

The FutureList

Aethos Labs

Innovation Memo

Innovation In Words



A note from the Founder and CEO of Aethos Labs, Ekin Ober:

At Aethos Labs, we're reimagining the renewable energy supply chain by delivering comprehensive insights into global material manufacturing facilities, cutting-edge production processes, and strategic supply routes. Our platform connects procurement teams with reliable suppliers, focusing on stable regions committed to ESG standards. By bridging critical information gaps, we help industry leaders avoid disruptions, capitalize on tax incentives, and make informed decisions with real-time market insights.

Aethos Labs

Executive Summary

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 Climate
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 Renewable Energy
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 aethoslabs.com
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 Pre-seed
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 2021

Aethos Labs is pushing energy transition forward with solutions for and insights into the renewable energy supply chain. By zeroing in on companies focused on climate investments and renewable energy markets, Aethos Labs provides insights and leverages advanced technology to maximize efficiencies and further sustainability efforts, filling a critical gap in the market. Their flagship product, Ecopulse, centralizes insights on battery material manufacturing facilities, production processes, and supply routes, enabling investment firms, OEMs, and battery producers to make data-driven decisions that enhance production efficiency, ensure compliance, and maximize sustainability.

Despite its innovative approach, Aethos Labs operates in a space that may encounter some challenges in scaling its operations and expanding its market reach. The complexity of integrating diverse data sources and maintaining the accuracy of their AI-driven insights can be daunting. Additionally, the fast-evolving nature of the renewable energy sector demands continuous adaptation and investment in R&D to stay ahead of competitors. Aethos Labs is working on mitigating these and other challenges that contribute to global climate change.

Aethos Labs, through its innovative Ecopulse platform, is poised to substantially impact the renewable energy and EV industries by driving transparency and efficiency in the midstream renewable energy supply chain. Aethos Labs supports the global transition to sustainable energy, helping to reduce greenhouse gas emissions and promoting environmental stewardship. Aethos Labs seeks investment from forward-thinking investors passionate about sustainability and innovation to accelerate its platform's growth and amplify its impact. With your support, Aethos Labs can scale its groundbreaking solutions, expand into new markets, and take charge of transforming the future of renewable energy.



Ekin Ober, JD, MBA
Co-Founder and CEO

Ekin holds a J.D. from Osgoode Hall Law School and an MBA from Schulich School of Business. Before founding Aethos Labs, Ekin gained valuable experience working on mining and energy transactions as a lawyer and investment banker. Ekin is passionate about leveraging AI for sustainability, enhancing productivity in finance, and fostering innovation.



Xuesong Zhang, PhD
Co-Founder and CTO

Xuesong holds a Ph.D. and an M.S. in Physics from the University of Toronto. His journey into the world of AI began at UofT, where he worked alongside Geoffrey Hinton, the 'godfather of AI.' Prior to Aethos Labs, Xuesong focused on applied ML to optimize investment risk management at investment firms. Xuesong brings a unique blend of technical prowess and innovative thinking to the Aethos Labs team.

Innovation Spotlight

a) Core Products and Services:

- **Ecopulse:** Aethos Lab's product centralizes data on the midstream renewable energy supply chain, providing comprehensive insights and forecasts to enhance decision-making, ensure production continuity, and capitalize on tax incentives.
- **Generative AI Solutions:** Aethos Labs provides tailored AI-enabled solutions, such as market reports, deal origination tools, and data-driven insights, to investment firms and funds focused on climate investments and renewable energy markets to maximize efficiency and returns.
- **Workshops:** Aethos Labs also offers workshops for larger enterprises seeking to implement AI into their operations to maximize efficiencies and tap into the renewable energy marketplace.

b) Design and User Experience:

- Both our platform and AI solutions are designed for ease of use, enabling C-suite executives to make informed decisions quickly.
- Ecopulse offers a user-friendly interface with easy navigation and real-time market updates, commodity pricing, and battery tech news.
- Aethos Labs values continuous improvement based on user feedback, ensuring the platform meets its users' evolving needs.

