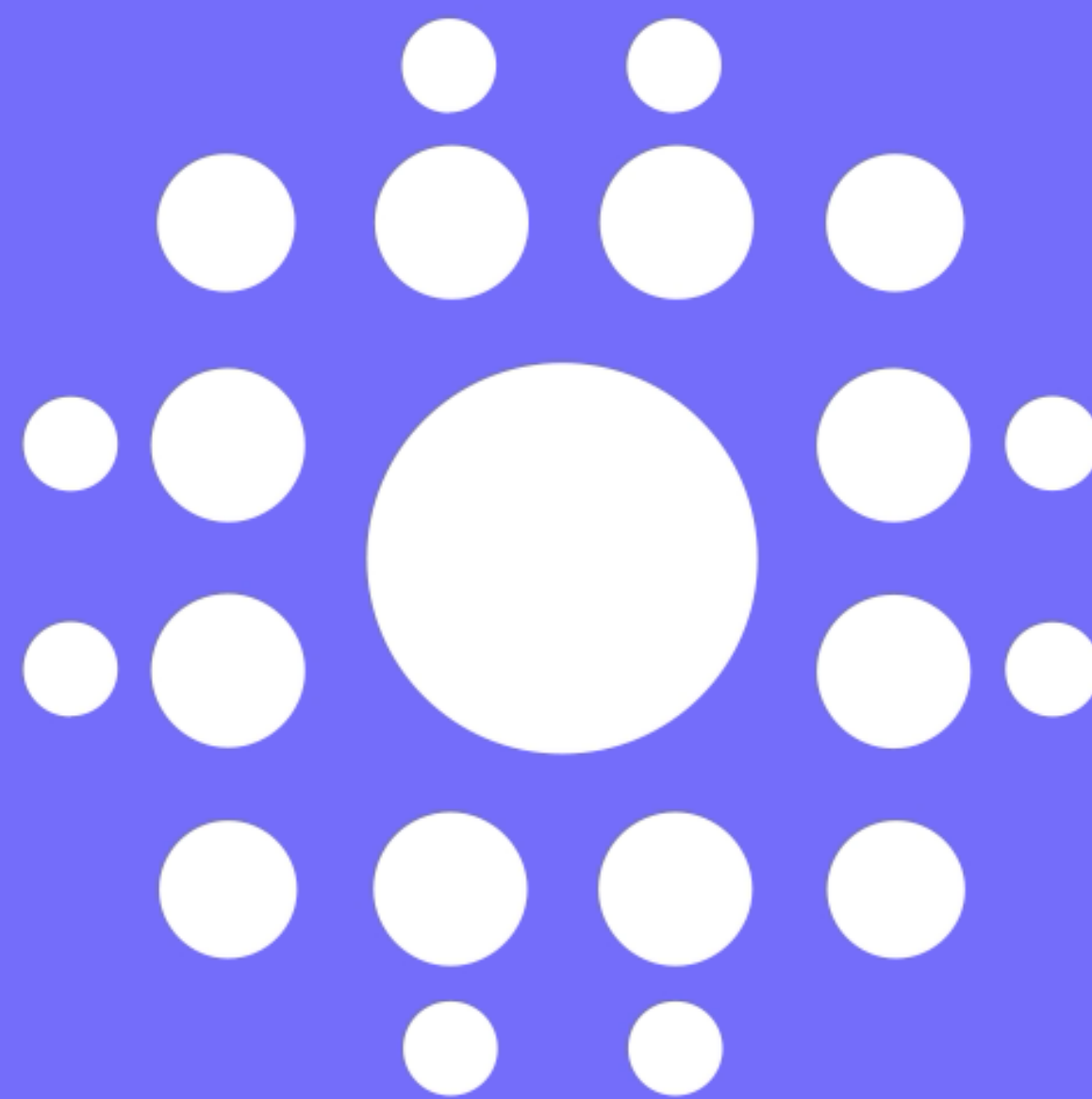




Kynda

Make it Kind, Make it Real

Welcome to the
Purpose Economy

When the company's culture
becomes its best product

Purpose is no longer “desirable” —it’s strategic.

$$\text{Growth} = f(\text{Purpose})$$

Consumers

Brand

- Better consumer perception
- People prefer brands that stand for something.
- Younger generations prioritize meaning over money.

Talent

- Talent attraction capability
- Purpose attracts and retains talent.

Employees

Investors

Funding

- Better investors perception
- Investors demand ESG accountability.
- Global crises pressure companies to act.

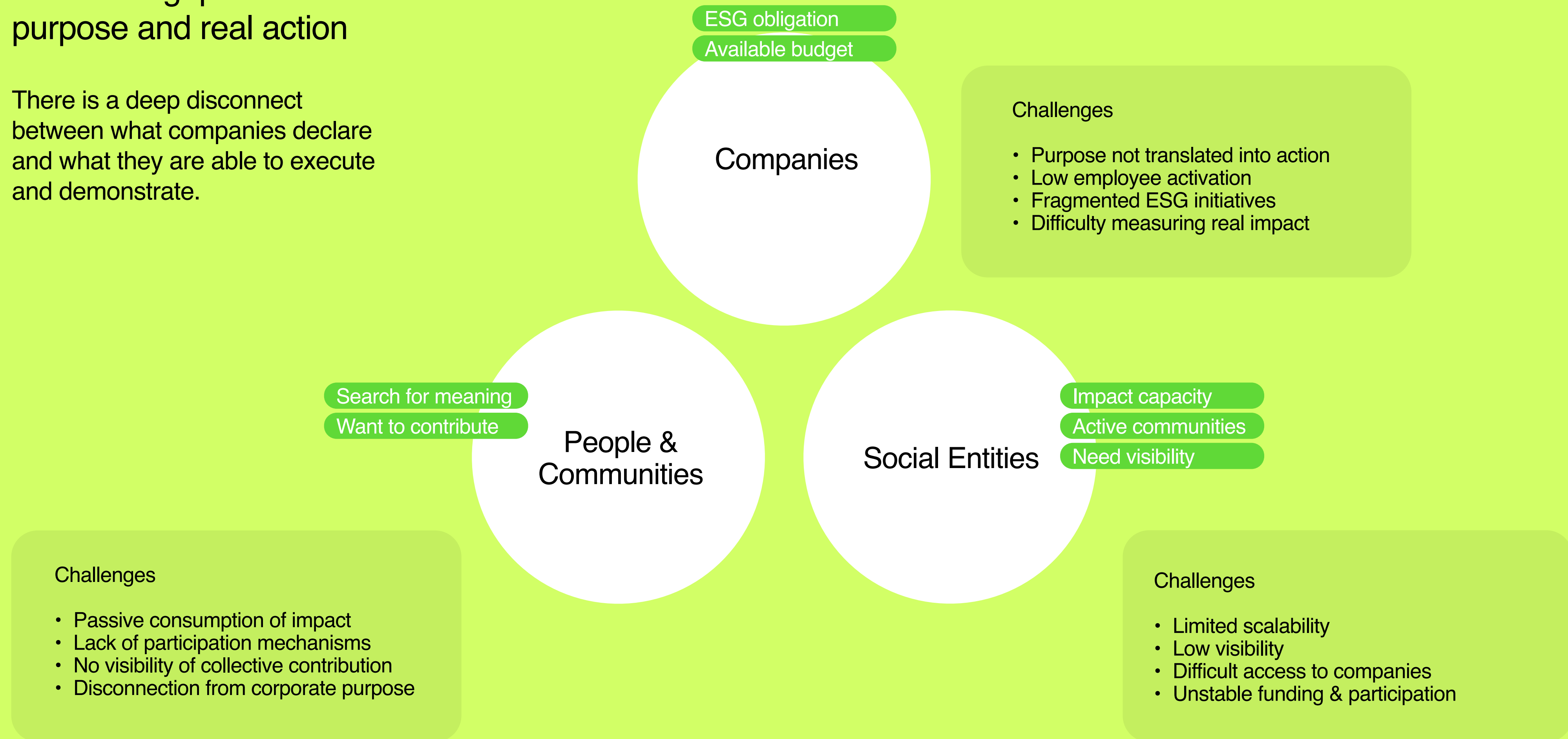
Community
Activation

- People want to participate, not just observe
- Communities amplify authentic actions
- Participation spreads organically through networks
- Collective action creates exponential impact

