-ledger entries under fair use, 5,000 reports per month; 1,000 restoration hectares tracked
Enterprise, NGO and government	Contact us Quoted per organisation; not available for self-serve purchase	Large organisations, national agencies and NGOs needing custom capacity, dedicated tenancy or self-hosting	Custom quotas agreed in the order form; Dedicated tenancy or self-hosted deployment; Single sign-on, premium support and an agreed service level; Premium integration add-ons and assurance-grade governance options

Add-ons

ADD-ON	PRICE
Enterprise integration suite	\$15,000–\$75,000/year (indicative, quoted by us)
IoT and sensor integration	\$20,000–\$100,000/year (indicative, quoted by us)
Advanced environmental analytics	\$10,000–\$50,000/year (indicative, quoted by us)
Implementation and deployment services	\$25,000–\$150,000 (indicative, quoted by us)
Premium support package	\$10,000–\$50,000/year (indicative, quoted by us)

WHAT TO TELL A PROSPECT ABOUT PRICE

- The four self-serve prices are the published monthly ones. Do not quote annual, multi-year or nonprofit discounts to a prospect — those are policy positions that are not yet live as purchasable options, and any discount has to come from us in writing.
- No add-on is purchasable in-product today. Every item in the add-on list is indicative and quoted case by case, so treat those figures as a range to set expectations with, never as a price you have given.
- Enterprise, NGO and government tiers are contracted, not bought online. Route any conversation at that scale to us before a number is discussed.
- Regional prices exist because the market differs, not because a discount was applied. An Indian customer paying ₹3,999 is paying the normal Starter price for that market.
- Prices are being finalised ahead of the 2026 launch. Confirm the current figure with us before it goes into anything a customer will hold you to.

11 Competitive Landscape

The alternatives a prospect is most likely to name. Each one genuinely wins somewhere — say so when it comes up, because conceding the point you were always going to lose buys you the point that matters.

ALTERNATIVE	WHAT IT IS	WHERE THEY ARE STRONG	WHERE WE WIN
Persefoni	An enterprise carbon accounting and climate disclosure platform, strong with large corporates and financial institutions, with Big Four audit relationships and portfolio-emissions methodology for banks and asset managers.	Audit-grade carbon methodology with established accounting-firm credibility, deep financed-emissions capability, mature disclosure depth, and AI-assisted factor matching that EcolImpactHub has not built. If the buyer only needs carbon disclosure at large scale and wants the audit wrapper, they are the safer choice today.	They stop at carbon. EcolImpactHub adds site and sensor monitoring, species and observations, and habitat restoration in the same workspace and audit trail, with published prices and a free entry point rather than a sales-led contract widely reported in the tens to hundreds of thousands per year.
Watershed	A climate platform for large companies, with automated emissions measurement, product-level footprints, a supplier network for value-chain data, and a carbon-removal and clean-power marketplace.	Automation depth, product-level lifecycle analysis, a genuine supplier data network, and carbon-removal procurement built in. For a technology company whose footprint is mostly cloud and supply chain, they are a better fit and EcolImpactHub should not be pushed.	They help an organisation buy removals; we help it measure what it is doing on its own ground. For a buyer with farms, factories, protected areas or watersheds, EcolImpactHub models the physical operation — sites, sensors, field observations, restoration outcomes — that Watershed has no place for.
Plan A	A European carbon management and ESG reporting platform aimed at SMEs and mid-market companies, with strong EU regulatory alignment and transparent SaaS pricing.	EU regulatory focus, particularly CSRD and EU Taxonomy readiness, which is exactly what a European mid-market buyer under that obligation is shopping for. Their decarbonisation planning and employee-engagement tooling has no equivalent here.	Their strength is office-based decarbonisation planning; ours is field execution and evidence. EcolImpactHub adds real environmental monitoring, biodiversity records and restoration project management, and covers frameworks globally rather than centring one jurisdiction.
Emitwise	An AI-driven carbon accounting platform built around procurement teams and supplier-focused Scope 3 data collection, now part of a larger supply-chain decarbonisation group.	Supplier engagement and primary Scope 3 data collection is their core, and it is the single biggest gap in EcolImpactHub today. If the entire brief is upstream supplier emissions, concede it.	Their scope is narrow and the roadmap is uncertain after the acquisition. EcolImpactHub covers the direct operations they do not — sites, sensors, biodiversity and restoration — with workspace multi-tenancy that a procurement-first tool has no reason to offer.

ALTERNATIVE	WHAT IT IS	WHERE THEY ARE STRONG	WHERE WE WIN
Salesforce Net Zero Cloud	Carbon accounting and ESG reporting built natively on the Salesforce platform, drawing on CRM data and the surrounding enterprise ecosystem.	For an organisation already committed to Salesforce, the data, the identity model and the procurement path are already in place, and that convenience is real. Their enterprise governance and disclosure framework support are mature.	It is only sensible if the buyer is already a Salesforce customer, and it tracks the footprint that lives in business systems rather than the one that lives on the ground. EcolImpactHub is ecosystem-agnostic, and reported entry pricing for the Salesforce product is around \$48,000 a year against a published free tier here.
Microsoft Sustainability Manager	A cloud-native enterprise sustainability and ESG data solution built on the Microsoft data platform, with AI-assisted analytics and tight integration into that ecosystem.	For an organisation already standardised on Microsoft, the integration with existing data, reporting and identity is a genuine advantage, and the AI-assisted analytics are further along than ours.	There is no physical site monitoring, no sensor model, no species or observation record and no conservation project management in it. EcolImpactHub does not require a platform commitment and covers the field half of the problem entirely.
EcoOnline	A mature environmental, health and safety software platform focused on chemical management, risk assessment, incident reporting, environmental monitoring and regulatory compliance for industrial organisations.	EHS and chemical compliance depth built over many years, with strong mobile inspection tooling and workflows that EcolImpactHub does not attempt. For a manufacturer whose main need is EHS compliance, they win on maturity.	They have the monitoring but not the carbon ledger, the ESG disclosure depth, or anything biodiversity-related. A buyer running both ends up with two systems and a reconciliation problem; EcolImpactHub is one workspace covering both.
iNaturalist and Wildlife Insights	Community-science and research platforms for species observations and camera-trap analytics, with large public datasets and, in the case of Wildlife Insights, strong AI-assisted image processing.	Scale and reach that no private platform can match, free or grant-funded access, and camera-trap image analytics well ahead of ours. For an academic needing public occurrence data at continental scale, they are the right answer.	They are data repositories, not programme-management systems. EcolImpactHub adds private workspace scoping, role-based access, an audit trail, sensitive-location controls, restoration project management, and the carbon and ESG reporting a funder or regulator actually asks for.

THE POSITIONING LINE TO HOLD

Carbon platforms tell an organisation how much it emitted; EcolImpactHub also tells it what is happening on the ground and what is being done about it — in one workspace, with the evidence still attached.

12 Why Us / Differentiators

If a partner remembers only a few things about why this exists, make it these. Each one is checkable against the product rather than a claim about ambition.

Four disciplines, one data model

Carbon accounting, environmental monitoring, biodiversity and ESG reporting are not integrated — they are the same records. A sensor reading, a species sighting and a fuel entry reference the same site, live under the same permissions and appear in the same audit trail. Every competitor in the set owns one of those four and expects the buyer to run three more tools alongside.

Evidence lineage from the field to the disclosure

A published report line item points back at the measurement or carbon entry behind it, and that record carries its source, site and timestamp. This is the difference between a number an auditor has to accept and a number an auditor can check, and it is the reason assurance conversations get shorter.

Habitat restoration is a first-class object

Projects have target hectares, budgets, managers and a lifecycle; activities log the actual planting, removal or rewilding with quantities and dates. No carbon or ESG platform in the competitive set models conservation work at all — it lives in a generic project tool that knows nothing about ecology.

Manual sampling is treated as seriously as a sensor

A manual sampling station is one of the nine sensor kinds, and human-collected samples carry the same provenance as machine readings. Most monitoring platforms assume connected instrumentation, which quietly excludes the many organisations whose evidence base is a person with a test kit.

Isolated client workspaces from one account

A consultancy or a multi-programme NGO runs each client or programme in its own workspace with complete data isolation and its own role assignments, all from one account. Single-tenant carbon platforms cannot serve that shape without separate instances and separate contracts.

Sensitive locations protected rather than excluded

Precise coordinates for priority sites and sensitive species observations are gated behind elevated roles and their reads are audited, so a team can bring community and citizen-science contributions into the same record without exposing an at-risk population.

Enterprise governance arrives with the product

Multi-tenancy, permissions checked before a request reaches the data, an audit timeline, single sign-on, file storage, notifications, tagging, multi-lingual interface and accessibility come from a shared platform rather than being rebuilt inside an environmental point solution. That is why a young product can hold an enterprise conversation at all.