c) Performance Metrics

- Aethos Labs has a proven track record of collaborating with industry leaders in the energy transition, developing AI-driven solutions that enhance returns on green investments, such as lithium mines, and streamline the preparation of ESG and stakeholder reports.
- With Ecopulse, these professionals harness millions of private and public data points to deliver precise, actionable insights that users find indispensable. The platform's engagement metrics reflect its value, indicating strong user retention and ongoing value creation.

d) Integration:

- Aethos Labs' consulting solutions and Ecopulse application ensure seamless integration with other tools and systems used by enterprises and investment firms, such as Microsoft Office (e.g. Outlook, Microsoft Teams), Slack, and G-Suite products tools (e.g. Gmail, Google Docs, Google Spreadsheets).

e) Safety and Compliance:

- Aethos Labs prioritizes safety and regulatory adherence in the renewable energy sector. Ecopulse integrates real-time compliance tracking and robust data security measures to help businesses meet industry standards, reduce operational risks, and ensure the integrity of their supply chain operations.

f) Innovation in Business Model:

- **Operational Model:** Aethos Labs combines generative AI with market intelligence, offering unique insights into the renewable energy supply chain. Its focus on the currently underserved midstream sector provides a distinct competitive edge.
- **Revenue Model:** Aethos Labs offers subscription-based access to the Ecopulse platform, monthly assessment reports, and future outlook reports on the midstream supply chain. For their tailored consulting services, they offer project-based pricing.

g) Scalability of the Innovation:

- Ecopulse is designed to scale with increased demand, accommodating more users and larger data sets. Future advancements include expanding into new markets like biomass and geothermal energy and enhancing the platform's capabilities. The team plans to expand operations into Europe, the US, China, and Africa, ensuring broad applicability and growth potential.

Market Impact & Future Outlook

Market Impact

Aethos Labs has carved out a unique position by targeting the midstream segment of the EV supply chain, which focuses on battery production and includes data on the price of materials, product volume availabilities, and financial commitments at manufacturing facilities. This niche focus addresses a critical gap in the market. Aethos Labs' experience in providing generative AI solutions and deep industry know-how built through working with clients in energy transition, give it a competitive edge, making the company a key player in the Cleantech and renewable energy sectors.

OEMs, manufacturing facilities, mining companies, and climate-focused investment firms can rely on Aethos Labs for actionable intelligence, particularly those involved in procurement, technical sales, risk management, sustainability, and management roles. Aethos Labs has secured some letters of intent for their proprietary platform from their target customer segments. Aethos Labs has received commitments from target customer segments, expressing strong interest in their proprietary platform.

Future Outlook

Aethos Labs plans to bridge the West and the East by expanding operations into Europe, the US, China, and Africa, significantly broadening the company's market reach and influence. The team also intends to explore other renewable energy sectors, such as biomass and geothermal energy, to diversify its offerings and open new revenue streams.

Aethos Labs' focus on optimising private and public data will lead to more precise insights, helping clients make better-informed decisions and stay ahead of market trends. Emphasizing high sustainability and low environmental impact will align Aethos Labs with global trends towards greener and more sustainable business practices, enhancing its reputation and market appeal.

Aethos Labs is setting new standards for transparency and efficiency in the industry by providing detailed and reliable insights into the midstream renewable energy supply chain. This could lead to more informed investments and better resource allocation within the renewable energy and finance sectors. Potential partnerships with companies in the EV production and charging station sectors, such as Sand Tech, can enhance market penetration and collaborative innovation.

Societal & Environmental Impact

Aethos Labs emphasizes high sustainability and low environmental impact in its data offerings, encouraging investment in environmentally responsible midstream battery supply chain facilities. This focus helps reduce the EV industry's carbon footprint by promoting more sustainable manufacturing practices.