Society

There is a gap between declared purpose and real action

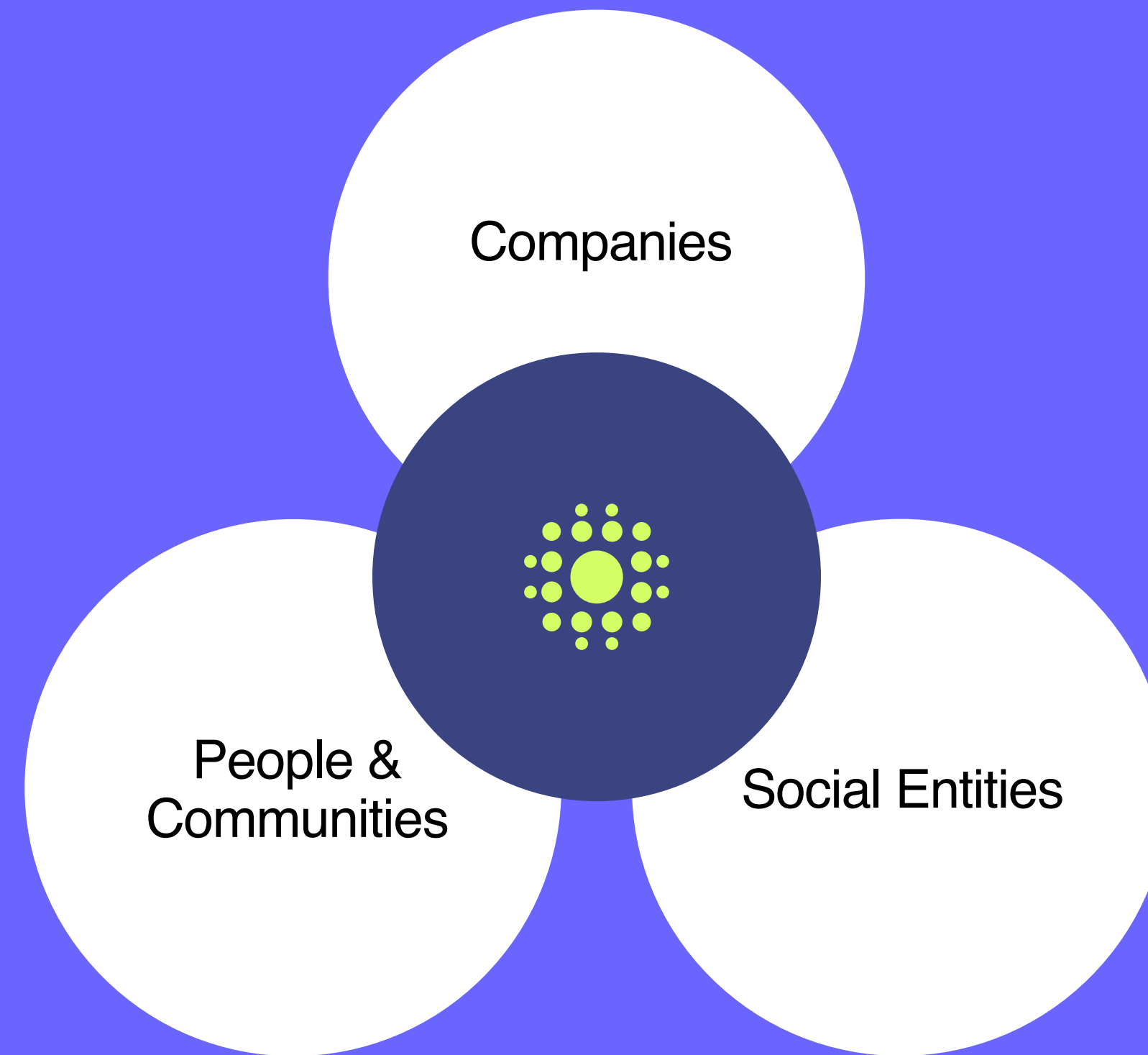
There is a deep disconnect between what companies declare and what they are able to execute and demonstrate.



Introducing **Kynda**. From purpose to action

Purpose driven company that creates the **Activation System** that turns real social actions into auditable, traceable, verifiable impact evidence

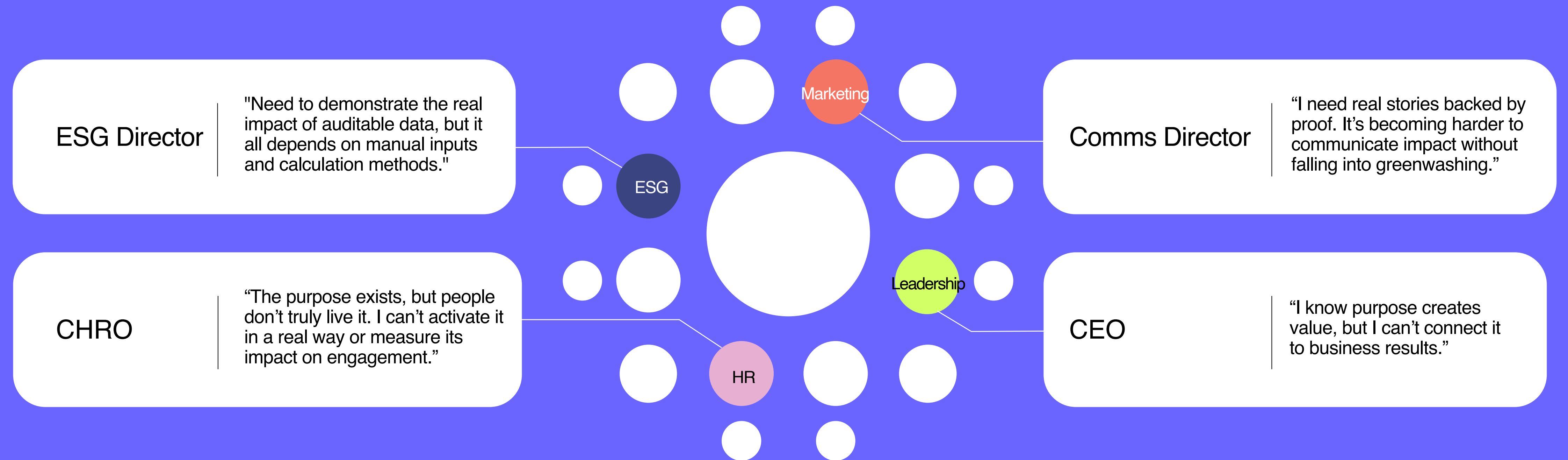
Kynda acts as a **catalyst** layer that connects strategy and execution, enabling companies to turn their purpose into a real growth system where every action generates impact, data, and value.



