Social Impact Programs

pyxis

Fibras

Social Impact Programs

Join Pyxis and Fibras to work towards Sustainable Development Goals Funds (SVGF).

Environment

The program seeks to promote corporate environmental sustainability by designing and developing projects with a positive impact on the environment.

Proteo - Multipurpose Platform for Marine Data Acquisition

Health

We collaborate in the articulation between health system organizations and the society. Connecting and providing relevant information in both directions.

Hemato APP - Hematology of a Public Hospital

Wellness

In a world facing a major health crisis, armed conflicts, poverty, distress, it is essential to generate powerful solutions with a humanistic approach that are enhanced with the use of technology.

Employment

We promote access to quality employment in the IT industry for people who are vulnerable due to their social and economic situation or who have been left behind in their knowledge updating.

Program +50

Gaia - A Sustainable E-commerce for a New Economy - Shopping for Good

Our technical platforms
Through our experience in technology, we support and empower ideas that create positive change for society. In addition to the platforms for our different programs, we have same specific tools like Gaia.

🌱 Environmental Program

Summary: The program seeks to promote corporate environmental sustainability by promoting and developing projects with a positive impact on the environment.

Corporate Sustainability implies that a company must consider the environment and the community in which it operates as key stakeholders for decision-making.

The company should not only focus on profitability but will also consider the impact and value that each decision will have on the environment and the community in short, medium and long term.

The focus is on the legacy that each company is passing on to future generations.

Goal: To support the development of an ecosystem of companies that understand sustainability as a fundamental strategy to guarantee both the future of the company and the planet.

Objectives: The program includes both specific projects and cross-cutting initiatives across all Fibras' projects, ensuring that the focus on sustainability is maintained at all times.

Projects: For example, projects with impact on any of the following topics will be promoted:

Climate change

Change in the energy matrix

Water use

Biodiversity, conservation and/or land use change

Waste management

Pollution

Environmental education

Transportation

Cross-cutting initiatives: Environmental sustainability is a part of corporate sustainability. To achieve sustainability in its broad sense, Fibras will work on both environmental and social initiatives that are transversal to all of its projects.

In this context, the environmental program will be in charge of:

● Defining the strategy for measuring environmental impact, to be communicated and implemented in all of Fibras' programs. The impact of each project must be communicated based on the Sustainable Development Goals.

● Ensure that these impacts are measurable and verifiable, preferably following international standards (e.g. GHG protocol for Carbon Footprint calculation).

Proteo - Multipurpose Platform for Marine Data Acquisition

Proteo will make available valuable data for scientific research, marine management and the fishing industry

The problem: It is not easy to access technological tools that allow quality information to be obtained both for scientific study and for the correct management of maritime areas of interest. In this regard, several challenges are identified:

● Improve monitoring capacity: Detect vessels in a given maritime area in real time, either for IUU fishing detection or for detection of illegal navigation. Available tools are expensive and/or do not cover all needs.
● Build an accessible source for marine data: Many regions do not count with a database of oceanographic and atmospheric indicators. In some cases, key indicators for environmental management decisions are not yet being measured.
● Provide data for the fishing industry: The sector does not currently have data that would help them make decisions at the time of setting out to fish.

Value proposition: Proteo will provide a reliable, accessible, configurable and scalable marine monitoring and data acquisition solution. In addition, since it is going to be a multipurpose network, it will be constantly changing according to the needs and just like the Greek deity, from which it inherits its name, it will predict the future thanks to its oceanographic and climatological predictive capacities based on machine learning.

Functionalities:

Real time detection of suspected illegal fishing and navigation in marine areas of interest. Solution based on radars placed on beacons/ buoys that count how many vessels are being detected in a given area.

Gathering of marine environmental data for academic and private usage and for supporting environmental management decisions. Sensors, hydrophones, passive acoustics and cameras will be installed on both buoys and ships.

Useful data will be generated for the fishing sector, helping to optimize its processes in order to minimize the environmental impact while reducing operational costs.

Business model: The platform will have publicly available data and private data that can only be accessed through a subscription plan.

