GivingTree

Mission:

To raise environmental awareness and enlighten people to lessen their carbon footprint.

Vision:

The GivingTree app is an outlet that will introduce consumers to alternative products that are more eco-friendly; while inspiring them to educate themselves on ways to reduce their carbon footprint through news and daily tips.

Values:

Integrity, Sustainability, Growth, Passion, and Commitment to the Earth.

About Our Team

CEO: Nell Cote

CMO: Abbie Julian

CIO/CFO: Nell Cote & Abbie Julian

Our business team cares immensely about preserving the environment, which is why our team created GivingTree.

The term "carbon footprint" is defined as the measurement of total carbon dioxide emitted by an individual, corporation, or entity.

Give Back, Get Back, Go Green

Customer Problem:

As climate change has become an increasingly prevalent issue, the need for a quantifiable measurement of individual greenhouse gas emissions has skyrocketed. Single-use plastic is a major contributor to the emission of greenhouse gases in the United States. Not only are 12 million barrels of oil used to develop the single-use bags but for the average of 12 minutes that each one is used, over 100,000 marine animals are killed. However, most supermarkets still provide single-use plastic bags to consumers shopping for meat, fruits, and vegetables.

Our Solution:

GivingTree is an app that will track a consumers carbon footprint concerning their consumption of single-use plastic. Through GivingTree's carbon footprint calculator consumers will be educated enabling them to take steps to preserve the environment.

- Carbon Footprint Calculator
  ↳ carbon footprint interactive games

- Daily tips to help lessen one's carbon footprint
  ↳ ex: organic food options, composting, upcycling clothes

- Environmental news from across the world to the consumers location

- Selection of eco-friendly products consumers can browse and buy

- Point and reward system
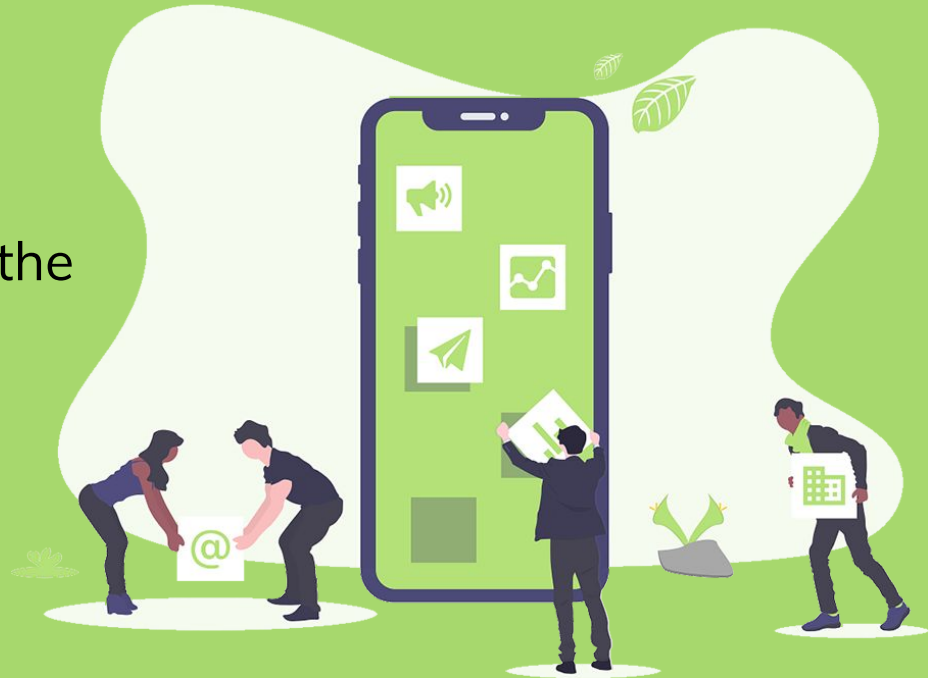
Point Reward System:

The app rewards consumers, via a point system, for making eco-friendly choices. Consumers are rewarded points when they purchase eco-friendly products through GivingTree. They are also rewarded points when they utilize the barcoded reusable bags purchased through GivingTree when they're shopping at partnered supermarkets. With the points, consumers can claim a gift card of their choice from a selection our company offers.

