

UNO

Pitch deck

- Chau Nguyen
- Olga Osokina
- Umme Saima

Urban Circular Hackathon
November 25, 2025

What if energy-
saving challenge
became a game
we could all play
together?



Challenges

Households still struggle with electricity efficiency, even though:

- smart meters are everywhere,
- real-time pricing is widespread,
- utility apps provide usage data.

Finland has smart meters everywhere, but **behavior still hasn't changed.**

Solution

People don't change habits because data alone doesn't motivate.

Residents need:

- daily guidance,
- instant feedback,
- small achievable goals,
- a sense of progress,
- a feeling of participating in something meaningful.

Cities need a **behavior-shifting tool**, not another dashboard.

UVP

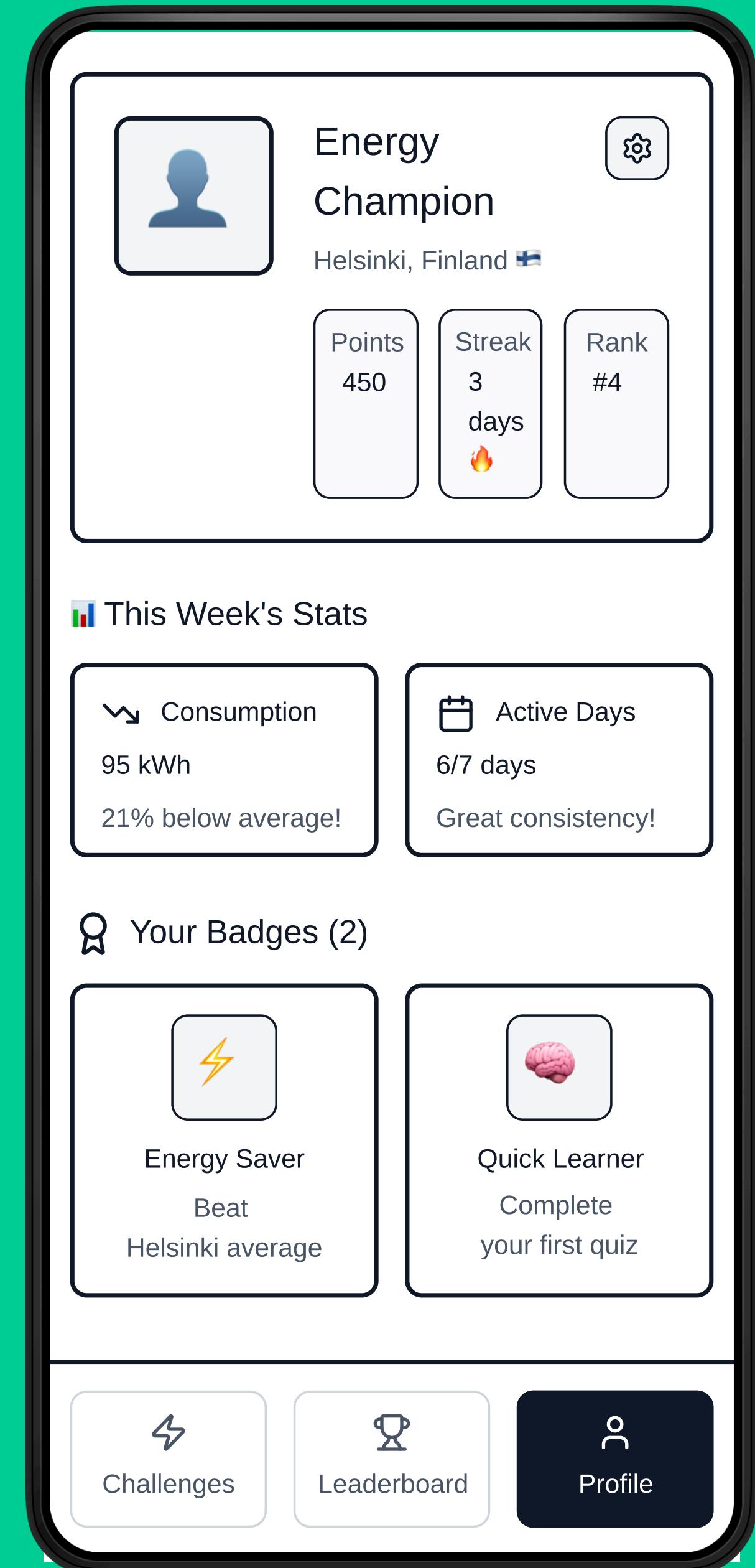
Watt-A Game!

