

BonsAI: The Art of Growing Future-Ready Businesses

Seamlessly. Securely. Automatically.

The SaaS platform that makes it quick, easy, safe and profitable for companies to harness AI to make smarter business decisions, strengthen resilience, and embed sustainability - across the organization.



BonsAI
Fortify Your Business

<https://www.bonsai.bi>

Investment Stage: Pre-seed

Product Status: Operational pre-commercial demo

Market Validation: Ongoing; securing LOI's

Amount Sought: \$350k

Enterprises are struggling to overcome internal frictions and adapt to a rapidly changing world

Two market-transforming dynamics - a \$30B+ market opportunity

How to make business sustainable & resilient?

Climate change, supply-chain uncertainty, volatile prices, shifting regulations, & geopolitical instability all have a direct business cost. **S&P Global 1200 firms face up to US \$1.2 trillion/year in damages due to climate change risks** alone.

How to capture the value of AI in enterprises?

Despite companies spending ~\$40B+ on enterprise AI in 2024, **95% of AI projects never scale beyond initial pilots or limited departmental use** due to data silos, inability to SAFELY share and learn from individual user-AI interactions, and under-whelming user experiences that fail to deliver value-generating operational impact.





Why BonsAI?

The Business World is Transforming

- Business leaders are under pressure from climate risks, supply shocks, regulation, and AI disruption.
- Sustainability and AI initiatives alike often remain siloed, with valuable information left un-shared, under-used, or disconnected from day-to-day decisions.
- Teams are overwhelmed with data - but inefficient workflows and guidance impede value-generation.

BonsAI Enables Smarter Business Decisions, Without the Friction

- Makes risk management and resiliency operational, not theoretical.
- Embeds business, sustainability and company context directly into decision workflows - securely.
- Helps teams align with business performances, risk management requirements and sustainability goals, automatically and seamlessly.

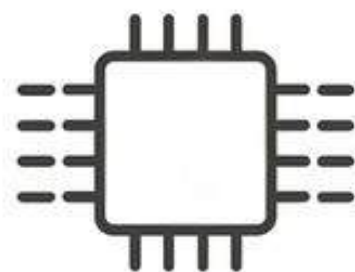


How It Works?



Your organisation operates as usual

Team members work as usual, using GPT-type interface requiring no change to routines or workflows.



BonsAI works behind the scenes

AI assistants ingest data, apply sustainability reporting frameworks, & align business recommendations / decisions accordingly.



User get clear, actionable work plan

User gets focused, actionable responses aligned across departments & partners for improved business performance, enhanced compliance AND sustainability.

- *Dedicated AI-powered assistant for each department or function*
- *Pre-loaded with function-relevant business methodologies & models*
- *Includes relevant global sustainability and resiliency frameworks built-in*
- *Continuously updates with live market and regulatory data*
- *Seamlessly integrated into existing workflows – no retraining needed*



BonsAI transforms enterprise decision-making with AI that embeds sustainability and resiliency into the core of business strategy

Our unique architecture unifies fragmented planning and strategizing across departments - enabling secure, user-friendly, real-time, cross-functional alignment that drives business-wide performance, resilience, risk-mitigation, and compliance.



Cross organizational platform with secure, interconnected department-based AI Assistants

Tailored AI Assistants that understand specific business functions and workflows within the overall organizational context



Structured Methodology

Combines business methodologies, sustainability standards, risk assessment frameworks and live data - no consultants required.



Actionable Insights

Delivers tailored recommendations aligned with business priorities, systemic risk, regulatory requirements and market dynamics

BonsAI translates strategy into action

AI & resilience, built-in and always on



Context-specific AND function-specific intelligence

Tailored for the specific needs of each department, including finance, supply chain, procurement, and marketing.

No external consultants required.



Minimal disruptions to existing work flows

Insights and action plans offered directly within existing workflows. Intuitive GPT-like user experience.

No prompt writing expertise needed.



Decisions, not dashboards

Cross-referencing and analysis of business data and priorities, risk exposure, sustainability standards - in real-time - to generate actionable recommendations for daily tasks and strategic decisions.

