

| Press release



Linking financial forecasting and environmental impact assessment: Circonomit is Impact startup at Web Summit 2022

With a first product just before WebSummit is kicking off, the team is looking forward to sharing their vision of linking finance and emission calculations.

Aachen, 24th of October 2022 | Everybody realized it by now – we got to deal with our impact on the environment and more than ever with the consequences natural disasters have on all value chains. Those supply chain breakdowns cost companies worldwide billions of dollars and threaten the worlds' economy. Tackling the problem requires multidimensional decision-making on all levels considering financial and environmental constraints at the same time. This is the problem Circonomit solves.

Challenges our economy and society is facing

Natural disasters cost the life of hundreds daily and threaten our economy due to complex interdependencies of all value chains. There is a lack of primary data to perform in-depth lifecycle assessments. Existing systems cannot cope with the new complexity, so decision-makers lack adapted information systems. As a result, it is currently nearly impossible to estimate cost effects rising from environmental constraints. Strategic planning and day-to-day operations require new software solutions.

CNOptimize – Multidimensional optimization model enables sustainable and data-driven decision-making

Circonomit's Software as a Service solution links financial forecasts with the assessment of environmental impacts in a multidimensional optimization model. Cost information is included as additional data sources in the emissions calculations and its results are fed back into the companies' controlling. "By focusing on primary data and addressing Scope 3, we have chosen the hard but absolutely necessary path. In this way, we enable sustainable and data-driven decision-making in real time in the long run," explains Dana Aleff, CEO and Co-founder of Circonomit.

Circonomit presents first product and launches Beta Track

Just in time for the start of the Web Summit 2022 in Lisbon, Circonomit presents the first product. Through a simple user interface all stakeholders involved in a project can introduce important parameters and framework conditions into the calculation. In this way, costs and environmental data are linked, aggregated into measurable key metrics and solution paths are shown. In addition, companies now can work with Circonomit as part of a Beta Track. This includes initial product use and support in developing a corporate sustainability strategy.

ABOUT CIRCONOMIT

Encourage environmental based decision-making. | Circonomit GmbH is an Aachen-based company founded in June 2022. It operates in the IT services business area and, with its product, builds the bridge between corporate strategy, financial optimization and the environmental impact assessment of products and processes. This is integrated into the daily decision-making processes of companies throughout the entire life cycle. Currently, the team consists of the three founders Dana Aleff (CEO), Erik Müller (CTO) and Johanna Häupl (COO) as well as three additional employees. Circonomit GmbH is currently a member of the Aachen-based incubators digitalHUB Aachen e.V. and Collective Incubator e.V. There, the team works together with local companies within the topics of sustainability and circular economy. For more information, please visit <https://www.circonomit.de/>.

[Picture material for download \(© Circonomit GmbH\)](#)

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