



First in Data = First in Competitive Advantage

Klaus Matilainen - CEO, Founding Partner - ImpactOS by AskKauko Ltd

A photograph of a man and a young boy in a swimming pool at night. The man, Klaus Matilainen, is shirtless and wearing dark swim trunks, smiling as he supports the boy from behind. The boy is also smiling and has his eyes closed, appearing to be learning to swim. The water is dark blue with some splashing. In the background, other people are visible in the pool, and the pool's edge and some structures are faintly visible under the night lights.

Klaus Matilainen - Son of Kauko
"KAUKONPOIKA"

The way we do
business has changed.

Again.

*Your business already depends
on sustainability.*

Like it or not, know it or not.

Evolution of “Corporate Sustainability”



There Will Be Winners & Losers

Losers

- Delay action, hesitate, “wait and see.”
- Treat sustainability as compliance.
- Disconnect from their value chain.

Winners

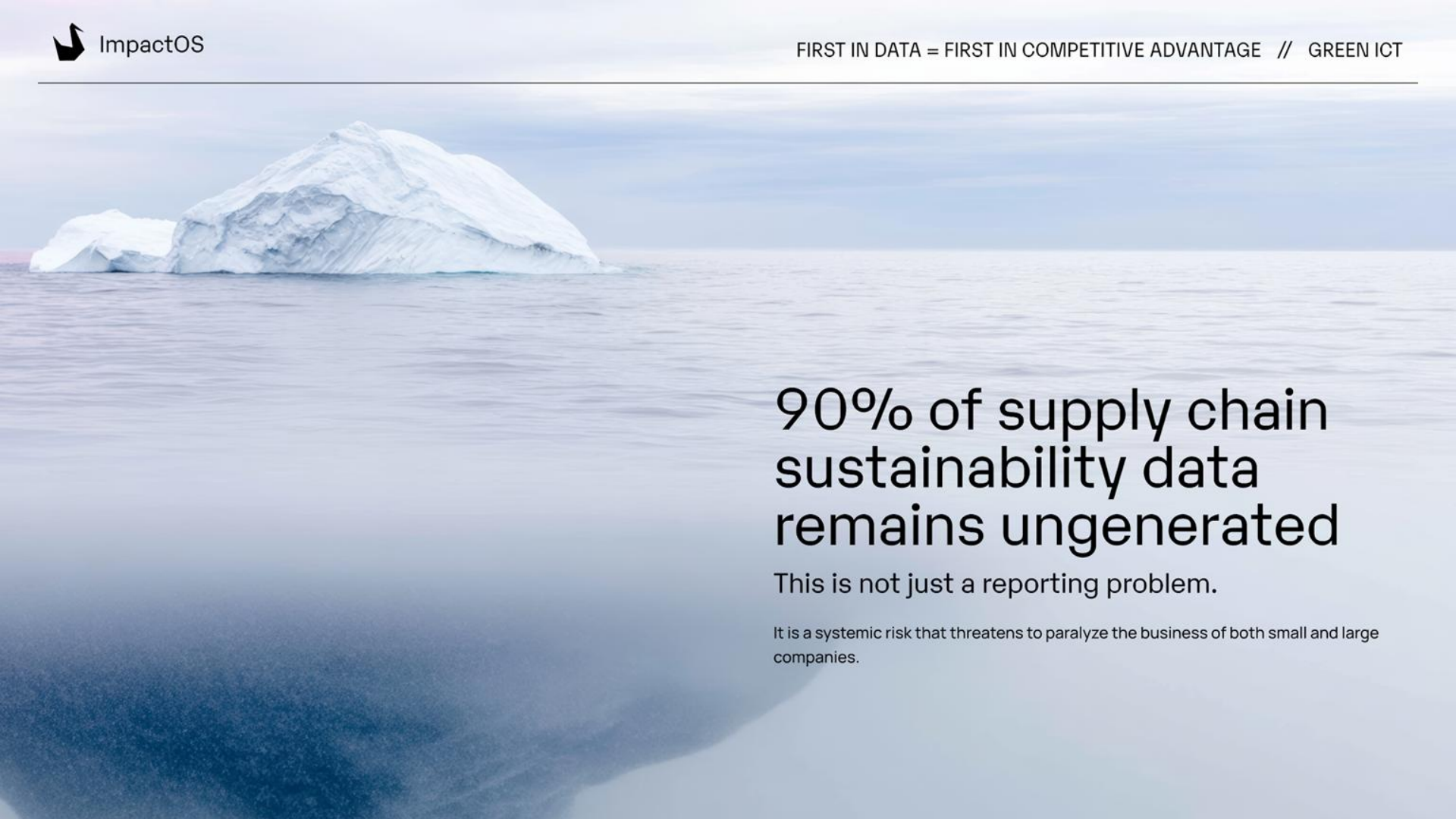
- Understand sustainability as a new kind of capital.
- Use it to develop relationships with customers, funders, and suppliers.
- Build visibility through collaboration.





