

## Press release

### Booth Students Launch LLM-Based Platform to Simplify ESG-Related Investment Decisions

**CHICAGO** – TECHCRUNCH – March 13, 2025 – Today, a group of MBA students from the University of Chicago Booth School of Business unveiled an AI-powered platform designed to bring clarity and transparency to ESG (Environmental, Social, Governance) investing. The tool, available online for free, empowers investors to quickly compare S&P 500 companies' ESG performance, eliminating the opacity and inefficiencies of traditional ESG rating systems.

Asset management investors and financial analysts looking to integrate ESG factors into their portfolios face a major challenge: inconsistent and non-transparent ESG ratings. Today, they manually sift through corporate sustainability reports, third-party ESG indexes (like MSCI, FTSE, and S&P), and regulatory filings—each using different methodologies and definitions. Without fully disclosing how ESG scores are calculated, investors are left taking these rankings at face value without meaningful insight into the underlying metrics.

These ESG scores often lack standardization, making it difficult for investors to compare companies objectively. For years, investors have struggled with ESG reporting inconsistencies. As one investor put it, *"Trying to compare ESG scores across different providers is a nightmare. One agency will rate a company highly for governance, while another gives it a poor score with no explanation. We just don't know what's under the hood."*

Investors can now bypass these inefficiencies with this new AI-powered ESG intelligence platform. By entering a simple query—such as *"How does Apple rank in corporate diversity?"*—investors will receive a structured response with a clear breakdown of ESG metrics across multiple dimensions. The AI-powered tool presents a more transparent ESG score by aggregating standardized ESG disclosures from public companies and aligning them with major ESG frameworks. Investors no longer need to rely on opaque third-party ratings. This platform eliminates that guesswork by providing side-by-side comparisons, historical trends, and explainable AI-driven ESG assessments.

Using a cutting-edge agentic RAG (Retrieval-Augmented Generation) pipeline, the platform extracts ESG-related data from public company disclosures, harmonizes third-party scoring methodologies, and generates structured insights. The AI model does not replicate third-party ESG scores but instead derives its own, using an independent and transparent methodology.

The new platform is available to the general public in the U.S. starting today. Investors, analysts, and researchers can explore ESG insights and company comparisons at [insert website URL].

## Customer FAQs

### 1. What did Booth students launch today?

Booth students have introduced a free, AI-powered platform that helps investors evaluate ESG metrics and performance for S&P 500 companies. It's designed to take the traditional guesswork from multiple metrics sources out.

### 2. What are the main uses for this platform?

It's for any type of investor who wants a clear, unbiased understanding of a company's ESG metrics without analyzing multiple reports and rating systems. Instead of sorting through scattered information, users can see everything in one place, quickly and transparently.

### 3. What sources of data are primarily used to feed the platform?

The tool pulls the public information from S&P 500 company disclosures, sustainability reports, and regulatory filings. It also aligns with major ESG frameworks, such as MSCI, FTSE, and S&P, to give a consistent and standardized comparison.

### 4. How is this platform different from the rankings provided by MSCI and S&P, for example?

Unlike traditional rating agencies, this platform will remove the bias by evaluating the data that matters the most to the investors. One can see how each metric is weighed and why a company gets a certain rating.

### 5. How does the platform ensure the accuracy and transparency of its ESG scores?

We are cumulating data from various verified data company reports, regulatory filings and applying an unbiased and standardized scoring method. Users can view the underlying factors that contribute to each rating and how each metric has been evaluated so that they can make decisions based on metrics they weigh the most.

### 6. What experience level investors is the platform suitable for?

It's designed for every investor. If you're new to ESG investing, the platform's simple interface guides you through the basics. If you're an experienced analyst, you'll appreciate the deeper insights and the ability to compare multiple data points side by side.

## Technical FAQs

### 1. What is the high-level architecture of the platform like?

The platform uses a retrieval-augmented generation (RAG) pipeline that pulls ESG data from multiple public sources and stores it in a structured database. LLM then processes and summarizes the data, making it easy for users to compare and analyze.

### 2. What technologies were used to build the platform (LLM, pipelines, workflows)?

We are using cloud-based infrastructure with an LLM at the core for data interpretation. We've set up automated pipelines and workflows to continuously ingest, standardize, and update ESG metrics from public disclosures, regulatory filings, and other verified sources.

### 3. How performance is measured?

We have measured our meta scoring against most trusted ESG scoring entities - MSCI and LESE.

### 4. What are potential risks?

Risks include data inaccuracies from public sources, biases in the AI model, and potential delays in updating ESG disclosures. We mitigate these by regularly verifying data, reviewing the model's outputs, and maintaining strict version control on all updates.

### 5. What are potential improvements to the platform?

We plan to improve on the metrics considered, overall meta scoring explanation, comparison of different years, and real-time analysis.

**7. How often will the ESG data be updated?**

We will update data real time with new public disclosures or filings. This will happen on a rolling basis—daily or weekly—depending on how frequently companies publish their ESG reports and filings.

## PRESS RELEASE OUTLINE \* TO BE DELETED \*

### **Booth students launch LLM-based platform for investors to simplify ESG-related investment decisions**

**CHICAGO** - TECHCRUNCH - March 13, 2025 - Today, Chicago Booth MBA students announced a product that makes easier for investors concerned with ESG-related topics to compare S&P500 companies' performance in these areas and make investment decisions. The platform is available online and is free to use.

PARAGRAPH 1 usually talks about who is the customer of this product and what is their current painpoint/problem - i.e. Asset management investors have to access multiple sources of information (Company reports, index rankings, etc) and the rankings aren't transparent without digging for information (you have to take their word for it)

PARAGRAPH 2 usually describes the new experience in more detail - i.e. "Investors can now..." and then describe high level how they would navigate the platform and how it actually addresses the problems stated before

PARAGRAPH 3 usually has a customer anecdote of the customer saying how broken the experience was before and how they expect our product to make their lives easier. Here we can look for quotes online of people complaining about finding ESG info or we can just make up stuff

PARAGRAPH 4 expands on the benefits of the new platform. While before we talked about the process itself of the new experience, now we can talk about the added benefits. Things like "Investors take days going through press releases, indexes and doing their own research which now only takes seconds" and maybe adding a little more on how the platform works on the background but in simple terms like "The team used pre-built LLM models and repurposed their training using a technique called agentic RAG pipelines and workflows to make them more specific for this type of problem".

PARAGRAPH 5 talks about how people can access the new product. So something like "The new platform is available to the general public in the US starting today. For more information, please visit <http://whateverthenameis.com/>"