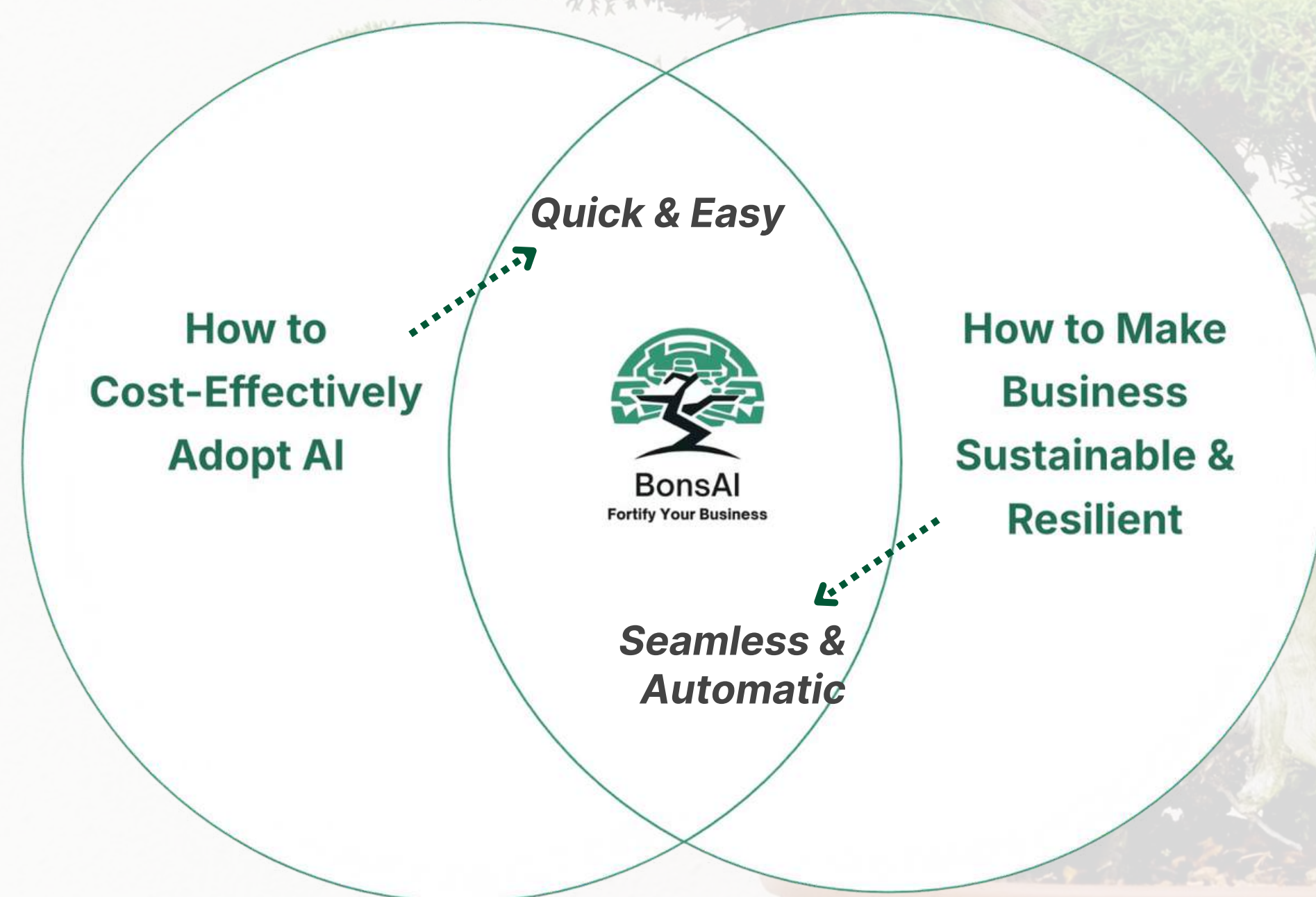


Enterprise level coordination

Aligns teams across silos for unified action that drives operational impact

[Technical Overview](#)

BonsAI is uniquely positioned to take advantage of this \$30B+ opportunity



\$30B+

TAM

Enterprise AI and ESG software

- ESG SW market in 2025: ~\$2B+; ~15% CAGR
- Enterprise AI market in 2025: ~\$28B+; ~34% CAGR

[Additional Details](#)

\$4.5B

SAM

Companies with both AI and ESG goals



100's of thousands of companies can benefit from BonsAI

European Market

U.S. Market

Total Addressable Market (TAM): 50,000–60,000 mid-market (50–250 employees) to large (250+ employees) enterprises per [target industry](#)