13 Customer Proof & Credibility

There are no customer references to lean on, so credibility has to come from what can actually be inspected: the depth of what is built, how access and evidence are handled, and how straight we are about the gaps. Offer a walkthrough of the product and the security questionnaire early — the specifics are more persuasive than any claim.

THREE DOMAINS BUILT, NOT DESCRIBED

Monitoring, conservation and sustainability are all live and queryable: sites, sensors, measurements, thresholds, species, observations, habitat projects, restoration activities, emission factors, carbon entries, metrics, reduction targets and reports.

ACCESS CHECKED BEFORE THE DATA IS TOUCHED

Every operation declares the permission it requires and it is enforced at the API edge; the product itself never re-implements authentication. An operation with no matching permission is denied rather than allowed through.

SIX ROLES SEEDED INTO EVERY WORKSPACE

Program Owner, Sustainability Lead, Monitoring Manager, Conservation and Restoration Lead, Field Observer and Assurance Auditor exist from the moment a workspace is created — including a genuinely read-only auditor role.

SENSITIVE COORDINATES GATED AND AUDITED

Two elevated resource types guard the precise locations of priority sites and sensitive observations, and reads of that restricted view are recorded alongside every mutation.

PROVENANCE ON EVERY RECORD

Measurements carry their source, site and timestamp; emission factors carry their source and applicable year; carbon entries and reports carry an explicit lifecycle state. The evidence trail is a property of the data model, not a feature that has to be switched on.

SECURITY SCANNING IN EVERY BUILD

Dependency and container scanning run on every change and a failing scan stops the release. A source-level security audit found no credentials in the code, and a written security questionnaire response is available to share with a procurement team.

CERTIFICATION POSITION STATED OPENLY

SOC 2 Type II and ISO 27001 are targeted for 2027 with no auditor yet engaged; data-protection readiness under the Indian DPDP Act and GDPR is in progress with the processing agreement and privacy policy already published. Nothing is claimed as held that is not held.

Be straight about this. EcoImpactHub is pre-launch and on a waitlist ahead of a 2026 launch. There are no paying customers, no reference deployments, no published results and no third-party awards or analyst coverage, and there will not be until after launch. It also does not hold SOC 2 or ISO 27001 today, and several capabilities on the website — supplier Scope 3 workflows, satellite imagery ingestion, AI factor matching, a native offline field app, live telemetry streaming — are honestly marked as roadmap rather than shipped. What a prospect should weigh instead is the product they can be shown running, the security and governance posture they can inspect and question, the published pricing that lets them start small without a procurement cycle, and the terms we will agree for an early deployment. Say all of this plainly. A partner who oversells an early product and gets caught is worth less to everyone than one who was straight from the first conversation.

14 Demo Information

There is no self-serve sandbox yet, because the product is pre-launch and on a waitlist. What we can give a serious prospect is a guided walkthrough on a real workspace with sample environmental data, run by us with you on the call. Do not attempt to demo it yourself — the value of the walkthrough is in answering the questions the prospect asks halfway through.

HOW TO GET A DEMO

Ask us for a walkthrough by email or book the 1-1 call directly. We will provision a workspace with sample data for the prospect's sector — a manufacturing site, a protected area, a watershed — and run it live. If they want their own hands on it after that, we can arrange an early-access workspace under agreed terms rather than sending them to a sign-up page.

Runs about Thirty minutes covers the loop end to end. Forty-five if the prospect wants to dig into governance, permissions or the reporting frameworks, which the technical and compliance people usually do.

WHERE TO LOOK

- **Product website and waitlist** — <https://ecoimpacthub.com>
- **Use-case library — twenty-eight worked scenarios** — <https://ecoimpacthub.com/use-cases>
- **Feature overview** — <https://ecoimpacthub.com/features>
- **Head-to-head comparisons** — <https://ecoimpacthub.com/vs>
- **Book a walkthrough with Vignesh** — <https://calendly.com/vignesh-burdenoff/1-1>

The walkthrough, in order

- 1 The dashboard — sites, species, projects, footprint, sensor health and open breaches in one view**
This is the whole environmental programme on one screen. Everything you are about to see writes into this, so it is never a monthly assembly exercise.
- 2 The site registry, then one site in detail with its sensors and sampling stations**
Sites are the spine. Every reading, sighting, restoration activity and carbon entry hangs off one of these, which is why a rollup by site is available across all four disciplines without anyone building a join.
- 3 Recording a measurement, and a threshold catching it as a breach**
The threshold is set per site and parameter. It is checked the moment the reading lands, not at the next review, and the sensor's own health state means a gap in the data does not read as a clean result.
- 4 The species catalogue, then an observation with its method, coordinates and photo evidence**
One catalogue entry, many sightings, each with how it was observed and what backs it up. For a sensitive species the precise coordinates are hidden from general members and only elevated roles see them.
- 5 A habitat project with its target hectares and budget, and the activity log beneath it**
This is the part no carbon platform has. The project has a lifecycle and the activities record what was actually done on the ground, so a funder sees a record rather than a narrative.
- 6 The carbon ledger — an entry, the emission factor behind it, and the Scope 1, 2 and 3 rollup**
Activity data times a factor, classified by scope, moving from draft to recorded to verified. The factor carries its source and its year, so the calculation is inspectable rather than asserted.
- 7 A report, its framework, and a line item traced back to its source record**
This is the moment that usually decides the deal. Pick any number in the disclosure and you land on the measurement or ledger entry it came from. That is the conversation with your assurance provider, shortened.
- 8 Roles and the activity timeline, including the read-only auditor role**
Six roles exist in every workspace from day one, including an auditor who genuinely cannot change anything, and every change and every restricted read is recorded with who did it.

15 Sales Talking Points

Nine lines that hold up under questioning. Use two or three, not all nine — the point of each is the reason underneath it.

Measurement comes first; reporting is the by-product.

It reframes the purchase. A buyer shopping for a reporting tool is comparing features; a buyer who accepts that the evidence base is the problem is comparing data models, and that is a comparison we win.

Every reported figure points back at the record it came from.

This is the single most persuasive thing about the product to anyone who has been through an assurance process, because they have personally spent days chasing evidence that should have been attached in the first place.

One workspace covers the field and the boardroom.

It names the specific pain of the reconciliation step between the monitoring database and the ESG spreadsheet, which is where the wasted weeks actually go.

Restoration and conservation are modelled properly, not as project notes.

No competitor does this at all, so it is the fastest way to stop a conversation that has become a feature-by-feature carbon comparison and move it somewhere we are unopposed.

A person with a test kit is a first-class data source, not a workaround.

Most monitoring platforms assume connected instrumentation. For NGOs, government teams and smaller operators, manual sampling is the whole evidence base, and being taken seriously matters to them.

Sensitive locations can be protected without being excluded.

Conservation buyers routinely keep their most important data out of systems for exactly this reason. Naming the safeguard unprompted signals that we have thought about their world rather than retrofitted a corporate tool.

Prices are published and start at zero.

It removes the biggest practical barrier for NGOs, research teams and mid-market buyers who have been quoted six figures by an incumbent and quietly walked away.

One account, many isolated client workspaces.

For a consultancy this is the whole business case. It changes the unit economics of delivery, which is a more compelling argument than any feature.

We are pre-launch and say so first.

Volunteering the stage before the prospect finds it makes everything else you have said more believable, and it filters out the buyer who was never going to accept an early product before you waste a quarter on them.

The eleven objections you will actually meet, in the words prospects use. Answer briefly, concede what is true, and hand anything commercial or technical straight to us.

"You have no customers. Why would we be your guinea pig?"

That is a fair reading and we will not dress it up — the product is pre-launch and there are no reference deployments. What you can do is inspect what exists: the walkthrough is on a working system, the security questionnaire answers procurement's questions in writing, and early terms are negotiable in a way they will not be in eighteen months. If being first is not acceptable to you, that is a legitimate reason to wait, and we would rather you told us now.

PROOF · Offer the guided walkthrough and the written security questionnaire response, and let us discuss early-deployment terms directly.

"We already have a carbon platform. Why would we replace it?"

Often you should not, at least not immediately. The question worth asking is what your carbon platform does with a water-quality reading, a camera-trap sighting or a replanted hectare — usually nothing, so those live somewhere else and someone reconciles them by hand each year. That reconciliation is what we remove. Some organisations start with the monitoring and conservation side and only move the ledger later.

PROOF · The carbon ledger, monitoring and conservation records share one site and one audit trail; report line items reference the underlying measurement or entry.

"This looks like four products bolted together."