Combines real **energy consumption data**,
gamification, and local **rewards**

Turns electricity saving into **a daily challenge**, not
a monthly bill

Creates **measurable impact** for utilities and cities

Engages households through **fun game**



Watt-a-Game!

Your energy-saving adventure!

 450 pts

Today's Energy Tip

Did you know? Unplugging devices on standby mode can save up to 10% of your household electricity!

 **Quick Action:** Unplug your phone charger!

Weekly Challenges

 **Beat the Average**
Your weekly consumption

Your consumption: 95 kWh

Helsinki average: 120 kWh

 ✓ Great job!
You're 25 kWh below average!

Challenges **Leaderboard** **Profile**

Energy Quiz

Test your knowledge!

 Answer 5 quick questions and earn bonus points!

+75 pts **Start Quiz**

 **Stay Informed**
Helsinki's public project

Check out the latest update on the data center project that affects Helsinki's electricity demand.

+50 pts **View Update**

Rewards Available

Use your points to unlock discounts at local businesses!

 Café 10% off
200 pts

 Bike rental free
500 pts

Challenges **Leaderboard** **Profile**

Answer 5 quick questions and earn bonus points!

+75 pts **Start Quiz**

 **Stay Informed**
Helsinki's public project

Check out the latest update on the data center project that affects Helsinki's electricity demand.

