STARTUP SUSTAINABILITY MAP / 2018

KATALISTA
VENTURES

CONTENT

WHY DO WE NEED THIS REPORT?

Being innovative and persistent, human beings managed to accommodate the planet to meet our ever-evolving demands of a rapidly growing population and its development. However, this also came with a heavy price. Social and environmental issues worldwide create challenges and opportunities for global sustainable development that are greater than ever before. As a result, the debate over the financial viability of sustainability has now been replaced by the challenge of finding the most effective way to innovate and maximise the value of meeting sustainability demands.

INNOVATE SCALE & IMPACT

As guidelines for national policies, corporate strategies and startup innovation trends, the United Nations has introduced 17 Sustainable Development Goals (SDGs). Achieving the SDGs by 2030 will require more and smarter financing, governmental and private sector support as well as renewed focus on these issues. In this report we analysed the Lithuanian startup ecosystem and how the solutions of Lithuanian startups address the SDGs. We hope this will encourage more Lithuanian entrepreneurs to join the sustainability movement as well as be a step towards representing Lithuania as a global player in the sustainable development arena.

IMPACT MEASUREMENT |
Entrepreneurs are often emphasised as having the power to use innovative business solutions to solve sustainability-related challenges and many such cases can be found in Lithuania. However, many of the startups do not talk about their sustainable impact in their communication, both undervaluing their work and losing strategic opportunities to the business. In this report, we have selected a few key metrics for each startup as example measures to be taken into account.

DEFINITION OF A STARTUP |
While there are many definitions relating to the concept of a startup, for the purpose of this report we focus on these 3 criteria:

- Potential to scale the positive impact
- Innovativeness of the solution
- Financial sustainability

This criteria is chosen mainly due to the fact that all of these elements are crucial in creating a significant sustainable impact globally.

There are quite a few organisations in Lithuania that deal with poverty, hunger, gender equality, environmental protection and some of the other SDGs. These are often NGOs or social initiatives that do not put much emphasis on financial sustainability. As financial sustainability is one of the key criteria in the evaluation, these organisations are not included in the report.

WHO WE ARE |
Katalista Ventures - a hybrid startup accelerator and private equity fund focusing on Triple Top Line ventures that have positive social, environmental and financial impact. Our team consists of professionals in sustainability, innovation and startup growth while our mentor network supports us with expertise in marketing, PR, blockchain, leadership and other areas needed to scale startups.

We at Katalista Ventures believe in exponential entrepreneurial potential in Lithuania, therefore we hope this Lithuanian Startup Sustainability Map / 2018 will inspire to create forward-looking ideas and be featured in future editions of this report.

SDGs
ADDRESSED

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

14 LIFE BELOW WATER

15 LIFE ON LAND

17 PARTNERSHIPS FOR THE GOALS

Farmis |

A fast-growing intuitive farm managing platform for precision agriculture. The platform gives personal recommendations for farm optimization. After conducting research, the results of the analysis presented an improvement of profitability of up to 30 per cent in an individual farm, also preventing loss and alerting on relevant issues, such as rainfall, equipment fault messages, maintenance reminders, grain price, theft.
Year founded: 2014
Team size: 2-10

KEY IMPACT METRICS:
water saved due to the increased efficiency
issues prevented due to the app alerts
farmers reporting increased financial sustainability

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17 PARTNERSHIPS FOR THE GOALS

Biovala |

A young and innovative biotechnology company whose main activity is improving soil quality - improving organic degradation, cleaning polluted areas naturally, creating organic products for agriculture and performing other scientific activities.
Year founded: 2014
Team size: 2-10

KEY IMPACT METRICS:
agricultural companies using Biovala solutions
change in biodiversity and water state after using Biovala solutions
environmental organisations referring to Biovala solutions

Probiosan Laboratory |

3 GOOD HEALTH AND WELL-BEING

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

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15 LIFE ON LAND

Innovative cleaning products using probiotics (good, friendly bacteria) and its fermentation products. Cares about nature and aims to improve quality of life by promoting a healthy balanced microbiological environment.
Year founded: 2012
Team size: 11-50

KEY IMPACT METRICS:
people shifting from harmful cleaning products
people buying more than one probiotic cleaning product
change in biodiversity in the city's freshwater when using these cleaning products

EDUCATION

BitDegree |

The world's first blockchain-powered, smart-incentive based online education platform which revolutionises global education and tech recruiting. BitDegree teaches students job-applicable skills and connects them with employers directly.
Year founded: 2017
Team size: 11-50

KEY IMPACT METRICS:
courses completed
job-relevant qualifications attained
jobs obtained