It is the opposite, and it is worth two minutes on the walkthrough to show why. They are not four modules joined by connectors — a measurement, an observation and a carbon entry are records against the same site in the same workspace under the same permissions. That is what makes a cross-discipline rollup possible at all, and it is exactly what a stack of integrated point tools cannot do.

PROOF · Show a site in the walkthrough with its sensors, observations, habitat project and carbon entries all attached to it.

"Ninety-nine dollars a month? What are you leaving out?"

Nothing structural. The same data model, permissions, audit trail, multi-tenancy and reporting loop are on every tier — what changes is capacity, so a bigger programme pays for more sites, sensors, measurements and reports. The price is low because the identity, billing, files and notification layers are shared across a platform rather than rebuilt for one environmental product, so that cost is not passed on.

PROOF · The published tiers list capacity limits, not feature gates; the free tier includes the full measure, monitor and report loop.

"We report under CSRD. Can you handle it?"

Ask us before you answer that one. GHG Protocol, GRI, TCFD, CDP, SASB and custom frameworks are live; the CSRD, ISSB and EU Taxonomy mapping is being finalised, and I do not want to promise you a date I am not the one keeping. If CSRD is your entire requirement and the deadline is close, Plan A or Persefoni may be the right answer for now.

PROOF · Bring us into the conversation early so we can state the current framework position precisely rather than approximately.

"Do you have SOC 2 or ISO 27001?"

No, and neither is held today. Both are targeted for 2027 and the auditor is not yet engaged. What is in place now is encryption in transit and at rest, permissions enforced before a request reaches the data, a full audit log, credentials held in a managed secret store, and automated scanning on every build. There is a written questionnaire response we can send your security team today.

PROOF · The certification roadmap and the security questionnaire response are both documented and shareable on request.

"Where does our data live, and who can see it?"

Data is held in India by default, encrypted in transit and at rest, and scoped to your workspace so it never crosses into another tenant. Access is decided by role, including a read-only auditor role and elevated roles for precise coordinates of sensitive sites and species. If you need a specific region, a dedicated tenant or a self-hosted deployment, that is an Enterprise conversation we should have early rather than late.

PROOF · Six seeded workspace roles, two elevated resources gating precise locations, and an audit log covering both changes and restricted reads.

"What happens to our data if you do not make it?"

The right question for an early product. The data model is documented, everything is reachable through one API, and export is not gated behind a plan, so nothing you record is trapped in a format only we can read. Ask us about contractual exit terms and escrow arrangements — for an early customer those are negotiable, and we would rather agree them upfront than have them raised as a blocker at signature.

PROOF · One GraphQL API covers every record; discuss exit and continuity terms with us before contracting.

"Our field teams work offline. Does your app?"

Not as a native app yet, and I would rather say that than let you find out later. Field capture works today from a phone browser with coordinates and photo or audio evidence, which covers teams with intermittent connectivity. A dedicated app that works fully offline is on the roadmap. If genuinely disconnected multi-day capture is your hard requirement, tell us now and we will be honest about the sequencing.

PROOF · Browser-based field capture with GPS and evidence is live; the native offline app is marked as roadmap on the website too.

"Can you integrate with our sensor platform and our finance system?"

Everything in the product is reachable through one API with scoped keys, so you can connect your own systems through it rather than waiting on a special arrangement — that is how activity data from a finance system or readings from a sensor vendor come in. Connectors built into the product for specific vendors are limited today. Tell us which systems matter and we will say plainly what is built in, what the API covers and what is missing.

PROOF · A single GraphQL API covers every record; bring us the system names and we will give a straight answer on what connects today.

"You are a small company. Who supports us when something breaks?"

Support and escalation are in the product, and at this stage you are talking to the people who build it rather than a queue. That is genuinely better for an early customer and genuinely worse if you need a follow-the-sun operation today — premium support and an agreed service level are part of an Enterprise arrangement, not something I would claim on a standard tier. Let us put the specifics in writing rather than leave it as reassurance.

PROOF · Bring us in to agree support scope and service levels explicitly as part of the terms.

17 Discovery / Qualification Questions

Eleven questions that separate a real opportunity from a polite conversation. You do not need all of them — three good ones and the follow-ups they trigger will tell you what you need.

ASK THIS

LISTEN FOR

Where does your emissions data live today, and who owns it?

Multiple owners, spreadsheets, an inbox of utility bills, or a consultant who does it annually. Any of those means the reconciliation pain is real. A single named system with one owner means they may already be well served.

Do you have physical sites you monitor — water, air, soil, energy — and where do those readings go?

A separate database, a vendor portal, or a notebook. This is the question that decides whether EcolImpactHub fits at all, because the whole argument rests on the field half of the problem existing.

Who captures data in the field, and what happens to it between the site and the system?

Paper, phone photos, a weekly transcription session, or a backlog nobody has time for. The gap between capture and record is where the value lands hardest.

Which frameworks do you report against, and what triggered that obligation?

GHG Protocol, GRI, TCFD, CDP or SASB is a good fit today. CSRD, ISSB or EU Taxonomy as the sole driver means bring us in before you commit to anything.

How long did last year's report take, and how much of that was chasing evidence?

Weeks, and a specific person who lost them. A number in that answer is the business case, and you should ask what it cost them.

When your auditor questions a figure, what does answering actually involve?

An email thread, a rebuilt spreadsheet, or an admission that they take some things on trust. This is where the traceability argument connects to something they have personally suffered.

Do you run any conservation, restoration or biodiversity work, and how is it tracked?

A generic project tool, a spreadsheet, or a person's notebook. If yes, you have an opening no carbon platform can compete for.

Who has to be able to see this data — auditors, funders, partners, contractors, community volunteers?

Multiple organisations needing scoped access. Multi-organisation workspaces and the read-only auditor role are a genuine differentiator, and a shared login is a sign of a problem they have not solved.

If you handle sensitive species or protected sites, how do you stop the reporting exposing them?

Keeping the data out of systems entirely, or a manual redaction step. This tells you they are a serious conservation buyer and that the safeguards will matter to them.

What is the cost of not fixing this before your next reporting cycle?

A regulatory deadline, a funder review, an investor question or an audit finding. A named consequence with a date is what turns interest into a project.

Who signs this off, and what is their budget cycle?

A sustainability director, a CFO, a programme director or a grant. If nobody can name the signer, you have a conversation rather than an opportunity, and it is worth knowing that early.

18 How to Identify a Good Opportunity

Read these before you spend time. The green signals compound — two or three together is a strong opportunity; one on its own usually is not.

STRONG SIGNAL — PURSUE

- They operate physical sites and have a reporting obligation, and different people currently handle each
- Last year's disclosure took weeks and someone can name exactly what went wrong
- There is field work — surveys, sampling, restoration, inspections — that ends up on paper or in photos
- They run conservation, restoration or biodiversity programmes alongside their emissions reporting
- A consultancy or multi-programme NGO managing separate spreadsheets or instances per client
- They have been quoted a six-figure figure by an incumbent carbon platform and quietly stopped the conversation

Introduce us straight away.

WORTH A CONVERSATION

- Interest is real but the trigger is a deadline more than a year out — worth nurturing, not worth pushing
- The buyer is technically enthusiastic but cannot name who signs or where the budget sits
- They want CSRD, ISSB or EU Taxonomy specifically — check the current position with us before answering
- They already run a carbon platform they are broadly happy with; the opening is monitoring and conservation, not replacement
- The requirement includes an integration with a named sensor or finance vendor — possible through the API, but scope it with us first

Qualify further before an introduction.

POOR FIT — DO NOT CHASE

- Pure greenhouse-gas disclosure, no sites, no field teams, no conservation work — send them to a standalone carbon tool
- Procurement requires a current SOC 2 Type II or ISO 27001 certificate with no exception process
- They want public species-occurrence data at continental scale, which is a research repository question, not a platform one
- The whole requirement is structured supplier data collection for Scope 3, which is roadmap here
- They expect a certification, a carbon credit or a regulatory approval to be issued by the product itself

Politely park it; suggest another product if one fits.

THE ONE-QUESTION TEST

Do you have physical sites you monitor and a report you have to produce about them — and are those two things done by different people in different systems today? If the answer is yes, this is a real opportunity; if either half is missing, it almost certainly is not.

19 How to Introduce Us

Keep the introduction short and specific. You are not selling the product, you are earning us twenty minutes, and the fastest way to do that is to name the pain you heard them describe rather than the platform.

IN CONVERSATION

"Say something like: "You mentioned your carbon numbers and your site monitoring live in different places, and that the reporting is a scramble every year. There is a team I know building one workspace for exactly that — carbon ledger, sensors and readings, species and restoration work, and the ESG report assembled from all of it with each figure traceable back to its source. They are pre-launch, so you would be early, and they are straight about what is and is not built. Worth twenty minutes with them? I can make the introduction." Then stop and let them answer."