Aethos Labs aims to enhance industry transparency. The detailed insights provided by Ecopulse into the midstream battery supply chain increase transparency and accountability. This transparency ensures that companies comply with environmental regulations and operate sustainably, while investment firms easily find and conduct due diligence on green investment opportunities. By offering data on compliance and eco-impact, Aethos Labs helps companies make informed decisions that prioritize environmental stewardship and sustainability.

Through its consulting services, Aethos Labs has helped larger enterprises find sustainable investment opportunities and optimize ESG reporting. These impacts have positively impacted energy transition initiatives, driving societal shifts towards sustainability.

Aethos Labs' focus on providing actionable intelligence for investments in renewable energy sources, such as EVs, biomass, and geothermal energy, supports the global transition to cleaner energy. This transition is crucial for reducing greenhouse gas emissions and combating climate change, which has far-reaching benefits for public health and the planet.

As Aethos Labs expands into markets across Europe, the US, China, and Africa, it brings its eco-focused solutions to a global audience. This expansion can drive international progress towards environmental goals and promote sustainable development worldwide. Aethos Labs can amplify its impact and contribute to a global network of sustainability-focused initiatives by forming strategic partnerships and collaborating with other organizations.

Potential Funding & Partnership Opportunities

Aethos Labs is well-positioned to attract a diverse range of partners and investors.

Strategic partnerships with leading OEMs, such as EV manufacturers and battery producers, investment firms, and technology companies can enhance their market presence and capabilities. Additionally, securing investment from venture capital firms, impact investment funds, corporate venture arms, and private equity firms will provide the necessary capital and strategic support for Aethos Labs to scale its operations and expand globally. By leveraging these opportunities, Aethos Labs can continue to drive innovation and sustainability in the EV supply chain and renewable energy sectors.

- Electric Vehicle Manufacturers known for their innovation in EV technology, such as Tesla and Rivain, could benefit from Aethos Labs' midstream supply chain insights to optimize production processes, avoid supply chain disruptions, and align procurement efforts with key tax credit eligibility and environmental compliance efforts.
- Battery Producers and Suppliers can also use Aethos Labs' insights to optimize their production lines.
- Partnering with technology and data analytics firms like Bloomberg and IBM could enhance Aethos Labs' data processing capabilities and provide robust cloud infrastructure for scaling their solutions.

Aethos Labs can raise funds from investors known for investing in innovative and sustainable tech companies.

- Venture Capital Firms: Sequoia Capital, Khosla Ventures, and Andreessen Horowitz.
- Impact Investment Funds: Generation Investment Management and Rockefeller Foundation.
- Corporate Venture Arms, focused on energy and technology, such as Intel Capital and GE Ventures, could support Aethos Labs in expanding its market reach and technological capabilities.
- Sustainable Investment Funds that focus on socially and environmentally responsible investments and could support Aethos Labs' growth in the renewable energy space: Calvert Impact Capital and Pax World Funds.

Potential Roadblocks & Risks

Data Integration and Accuracy

Integrating diverse and vast data sources while maintaining the accuracy and reliability of AI-driven insights could be a challenge.

- Mitigation: Aethos Labs could implement rigorous data validation protocols to ensure the accuracy of incoming data. The team can complement validation protocols with regular updates and refined AI algorithms to improve data integration and insight accuracy.

Regulatory Compliance

Navigating regulatory requirements and standards across diverse regions and markets can be challenging as Aethos Labs expands.

- Mitigation: Aethos Labs' CEO, with a legal background and strong commitment to compliance, will guide the team in staying updated with global and regional regulatory changes, ensuring practices are adjusted as needed. Additionally, a robust compliance management system can be implemented to ensure adherence to all relevant regulations across operational markets.

Market Competition

Aethos Labs could face strong competition from established players and new entrants in the renewable energy and AI sectors as they see potential in their niche focus area.

- Mitigation: Aethos Labs can differentiate through continuous innovation and emphasis on brand awareness to highlight the unique benefits of its solutions. It can also focus on building strong customer relationships, continue building strategic partnerships and alliances to leverage combined expertise, and utilize data-driven insights for tailored customer solutions.