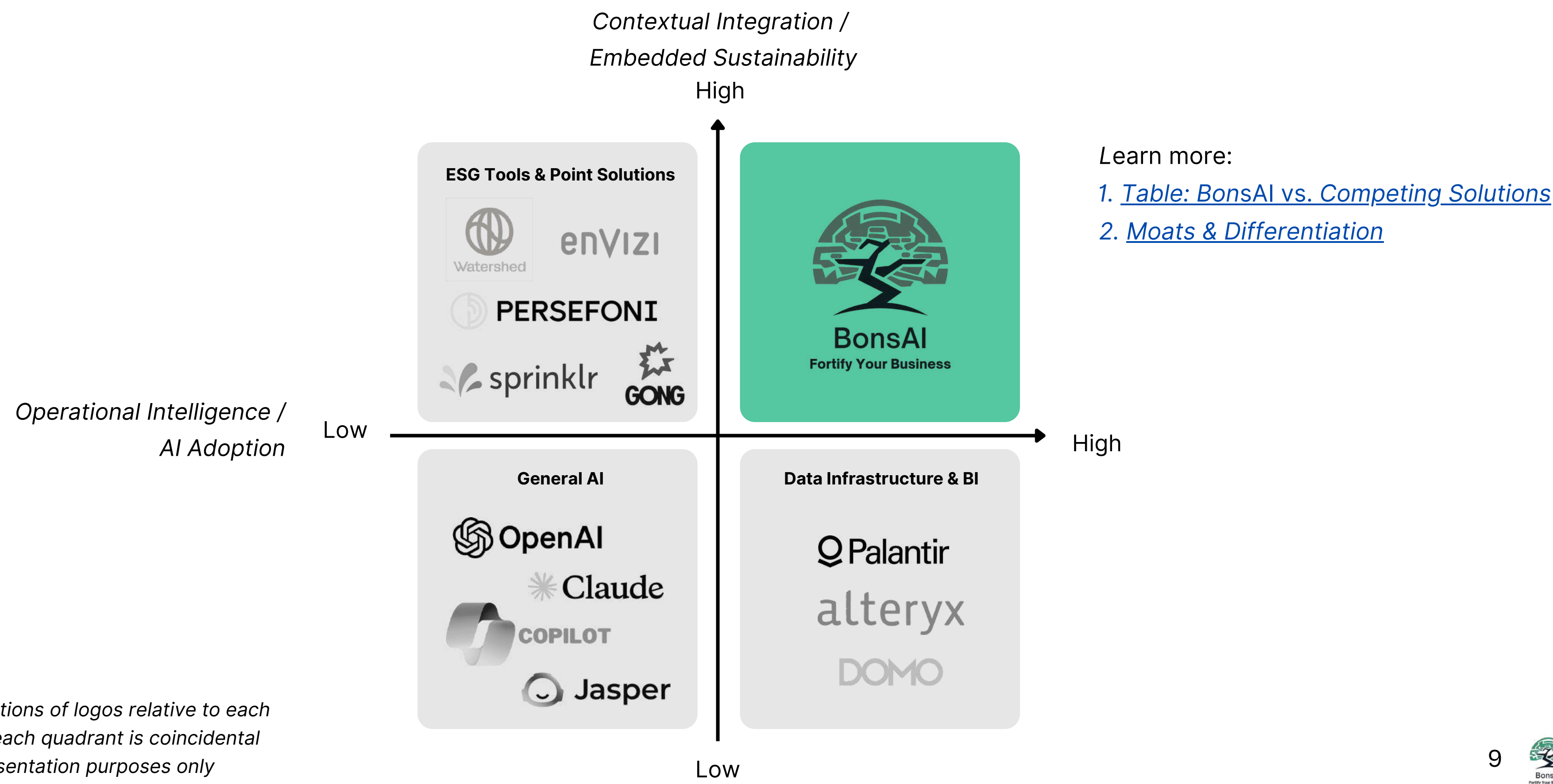
Serviceable Addressable Market (SAM): ~8,000–10,000 enterprises per industry actively investing in both ESG + AI with multi-department operations

Total Addressable Market (TAM): ~50,000 mid-market (100–499 employees) and large enterprises (500+ employees) across [target industries](#)

Serviceable Addressable Market (SAM): ~7,000–9,000 enterprises actively investing in both ESG and AI with multi-department operations

❏ **Note:** Regional differences in numbers reflect varying enterprise size definitions between Europe and US. SAM firms face pressure to meet investor expectations, regulatory demands, and resilience targets while struggling to operationalize AI and sustainability - precisely the execution gap BonsAI addresses.

BonsAI moves beyond generic tools and isolated data, offering a comprehensive, context-aware solution for enterprise-wide resilience





"Land and Expand": A proven GTM strategy

Our model mirrors how Slack, Notion, and Asana grew: land in teams, demonstrate immediate value, and expand across organizations through organic adoption and visible results.