EMAIL – SUBJECT: YOUR ENVIRONMENTAL DATA IN ONE PLACE – QUICK INTRODUCTION

Hi [Name],

After our conversation about [the reporting scramble / the monitoring data sitting apart from the carbon numbers], I thought of a team worth twenty minutes of your time.

EcolImpactHub is one workspace for carbon accounting, site and sensor monitoring, biodiversity and restoration work, and ESG reporting. The part I think you would care about: every figure in a report links back to the measurement or ledger entry it came from, so an auditor can follow the chain instead of taking it on trust.

They are pre-launch and upfront about it, so you would be early — which also means the terms are negotiable in a way they will not be later.

Happy to introduce you to Vignesh, who leads it: vignesh@burdenoff.com. He also keeps a slot open for these — <https://calendly.com/vignesh-burdenoff/1-1>

Best,
[Your name]

SHORT MESSAGE / LINKEDIN

Short version for a message: "You mentioned environmental data spread across four systems. EcolImpactHub is building one workspace for carbon, monitoring, biodiversity and ESG reporting, where every reported figure traces back to its source record. Pre-launch, so early terms — worth a look? ecolimpacthub.com. Happy to introduce you to the team."

WARM THREE-WAY INTRODUCTION

When you make the connection, do it in one message with all three of us on it: name the specific pain you heard them describe, say plainly that the product is pre-launch, and hand over to Vignesh at vignesh@burdenoff.com or +91-7358445777. Add one line about what they care about most — audit traceability, field capture, conservation evidence, or price — so the first call starts in the right place instead of with a generic overview.

Please do not: Do not describe it as an established product or imply anyone is using it in production. It is pre-launch, and that will be found out.; Do not quote, discount or commit to a price beyond the published tiers. Anything commercial comes from us in writing.; Do not promise a roadmap item — supplier Scope 3, satellite imagery, AI factor matching, the offline app, live telemetry — as though it exists or has a date.; Do not claim any certification. SOC 2 and ISO 27001 are targeted for 2027 and are not held today.; Do not try to run the demo yourself. The walkthrough is where questions get answered properly, and a half-remembered version of it costs more than it saves.

20 Lead Handoff Process

Once the prospect is interested, get them to us quickly and with context. A warm introduction with three lines of background is worth far more than a name and an email address, and it protects your registration.

1 Register the opportunity before you introduce

Send us the organisation and the contact before the conversation goes any further. Registration is what makes the commission eligible, it is protected for ninety days once approved, and it cannot be applied retrospectively.

2 Send the context in one message

Who they are, what they run, what triggered the conversation, and which of the signals in this playbook you saw. Three or four lines is enough — it stops the first call being spent on discovery you have already done.

3 Make the introduction with everyone on it

Email or a message with you, the prospect and Vignesh together. Say why you thought of us, say the product is pre-launch, and hand over cleanly rather than mediating every reply from then on.

4 We qualify and run the walkthrough

We confirm the fit, run the guided walkthrough on a workspace set up for their sector, and answer the security and framework questions directly. You are welcome on the call and it usually helps if you are.

5 We keep you informed

You hear what happened after each substantive step — the walkthrough, the security review, the quote — so you are never guessing about a deal you started, and so you know whether to bring us the next one like it.

6 Commission follows collected revenue

Payment is made after the revenue is actually collected, on the collected net amount, and normally fifteen days after that settles. Renewal commission applies only where you have an agreed ongoing role.

SEND US THIS — IT IS ALL WE NEED

- Organisation name, sector, and roughly how many people or sites are involved
- The contact's name, role and email, and whether they can sign or will need to bring someone who can
- What triggered the conversation — a regulatory deadline, an audit finding, a funder review, an investor question, a failed reporting cycle
- What they use today for carbon, for monitoring and for any conservation work, and which of those they are unhappy with
- Which frameworks they report against, if they know
- Any hard constraint you already heard: certification requirements, data residency, an offline field requirement, a specific integration
- Their timeline, and the date behind it if there is one

WHAT HAPPENS NEXT, AND WHEN

We acknowledge a registered opportunity within one working day and come back with a qualification view within two. A walkthrough is normally scheduled inside a week of the introduction, subject to the prospect's diary. If we think it is not a fit, we will tell you that quickly and say why, rather than letting it drift.

Deal registration: Register before you introduce. An approved registration is protected for ninety days and one further ninety-day extension can be approved where there is active progress. There is no commission where we already had an active opportunity with that organisation, unless you bring a new buying centre or materially expand the scope, and there is no retrospective registration. Where two partners claim the same opportunity, the first approved registration with real contribution normally takes priority and any split needs written agreement. Register with Vignesh at vignesh@burdenoff.com.

21 Partner / Referral Commercials

Partners are paid on collected net subscription revenue, not on list price and not on the value of a contract that has not been paid. The rate depends on how much of the work you take on, from a registered introduction through to implementation delivery or full resale. Net revenue excludes taxes, refunds, chargebacks, credits, payment fees, customer-owned cloud costs and any pass-through amount.

PROGRAMME	YOUR ROLE	FIRST-YEAR	RENEWAL / ADD-ONS
Referral Partner	Registered introduction, no sales ownership	10% of first-year collected net subscription	0% unless separately approved · 3% of first-year collected net add-ons, capped at \$10,000
Consulting Partner	Introduction plus support through the customer's evaluation	12% of first-year collected net subscription	0–3% where you are active in the success plan · 3% of first-year collected net add-ons, capped at \$15,000
Implementation Partner	Introduction plus rollout, data migration, integration or training delivery	15% of first-year collected net subscription	3–5% where you are active in the renewal success plan · 5% of first-year collected net add-ons, capped at \$25,000
Authorised Reseller	Approved resale of EcolImpactHub, sold under the EcolImpactHub name, with first-line commercial ownership	Up to 15% reseller margin on the approved quote	Up to 8% where the account stays active and supported · Up to 5% on dedicated tenancy or managed services, only where approved
Managed service or strategic partner	Operating EcolImpactHub for end customers, or including it by name in a bundled offering	Custom, agreed in the partner contract	Custom · Custom

THE RULES THAT MATTER

- Register the opportunity before you introduce. Registration is protected for ninety days once approved, with one possible ninety-day extension, and cannot be applied after the fact.
- Commission is calculated on collected net revenue in the currency the customer was billed in, so a customer on a regional price produces a proportionally smaller payout — regional pricing is the normal market price, not a discount, and does not affect your eligibility.
- Larger deals carry an additional incentive on first-year net subscription: 1% capped at \$2,500 from \$100,000, 2% capped at \$7,500 from \$250,000, and 3% capped at \$25,000 from \$500,000 — all subject to registration before procurement and approval of the quote before signature.
- Dedicated tenancy, self-hosted and managed-service packages carry lower partner economics because of the delivery effort, and must be approved in the quote.
- Partner commission and affiliate rewards do not stack on the same customer, and heavy discounting can reduce the commissionable amount.
- Professional services you contract directly with the customer are yours to keep, provided they do not conflict with our agreement with that customer.
- Never promise a feature, a certification status, a discount or a timeline without written approval from us — this is the rule that protects both of us, and it is the one that gets broken most often.

GETTING PAID

Commission is paid after the revenue has been successfully collected, normally within fifteen days of that settling, in the currency named in your partner agreement. Multi-year deals pay as the customer's cash is collected rather than on total contract value unless separately agreed. Refunds, chargebacks and customer credits reduce or reverse the commission, and you are responsible for your own invoicing and local tax compliance — we withhold and report where the law requires it.

These are the standard programme terms for EcoImpactHub as they stand ahead of launch, provided so you can judge whether an opportunity is worth your time. They are not an offer. The terms that actually bind are those in your signed partner agreement and in the quote we issue to the customer, and we control final pricing, discounting, contract terms and commission eligibility in every case.

22 Contact Information

YOUR CONTACT

Vignesh T.V.
vignesh@burdenoff.com
+91-7358445777

BOOK A 1-1 CALL

<https://calendly.com/vignesh-burdenoff/1-1>

Use this for anything — qualification, pricing, a joint call with your prospect, or a live demo.

EVERY BURDENOFF PRODUCT

<https://burdenoff.com/products>

If EcoImpactHub is not the right fit, the answer may well be on that page.

WHICH CHANNEL FOR WHAT

- **A live opportunity** — email with the handoff details in section 20, and copy the phone number in if it is time-sensitive.
- **A question you cannot answer** — book the 1-1 call; it is usually faster than email.
- **A prospect who wants to meet us** — send them the calendly link directly, or ask for a joint call.