Scalability

As Aethos Labs expands to other sectors and geographies, challenges in scaling operations and technology infrastructure to meet growing demand may arise.

- Mitigation: Developing a scalable cloud-based infrastructure to handle increased data and user load will be helpful. Partnerships with tech giants can help by providing the resources and expertise needed.

Conclusion

Aethos Labs is not just aligning with global trends towards sustainability; it's transforming how the renewable energy industry addresses supply chain challenges, particularly in the midstream sector. By providing detailed, actionable insights into critical aspects of the supply chain—such as material sourcing, facility capabilities, and compliance with environmental regulations—Aethos Labs enables industry stakeholders to make informed decisions that directly reduce carbon footprints and support cleaner energy production.

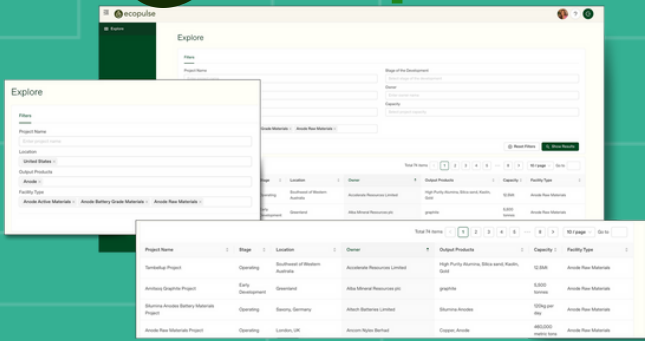
The company's flagship product, Ecopulse, is designed to empower procurement teams, OEMs, and investors by offering unparalleled visibility into the often opaque midstream battery supply chain. This transparency helps users mitigate risks, optimize supply routes, and ensure that their operations align with global ESG standards. Whether it's identifying alternative suppliers in geopolitically stable regions or accessing up-to-date data on material costs and availability, Ecopulse addresses the exact pain points that have long plagued the industry.

As the demand for electric vehicles and renewable energy technologies continues to surge, the efficiency and reliability of the supply chain have never been more critical. Aethos Labs' focus on driving sustainability and efficiency through cutting-edge generative AI solutions positions it as a leader in the space, offering a unique value proposition that stands out in a crowded market. By facilitating better decision-making and promoting environmental stewardship, Aethos Labs is poised to play a pivotal role in the global shift toward a low-carbon future.

For investors and industry leaders committed to sustainability and innovation, Aethos Labs offers a compelling opportunity. With plans to expand its reach and further refine its solutions, the company is well-positioned to lead the charge in transforming the future of renewable energy, driving significant progress in reducing greenhouse gas emissions and fostering a more sustainable world.

Innovation In View

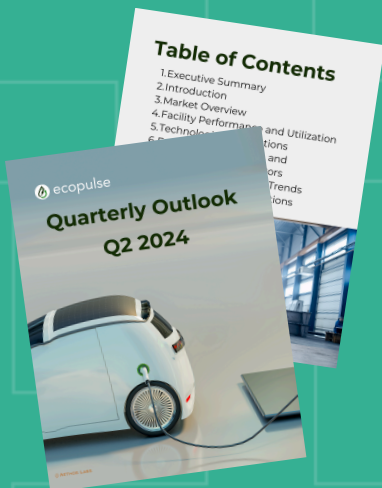
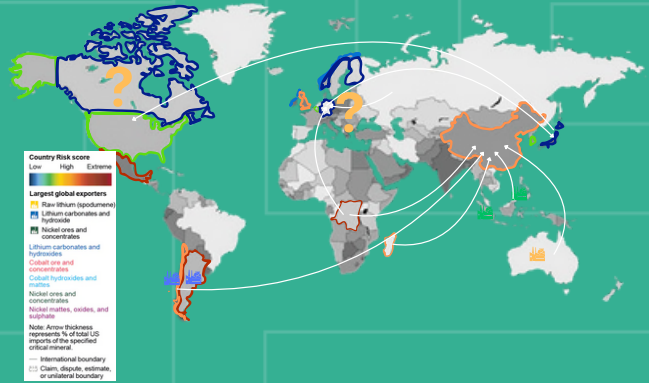
How Aethos Labs brings innovation to life



Supply Chain Insights for Renewable Energy and Finance

Ecopulse bridges critical information and efficiency gaps in the energy transition supply chain by centralizing comprehensive data on global production facilities and materials. The platform empowers users to proactively mitigate supply chain risks by identifying alternative sources in stable regions with strong ESG policies.