Bliu Bliu |

A unique tool that enables language acquisition through consumption of relevant and interesting content at an individual's language skill level. This makes language acquisition easy, natural and above all inevitable with a long-lasting effect.
Year founded: 2012
Team size: 2-10

KEY IMPACT METRICS:
courses completed
users actively using the language learned
language adoption rate when compared to the traditional methods

EDUCATION

SDGs
ADDRESSED

4 QUALITY EDUCATION

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

17 PARTNERSHIPS FOR THE GOALS

Egzaminatorius |

An affordable online tool for high school students.
Contains summaries of study material and test modes to prepare for the state exams.
Year founded: 2013
Team size: 2-10

KEY IMPACT METRICS:
student-users to get more than 90% on the state exams
students with a better GPA after using the platform
annual referral students

4 QUALITY EDUCATION

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

17 PARTNERSHIPS FOR THE GOALS

E-pratybos / EMA |

An e-learning platform for primary and middle school students that allows to differentiate and personalize the learning process and provides an interactive motivational system.
Year founded: 2014
Team size: 2-10

KEY IMPACT METRICS:
paper-based materials replaced
schools using EMA learning resource
teachers prioritising EMA when compared to the ordinary learning materials

4 QUALITY EDUCATION

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

10 REDUCED INEQUALITIES

GoHisto |

A virtual history tutor which helps to prepare for State History exam by personalising learning material and giving data on potential improvement areas.
Year founded: 2014
Team size: 2-10

KEY IMPACT METRICS:
improvement of History class GPA and history exam score
students that would not afford a personal tutor
performance in the improvement areas in time

ENERGY

Detra Solar |

An independent renewable energy engineering consulting firm trusted by over 90 companies worldwide. The solar renewable energy projects designed by Detra are helping to decrease carbon emissions and create a cleaner tomorrow.
Year founded: 2009
Team size: 11-50

KEY IMPACT METRICS:
electricity charging stations built
fully electric vehicles in the portfolio
converted clients from fuel to electricity

WePower |

A blockchain-based green energy trading platform. It fuels renewable energy production by enabling developers to raise capital by selling their energy production upfront in the form of tradeable Smart Energy Contracts.
Year founded: 2017
Team size: 51-200

KEY IMPACT METRICS:
energy trade contracts signed
recurring energy producers raising capital on the platform
energy that is actually produced

FINTECH

Paysolut |

A mobile banking platform which is serving future unicorns. Paysolut acts as the single vendor for the software, know-how, risk management, partnerships and even an interim payments institution licence.
Year founded: 2017
Team size: 2-10

KEY IMPACT METRICS:
sustainability-oriented banking solutions supported
identified risks, illegal cases within the banking clients
financially-included people based on Paysolut solution

Poklet |

A mobile app that helps parents educate children on personal finance. Children learn about pocket money, interest rates, financial goals with the convenience of real bank accounts and payment cards.
Year founded: 2018
Team size: 2-10

KEY IMPACT METRICS:
parents and kids managing their finance together
kids having an understanding of financial planning
percentage of kids savings goals reached

HEALTHCARE

aichom |

A unique bracelet which ensures that people with temporary memory loss are safe and their loved ones can react on short notice when immediate support is needed.
Year founded: 2018
Team size: 2-10

KEY IMPACT METRICS:
cases when people missing are found using aichom bracelets
treatment progress based on newly available data
life quality change based on newly available data

Breathcount |

A device to monitor and manage asthma. Breathcount measures lung functionality and sends the data to your smartphone. There it can be viewed, compared and sent to others.
Year founded: 2014
Team size: 2-10

KEY IMPACT METRICS:
reduction of asthma cases for adults and kids
treatment progress based on newly available data
new product development based on newly available data

HEALTHCARE

3 GOOD HEALTH AND WELL-BEING

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17 PARTNERSHIPS FOR THE GOALS

GlucoCarer |

A non-invasive, painless glucose monitoring device for people who suffer from diabetes mellitus. The device works by combining three measurement methods in order to eliminate any outside interference and get accurate data.
Year founded: 2017
Team size: 2-10

KEY IMPACT METRICS:
reduction of diabetes-related complications
recurring users of the device
medical institutions supporting the scaling of the device

Oxipit |

3 GOOD HEALTH AND WELL-BEING

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

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17 PARTNERSHIPS FOR THE GOALS

Deep learning algorithms and software solving medical & radiology problems by reducing routine work and increasing diagnostic accuracy.
Year founded: 2017
Team size: 2-10