23 Useful Links & Sales Assets

ASSET	WHERE	WHAT IT IS FOR
EcoImpactHub website	https://ecoimpacthub.com	The public site and the waitlist sign-up. Send prospects here first.

ASSET	WHERE	WHAT IT IS FOR
The application	https://app.ecoimpacthub.com	Where the product itself runs. Access is arranged by us while the product is pre-launch.
Documentation	https://docs.ecoimpacthub.com	Product guides, API reference and integration tutorials. Being written and published progressively.
Use-case library	https://ecoimpacthub.com/use-cases	Twenty-eight worked scenarios across measurement, conservation, reporting and AI. The best thing to forward after a first conversation.
Features overview	https://ecoimpacthub.com/features	The capability map in the product's own words, with roadmap items marked as such.
Head-to-head comparisons	https://ecoimpacthub.com/vs	Published comparisons against the named alternatives, including where they win. Useful when a prospect names one.
Services	https://ecoimpacthub.com/services	Consulting, implementation and managed environmental operations — relevant if you are looking at an implementation partnership.
Book a 1-1 call	https://calendly.com/vignesh-burdenoff/1-1	Put a walkthrough or a partner conversation directly in Vignesh's diary.
Contact Vignesh T.V.	mailto:vignesh@burdenoff.com	vignesh@burdenoff.com or +91-7358445777 — for opportunity registration, quotes and anything commercial.
All Burdenoff products	https://burdenoff.com/products	The full portfolio, in case a prospect's problem sits next door to this one rather than inside it.

WHAT YOU CAN SHARE, AND WITH WHOM

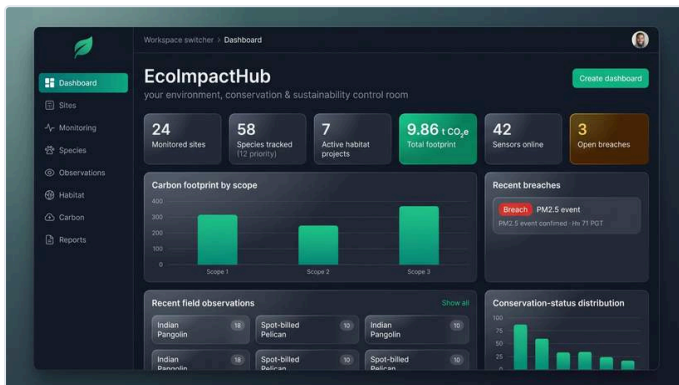
- Share freely: anything published on ecoimpacthub.com — the site, the use-case library, the features page, the published comparisons and the pricing tiers. It is already public and already checked.
- Share with a prospect, not publicly: this playbook, the security questionnaire response and the certification roadmap. They are written for a named buyer's evaluation, not for a blog post or a social channel.
- Ask us first: any price, discount, service level, timeline or certification claim that is not on the public site, and any use of the EcoImpactHub name or logo in your own marketing, on your website or in a co-branded document.
- Never share: internal readiness assessments, security findings, roadmap sequencing beyond what the website already states, or anything you learn about another prospect. Nothing about a named prospect goes into a public channel.
- Always state the stage. Any material you produce that mentions EcoImpactHub should make clear it is pre-launch, and should not present a roadmap capability as though it ships today.

24 Product Mockups — Complete Visual Appendix

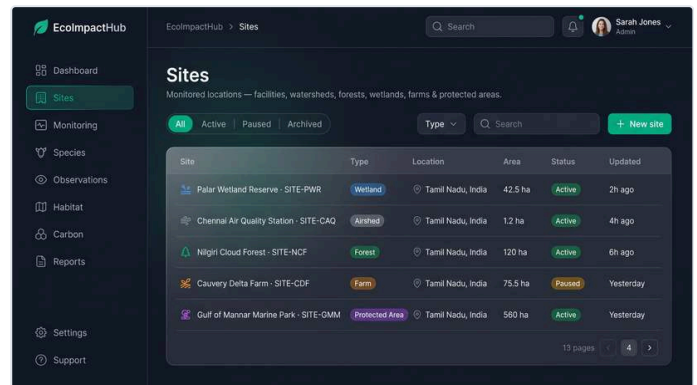
36 SCREENS

Every screen in the EcoImpactHub design set — 36 in total, none omitted. Use these to show a prospect what the product looks like before a live demo.