Ecopulse centralizes crucial insights on midstream supply chain, enabling procurement teams to strategically source materials by evaluating supplier production capacities, regulatory compliance, material eligibility for tax credits, pricing, and low-carbon supply routes. This approach ensures continuous production while aligning procurement strategies with sustainability goals and financial incentives.



Ecopulse provides long-term outlook reports and real-time updates on the midstream supply chain, including key trends in production processes, material supply and pricing trends, market shifts in consumer preferences and demand, impact of potential or existing geopolitical events, and technical insights into the latest battery and renewable energy technologies. This empowers decision-makers and financial analysts to make data-driven investment recommendations while staying ahead of industry developments.

Innovation In View

How Aethos Labs brings innovation to life

Aethos Labs' Comprehensive Consulting Services

Aethos Labs empowers teams within the renewable energy supply chain to make smarter, faster decisions for a more sustainable future by leveraging its extensive expertise in sustainability and finance.

Through its innovative approach, Aethos Labs provides **custom-built solutions** that address the unique needs of various teams such as deal origination, equity research, corporate development, and sustainability.

It ensures that comprehensive data and insightful analysis back every decision and that their clients increase return on investments, reduce time spent on recurring tasks, improve green practices, and contribute to a more sustainable future.

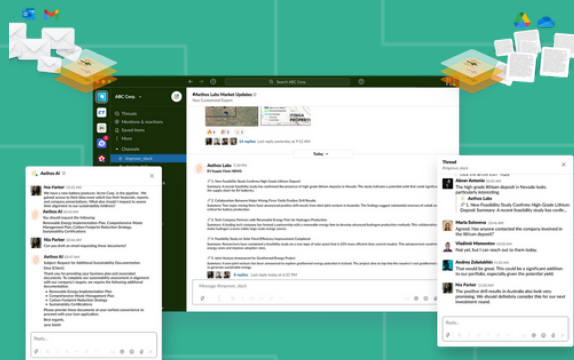


Aethos
Consulting



Start Leveraging Your Existing Data to Make Decisions Faster

Imagine you're a private equity firm or an investment bank trying to **spot the best deals as soon as they arise**. Instead of spending hours digging through emails, news articles, and reports, our solution does that work for you. Aethos Labs understand what you're looking for in an investment, so when a relevant opportunity comes up, they send it directly to your team through your preferred communication platform, like Teams or email. This means you can immediately take action—call the prospect, start reviewing financials, and get the deal moving—without missing a beat. With these innovative solutions, no opportunity is missed in the noise.



Aethos Labs also offers custom solutions that streamlines the process of **creating regular reports**, such as quarterly investor updates or ESG reports. Here's how it works: they work with you to understand the key sections of your report, the sources you rely on, and the core ideas behind your investments. Once they have this information, Aethos Labs can help build an in-house solution that helps you generate reports efficiently. This way, you can focus on the final touches, knowing that the first 70% of the work is already done, saving you time and ensuring consistency.

Aethos Labs makes sure your reporting process is always at its best. If a new language model or data architecture becomes available that better fits your needs, they update your solution to ensure it stays powerful and relevant. This means that whether your investment thesis evolves or a new technology emerges, your in-house solutions will always be built using the most effective tools and approaches, keeping your process streamlined and your insights sharp.

