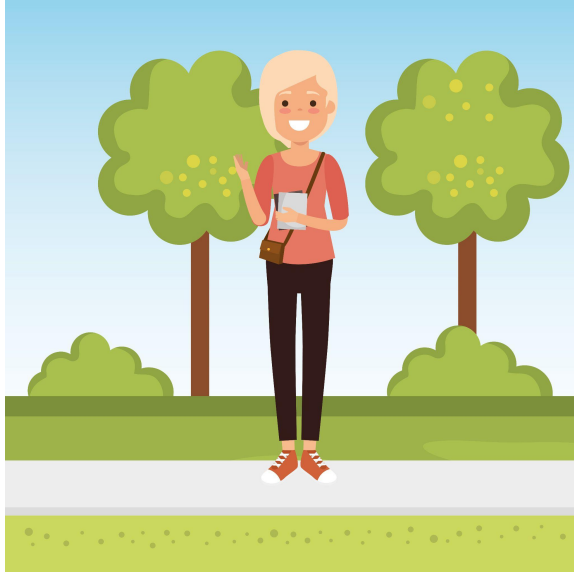




# Meet Anna



- Anna is an **information systems student**.
- Anna is **22 years old**.
- Anna, like many of her generation, **is aware of climate change causes and effects**.
- Anna wants to **decrease her negative impact** on the planet and **increase her positive impact**.

# Anna's problem

Anna doesn't  
know how to  
**decrease her  
negative**  
impact on the  
planet

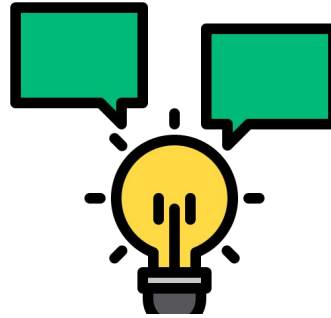
Anna doesn't  
know how to  
**actively  
increase her  
positive** impact  
on the planet



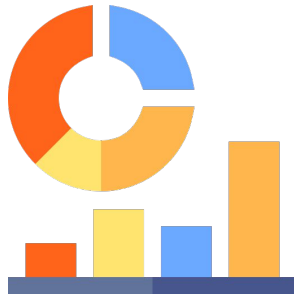
# My CO2 Footprint app



**Calculate daily  
Co2 footprint**



**Green Tips**



**Track previous  
results**



**Top 10  
Leaderboard**

# Development Plan

SAVE ENERGY



**Subject specific  
Groups**



**Volunteer to  
actively decrease  
co2**



**Donate to environmental  
organizations**

# Marketing Plan



**Newsletter**



**social media  
marketing**

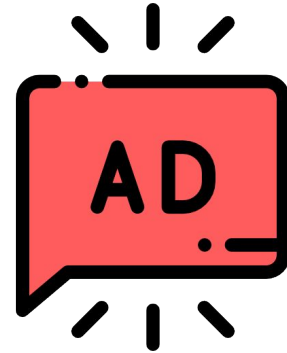


**Win trip abroad  
when using app for  
1 month**

# Revenue Plan



Freemium Model



In App Ads

# Funding Needs



**Marketing**  
*15k-25k\$*



**App Dev & Release**  
*70k-100k\$*

*Total = 85k-125k\$*



**Thanks for listening**

**Questions?**

