## **EcoPulse**

# Problem

- •80% of global emissions are from individual consumption.
- •Carbon removal programs are insufficient (1% of total emissions removed annually).
- Lack of scalability, transparency, and trust in current solutions.
- •Individuals lack
  awareness about sustainable
  living and maintaining sustainable
  behaviors.

# Solution : (a)

- Tracks and rewards

   sustainable actions using
   blockchain, open banking, and Al.
- Mobile app for users to connect accounts, view scores, earn rewards, and engage with the community.
- Tracks sustainable actions through open banking and enriched data.
- •Users earn cryptocurrency rewards (REST).

### **Unique Value Proposition**



- •A community platform that rewards sustainable actions across commerce and daily life.
- Quantifies actions to drive transparency and behavior shift towards reduced emissions.
- •Incentivizes sustainable actions over just offsetting emissions.
- •Focuses on individual consumption and micro-actions, which drive 80% of emissions.

#### **Unfair Advantage**

•Incentivizing sustainable

•Blockchain-powered

and tokenomics.

Focus on individual

actions over emissions offsets.

transparent rewards ecosystem.

consumption and micro-actions.

blockchain, crypto, and social rewards.

Diversified reward sources

Combining open banking,



•Individuals concerned about their environmental impact.

**Customer Segments** 

- Early adopters: Individuals who are already trying to make sustainable choices.
- Digitally engaged individuals.

### **Key metrics**



- Number of users.
- •Volume of sustainable transactions tracked.
- Amount of carbon emissions reduced.
- •User engagement and retention.
- •Growth of partnerships with sustainable brands.
- •Revenue growth.

## Channels



- Online stores.
- •Retail stores.
- Social media.
- Sustainability influencers.
- Eco-conscious brands.
- Community programs and events.

#### Alternatives



•Carbon Offset Providers :

Companies or platforms allowing individuals/businesses to purchase carbon offsets (e.g., CoolEffect, Carbonfund.org,Greenly,Clim atePartner,Reforest Action).

•Carbon Tracking Apps :

Mobile applications helping users track environmental impact (e.g., JouleBug, Capture,).

•Individual Sustainable

**Actions**: People already engage in practices like:

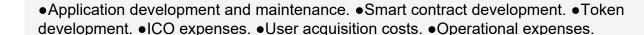
- -Buying from local farms. -Utilizing public transportation.
- -Consuming less energy. -Maintaining existing devices and purchasing second-hand items.
- -Buying organic products.
- •Local Recycling & Waste Management Programs

Standard municipal services.

Government/NGO

**Initiatives**: Public awareness campaigns and local green initiatives.

#### **Cost Structure**



#### **Revenue Streams**



- •Transaction fees. •Partnerships with sustainable brands (cashback, discounts). •Users paying for carbon offsets.
- Tokenomics (value increase through token transactions)