

## Expression of Interest

### India – Sweden Collaborative Industrial Research & Development Programme 2025

#### Company Information

1. Company Name: Vaia Investment Advisory LLP
2. Company Description:  
Vaia is a technology-enabled sustainability and investment advisory firm, supporting funds, companies and family offices with tailored investment strategies, ESG integration and sustainability consulting.
3. Country (India/Sweden): Indian
4. Sector: Consulting Subsector: Sustainability and Investment
5. Year Established: 2020
6. Company Website: vaia.co.in

#### Contact Information

1. First Name: Shruthi
2. Last Name: Cauvery
3. E-mail: shruthi@vaia.co.in
4. Phone Number: +91 8971296023

Proposed Area of Project/ Proposal: Domain: AI and Cloud Computing in Bengaluru, India

Summary of the Proposed Project/Proposal:

The proposed project, **Sustainable Cloud Computing**, is an LLM-powered cloud application analysis platform designed to help clients improve application performance, reduce costs, and lower carbon emissions. The platform automatically identifies inefficiencies in client applications, such as N+1 database queries, inefficient API calls, and missing caching opportunities. It provides both static recommendations and runtime

optimization. Key features include repository access, framework detection, quantified cost and carbon impact analysis, professional report generation, and a web-based dashboard for visualizing results. The goal is to establish Vaia as a technical leader in cloud sustainability consulting, delivering measurable ROI to clients and enabling recurring revenue through runtime optimization services.

Main characteristics and specific technological expertise of potential partner you are looking for:

Vaia is seeking a partner with deep expertise in carbon and energy accounting for cloud computing, particularly in quantifying emissions from GPU and CPU utilization. The ideal collaborator should:

- Have a strong background in cloud carbon footprint modeling, including methodologies such as Cloud Carbon Footprint, SPECPower, or Green Software Foundation standards.
- Be able to develop or validate location-based and market-based emission factors, integrating regional grid carbon intensity data.
- Possess technical understanding of cloud infrastructure energy use (across AWS, Azure, GCP) and how resource utilization maps to power consumption.
- Provide expertise in emission factor calibration for different compute instances (CPU/GPU types, memory, and storage).
- Advise on carbon accounting frameworks for embodied and operational emissions within cloud workloads.
- Support the creation of automated models that convert usage metrics (vCPU hours, GPU time, data transfer) into CO<sub>2</sub>-equivalent outputs accurately.

\*\*\*\*\*