Step 1: Leverage Connections

- Target enterprises through existing relationships and networks
- Partner with sustainability & Business Process Optimization (BPO) consultancies
- Demonstrate value through focused pilots in non-critical applications for quick ROI

Step 2: Direct Sales

- Target functional teams in risk-conscious mid-size and large companies
- Focus on HR, sustainability, strategy, procurement, marketing, and finance
- Prioritize verticals with strong ESG exposure AND AI adoption goals

Step 3: Expansion

- Move from individual Agent adoption to multi-Agent bundles
- Scale to full enterprise licenses across departments
- Expand network effects through Synergies Agent and inter-company collaboration

Prompt-as-a-Service scalable pricing

BonsAI's PaaS pricing model supports land-and-expand sales, starting with one team / organization, and scaling organization-wide through value delivery.

Model	Price	Use Case
Per Agent License	\$10K–\$20K/year, + token usage bundle	For individual departments (e.g., Procurement, Finance)
Department Bundles	\$75K–\$120K/year, + token usage bundles	For mid-market with 3-4 Agents with multi-Agent coordination
Enterprise License	\$150K–\$250K/year, + token usage bundles	Full org rollout with multi-agent coordination
Consultant License	\$500–\$1,000/month/client + 15% discount on above prices	For ESG and transformation partners

[BonsAI pricing compared to other solutions](#)

In the future: Agent prompts may be made available for direct integration into enterprise systems, which will mean:

For Enterprise:

- Greater control over proprietary & confidential information
- Greater control over employee end-user choice of LLM

For BonsAI:

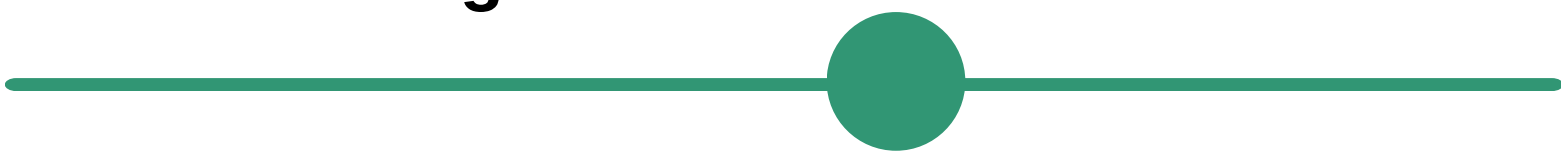
- Reduces token usage / operational costs



A clear growth plan for the future

CURRENT STATUS

Technical Progress



Procurement , Marketing & Sustainability Assistants are operational via live development platform

Operational with 4 LLM models

Product-Market Validation



- Discussing design partnerships
- Securing initial Letters of Intent from target customers
- Refining user experience based on feedback sessions

12-MONTH ROADMAP

Assumes investment by Oct 2025



Investment Opportunity: \$350k Funding Round

Round is open up to \$1 million, comprising 2 tranches:

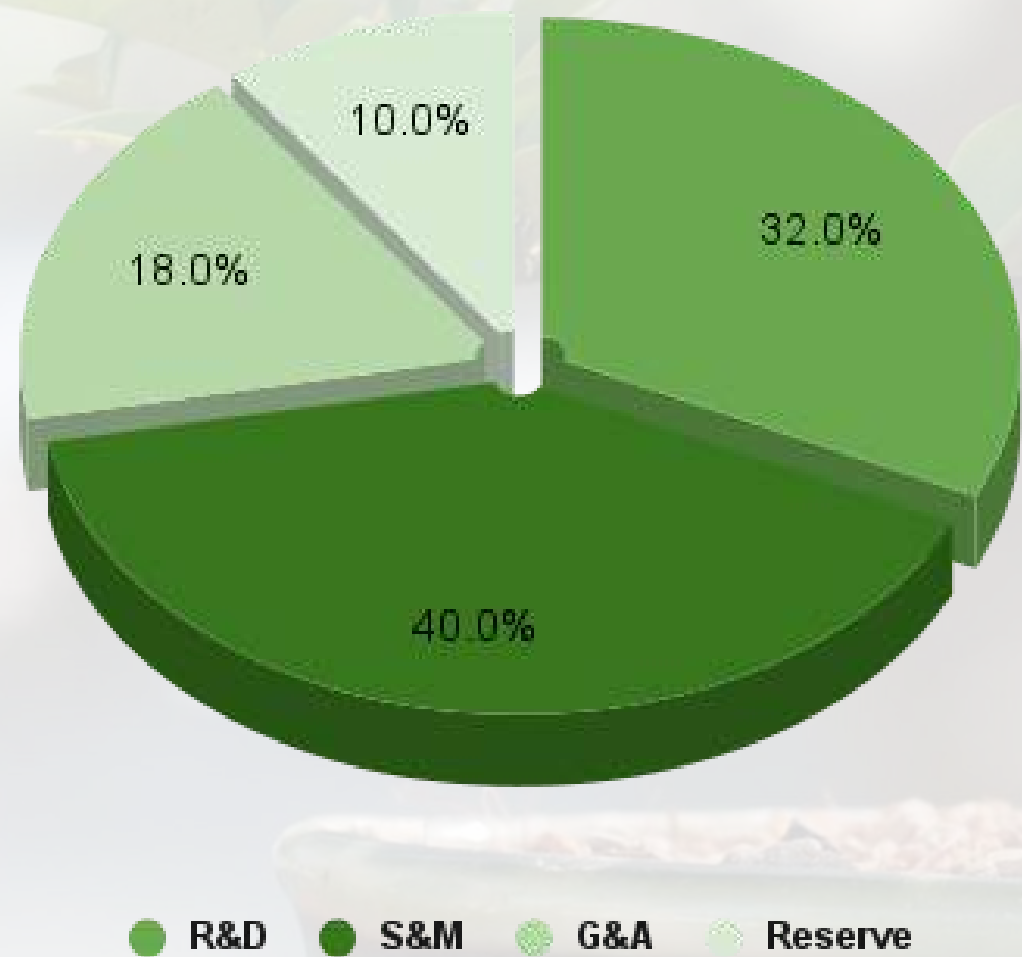
Tranche 1 - \$350k - Reach product maturity sufficient to secure 5 paying customers

