



Myth and Reality - LCA Automation and Scalability

Separating the hype from what it really takes to run LCAs
across a full product portfolio.

Agenda

- 01** **Who we are** — an introduction to Makersite
- 02** **The race to scale** — everyone's doing it, but do you really need it?
- 03** **Scaling with purpose** — knowing when it's worth it
- 04** **Scaling comes with commitment** — are you ready?
- 05** **The pay-off** — what happens if you do it right

01

Who we are

An introduction to Makersite

Who we are

Software-as-a-Service Company

- HQ Germany, Europe and US Teams
- Founded by industry veterans with 30+ years experience in Stuttgart 2018
- 160+ employees
- Trusted by 50+ global manufacturers, including 10% of the Fortune 500's top manufacturers

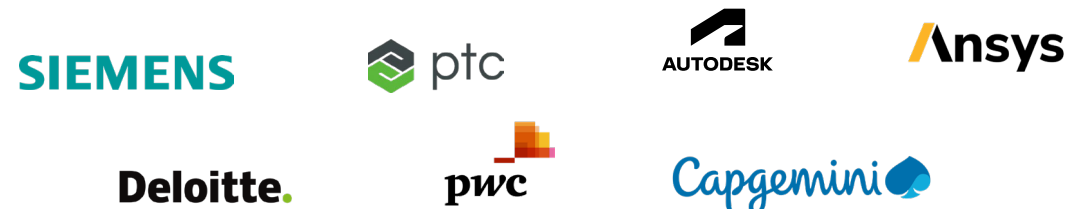
Our Mission

Empower companies to make better, faster decisions and create compliant and sustainable products and supply chains through data-driven analysis.

Some of our customers



Working in partnership with

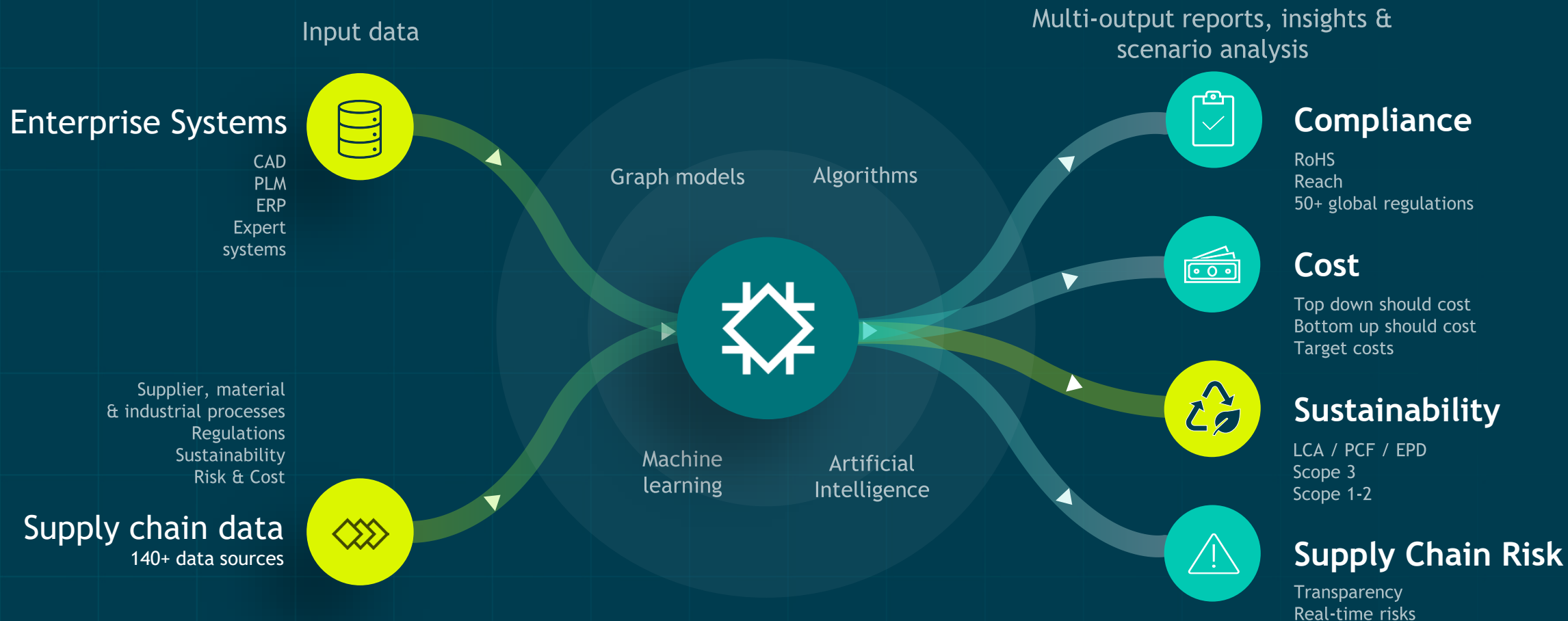


Certified



Product Lifecycle Intelligence

Build one product model and generate multiple outputs



02

The race to scale

Regulations increasing · Transparency requirements ·
Manual workflows breaking · Decisions need real data

The pressures forcing the change

Any company that does not have its portfolio automatically assessed using LCA by **2027** might lose its market authorisation and major clients.