Introducing **Kynda**.
From purpose to action



Kynda Stakeholders



Each company area has a different challenge. Kynda solves them all.

Kynda Approach

From the strategic thinking to verified actions

01

THINK

Purpose Economy

Purpose & Values
Alignment Approach
Actions Catalogue Selection
Customized Actions Design

Project Based

02

ACT

Purpose Platform / AI Powered

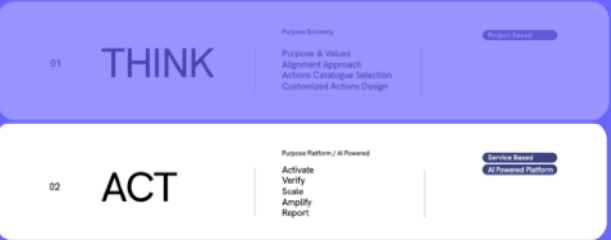
Activate
Verify
Scale
Amplify
Report

Service Based

AI Powered Platform

Kynda Approach

How it works



Activate

01
Launch

Company launches purpose-driven action campaigns

02
Act

Employees take real-world actions

Verify

03
Evidence

Every action generates proof

04
AI Validation

AI verifies.
No proof, no impact.

Amplify

05
Spread

Actions are shared and become content and visibility

Scale

06
Community

Impact spreads into the community

07
Impact Chain

One action sparks the next, organically

Report

08
Measurable Impact

Every action becomes traceable KPI data

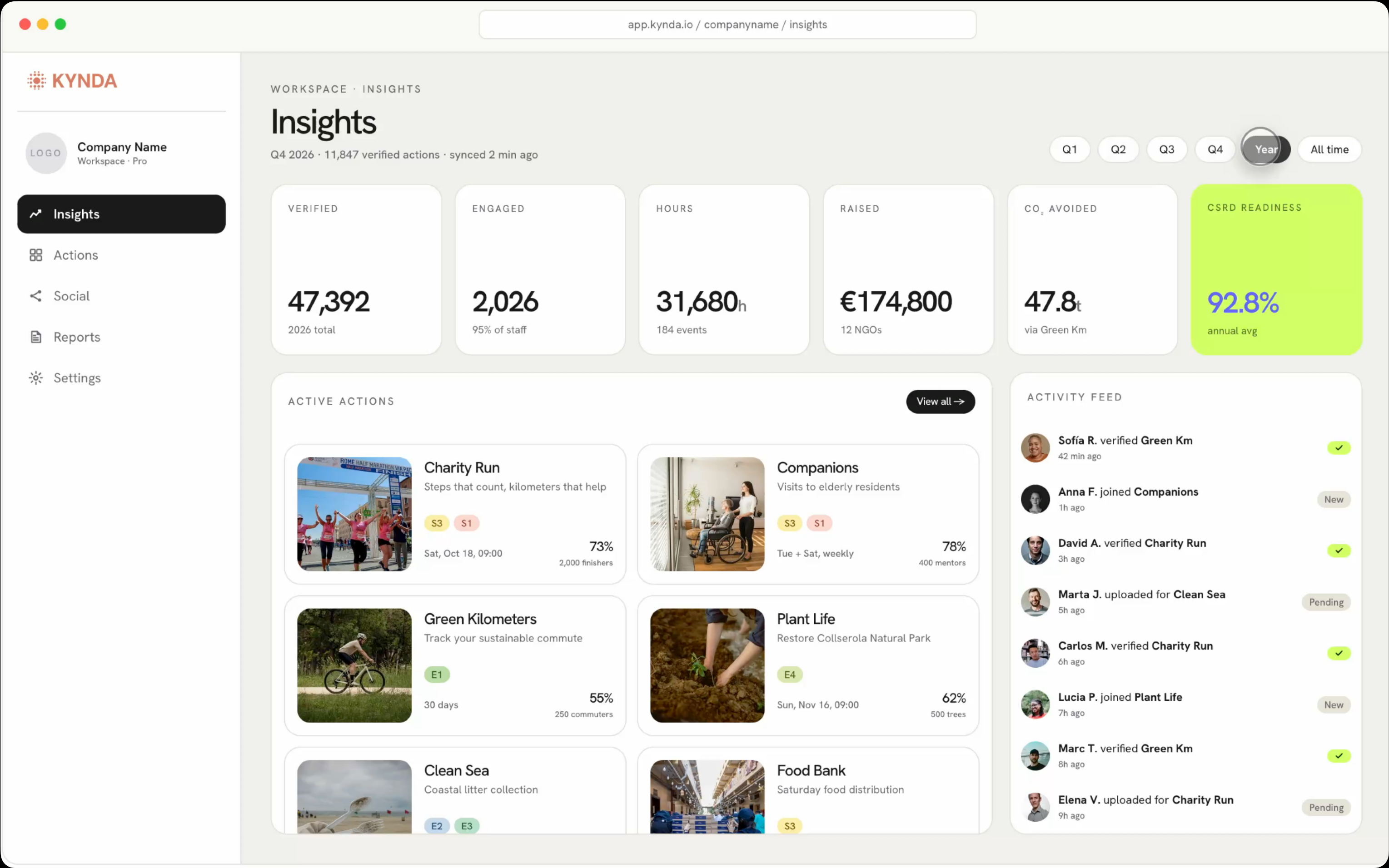
Kynda Platform

Activation Process

System administration

Before any user opens the app, the company sets everything up on the KYNDA platform. This is where purpose becomes a structured programme.

- Configure impact campaigns and validation rules
- Link campaigns to ESG and CSRD goals
- Set impact targets and KPI thresholds
- Monitor campaigns via live dashboard
- Track participation and real-time activity