Tranche 2 - \$650k - Continue growth and prepare for next round

This strategic approach allows us to validate our product-market fit before scaling, maximizing investor returns while minimizing risk.

Use of Funds

(Year 1)



Our capital efficiency is driven by our strategic focus on developing proprietary AI agents, leveraging the latest, most relevant existing LLM models, while creating unique value through our business logic and domain expertise.

Financial Projections

(Following investment)

Year	1				2			
Quarter	1	2	3	4	1	2	3	4
Expenses	\$135,000	\$135,000	\$150,000	\$150,000	\$180,000	\$180,000	\$225,000	\$225,000
Revenue	\$5,000	\$7,500	\$7,500	\$22,500	\$125,000	\$250,000	\$500,000	\$937,500
EBITDA	-\$130,000	-\$127,500	-\$142,500	-\$127,500	-\$55,000	\$70,000	\$275,000	\$712,500
Cumulative Expenses	\$135,000	\$270,000	\$420,000	\$570,000	\$750,000	\$930,000	\$1,155,000	\$1,380,000
Cumulative Revenue	\$5,000	\$12,500	\$20,000	\$42,500	\$167,500	\$417,500	\$917,500	\$1,855,000
Cumulative EBITDA	-\$130,000	-\$257,500	-\$400,000	-\$527,500	-\$582,500	-\$512,500	-\$237,500	\$475,000
Total # of Customers	-	-	1	3	10	20	40	75
Average # of Agents per Customer	-	-	3	3	5	5	5	5
Monthly Revenue:	-	-	\$7,500	\$22,500	\$125,000	\$250,000	\$500,000	\$937,500
# of new POCs per Month	2	3	-	-	-	-	-	-
TOTAL POC Revenue	\$5,000	\$7,500	-	-	-	-	-	-
(2 agents, 1 month @ 50% discount)	-	-	-	-	-	-	-	-

Pricing assumptions:

Pilot: 1-time fee of \$3,500

Commercial agents: ~ \$2,500 / month / agent

Expenses assumptions:

Expenses increase 15%, 20%, & 25% every 2 quarters for increased marketing-related activities

The Team:

Expertise across AI, business, and sustainability

Team



Ian Kaplan - Co-Founder, CEO

20+ years in sustainability & tech innovation, including founding a cleantech startup, and working with IoT, fintech/insurtech, & digital health startups.



Julia Vol - Co-Founder, CMO

Leading BonsAI's marketing following 15+ years shaping communications, sustainability & innovation strategy for leading brands like Danfoss, Pandora, ROCKWOOL, TIPA & Ellen MacArthur Foundation.



Keiron Roberts - Co-Founder, CTO

IT expert with 25+ years in SaaS, scalable tech, and ethical AI, designing BonsAI's platform for cross-functional, goal-driven sustainability integration.



THANK YOU

If You Share Our Vision, Let's Work Together!

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<https://www.bonsai.bi>

Annexes

BonsAI is not just a “GPT wrapper”

BonsAI uses RAG to ensure document & data traceability, MCP to simulate real cross-team dynamics, and a modular prompt stack that separates enterprise governance from domain-specific logic. For premium clients, it becomes an AI operating system for their internal processes within the BonsAI sustainability and resiliency prism.