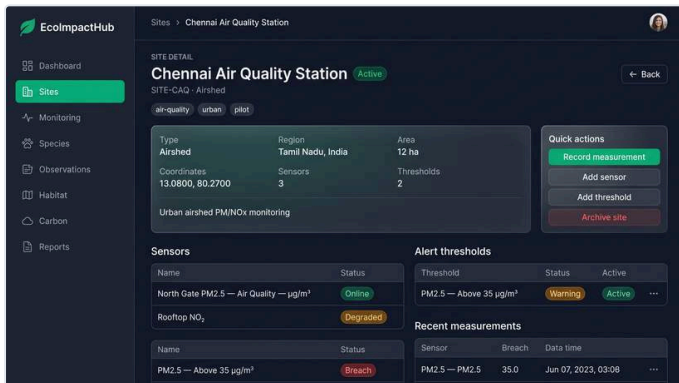
PRODUCT SCREENS • 24 SCREENS



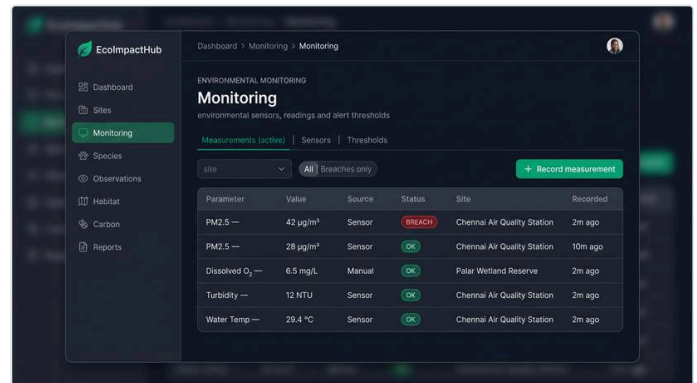
001 Dashboard



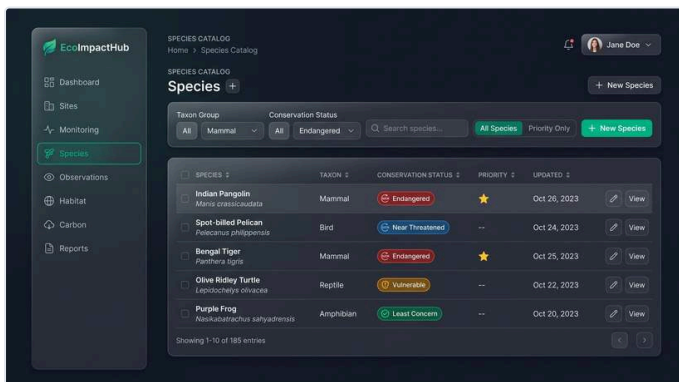
002 Sites List



003 Site Detail



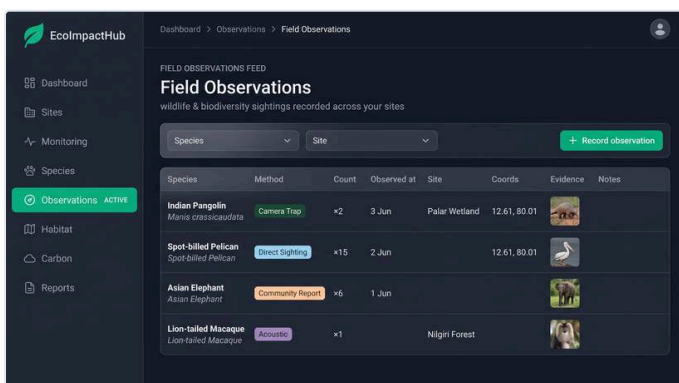
004 Monitoring



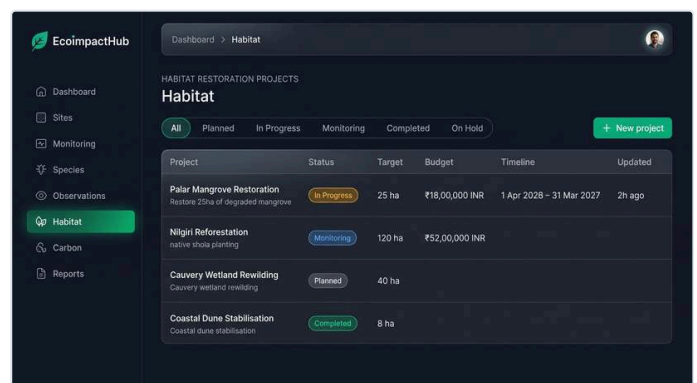
005 Species Catalog



006 Species Detail



007 Observations



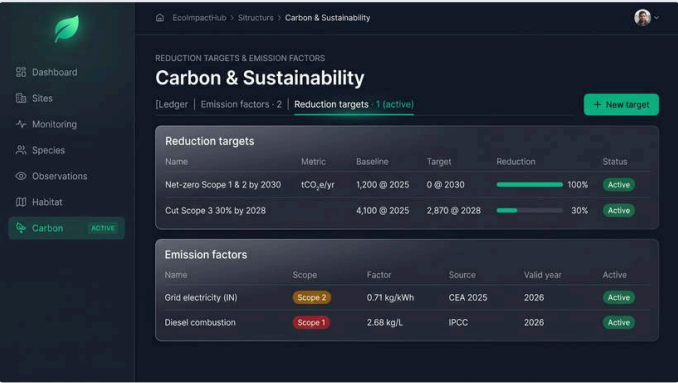
008 Habitat Projects



009 Habitat Detail



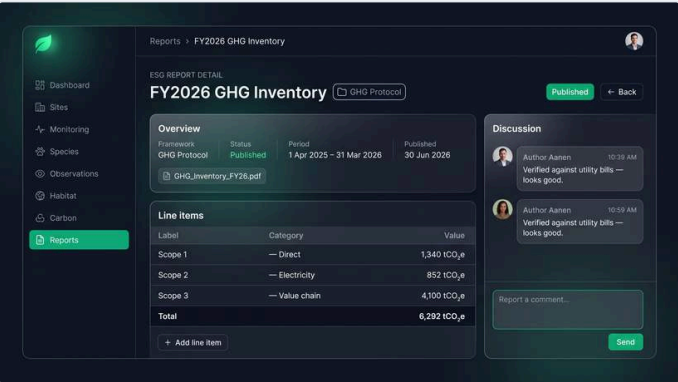
010 Carbon Ledger



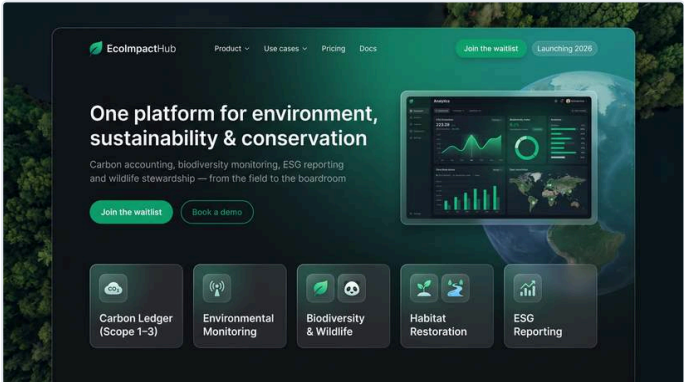
011 Reduction Targets Factors



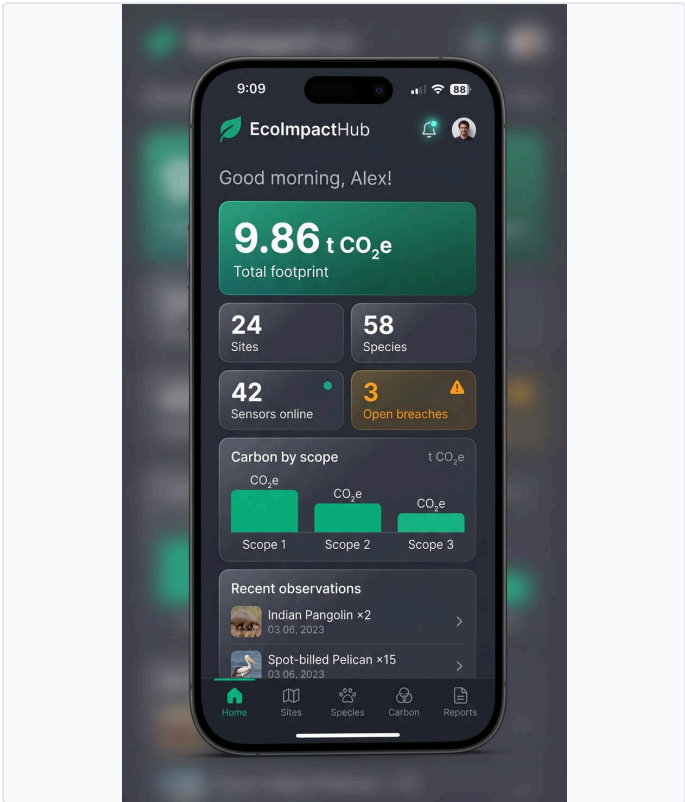
012 Reports List



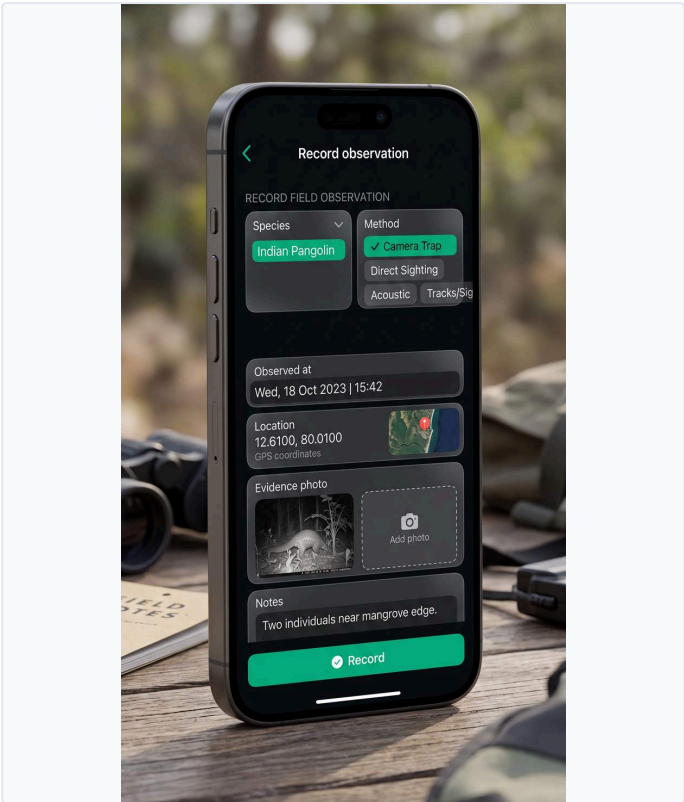
013 Report Detail



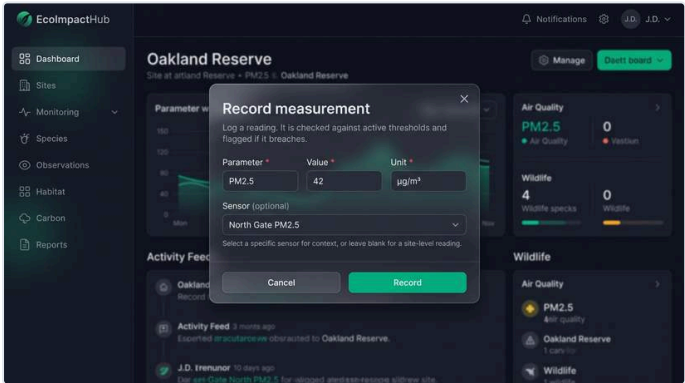
014 Landing Marketing



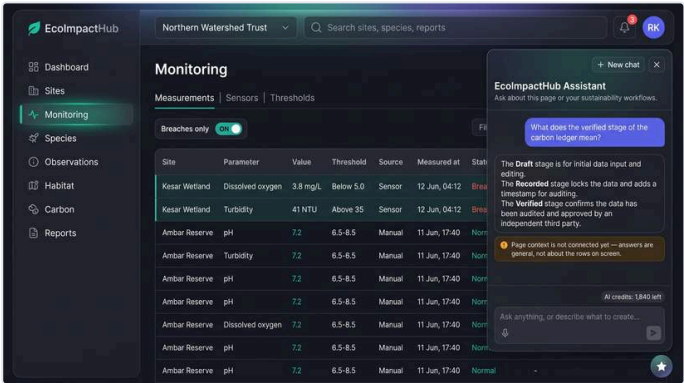