+50 pts **View Update**

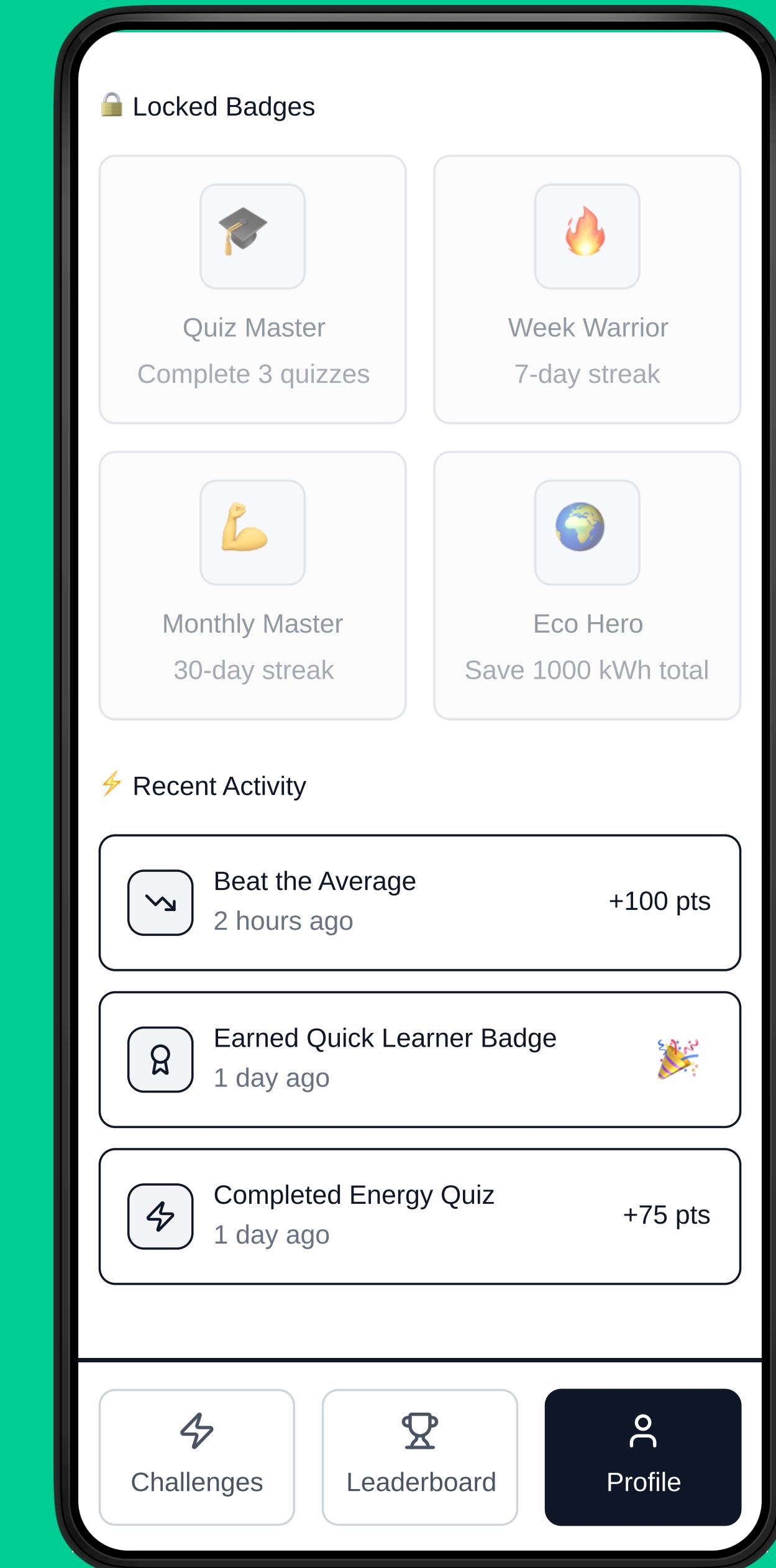