KEY IMPACT METRICS:
time saved in analysing the medical imaging manually
medical cases uncovered that would otherwise be left unnoticed
hospitals using Oxipit technology

HEALTHCARE

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17 PARTNERSHIPS FOR THE GOALS

ViLim

ViLim has developed ViLim Ball - a therapeutic device which reduces symptoms for Essential tremor, Parkinson's disease and Rheumatoid arthritis.
Year founded: 2013
Team size: 2-10

KEY IMPACT METRICS:
minutes the effect of ViLim Ball lasts
times per day a user takes advantage of the ViLim Ball
people who claim the ViLim Ball helps long-term

SDGs
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13 CLIMATE ACTION

17 PARTNERSHIPS FOR THE GOALS

Devulco |

Waste rubber recycling technology that transforms rubber waste into the raw material of high quality, suitable for the manufacture of new rubber articles. In cooperation with researchers, academic institutions, scientific laboratories and rubber industry companies, Devulco aims to become a global player in rubber recycling.
Year founded: 2011
Team size: 11-50

KEY IMPACT METRICS:
car and truck tires recycled
new technologies patented
new commercially-viable solutions
created with recycled rubber

RETAIL

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A D D R E S S E D

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NextQuestion |

A machine learning algorithm for the optimisation of retail supply chains. Next Question reduces stock outs, wasted stock and total inventory held, resulting in significantly reduced food waste.
Year founded: 2017
Team size: 2-10

KEY IMPACT METRICS:
food waste prevented
orders that fit with real-time demand
supermarkets choosing the more sustainable planning

REUSING

SDGs

Dalinuosi.lt |

A rental marketplace that offers clients to share their items and earn money in return. Users can pay a small usage fee without needed to buy their own item.
Year founded: 2012
Team size: 2-10

KEY IMPACT METRICS:
financial value of items that were rented out instead of bought
cutting-edge innovative gadgets available for public
annual change in users of the platformogy

Manomeskeres.lt |

An online platform for fishermen to sell used fishing equipment and share tips.
Year founded: 2013
Team size: 2-10

KEY IMPACT METRICS:
quality equipment exchanged at below-market rates
repeat ingoing and outgoing transactions per one user
fishing tips exchanged in the forum

REUSING

SDGs

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE	10 REDUCED INEQUALITIES
11 SUSTAINABLE CITIES AND COMMUNITIES	12 RESPONSIBLE CONSUMPTION AND PRODUCTION

Vinted |

The world's biggest preloved fashion marketplace. It helps the members become wise consumers effortlessly, by giving them a chance to sell wardrobe items for their price with no extra fees and quickly find quality second-hand items for purchase. Vinted's mission is to make second-hand the first choice worldwide.
Year founded: 2008
Team size: 51-200

KEY IMPACT METRICS:
second-hand items exchanged
second-hand special occasion (one-time)
items exchanged
new markets entered

17

TRANSPORTATION

SDGs

Banana Car |

A ridesharing platform allowing drivers and passengers to reduce vehicle costs, traffic congestion and emissions.
Year founded: 2015
Team size: 2-10

KEY IMPACT METRICS:
people in one car going to the same direction
scheduled vs organic trips
distance driven and CO2 tones saved due to the service

SDGs: 9 INDUSTRY, INNOVATION AND INFRASTRUCTURE · 11 SUSTAINABLE CITIES AND COMMUNITIES · 13 CLIMATE ACTION

Citybirds |

A colourful kick scooter designed to travel across the city center five times faster than walking, without thinking where to park, not polluting and, most important, being happy and exceptional. Electric scooter coming soon.
Year founded: 2015
Team size: 2-10

KEY IMPACT METRICS:
activity hours per person on scooter
times a scooter is chosen instead of other means of transportation
time and money saved on parking fees

SDGs: 3 GOOD HEALTH AND WELL-BEING · 9 INDUSTRY, INNOVATION AND INFRASTRUCTURE · 11 SUSTAINABLE CITIES AND COMMUNITIES · 13 CLIMATE ACTION

TRANSPORTATION

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Dancer |

A new generation super lightweight fully electric city bus. It is a visionary approach to an automotive industry which seeks to integrate original bus design concept, new technological materials and wind power usage in the public transport area. It is a bus where technology, art and society meet and unite in order to create light, vibrant and healthy cities.