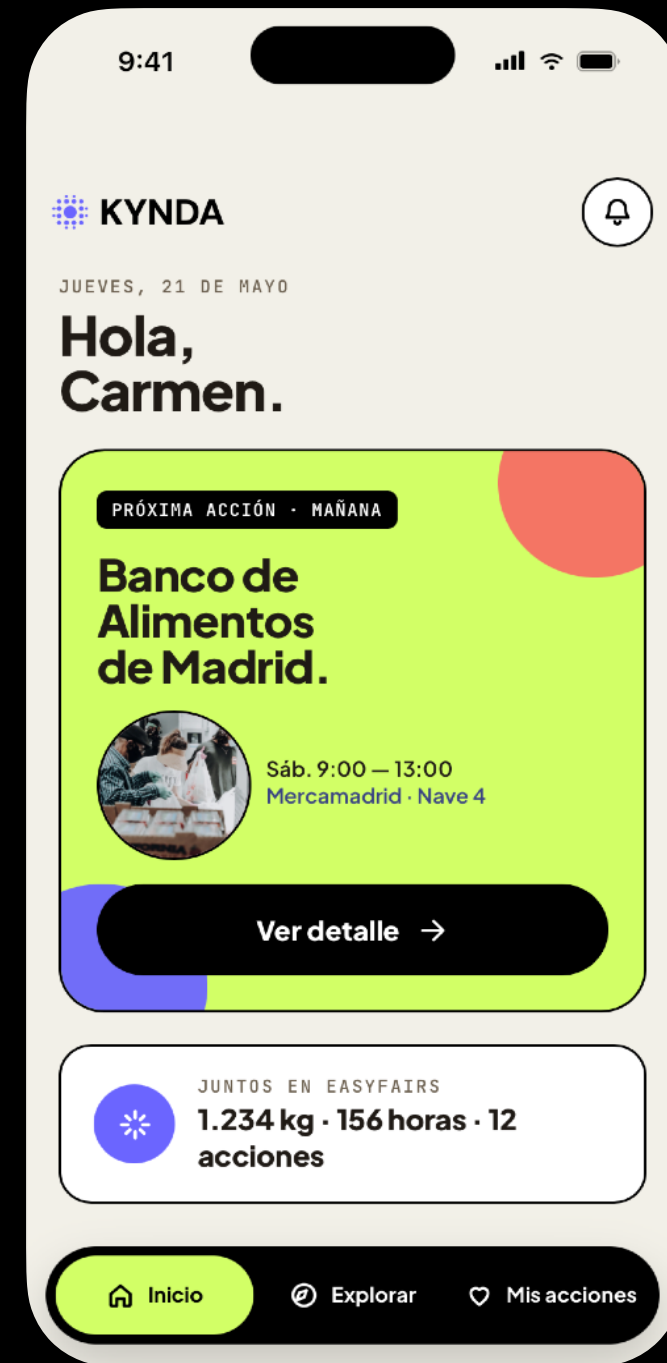


Kynda Platform

Activation Process

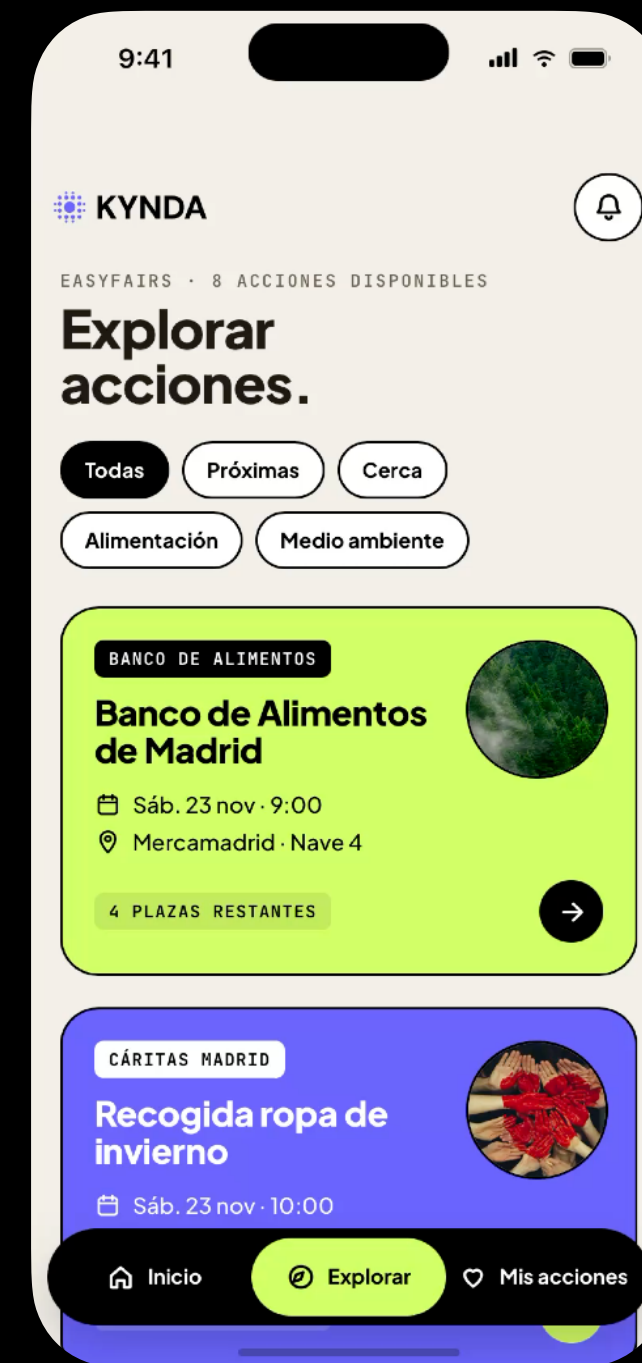
User application

The employee opens the Kynda app and browse though the actions. Everything they see has been curated to match their company's purpose and ESG priorities.



Constellation of actions

- Overview of all the actions proposed by the company



Action selection via filters

- Actions filtered by status, impact area and CSRD



User selects an action

- Details of the cause, duration, location and number of participants
- Possibility to share the action



Registers to participate

- App adds to calendar
- Sets verification reminder
- Invites colleagues

Kynda Platform

Verify Process

AI-driven

The user completes the action in the real world and submits evidence through the app. KYNDA's AI analyses the submission and validates it against the campaign criteria.

9:41 PASO 1 DE 1

BANCO DE ALIMENTOS

Cuéntanos cómo fue.

Tu evidencia ayuda a Kynda a validar el impacto.

HORARIO

LLEGADA SALIDA

09:00 13:00

4.0 horas trabajadas

TAREA REALIZADA *

☐ Clasificación

☐ Pesaje y registro

☒ Preparación de cajas

Enviar evidencia →

User submits evidence

- Uploads photos, videos, or text proof
- AI suggests relevant media
- One-tap submission

9:41 EN REVISIÓN

Hemos recibido tu evidencia.

Kynda la validará en las próximas 24–48 horas. Te avisaremos por email.

Ver mis acciones

AI verifies

- Geofence and timestamp validation
- Scene and activity recognition
- Action-to-campaign consistency check

9:41 APROBADA

¡Gracias, Carmen!

Junto a 34 voluntarios, has movido **800 kg** de alimentos para **320 familias**.

4h TUS HORAS 800kg MOVIDOS 45 CAJAS

POST SUGERIDO · LINKEDIN

Hoy hemos pasado 4 horas en el Banco de Alimentos de Madrid con el equipo de Easyfairs. #EasyfairsCares #BancoAlimentos #beKynda

Compartir post ↗

Mis acciones

Action becomes KPIs

- Verified action converted into structured ESG data
- KPIs mapped to campaign objectives and CSRD categories
- Real-time reporting updates