It's Happening Already
Examples from 2025



A large iceberg floats in a calm, blue ocean under a clear sky. The iceberg is mostly white with some blue-tinted ice. The water is a deep blue, and the horizon is visible in the distance.

90% of supply chain sustainability data remains ungenerated

This is not just a reporting problem.

It is a systemic risk that threatens to paralyze the business of both small and large companies.

Companies Expect Clarity, Not Complexity



Transparency

Who are we working with, and who are they working with?



Low/No Cost

Sustainability shouldn't come with a consultant's price tag.



Immediate Benefit

I should understand the value right away, or I won't use it.



Simple

Clear, intuitive, and easy enough for everyone to understand.



Actionable

Turn data into insight, not create more confusion.



Traditional vs New Way

Your sustainability data reveals:

- *Organisational data*
- *Product data*
- *Operational data*
- *Performance data*

Old way

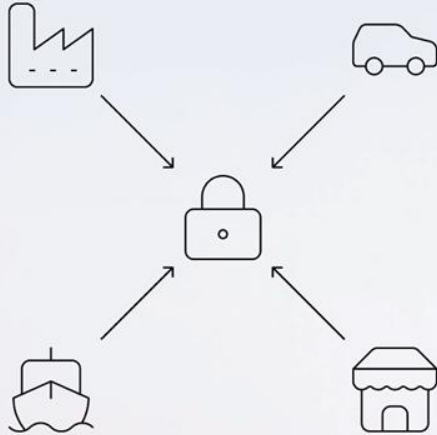
1. Every company tries to collect all supplier data on its own
2. Suppliers answer the same questions hundreds of times
3. Data lives in Excels, emails, and consultant reports
4. Everything is slow, costly, and disconnected
5. ESG platforms lock data away in proprietary systems



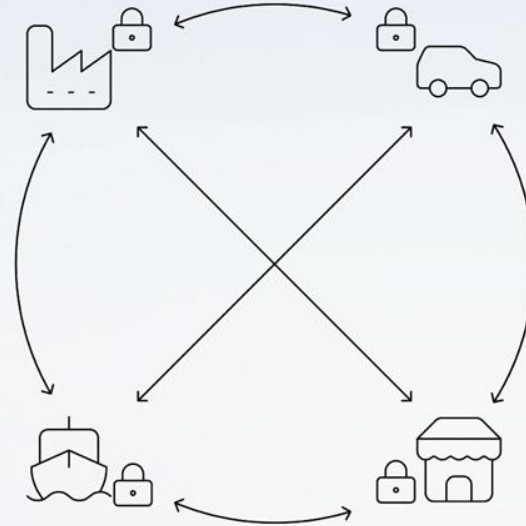
New way

1. Companies and suppliers share verifiable data
2. One set of answers can serve many customers
3. Data is structured, comparable, and ready for reuse
4. Collaboration replaces manual chasing and reporting
5. Open, affordable, and built for connection

It's a New Way of Thinking



Every company hoards and manages its own data.



Each company creates, shares, and uses data.

This Changes Everything

A new model creates new winners, and new losers.

