

<p>PROBLEM</p> <p>Rapid climate change due to greenhouse gas emissions Deforestation and loss of biodiversity Lack of awareness and individual accountability</p>	<p>SOLUTION</p> <p>Partnerships with green product/services providers Tree-planting or renewable energy offset programs integrated into user activity Eco-education and habit-building tools (e.g., gamified learning, challenges)</p>	<p>UNIQUE VALUE PROPOSITION</p> <p>"A simple and scalable way to reduce your carbon footprint and take real climate action, right from your home, school, or business."</p>	<p>UNFAIR ADVANTAGE</p> <p>Integration of personal action with measurable real-world impact Exclusive partnerships with vetted eco-impact projects</p>	<p>CUSTOMER SEGMENTS</p> <p>Corporate sustainability departments Students and youth activists Environmentally conscious individuals</p>
<p>EXISTING ALTERNATIVES</p> <p>Existing AlternativesList how these problems are solved today NGO tree-planting campaigns</p>	<p>KEY METRICS</p> <p>Carbon offset or emission reduction tracked Number of active users or participants Retention and engagement rate</p>		<p>CHANNELS</p> <p>Social media and influencer partnerships Collaboration with schools, universities, and corporations Environmental campaigns and community events</p>	
<p>COST STRUCTURE</p> <p>Partnership management Content creation and education material Operational costs for offset programs (e.g., tree planting, solar credits)</p>			<p>REVENUE STREAMS</p> <p>Subscription-based model for premium features Donations and grants from environmental foundations</p>	