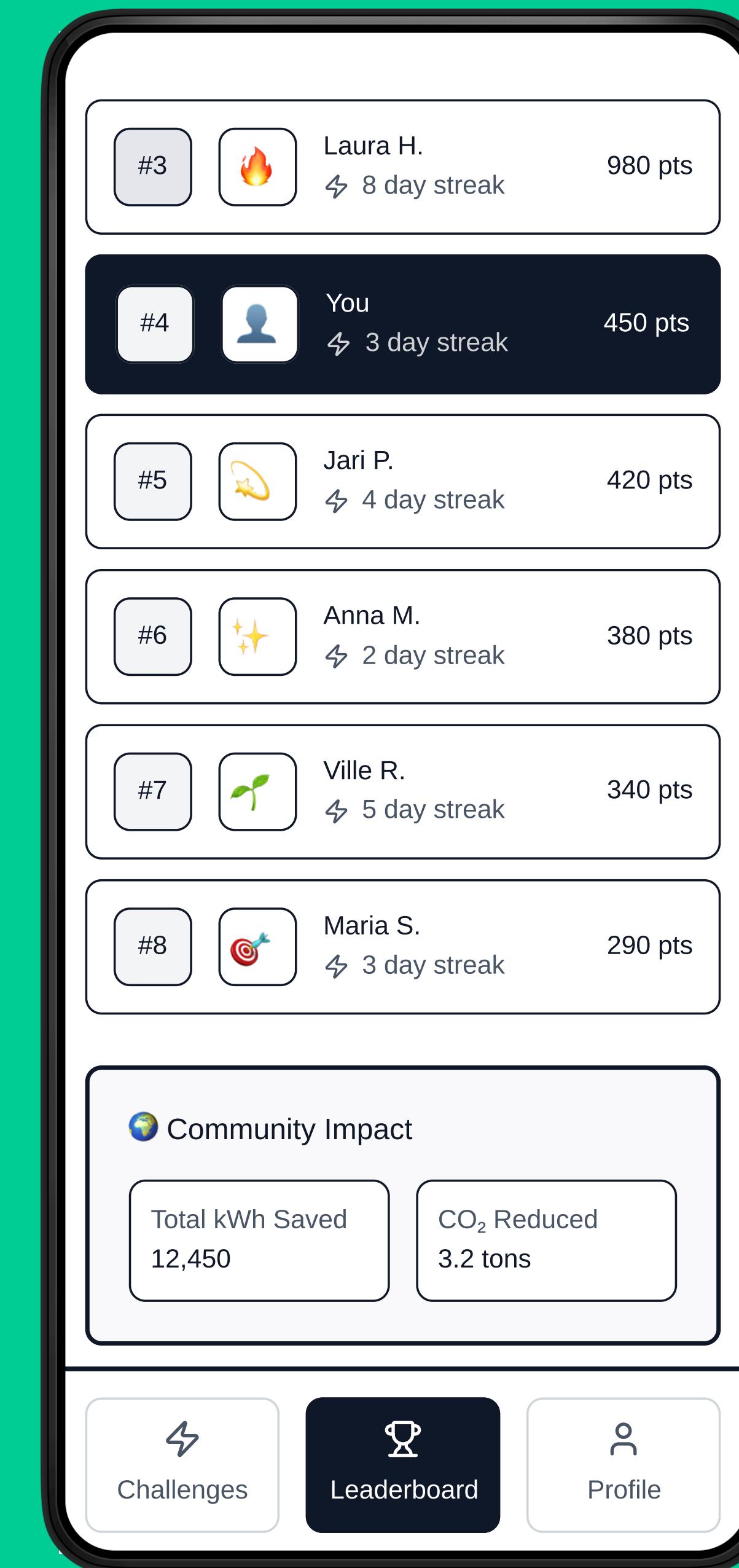
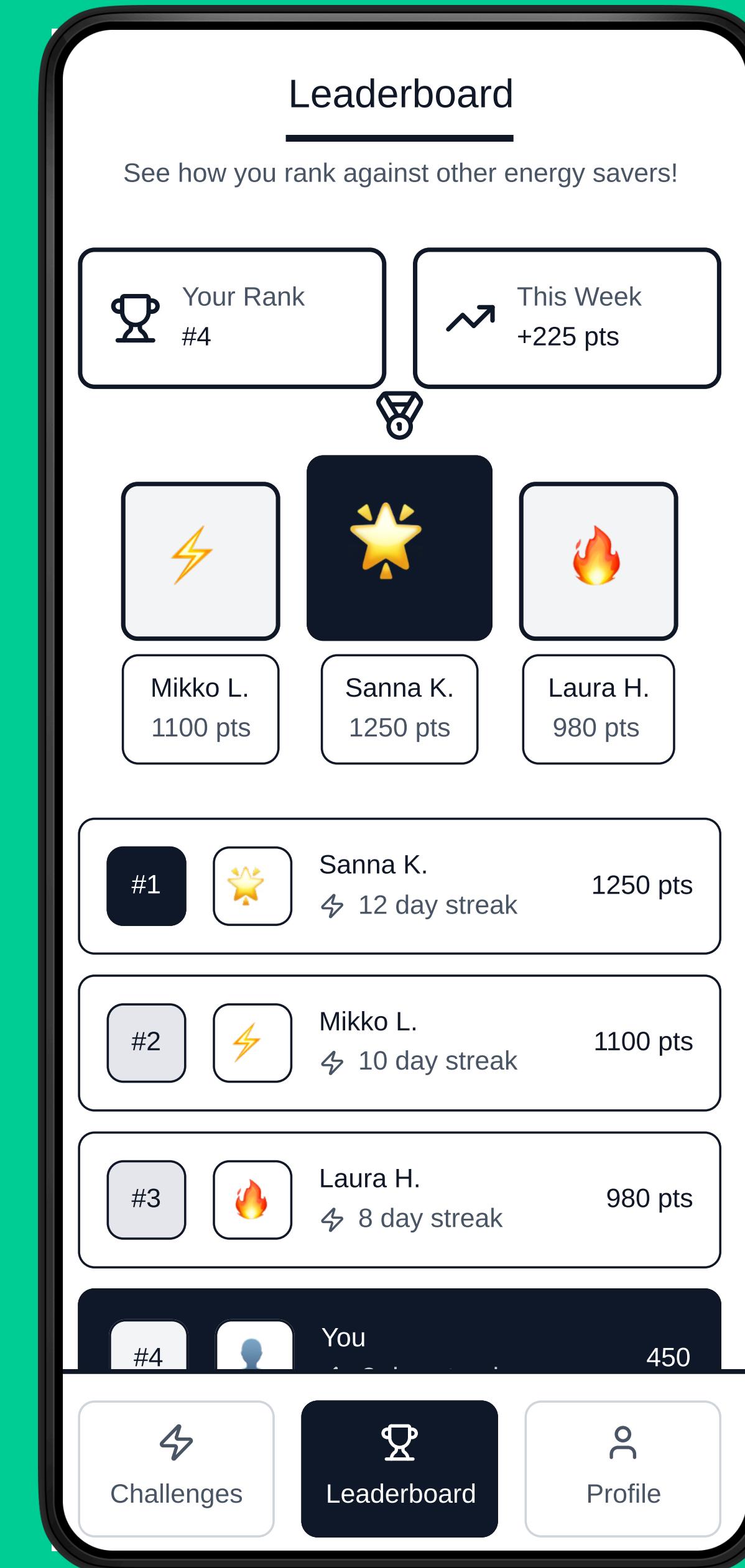
Rewards Available