Old model

Collect data
Report footprint
Compliance
Regulation-driven
Costly

New model

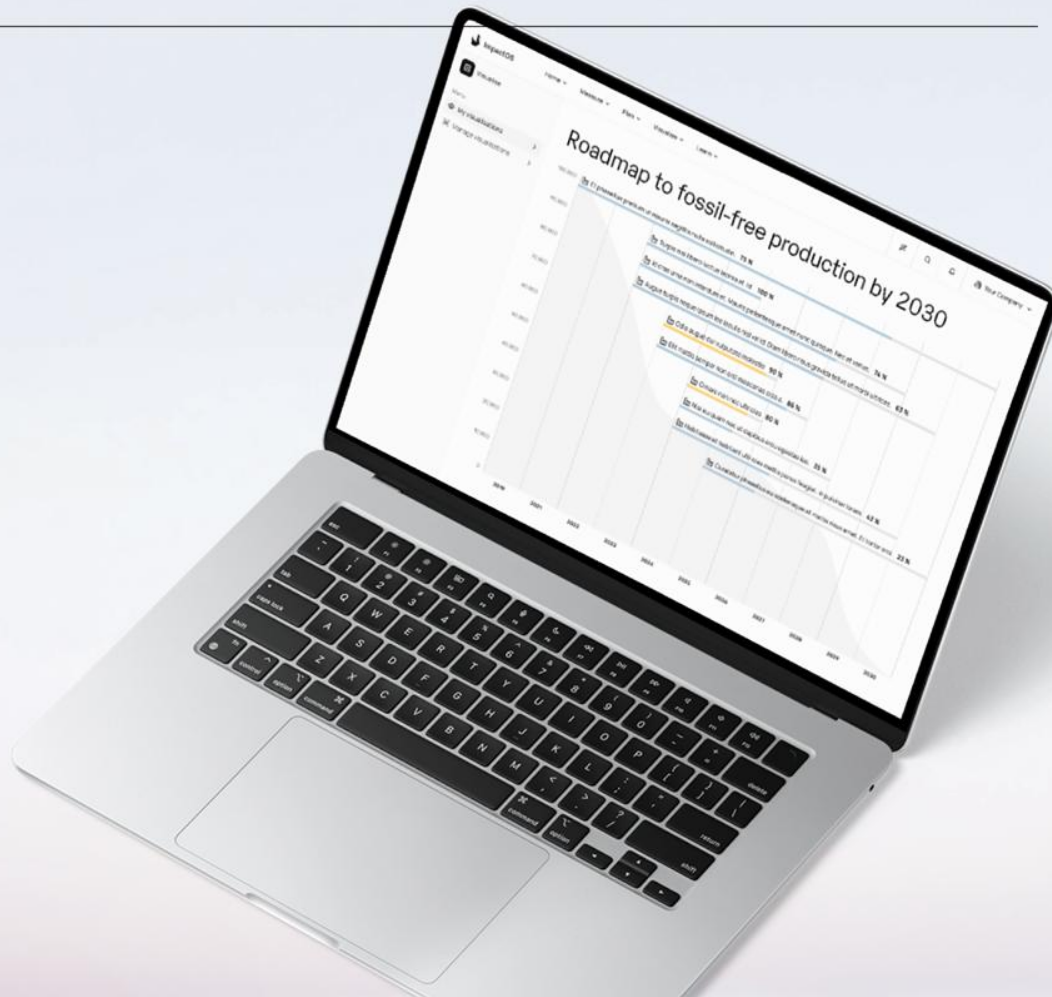
Share data
Create handprint
Innovation
Benefit-driven
Free

That's why we built ImpactOS

The world doesn't need another system that collects data, it needs a way to create it.

ImpactOS is the first platform that focuses on sustainability data for competitive advantage, rather than reporting.

