

# Lean canvas

## 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



- **Tracks and rewards** sustainable actions using blockchain, open banking, and AI.
- **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** actions over emissions offsets.
- **Blockchain-powered** transparent rewards ecosystem.
- **Diversified reward sources** and tokenomics.
- **Focus on individual** consumption and micro-actions.
- **Combining open banking,** blockchain, crypto, and social rewards.

### Customer Segments



- Individuals concerned about their environmental impact.
- 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, ClimatePartner, 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

- Application development and maintenance.
- Smart contract development.
- Token development.
- ICO expenses.
- User acquisition costs.
- Operational expenses.

### Revenue Streams



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