Our Target Market:

- Consumers who utilize the internet as a tool for their shopping needs.

- Younger family members who influence a consumers shopping choices.

- Westchester County, New York will be our primary target market in year one, enabling those consumers to utilize the point reward system associated with the barcoded shopping bags.

Our business team surveyed 179 people with varying socioeconomic backgrounds who range in the ages
15 - 75

On a scale of 1-5 (5 being the most), how often are you consciously aware of your carbon footprint impact?
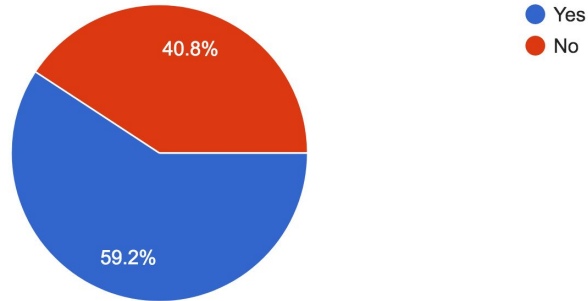
179 responses

- 1
- 2
- 3
- 4
- 5

23.5%
7.3%
11.2%
40.2%
17.9%
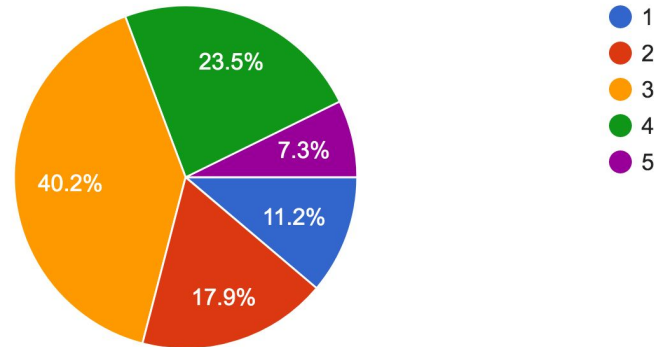
- **71% surveyed stated they are somewhat to very environmentally conscious.**

Have you taken steps to lessen your carbon footprint?
179 responses

- Yes
- No

40.8%

59.2%

- 73 out of 179 people surveyed stated they are not taking steps to reduce their carbon footprint

GivingTree is essential to raise awareness to these unwittingly contributors of pollution.

- 106 out of 179 people surveyed states they have taken steps to lessen their footprint

These people would utilize GivingTree for the benefit of the planet.

Competitive Advantage:

The points reward system and barcoded reusable bags are unique to GivingTree, giving it its competitive advantage. No other environment relevant app provides this incentive or product offering. Research shows that an individual is apt to have a more positive attitude about their work when rewarded for a completed task.

Phase 1:
- Partner with large supermarket chains
- Attend trade shows
- Social Media advertising
- Sponsored by Small Influencers

Phase 2:
- Continue social media advertising
- Expand sponsor base
- Attend trade shows
- More vender partnerships

Phase 3:
- Sponsored by larger influencers
- Sponsored by Emma Watson and Leonardo Dicaprio
- Attend trade shows

Start-Up Costs:

- Research and Development, and End User Support
- Utilities
- Technology and Computer
- Office Supply Equipment
- Website Maintenance (Domain, Design, Hosting)
- Professional Fees (Patents, Lawyers, Accountants)
- Advertising
- Reward Gift Cards
- Trade Show Expense

Total: $152,357
Unanticipated Costs (10% of Total): $15,235.70
Start-Up Loan Needed: $167,592.70

GivingTree ensures its users a knowledgeable and engaging guide on ways to lessen one's carbon footprint.