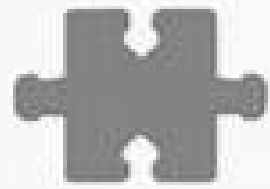
AI Coordination via RAG + MCP	Modular Prompt Stack Architecture	Premium: Enterprise-Custom Workflow Injection
Integrated AI Framework	Three-Tier Prompt Engine	Customizable Agent Governance
• Retrieval-Augmented Generation (RAG) enables grounded, document/data-based responses. • Multi-Agent Coordination Protocol (MCP) simulates enterprise roles (e.g., Finance, Ops, ESG) to mimic real cross-functional workflows.	• Core Layer: Universal governance logic, traceability, and compliance rules. • Agent Annex A: Sustainability, resilience, and ESG intelligence by business department/function. • Agent Annex B: Built-in domain-specific business methods (e.g., cost modeling, value chains).	• Clients can embed proprietary workflows, data standards, or approval steps. • Agents adapt to reflect internal processes via BonsAI’s secure customization layer.
<i>Outcome:</i> AI that reflects internal governance, not just generic chat output.	<i>Outcome:</i> Each agent behaves like a specialist, aligned to enterprise needs.	<i>Outcome:</i> Bespoke AI performance with zero manual training or retraining.

BonsAI combines what others keep separate

BonsAI uniquely brings resiliency-prioritizing departmental intelligence and real-time operationalization to the core of business decision-making, going significantly further than reporting, analytics, or generic AI tools.

Category	Companies	Key Limitation	BonsAI Advantage & Gap Filled
ESG Tools	Watershed, Persefoni, Envizi	Backward-looking, reporting-focused	Embedded, real-time operational guidance; Brings live, department-level action and guidance - goes beyond reporting and retroactive compliance management.
General AI Agents	ChatGPT, Claude, Copilot, Jasper	Generic, lacks context or business logic	Function-specific Agents with embedded business intelligence; Tailors insights to enterprise workflows, bridging the gap between generic AI and actionable business value.
Point Solutions	SpendHQ, Sprinklr, Gong	Siloed, narrow scope	Unified system across departments; Enables holistic, cross-functional alignment for company-wide impact and resilience.
Data & BI Platforms	Palantir, Alteryx, Domo	Data-centric, not action-oriented	Decision-driven AI aligned with organizational goals; Moves beyond analytics to deliver operationalized, actionable recommendations aligned with C-suite resilience-focused strategy.
Consultants & Services	ESG & digital transformation consultancies	Manual process, high cost, slow scale	Automated, low-friction AI adoption; Automates expertise and methodology, reducing dependency on external consulting for sustainability and AI initiatives.

Moats & Differentiation



Domain-Specific AI Agents

Custom-built agents reflect deep functional logic - making BonsAI sticky, hard to replicate, and core to enterprise workflows.



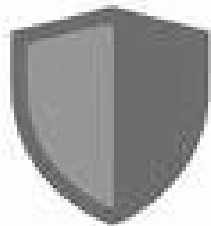
Integrated Sustainability & Resilience

BonsAI embeds ESG, risk, and resilience into operational decisions - turning compliance into a competitive advantage.



Low Friction Adoption

Zero-code setup unlocks fast time-to-value and rapid scaling across teams.



Enterprise-Grade Security

Built for enterprise: secure, explainable, and integration-ready from day one.



Expert Team & Network

Led by an experienced team with insider access and insight in complex enterprise environments - accelerating traction and trust.

Competitor Pricing Comparison

BonsAI's pricing model provides exceptional value compared to both single-function solutions and enterprise platforms.

Platform Category	Vendor / Example	Pricing Per Year (USD)
Mid-Tier Enterprise AI Platforms	Clearbit	\$18,000–\$80,000+ annually
	Gong	\$21,000–\$150,000 for 10–100 seats
	Workato	Starts at \$143,750/year for 1M tasks
ESG Platforms	Watershed	\$50,000–\$150,000/year
	Persefoni	Enterprise pricing (typically \$100k+)
Premium AI Tools	Microsoft Copilot	\$360–\$504/user/year
	Jasper	\$468+/year to custom enterprise