Kynda Platform

Amplify Process

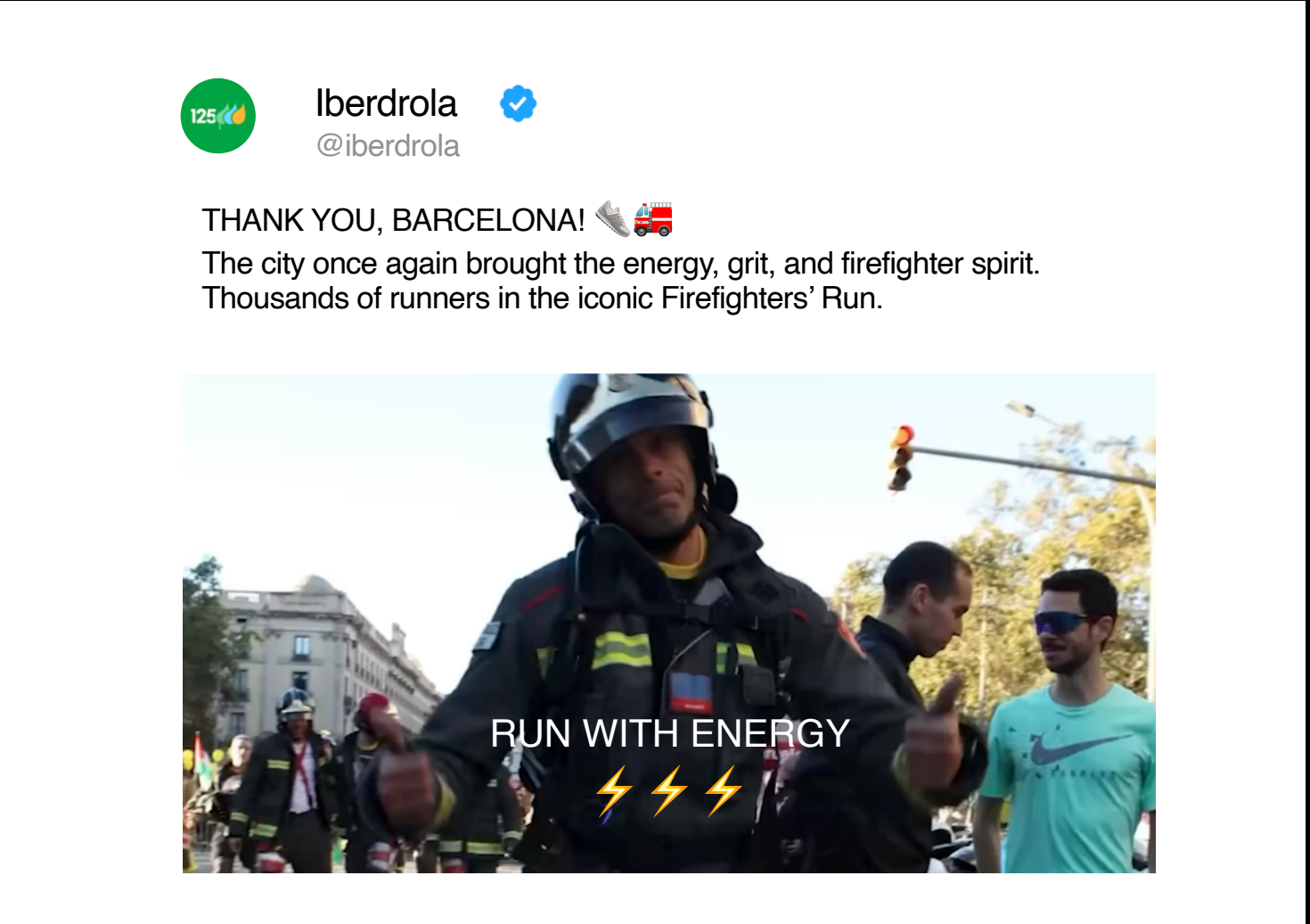
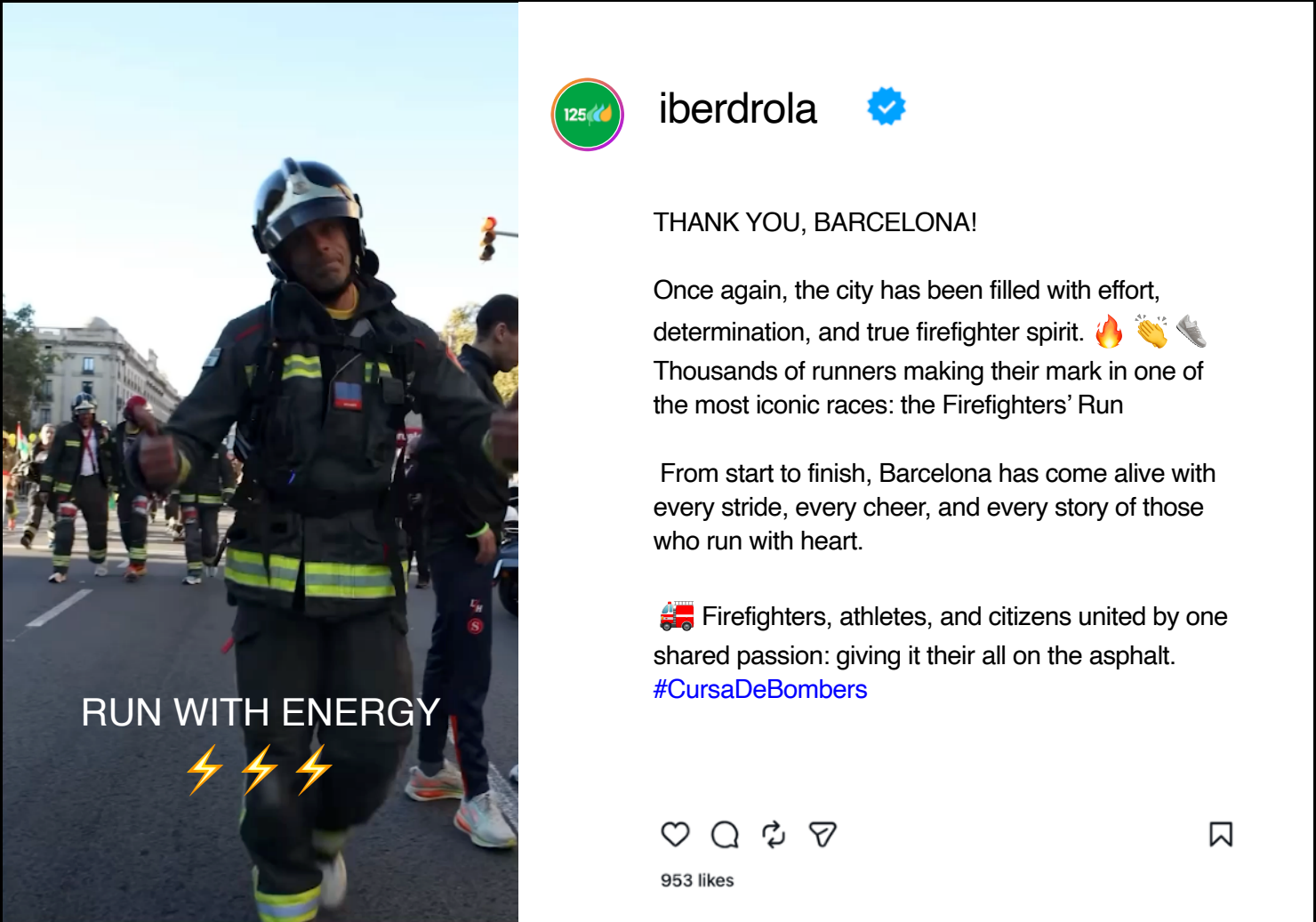
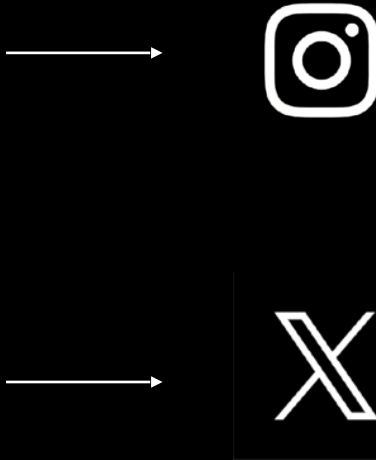
AI-driven

Verified actions become brand-ready social content that amplifies engagement and reach.



User uploads activity proof

- Real moments captured in-app
- Authentic user-generated content



The impact chain

Turning one action into collective, measurable impact

Scale Process

KYNDA activates communities through chain-based participation dynamics powered by physical or digital tokens that pass impact from person to person.