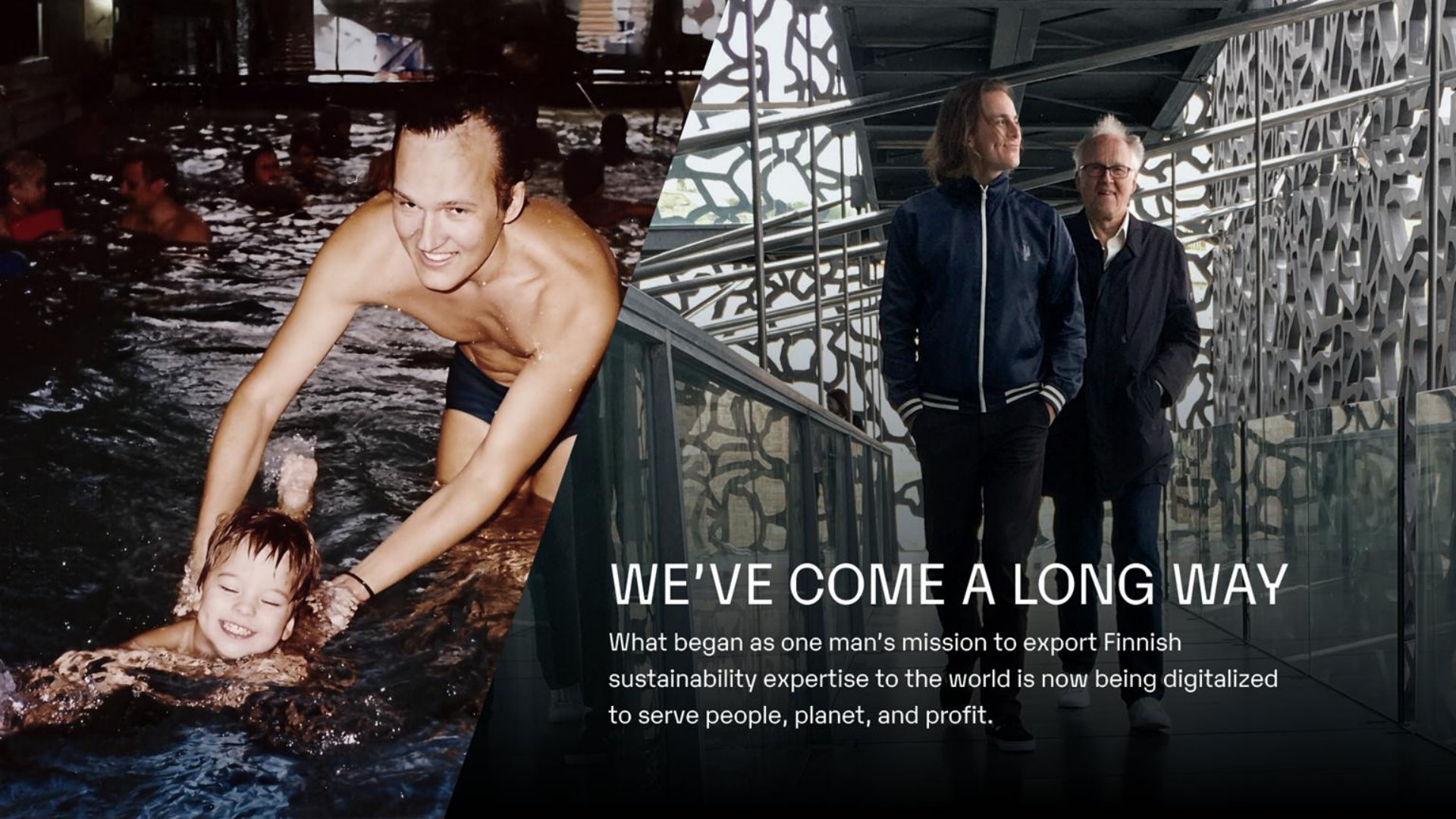
So instead of filling out spreadsheets, people know what to do, why it matters, and how to make it happen.





“Based on our own experience, we now feel confident offering the ImpactOS platform to companies in our region for their sustainability work.”

S. Åkerlund, Business Äänekoski



WE'VE COME A LONG WAY

What began as one man's mission to export Finnish sustainability expertise to the world is now being digitalized to serve people, planet, and profit.

Reach out if you want to be
part of the ICT green data
initiative:

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