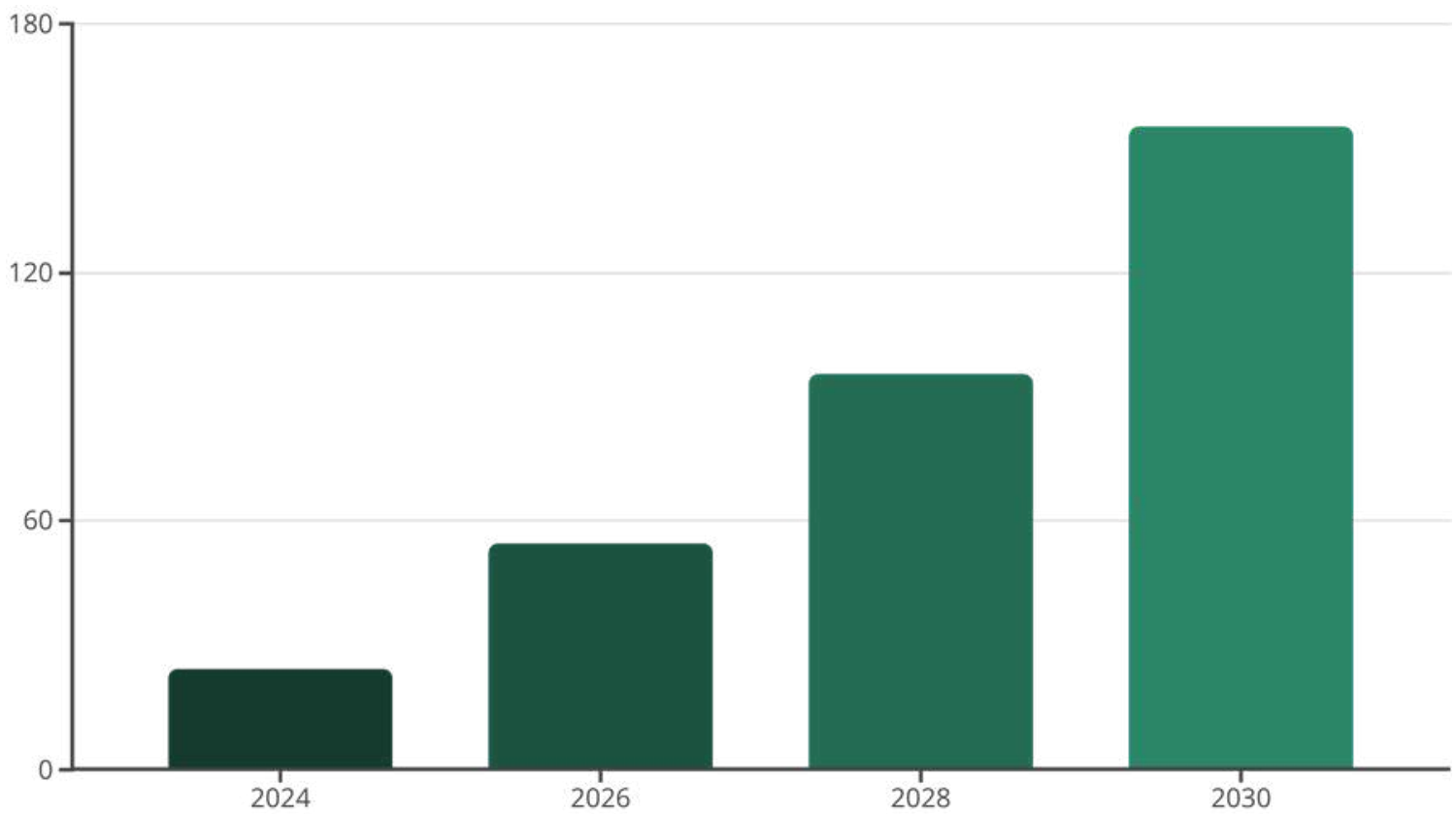
BonsAI's pricing (\$10K-\$250K depending on scale) delivers the combined value of both ESG and AI platforms at a price point competitive with either category alone, creating compelling ROI for customers.

BonsAI's Target Market Industries

Industry	Why It Matters	Why BonsAI Wins
Energy & Utilities	\$100B+ investments in clean energy and grid upgrades; high decision volume.	Finance & Ops teams simulate climate-adjusted returns - no ESG or carbon expertise needed.
Auto & Manufacturing	High emissions + high AI adoption; EV and smart supply chain transitions.	Engineers and procurement teams auto-optimize sourcing and emissions -built into daily workflows.
Financial Services	ESG fund leaders; climate risk models; AI-heavy sector.	Portfolio and credit teams get ESG analysis - no climate model knowledge required.
Retail & Consumer	Global supply chains, cost pressures, and sustainability mandates.	Procurement and Ops teams embed sustainability into sourcing, logistics - zero training needed.
Tech / Telecom	AI-first sectors with net-zero data infrastructure goals.	IT and procurement teams make ESG-smart decisions - no change to existing tools or processes.