Human Activation

- One person starts the action
- The bracelet is passed forward
- Impact spreads through people

Physical + Digital Trigger

- Bracelet activates participation
- App tracks the experience
- Impact becomes visible

Community Amplification

- Communities join the movement
- Participation grows organically
- Impact scales collectively

Verification & Traceability

- AI verifies actions and evidence
- Every action becomes traceable
- ESG data is generated automatically

Business Value

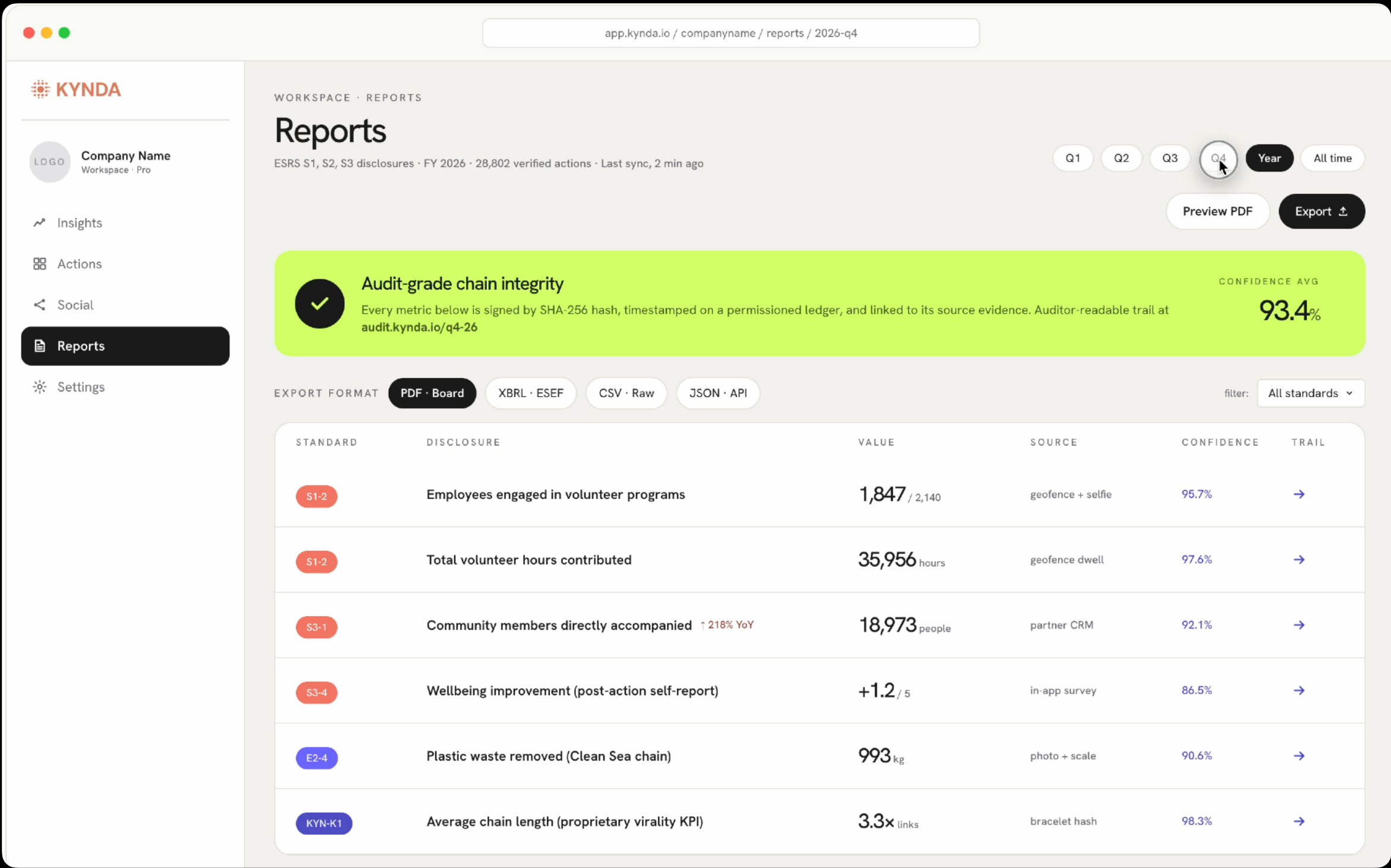
- Higher engagement and participation
- Authentic brand storytelling
- Verifiable ESG impact

Kynda Platform

Reporting Process

AI-driven

KYENDA transforms verified actions into structured, traceable, and audit-ready ESG reporting data.



Company Dashboard

- ESG and CSRD-ready reporting
- Verified KPI tracking and audit trail
- Real-time impact and participation metrics



User Dashboard

- Personal impact tracking
- Participation history
- Engagement insights

Kynda Soul

A career built on purpose and ESG

Violeta Costa
CEO & Founder

25+ years

Sustainability & Impact Strategy Leader
(i.e. Accenture)

- Industrial Engineer / MBA
- Experience integrating sustainability and ESG into the core of the business
- Established network at the C-suite level within large corporations and public entities



David Fernández-Manzanos
CGO & Co-founder

25+ years

Sustainability, Business, and Regulation
(i.e. KPMG)

- Bachelor of Laws / MBA
- Experience leading ESG strategies in international markets
- Established C-suite network and advisory services to startups on impact financing



Kynda Partnership Collaboration Model

Project Based

THINK

Choose your entry point by maturity
2–6 weeks

T1
Foundation
Define why
your impact matters

T2
Portfolio Design
Design the actions
that deliver it

T3
Action Sprint
Plug in proven
campaigns, fast

Service Based

ACT

Then operate at the scale that fits you
Annual from month 2

A1
Activation
For everyone / 2 weeks

A2
Subscription plans
By company size

Collaboration Model Phase 1

Project Based

T1 Foundation

Define why your impact matters

For you if

- No formal impact strategy yet
- Purpose & values still implicit
- Need a board-ready frame to start

You leave with

- Maturity diagnostic (0–5 index)
- Purpose & values framework
- 2–4 priority impact territories

THINK K

Collaboration Model Phase 1

Project Based

T2
Portfolio Design
Design the actions that deliver it

For you if

- Strategy exists; actions don't
- Programs are ad-hoc, not portfolio-led
- Need KPIs and theory of change

You leave with

- Full campaign portfolio designed
- Theory of change + KPIs per campaign
- Activation setup on the platform

THINK K

Collaboration Model Phase 1

Project Based

T3 Action Sprint

Plug in proven campaigns, fast

For you if

- Strategy exists; actions don't
- Programs are ad-hoc, not portfolio-led
- Need KPIs and theory of change

You leave with

- Curated catalogue of activatable actions
- NGO partner matching
- First campaigns live within weeks

THINK K

Collaboration Model Phase 2

ACT

Service Based

A1 Activation

For everyone / 2 weeks

The launchpad before the platform runs at full speed. Every client starts here whether you came from THINK or skipped it.