Contributors

The FutureList

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The FutureList



Notes on our methodology

About The FutureList

The FutureList is dedicated to identifying and linking innovative technology companies with the investors, talent and strategic growth partners they need to rapidly scale their innovation. The FutureList leverages its network of local Innovation Scouts, a comprehensive online platform, and curated events to rapidly spot and match opportunities. The FutureList network has already profiled over 6,000 innovative companies, investors and partners globally.

We scout across a broad range of sectors in tech, aiming to identify the most innovative startups globally. This includes everything from AI to biotech, renewable energy, and more. The 10 categories we currently focus on are: Agriculture (farming, food, beverages, crops, forestry, aquaculture, livestock, irrigation, veterinary, etc.), Climate (electricity, energy, environment, renewables, recycling, circular economy, carbon credits, cleantech, etc.), Education (e-learning, school management, assessments, upskilling, tutors, languages, etc.), Enterprise (legal services, AI, cyber security, market research, recruitment, HR, customer success, consulting, SaaS tools, business analytics, etc.), Finance (banking, capital, trading, lending, personal finance, insurance, crypto, real estate, etc.), Health (medicine, biotech, medical equipment, pharmaceuticals, public health, digital health, hospitals, health records, wellness, fitness, beauty, etc.), Infrastructure (architecture, materials, computer networks, safety, law enforcement, construction, data centers, machinery, telecom, wireless internet, manufacturing, etc.), Media (marketing, influencers, animation, arts, gaming, fashion, content, platforms, music, publishing, translation, editing, etc.), Mobility (delivery, transportation, etc.), and Supply Chain (e-commerce, warehousing, logistics, retail, etc.)

About Our Innovation Scouts

Our Innovation Scouts are experienced professionals from diverse sectors with a keen eye for groundbreaking technologies and business models. They undergo rigorous training to ensure they provide maximum value to the startups they work with. They conduct their research on a volunteer basis. We have strict ethical guidelines in place. Any Scout with a potential conflict of interest is recused from the process to ensure fairness and objectivity.

About Our Innovation Memos

Innovation Memos provide a comprehensive profile of an innovator, whether its a startup, hub, investor or more established corporate, highlighting technological and business model innovations. The Memo is written in direct consultation with a verified representative from that entity, and also outlines suggestions around how to rapidly scale their innovation further through use of The FutureList's network. Once published, the Memo accessible to our network of investors, partners, and the general public for free on our platform. The Memo process is completely free for the companies featured as well. The entire process, from initial contact to publishing the Innovation Memo, typically takes about 4-6 weeks, but this can vary based on the startup's availability and responsiveness. Our goal is to promote and scale innovation globally. The FutureList platform and events are sponsored by partners.

Scaling Innovation

How **The FutureList** identifies and scales innovation globally



Ecosystem and sector mapping

Our Innovation Scouts identify the most innovative early-stage and growth-stage tech companies across key sectors in tech hubs around the globe.



Innovation memos and platform profiles

Our Innovation Scouts interview founders and tech executives to publish innovation memos and create a comprehensive company profile on our public online platform.



Introductions to strategic opportunities

Our Innovation Scouts share company profiles with relevant investors and strategic growth partners across our global ecosystem, and facilitate warm introductions where requested.



Private dinners and fireside chats

Our exclusive evening events bring together founders, tech executives and other special guests for networking and interactive discussions around technology and innovation.



Global summits & learning trips

Featured companies will be invited to larger annual events held at the regional and global stage that connect the most innovative companies with opportunities for further visibility.

Sponsor

The FutureList platform and events are sponsored by partners.



Sand Technologies, a global technology services company with presence across Silicon Valley, France, the UK, Romania, and several emerging markets, is at the forefront of supporting scale-ups worldwide in overcoming the challenges of rapid growth. We're currently aiding businesses in the United States, New Zealand, Denmark, the Netherlands, the UK, the UAE, South Africa, Kenya, and numerous other locations in developing scalable technology products, constructing world-class tech teams, enhancing revenue generation, and elevating customer satisfaction.

Learn more at www.sandtech.com

The FutureList