015 Mobile Dashboard



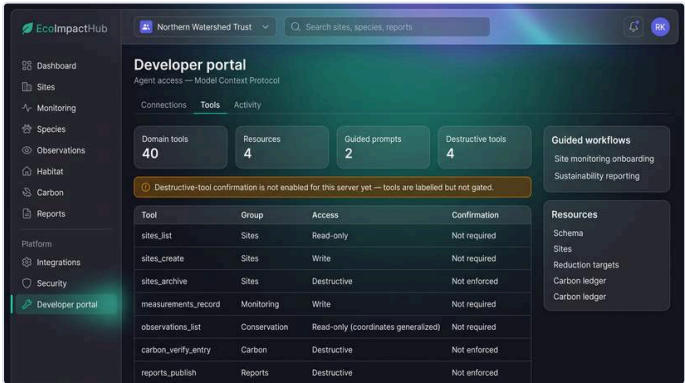
016 Mobile Record Observation



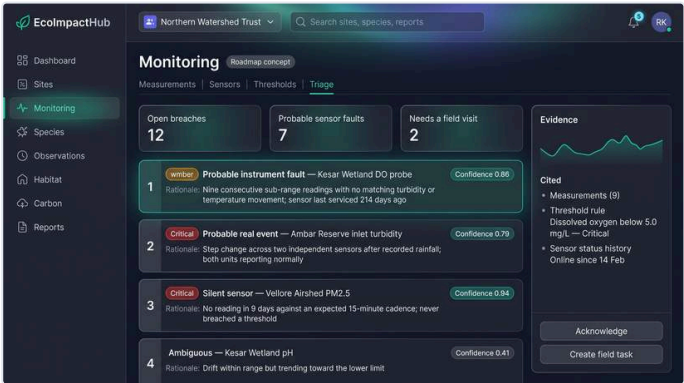
017 Record Measurement Modal



018 AI Assistant Panel



019 AI Agent MCP Session



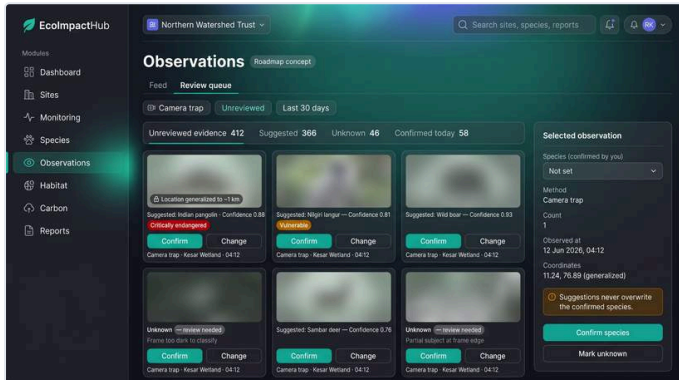
020 AI Anomaly Triage



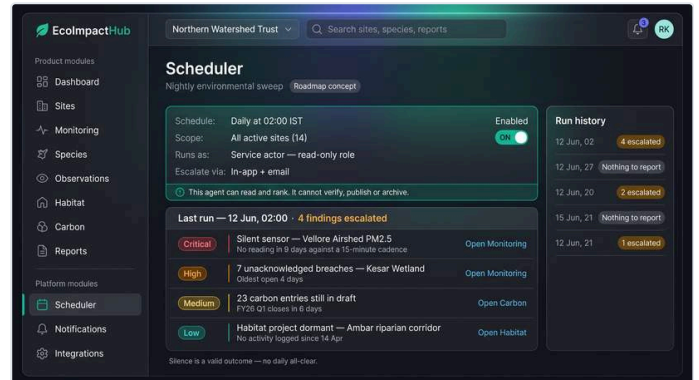
021 AI Carbon Factor Suggestions



022 AI Esg Draft Citations

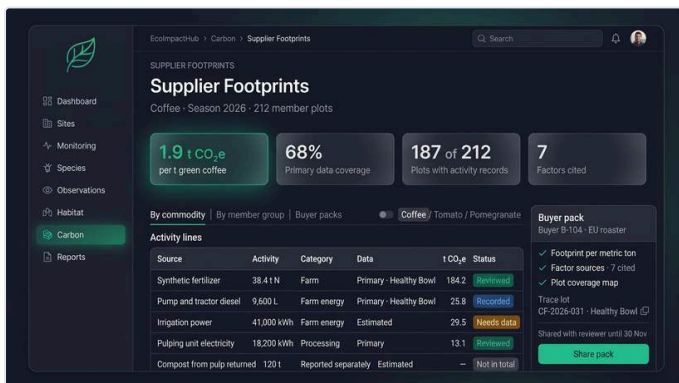


023 AI Species Identification Queue



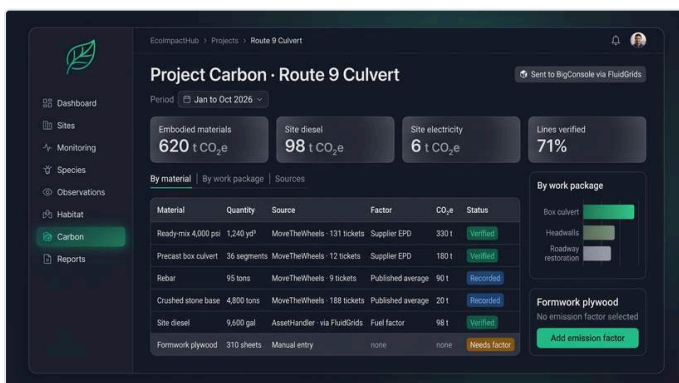
024 AI Autonomous Sweep Briefing

AGRICULTURE · 1 SCREENS



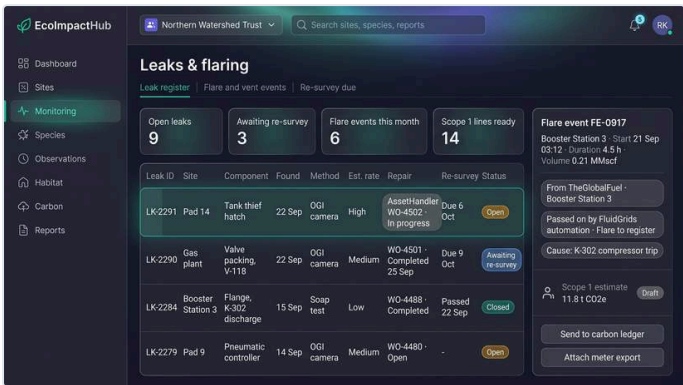
025 Farm Level Emissions For Buyer Scope 3 1 Supplier Footprint By Co

CONSTRUCTION · 1 SCREENS

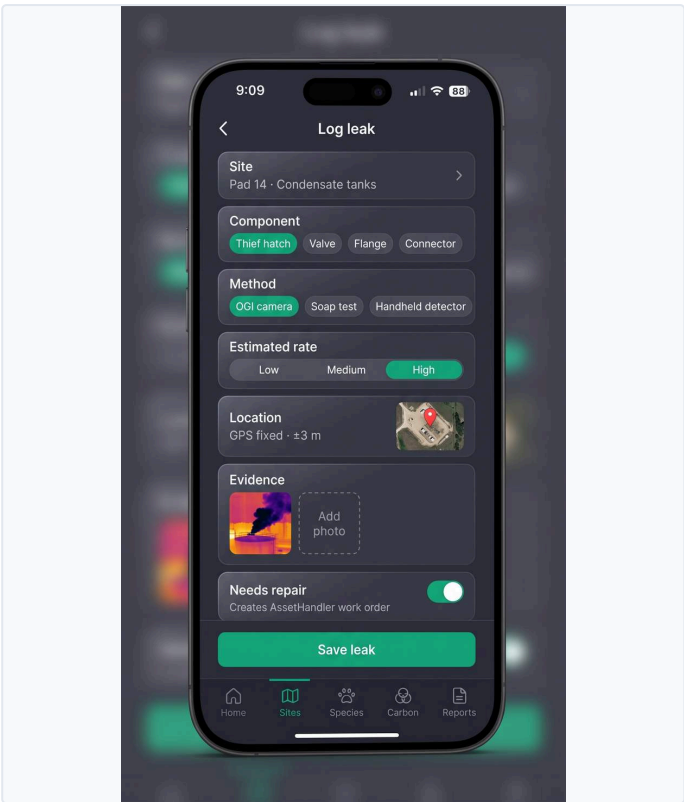


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ENERGY UTILITIES • 2 SCREENS