Competitors: There exist big data projects that use satellite data and remote sensing to identify suspected IUU fishing, such as Global Fishing Watch, Ocean Mind and Skylight. As these projects have a global scope, they do not cover 100% of a particular area's management needs. Besides, they do not integrate marine data acquisition capabilities.

Opportunity:
● There is demonstrated interest from both government agencies and academia at national level.
● The number of Marine Protected Areas is expected to increase globally (30% by 2030 campaign), which will demand greater management capacity.
● The same technology can also be used to detect other illegal activities that may be occurring in the monitored areas.

Current status: Developing the idea, working on the value proposition and definition of the minimum viable product.
Team: Pyxis Ecosystem with more than 10 years of experience in platform development, including its engineering and data science unit.

12 PRODUCCIÓN Y CONSUMO RESPONSABLES

13 ACCIÓN POR EL CLIMA

14 VIDA SUBMARINA

Health Program

Summary: This program seeks to collaborate in the articulation between health system organizations (private and governmental) and the population, connecting and providing relevant information in both directions.

Benefits for the health system:

Monitor individualized and aggregated patient information in real time

Obtain follow-up and notification mechanisms for individuals and their families

Generate an intelligent response base for FAQ´s

Learn best practices for treatment and monitoring

Increase adherence to treatments

Develop, integrate and make available technological tools that improve communication between people and the health system

Generate a database to analyze behaviors and promote preventive actions

Goal: Contribute to develop closeness between the health system, physicians, patients and their families by improving the exchange and availability of relevant information in various ways.

How: The program seeks to develop technological platforms that allow the population to connect securely with appropriate and relevant information about their health condition regarding their symptoms, pathologies and treatments, helping by resolving doubts in real time (without waiting for a medical consultation) and at the same time monitoring their condition continuously.

Benefits for the population:

Find reliable information for their condition

On the other hand, the medical systems will be able to monitor their patients in real time and get more reliable information about their evolution than what they currently obtain, which is based only on what the patient remembers at the time of the consultation, since the medical visits are spaced in time and of short duration.

Feeling accompanied during treatment

Having tools that make it easier to comply with the doctor's indications

Hemato APP - Hematology of a Public Hospital

Application that helps in the interaction of the patient with the health system. It offers tools for hemato-oncology patients to face the process of their disease in the best way.

The problem: Currently there is a great deal of misinformation among patients about their diseases and treatments. Given that the majority of the target population is aging, the effects of hemato-oncological treatments are compounded by chronic disease behaviors. This situation occurs in a deprived and vulnerable environment with great inequality in access to health care.

Patients are disoriented within the process of their disease, taking contact with professional recommendations and suggestions only at the doctor's office, which leads them to seek information and solutions on the internet and informal to their daily problems.

Value proposition: To solve the misinformation that patients have about their pathologies, available treatments and their adverse effects. Empower the patient, make them a more active part of their disease process, make them an involved actor in the decisions made about their treatment.

Functionalities:

App /Platform that allows login from the Internet to both patients, doctors and administrators.

Patient updates part of their information, schedule appointments with their doctor.

Doctors will be able to make consultations through telemedicine.

The administrators register users information, as well as the contents for the automatic answers.

Reports and Statistics: The application will offer reports and statistical reports for the purpose of measuring and monitoring patients and their adaptation to it.

Contents + Artificial Intelligence: The contents will be deployed from the omnichannel platform in response to user queries about treatments, effects and recommendations using artificial intelligence in the process.

Telemedicine: Users will be able to make their scheduled consultations with their doctors through telemedicine, using technology that complies with all required protocols and standards.

Business Model: POC in Hematology with the capacity to extend it to other departments of the Hospital. In later phases, the product may be marketed as software licenses and services for various health areas and organizations, both private and governmental.

Competitors: EHR solutions and their components for Consultation and Self-Help. Artificial Intelligence service consultancies providing customized solutions.

Opportunity: There is a need of the Hematology Department of the Hospital de Clínicas de Montevideo Uruguay whose solution can be replicated for other pathologies and needs of patients and their treatments.

Current status: Developing a first version of the application with generic functionalities and specific customization for Hematology. Team: Alliance between partners: Genexus Consulting (Development) + Idatha (Artificial Intelligence) + Doctari (Telemedicine).