What we do together

- Stakeholder alignment & kickoff
- Goals, KPIs & reporting scope
- Platform setup & data integration
- Team training & first launch

Collaboration Model
Phase 2

Service Based

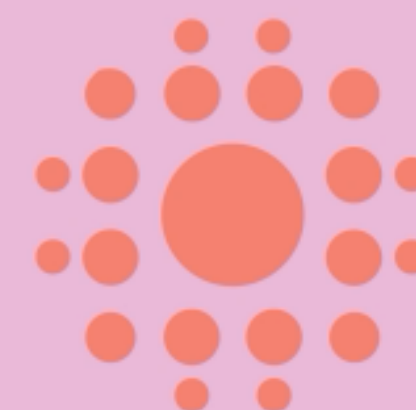
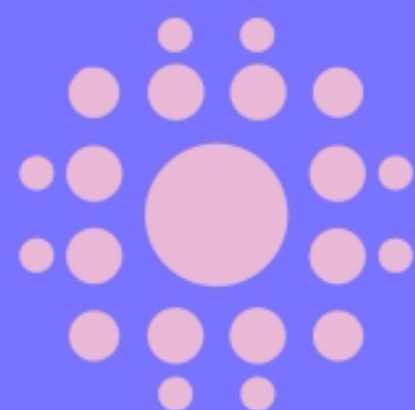
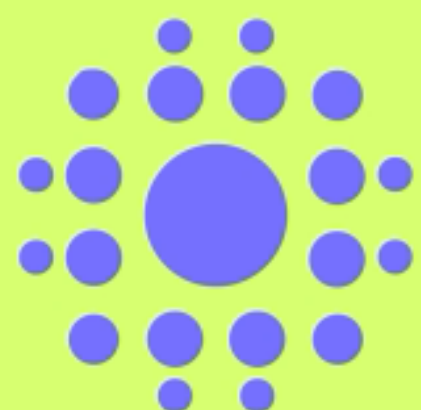
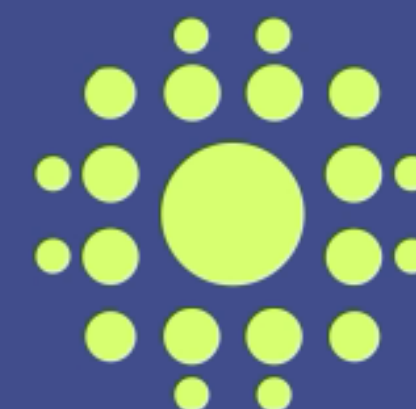
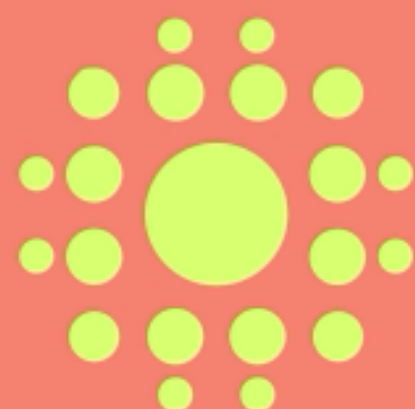
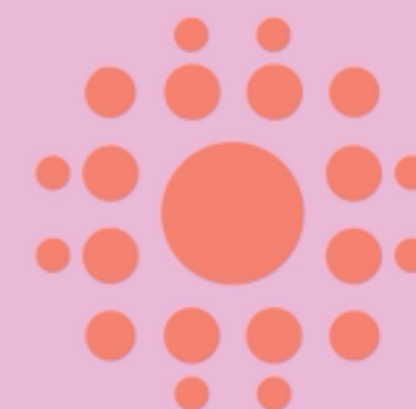
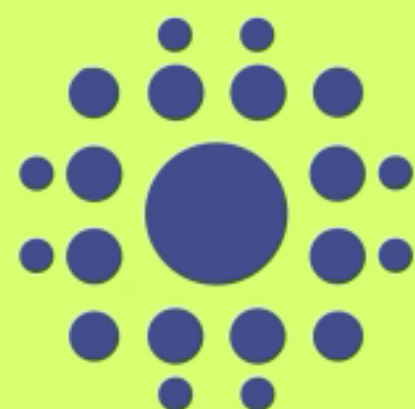
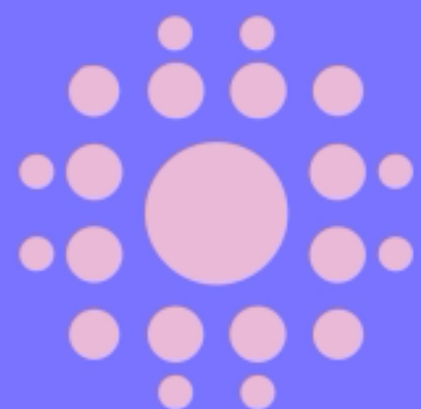
ACT

A2
Subscription plan
By company size

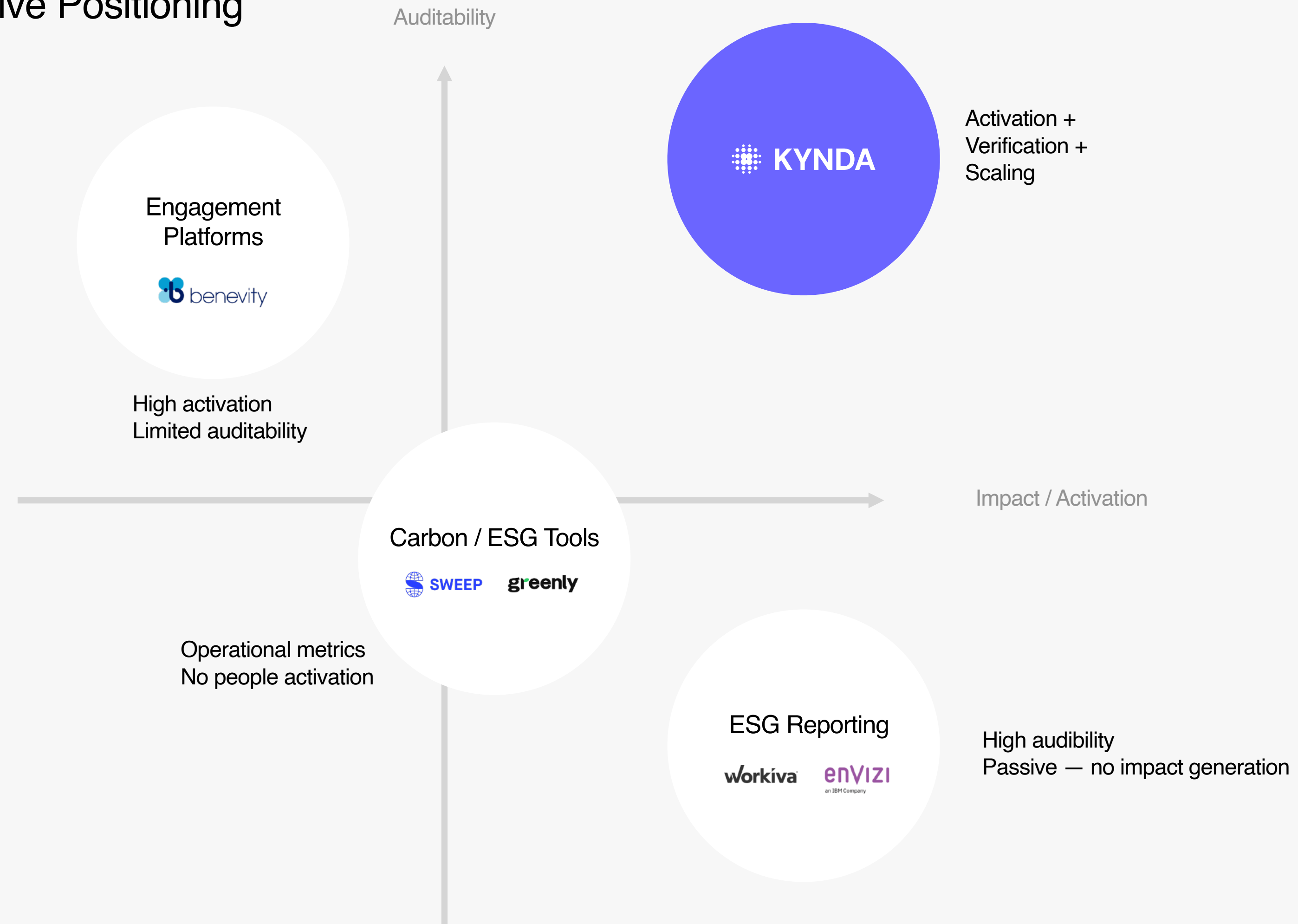
Growth 1,000 – 3,000 employees	CORE SaaS: · Kynda platform access · Campaign and social program management · AI verification · Impact & ESG dashboard · Auditable reporting	Usage based: · 1,000 impact records* included · Optional story records**
Scale 3,000 – 10,000 employees	CORE SaaS: · Kynda platform access · Campaign and social program management · AI verification · Impact & ESG dashboard · Auditable reporting	Usage based: · 3,000 impact records included · Optional story records
Enterprise 10,000+ employees · multi-brand	CORE SaaS: · Kynda platform access · Campaign and social program management · AI verification · Impact & ESG dashboard · Auditable reporting	Usage based: · 10,000 impact records included · 500 story records included