THE FORCES COLLIDING AT ONCE:

REGULATION

CSRD

Mandatory sustainability reporting

TRANSPARENCY

DPP

Traceable product information

MARKET DEMAND

B2B customers

Demanding real data

ECONOMICS

Cost pressure

Manual workflows break down

LCA SOFTWARE HAS MOVED PAST
THE ACADEMIC PHASE:

3x

more Software companies
on the market since 2018

...that claim to support LCA at scale

03

Scaling with purpose

A practical look at when growth creates value, and when staying focused is the smarter move.

When it's not worth it

Scale is not always the right answer

A SIMPLE RULE OF THUMB

- ◆ Your product portfolio is small (handful of core products)
- ◆ If you are a service provider
- ◆ No real product variation
- ◆ No regulatory or commercial pressure
- ◆ Your internal data is messy

IT'S NOT WORTH IT IF:

A handful of manual LCAs to let you understand your products and support strategic decisions will be enough.

When it's worth it

When scale creates value

A SIMPLE RULE OF THUMB

- ◆ Your product portfolio is large
- ◆ The rate of change is high
- ◆ regulatory and commercial pressures are real

IT'S WORTH IT IF:

Manual labour becomes too painful, and the market demands real data for every product.

04

Scaling comes with commitment

The real question isn't whether to scale, but whether you're prepared to do it well

The four pillars of commitment for LCA at scale

LCA at scale is not a plug-and-play software installation — it's a transformation project

01

Data discipline

Committing to clean, standardised master data and data governance.

02

Cross-functional ownership

IT, procurement and R&D must own the process together.

03

Cultural transparency

Embracing raw data insights to drive actual product ecodesign.

04

Strategic budgeting

Shifting from consultant costs to long-term software and team investment.

Do it once, do it right: the strategy

Architecture over tooling

Stop looking for a silver-bullet software and start designing a scalable data infrastructure that will work also in five to ten years.

Single source of truth

Sustainability data is no longer isolated in manual Excel sheets or disconnected tools and apps.

It becomes an integrated asset right alongside your financial and operational data.

Future-proofing for regulation

Don't build a system to pass the next upcoming audit — build a framework that can dynamically adapt as global regulations evolve.

What needs to be done – the action plan

- 1** **Fix the data foundation first**
Invest in master data management, standardise your BOMs and material naming conventions before connecting to automation engines. Clean data helps automation.
- 2** **Choose a best-of-breed software architecture**
Do not buy generic superficial tools that claim to do everything. Select a specialised, integrated LCA engine that can talk to your existing IT stack.
- 3** **Establish a governance and ownership model**
Assign clear roles. Sustainability defines the methodologies and emission factors, IT owns the data pipelines, procurement owns the supplier-data collection, R&D owns the ecodesign execution, site managers own the manufacturing data, etc.
- 4** **Treat it as a strategic transformation, not an IT project**
Secure long-term executive sponsorship, budget not only for software licences, but also for the internal change management and upskilling required to make engineers and buyers actually use the insights daily.
- 5** **Choose a realistic, pragmatic timeline**
A proper timeline secures the project.

05

The pay-off

When doing it right transforms sustainability from a cost center into a competitive engine.

The pay-off across the business

Stop reporting on the past - start steering the future

Operational excellence

Zero-touch compliance

Compliance reporting runs seamlessly in the background.

90%+ cost & time reduction

Marginal cost for calculating the LCA for the next products drops to close to zero and it happens automatically, not in a matter of months.

Agile procurement

The system automatically recalculates changes, allowing procurement to optimise for both cost and other impacts.

Commercial advantages

(growth & revenue)

"Preferred supplier" status

Being enabled to provide verifiable high-quality data at the push of a button.

Pricing power and green premium

Accurate data allows you to market low-carbon product variants transparently, enabling you to capture higher margins from eco-conscious B2B clients.

Product & innovation benefits

(eco-design)

Real-time eco-design

Engineers don't have to wait until a product is manufactured to know its environmental impact. They see the LCA on their dashboard while drawing the blueprint, allowing them to swap materials early.

Hotspot identification

You gain absolute clarity on where the hotspots are, not just in your products but also across the portfolio. Strategic decisions are backed up by data.



Thank you!

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