3 SALUD Y BIENESTAR

17 ALIANZAS PARA LOGRAR LOS OBJETIVOS

Employment Program

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Summary: The program seeks to promote access to quality employment in the IT industry for people who are unable to access it by their own means. This public may consist of people who are vulnerable due to their social and economic situation, or who have fallen behind in their knowledge update, or who due to their gender, age, race, culture or other elements are left aside by employers. We seek to develop technological tools that favor access to the available instruments to help this target audience, as well as to benefit employers who will be able to access more and better human talent for their companies.

Goal:

To increase the incorporation of available and not included human talent into the IT industry.

Improve people's opportunities in life

To diminish the gap between the employer sector and the quantity and quality of available applicants.

How: The program develops as a base, a sustainable and ethical technological platform that favors the stated objectives, while promoting the articulation and synergy between the available training entities and employers, enabling more people to access these opportunities, both for training and later for employment.

A fundamental objective of the program is to obtain information and data that will allow better diagnoses and that will help, through the analysis of objective information, to reduce the gaps mentioned above, to help educators in adjusting their proposals and to collaborate with employers so that their requirements are understood and they can open up to new options.

Projects impacting on any of the following points will be promoted (examples):

● Information on available training tools and their proposals

● New training and updating proposals for employment

● Interaction with employment portals and capture of their requirements

● Obtaining data and permanent assesment of the performance of people trained and entered in employment opportunities

● Follow-up and dialogue tools with the target in order to guide them, accompany them, attract them, etc

● Interaction with education centers, academia, etc., to understand their proposals and verify their effectiveness

● Interaction with employers to obtain data and understand their requirements and the effectiveness of available training programs

● Access to underprivileged areas of the population to reach them with the proposal and begin to integrate them

● Access to mid-school education level with the same objectives

● Dialogue with organizations, chambers, government agencies, etc., that may favor the proposed objectives

Program +50

The +50 Program seeks to reincorporate into the technology sector people in their 50s who, for various reasons, were disengaged from the IT sector.

The problem: We realize that lots of people, around the age of 50, once they were disengaged of their jobs, face a lot of challenges to re-enter in the labor market. Mostly they face lack of clarity for reconversion, and lots of difficulties for technological updating.

Meanwhile in the technological sector we face full employment, high demand for graduates, high turnover, The industry provides lots of facilities for young people offering internships and first work experience.

We believe these group of people carries with them important strengths, such as:

- Great human capital
- With work experience
- With business knowledge
- Low turnover
- Great loyalty to the company

Value proposition:

- Social impact: reincorporate 50 years old into IT sector
- Offer technical updates to improve their job competitiveness
- E learning, audio-visual theory/practice exercises and self-assessment
- Personalize accompaniment workshops
- Group meetings working on empathy and active listening
- Deepens human values, experiences, empathy and confidence

Impact: In its first edition, the program trained in testing since it has the particularity of adding value and incorporating people quickly into the labor market. Testing doesn´t required to master all the technology´s, only to understand business flows and processes.

Some numbers of that first experience:

50
CVs received

+30
interviews conducted by DH

10 selected
passed the course

9
on average

53 years old
on average

Follow-up of participants: **3** joined Pyxis, **1** joined CES (Software Testing Center)

In its second edition, we decided to incorporate another training that we understand is a current need. We provide skills to manage and operate SAP Commerce & Marketing tools. It has 3 parts: Introduction to the digital business world: how technology changed business, digital marketing and data analysis.

Preparing you for the IT world: Agile, introduction to Scrum Master, learning techniques, essential skills and CV building.

Managing and operating SAP CX: Customer Experience & eCommerce, Introduction to the management and operation of SAP Commerce and SAP Marketing.

Some numbers of that first experience:

+100
candidates received in less than 2 weeks

+60
interviews

20
selected

51
years old on average

4 EDUCACIÓN DE CALIDAD

8 TRABAJO DECENTE Y CRECIMIENTO ECONÓMICO

Wellness Program

Summary: The program seeks to collaborate in the development of a healthy life and promote well-being in all ages, gender, race, culture, etc., in a world that is facing a major health crisis, armed conflicts, poverty, anguish, etc. We understand that it is essential to generate powerful solutions with a humanistic approach that are enhanced with the use of technology to minimize the effects described.