KEY IMPACT METRICS:
cities using Dancer bus services
fuel saved due to the usage of Dancer bus
passengers choosing Dancer instead of unsustainable means of transport

Dropbyke |

A stationless city bike and electric scooters platform. Bike rental service is available 24/7, it is easy to use, and lets users decide where to finish their trip.
Year founded: 2015
Team size: 2-10

KEY IMPACT METRICS:
trips by bike or electric scooter instead of a car or bus
users commuting to work by bike or electric scooter
long-distance trips

TRANSPORTATION

SDGs
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Elinta Motors |

High powered electric transportation components, including electricity charging stations and other transportation solutions with the focus on sustainable commercial transportation.

KEY IMPACT METRICS:
electricity charging stations built
fully electric vehicles in the portfolio
clients converted from fuel to electricity

Neematic |

World's most powerful electric bike for all terrains and all extremes. Bringing extreme sports to the electric age.

KEY IMPACT METRICS:
users switched from non-electric bikes
distance driven and CO_2 tones saved per user
environmental impact from riding the bike

TRANSPORTATION

SDGs
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Parcolo |

A community based peer-to-peer delivery platform which connects people who want to send their goods with people who are travelling the same way and can deliver the goods in the same direction. Using Parcolo platform you can get a green badge for saving the earth.
Year founded: 2017
Team size: 2-10

KEY IMPACT METRICS:
items that did not require shipment
miles saved by combining the trips
repeated client shipments

Rubbee |

The first truly off-the-shelf solution to make any bicycle electric. Rubbee X works by providing electric assist directly to the rear tire via an electric friction roller.
Year founded: 2011
Team size: 2-10

KEY IMPACT METRICS:
converted bikes used as an alternative for a non-electric vehicle
longevity of the device
longevity of the bike which is used with Rubbee

TRANSPORTATION

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Trafi |

The technology to deliver mobility services at scale. Trafi's mission is to make mobility services the first choice worldwide. Trafi helps leading transportation providers to bring it to the masses easily and to choose the prefered mode of transport.
Year founded: 2007
Team: 50-100

KEY IMPACT METRICS:
on-road kilometres saved due to the efficiency of Trafi
people choosing public transport based on the user experience of Trafi
people transferring to e-ticket on Trafi rather than buying a paper ticket

WellParko |

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

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Artificial intelligence algorithms that allow getting real-time information about available parking slots, thus helping to reduce the number of traffic jams and CO2 emissions.
Year founded: 2017
Team size: 2-10

KEY IMPACT METRICS:
minutes per ride saved due to Wellparko
success cases when the algorithm showed real-time information
CO2 savings in CO2tones

SEEDS IN LITHUANIA

While 32 startups were included in the Lithuanian Startup Sustainability Map 2018, there are quite a few **initiatives** that do not fit according to a startup definition but are **doing inspiring work to promote sustainability** agenda in Lithuania. Here are some of the 'good seeds' of Lithuania.

INNOVATORS' VALLEY |

A history and a natural resource-rich creative space for work sessions, strategic planning, trainings, cooperation and communication for the NGO's, social businesses and social innovators; for those who create and implement ideas for social change.
Year founded: 2015
Team: 2-10

LAISVĖS TV |

An independent internet television which is mainly supported by the viewers. Their mission is to showcase social problems in an engaging manner and encourage youth to be more active in Lithuania as well as to acknowledge the accomplishments of our country. The internet shows not only identify key issues in the country but also initiate discussions and propose solutions for those.
Year founded: 2016
Team: 11-50

KNOTTY ONES |

A sustainable fashion brand which makes sweaters from natural, sustainable materials and is made to last a lifetime. The brand is also incorporating socially-responsible practices in their production. The clothes are knit by stay-at-home mothers and pensioners from small villages and rural areas where jobs are scarce, thus it's a great way to support their families and livelihood.
Year founded: 2014
Team: 2-10

SEEDS IN LITHUANIA

MIESTO LABORATORIJA |

A community education center. An incubator for sustainable city ideas & eco friendly initiatives that could be easily brought in to daily lifestyle.
Year founded: 2015
Team: 2-10

OZONAS |

The first free periodical specializing in educating the society of Lithuania dedicated to eco-solutions, sustainability, and eco-culture development. The mission of OZONAS is to spread the information and form values, encouraging rational consumption, recycling and conservation, while increasing the ecological consciousness in the social, public and private sectors.
Year founded: 2004
Team: 2-10

PRECIOUS PLASTIC |

A Lithuanian branch of a global community working towards a solution to plastic pollution. Open source technology on plastic recycling allows creating four machines that will give a second life to our plastic waste. At the same time, the entity is going to engage communities of Lithuania to take more responsibility for their plastic waste and engage them in understanding plastic cycles in our ecosystems.
Year founded: 2018
Team: 11-50

