core29
A Peterson Solutions company

#RGUHACK

Ω WE ARE
TEAM OHM

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Insights we found during build

- Existing tools inform; they don't convert.

- Navigation apps optimise **"fastest route,"** not ESG outcomes.
- **Carbon reporting** is often spreadsheet/survey-based
- No **incentive** bounding

- TAM (buyers): **46,770** UK mid-to-large businesses (50+ employees). **SAM (buyers): 8,335** UK large businesses (250+ employees). **SAM (end users):** those large businesses employ ~**11.246M** people.

  - **5%** reduction: ~0.10 $MtCO_2e$ / year (~102,500 tonnes)
  - **10%** reduction: ~0.20 $MtCO_2e$ / year (~205,000 tonnes)
  - **20%** reduction: ~0.41 $MtCO_2e$ / year (~410,000 tonnes)

PRODUCT
Walk through

Go to Market **Strategy**

- **Campus** Pilot (4-8 weeks)

- **Partner** Integration
    - UniDays + Student Channels
        - **Streak** reward - **Discount codes/vouchers**
        - **Leaderboard** winner - **Partner Perks**

- **Student** Union + Socities

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Best of luck !!

Hackers,
Hustlers &
Hipsters

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