Use your points to unlock discounts at local businesses!

 Café 10% off
200 pts

 Bike rental free
500 pts

Challenges **Leaderboard** **Profile**



Pricing & Packaging

Free \$0 / month

- energy consumption tracking
- daily quiz
- energy tips
- weekly challenges
- latest updates about public projects
- leadership board

Premium \$XX / month

- FREE features
- +
 - deeper analytics
 - personalized energy-saving advice
 - reports on their carbon footprint
 - advanced insights
 - integration with smart home devices
 - weather-based smart recommendations
 - monthly "impact summary" email

Business \$XX / month

- FREE features
- +
 - custom energy-saving goals for teams/departments
 - group challenges (team vs team...)
 - automated monthly sustainability reports
 - CO₂ reports per unit / department
 - dedicated account manager
 - priority support
 - employee engagement programs

B2B solutions

Electric companies

- **energy companies**
- **municipal** programs
- solar panel companies
- **community** energy projects

Business

- employers with ESG targets
- **employee benefit** platforms (for integrating rewards)
- **local businesses** offering rewards
- real estate developers & housing associations

Government level

- **city**-level climate offices
- **national energy agencies**
- Smart City programs / urban innovation labs
- **EU Mission**: 100 Climate-Neutral Cities participants
- public schools & **universities**

Why Now

- Full smart-meter coverage
- High digital & sustainability culture
- Households want control electricity prices & peak loads
- Cities are actively searching for citizen-engagement tools
- Gamification + sustainability motivation is high

The timing is perfect: users, utilities, and cities are ready!!!

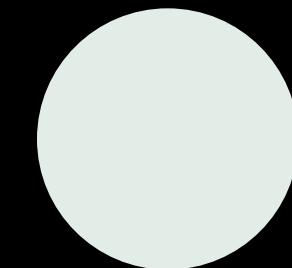
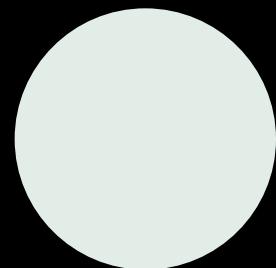
We can turn electricity saving into a habit.

Ask

- Pilot collaboration with a Helsinki utility or housing cooperative (200–1000 households)
- Access to consumption APIs (Helen, Fortum, Caruna) for real-time validation
- Support for co-designing challenges with city or utility experts
- Feedback & visibility from Urban Circular Hack Helsinki judges

Let's test the concept in a real neighbourhood and measure actual energy impact.

Thank you!



Possible go-to-market scenarios

Monetization

- *In-App Purchases / Microtransactions*
 - *Paid Challenges / Boosters*
 - *Customization & Virtual Goods:*
- *Advertising (already you mentioned)*
 - *Local Business Ads*
 - *Sponsored Missions / Challenges*
 - *Brand Content*

Base numbers used:

- Finland households = 2,950,000
- Helsinki households = 359,689.

Basic

- Adoption: 1% of Finland → 29,500 active users
- Monetization mix: ads ARPU €1/yr + premium conversion 1% (premium €3/month = €36/yr) + small utility/partner pilot fees (€20k/yr).
 - Ads: $29,500 \times €1 = €29,500$
 - Premium: $295 \times €36 = €10,620$
 - Partners: €20,000
 - Total $\approx €60,120 / \text{year}$

Medium

- Adoption: 5% → 147,500 users
- Monetization: ads ARPU €2/yr, premium conversion 5% (same €36/yr), partnerships/licensing €100k/yr.
 - Ads: $147,500 \times €2 = €295,000$
 - Premium: $7,375 \times €36 = €265,500$
 - Partners: €100,000
 - Total $\approx €660,500 / \text{year}$

Wide

- Adoption: 15% → 442,500 users
Monetization: ads ARPU €3/yr, premium conversion 10%, partnerships/data/license €500k/yr.
Ads: $442,500 \times €3 = €1,327,500$
Premium: $44,250 \times €36 = €1,593,000$
Partners: €500,000
Total $\approx €3,420,500 / \text{year}$