SEEDS IN LITHUANIA

TEXTALE |

A social business which seeks to systematically address the problem of post-consumer textile use in Lithuania. The textale team aims to create new jobs, to encourage communities engagement, to help various socially vulnerable groups while developing eco-friendly, transparent, socially responsible and clearly communicated chain for post-consumer textile waste reduction, resources collection, sorting, distribution and sharing, repair, upcycle and recycle.
Year founded: 2017
Team: 2-10

SOCIAL TAXI |

A unique service that helps to organize trips for people with disabilities according to their needs (e.g. to the hospital, university, cinema, shop, meeting, etc.). Social taxi is not just a transportation service for people with disabilities, but it also involves assistance from home to a car, carrying things, boarding and escorting. Everything that ensures the autonomy of the person with disabilities and independence from the other people, relatives. The project focuses on the quality of service: drivers (employees, volunteers) are trained in essential assistance, communication and other relevant skills.
Year founded: 2013
Team: 2-10

SEEDS IN LITHUANIA

TUŠTI NARVAI|

A non-profit animal rights organisation focused on enhancing the wellness of farm animals and educating consumers on mass meat production. The organisation also facilitates the transition to plant-based diet for its followers and cooperates with other European organisations to scale the impact.
Year founded: 2014
Team: 2-10

SENJORO |

Affordable high-quality social services for the elderly at their home. The service takes care not only of the hygiene, housekeeping, preparation of food but also socialising of the elderly - visiting public events, working on hobbies and wellness.
Year founded: 2018
Team: 2-10

WOMEN GO TECH |

The first mentorship and counselling program in Lithuania aimed at girls and women seeking a career in the technology field. Two primary mentorship program goals are to encourage women to seek a career in tech, despite the prevailing stereotypes in society as well as to encourage gender equality in the labour market and women leadership in tech through good examples of a mentorship program.
Year founded: 2016
Team: 2-10

FINDINGS & RECOMMENDATIONS

From around 500 currently active startups in Lithuania, we found **32 (~6%) who are addressing the SDGs** one way or the other.

13 startups have created partnerships with governmental bodies, universities as well as other companies in order to develop high-quality products (goal 17).

TOP 3 SDGs addressed are Industry, Innovations & Infrastructure (goal 9), Sustainable cities and communities (goal 11), Climate action (goal 13)

SDGs not addressed at all: No poverty (goal 1), Zero hunger (goal 2); Gender equality (goal 5), Clean water & sanitation (goal 6), Peace, justice and strong institutions (goal 16).

Sustainable transportation is the most prominent sector among sustainable startups. A total of 10 startups are working on promoting sustainable transportation options.

None of the companies references SDGs in their communication. Only a few talks about sustainability in their vision, mission, or goals.

Lithuanian startup sustainability analysis shows the increasing attention given to the sustainability issues by the startups. It is clear that most of the selected Lithuanian startups support Sustainable Development Goals through technological innovations in the fields of transportation, healthcare and education.

While education is one of the widely covered sectors, some of the important angles for sustainable local and global development are still missed, including mental health, elderly education and even education around sustainability itself and the relating issues in Lithuania.

Taking that into account, it is not surprising that many entrepreneurs in Lithuania are not yet recognising the need to act on sustainability and, more importantly, the opportunities it could bring. The concept of sustainability itself is not well known and often misunderstood. Founders don't feel comfortable evaluating their impact and lack knowledge on sustainable strategy building, thus, sustainable value stays unrecognised and mostly witnessed within the team.

Most of the underrepresented goals in the startup sustainability map are believed to be a matter of governmental institutions. However, startups may use the innovative potential to cooperate with the decision-makers and solve these issues in more efficient and effective ways while also building sustainable business models based on them.

In order to create significant sustainable change, **cooperation between different stakeholders** - government, scientific institutions and businesses - **should be on startup agenda** as sustainability problems are generally encompassing different knowledge fields and require combined action.

Planetary boundaries are also planetary opportunities. Exploring environmental and biodiversity angles might lead to **new business models** and **unique selling propositions**, especially as these fields are highly underrepresented in the Lithuanian startup ecosystem.

PLANETARY BOUNDARIES ARE PLANETARY OPPORTUNITIES

Use an opportunity to differentiate yourself in the market by incorporating some of the unadhered goals into the business models and strategies of Lithuanian startups.

Lithuanian startups working on sustainable goals should put more effort in understanding their impact - both positive and negative. This would likely lead to **new partnership opportunities**, better **employee engagement** and more **conscious** as well as **loyal users** for their business.

Evaluation of Lithuanian startups in addressing UN SDGs

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Not Minimal

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