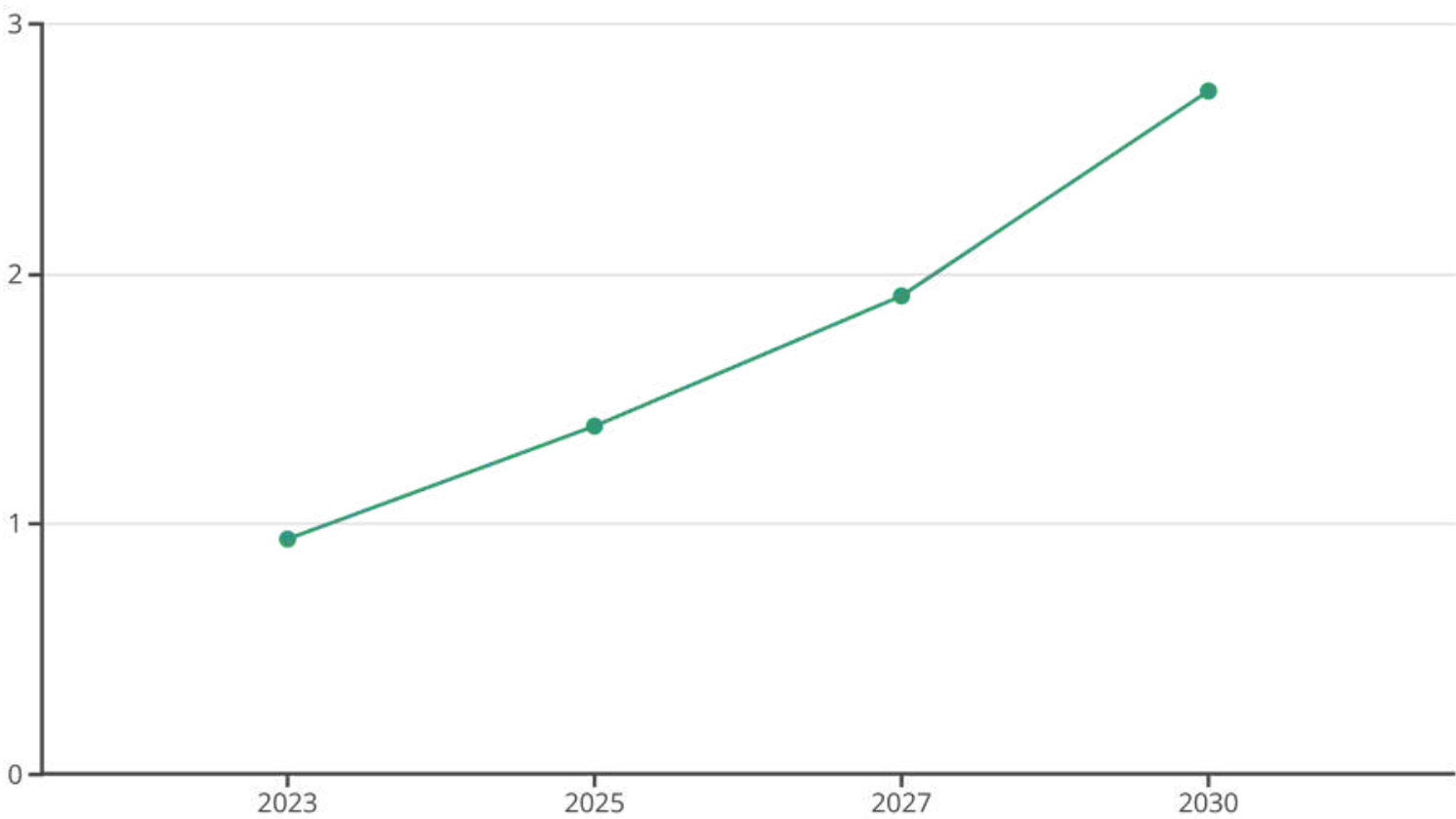
Market Size & Growth Trajectory

Enterprise AI Market



Source: Grand View Research - 36.6% CAGR

ESG Software Market



Source: Grand View Research - 17.3% CAGR

Our serviceable addressable market (SAM) of \$4.5B represents enterprises that are actively pursuing both AI adoption and sustainability initiatives - a rapidly growing segment as regulatory pressures and competitive forces accelerate investment in both areas.

With the conversational AI market alone projected to reach \$49.8B by 2031 and NVIDIA estimating the AI agent market at \$1T, BonsAI is positioned at the intersection of multiple high-growth technology trends.