* Impact Records: Verified impact actions converted into measurable ESG-ready data.
** Story Records: AI-generated or user-generated impact stories designed for communication and amplification.

ANNEXES

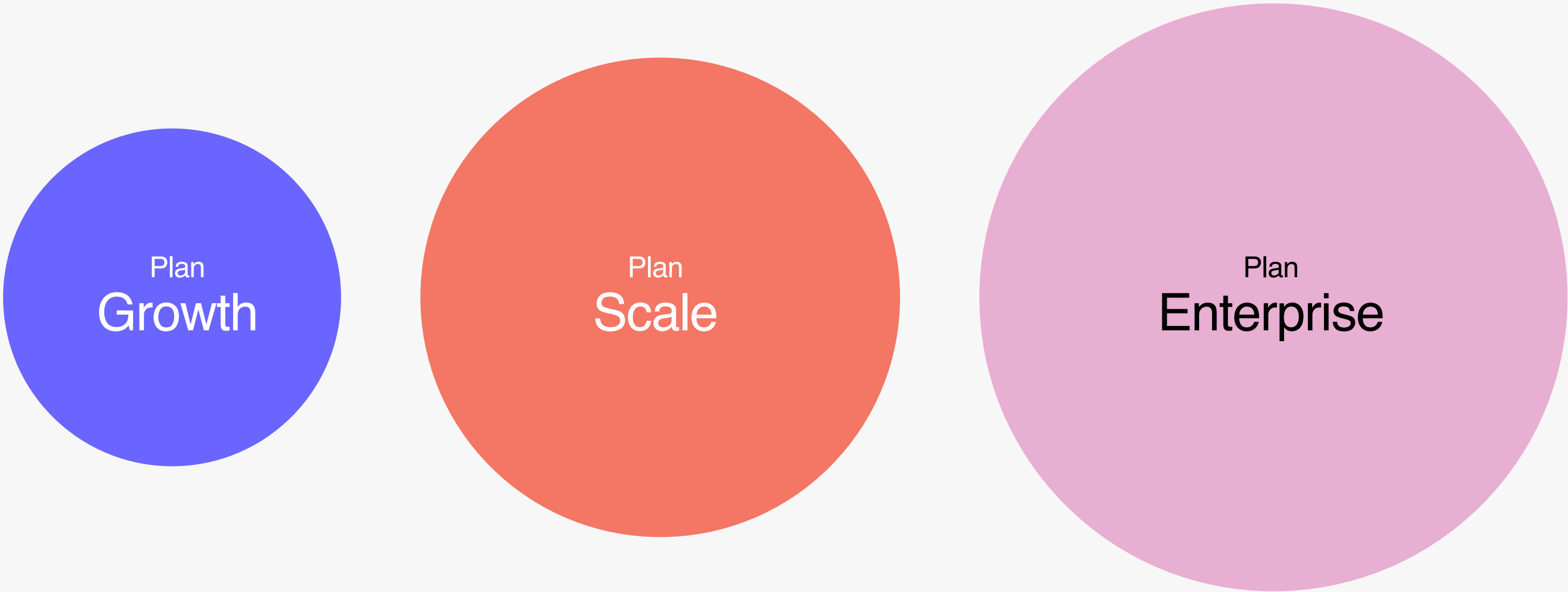


Market Gap and Competitive Positioning



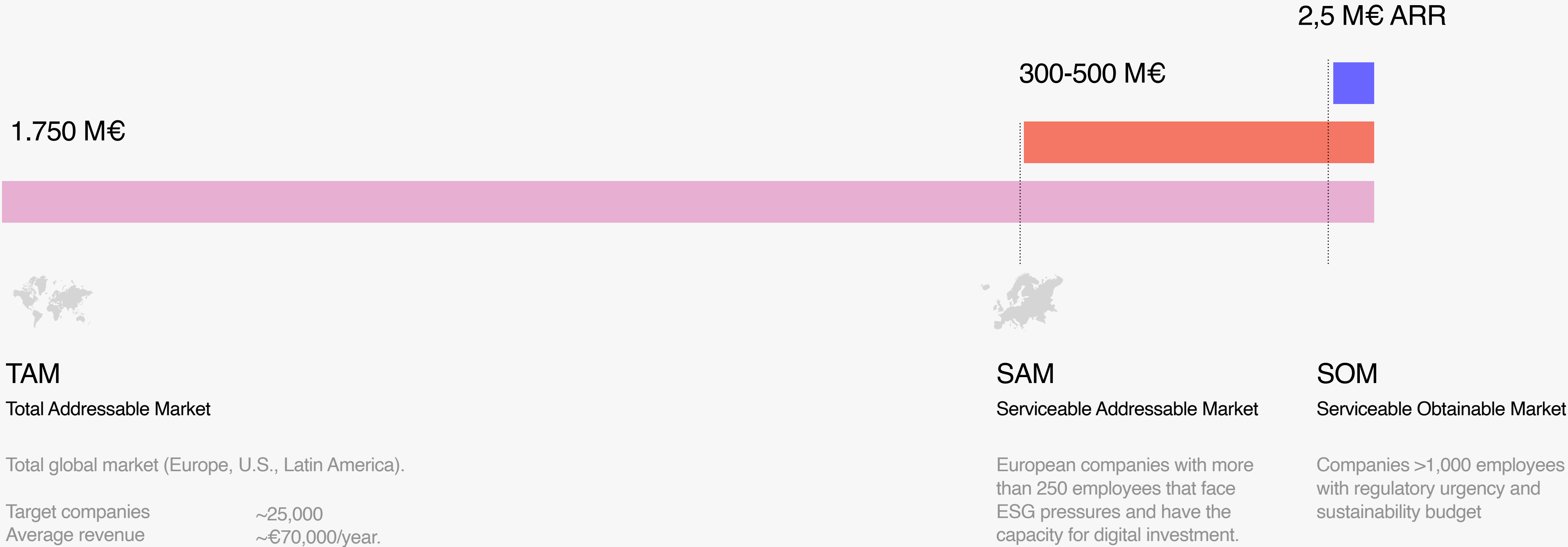
Pricing Model

KYENDA operates using a three-tier SaaS model that maximizes initial adoption and progressively scales revenue



Employees	1.000 – 3.000	3.000 – 10.000	>10.000
Annual CORE price	35.000 €	60.000 €	130.000 €
Impact Records included	1.000	3.000	10.000

Market Size



Financial Forecasts