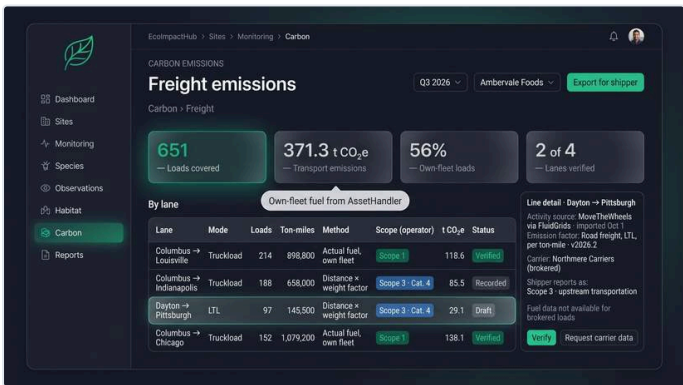


027 Methane Leak And Flare Event Register 1 Leak And Flare Register



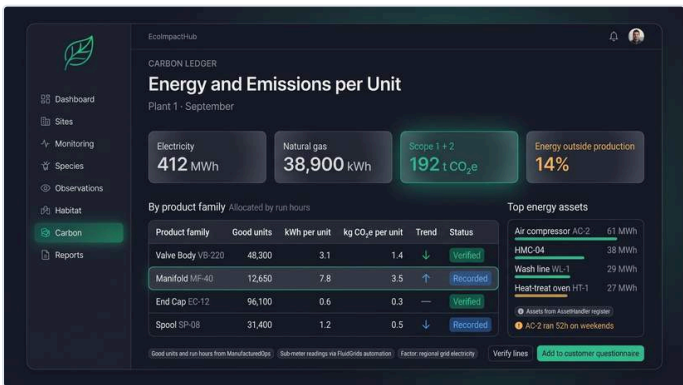
028 Methane Leak And Flare Event Register 2 Log A Leak In The Field

LOGISTICS • 1 SCREENS

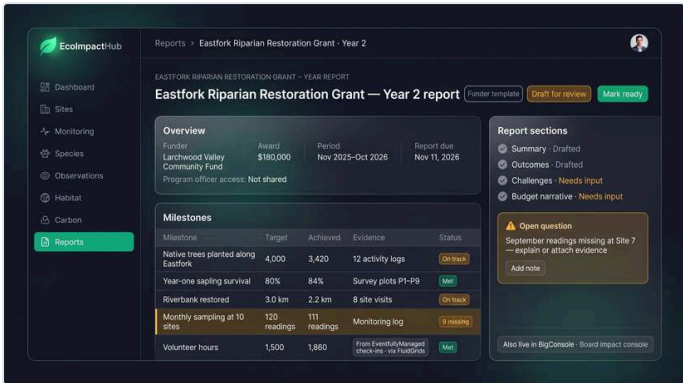


029 Freight Emissions By Lane And Shipper 1 Freight Emissions By Shi

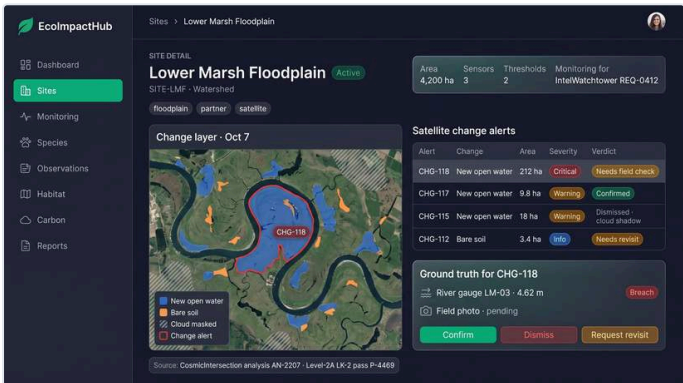
MANUFACTURING • 1 SCREENS



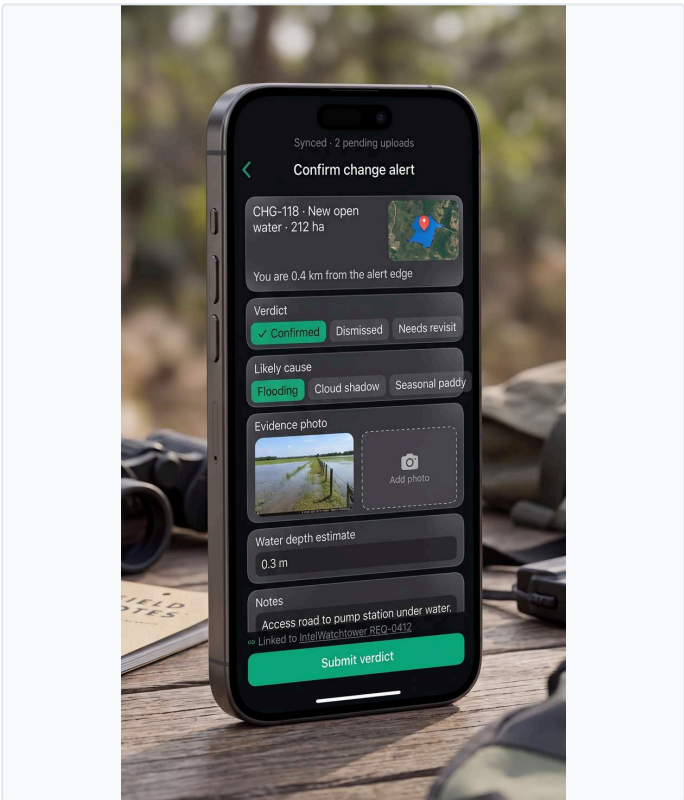
030 Plant Energy And Emissions Per Unit 1 Energy Per Unit Board



031 Grant Milestones And Funder Impact Report 1 Grant Report With Milest



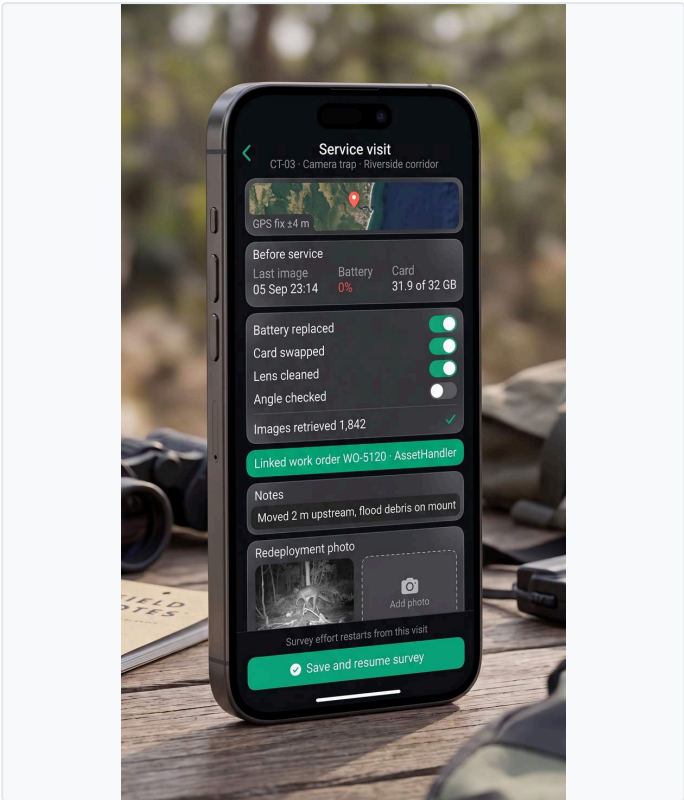
032 Satellite Change Alerts For Monitored Sites 1 Site Change Alerts



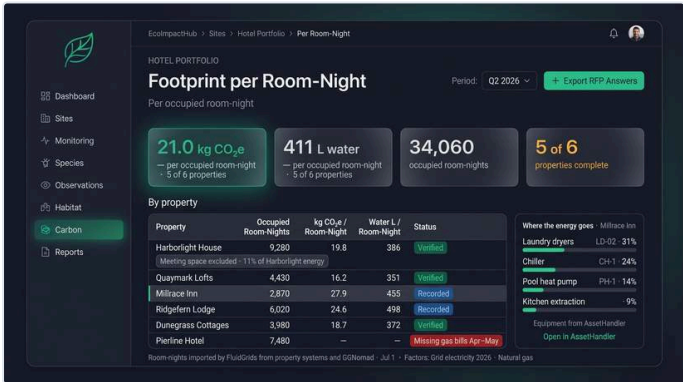
033 Satellite Change Alerts For Monitored Sites 2 Field Verdict On Mobile



034 Biodiversity Survey Effort And Coverage 1 Survey Effort And Covera



035 Biodiversity Survey Effort And Coverage 2 Device Service Visit



036 Hotel Footprint Per Room Night 1 Footprint Per Room Night



Found someone who needs EcolImpactHub?

You are introducing an early product to people who have a real, expensive problem. Be straight with them about the stage — it is the fastest route to a serious conversation, and it is the thing that will keep them trusting you on the next introduction. When you find someone who fits, send them our way and we will keep you in the loop.

EMAIL OR CALL

Vignesh T.V.

vignesh@burdenoff.com

+91-7358445777

BOOK A 1-1 WITH VIGNESH

<https://calendly.com/vignesh-burdenoff/1-1>

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