The target audience of our program is society as a whole, but we will prioritize efforts in those populations that are most vulnerable, either due to their social and economic situation, or that have been affected by different situations of the world crisis.

Tools are developed that favor access to instruments that contribute to the well-being, health and psychological support of people.

Goal: Measure and provide instruments that increase the well-being rates of the population.

How: The program develops as a base, an ethical and sustainable technological platform, which favors the stated objectives, while promoting the articulation and synergy between the entities and professionals that provide solutions for well-being, health and the different target audiences.

It is a fundamental objective of the program to obtain information and data that allow better diagnoses and that help, through the analysis of objective information, the development of better strategies for increasing the well-being indicators of people.

As an example, projects that have an impact on any of the following points will be promoted:

- Information and content on wellness and health instruments
- Creation of new instruments for these objectives

- Development of proposals for self-knowledge and development of awareness
- Monitoring and measurement of health and wellness indicators
- Projects focused on children, adults, and older adults
- Tools with a focus on gender, race, culture
- Psychological accompaniment
- Offers and access to sustainable products and services with a focus on wellness and health

Gaia - A Sustainable E-commerce for a New Economy - Shopping for Good

People interested in caring for the planet, healthy eating, or initiatives that pursue good things for the world, will find in Gaia a simple way to do it.

The problem: In the times we live in, there is a problem with the way we shop or how commerce is being approached:
- Marketing: it is intrusive and encourages unnecessary consumption.
- Consumption & Waste: It does not take responsibility for its consumption of resources or the waste it generates.
- Usury: Incorrect distribution of profits, unfair exchange, excessive commissions.
- Damage to human health: physical and emotional, poor nutrition, depression, addictions.
- E-commerce potentiates the problems of classic commerce, magnifies the damage.

Value proposition: At Gaia we redefine the way we do e-commerce through an environmental, social and health conscience. Every purchase you make on Gaia has a positive impact on the planet.

Functionalities:

Privacy: Users control their own data and can chose whether to disclose or not, avoiding manipulation and unnecessary consumption

Impact: You will be able to know who the people and projects behind each product and the Gaia sales are.

Transparent pricing: When you buy in Gaia you will know exactly what percentage of the profit goes to the manufacturer and producer and how much to our platform.

Accessibility: Eating healthy should be easy. We strive for quality products at balanced prices so that more people can have access to healthy food.

Education: We care about information transparency and sharing as we want to create a community of people who share similar values.

New Business model: Based on the idea of building a decentralized platform, even though the firm, which is conducting e-commerce, is making less from sales or earns less per user from the data going forward, their overall business will be so large, that everyone will be so much more successful. We contribute to create a new type of economy, and much more value will be created and exchanged, instead of just a series of one-time transactions or singular cash for goods kind of exchanges.

Competitors: Other similar services providers in Uruguay: mercadopax, sellin, and in other countries: <u>fitmarket</u>, <u>denda</u>, <u>cerqular</u>. In Uruguay and in LATAM, existing proposals do not cover everything we are proposing. It is not a mature market yet and there is a lot of room for development.

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People interested in caring for the planet, healthy eating, or initiatives that pursue good things for the world, will find in Gaia a simple way to do it.

Opportunity:
● A significant majority of consumers (**79%**) are changing their shopping preferences based on sustainability (Source: Capgemini Research).
● **84%** of consumers say they try to shop at stores that support the causes they advocate for. (Source: World Economic Forum)
Sustainable businesses outperform traditional businesses by **21%** (Source: Accenture)

Current status: Prototyping the idea and working on the value proposition and definition of the minimum viable product replace with MVP.

Team: Pyxis Ecosystem with more than 10 years of experience in developing commerce and marketing platforms.

What and how we will do it: Building a new democratic and user-centered Platform – Decentralized and with Empowered Consumers - Evolving from Web 2 Experience to Web 3 Experience. Deployed on top of new technology like Blockchain, Artificial Intelligence, Semantic Web, cryptocurrency, NFT, among others. And based in the new economy of the new consumers, who base their decisions on a range of completely new factors such as environmental, social, and ethical considerations.