

# Ethicli

Helps you shop for  
ethical products



Shop: Clean Bean Cafe



8 Badges

9.0  
/10

Environmental Impact



9.5/10

Labor Practices



9/10

Animal Rights



8.5/10

Social Involvement



9/10

[View Details](#)

# About Ethicli



# Problem

Ethical shopping takes too  
much **time** and **energy**



# Solution

Simple score 0-10

Ethical Product Suggestions



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Environmental Impact



Labor Practices



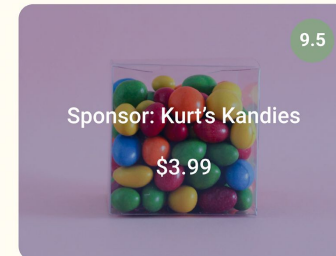
Animal Rights



Social Involvement



[View Details](#)



9.5

Sponsor: Kurt's Kandies

\$3.99



Suggested Product

# Team



**Billy T. Hernandez**



**Amy Tims**



**Linda Huang**



**Cosmo Stevens**



# Traction



# 50+

users



# Competition



Certified



Corporation

**Certifications**

Hard to understand



good on you

**Good on You**

Only for fashion



**DoneGood**

**Done Good**

Only 200+ Brands

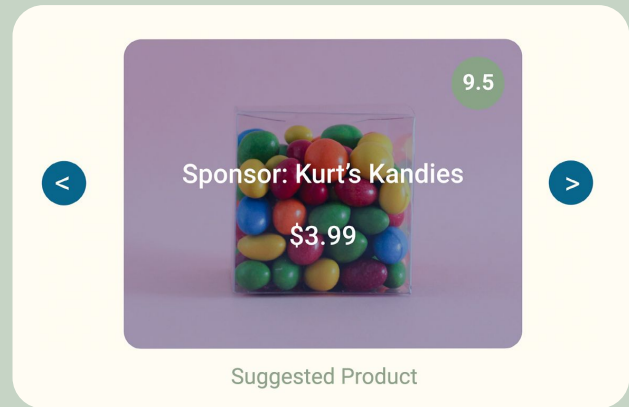
# Revenue Model



Direct Product Targeting



Higher value ads





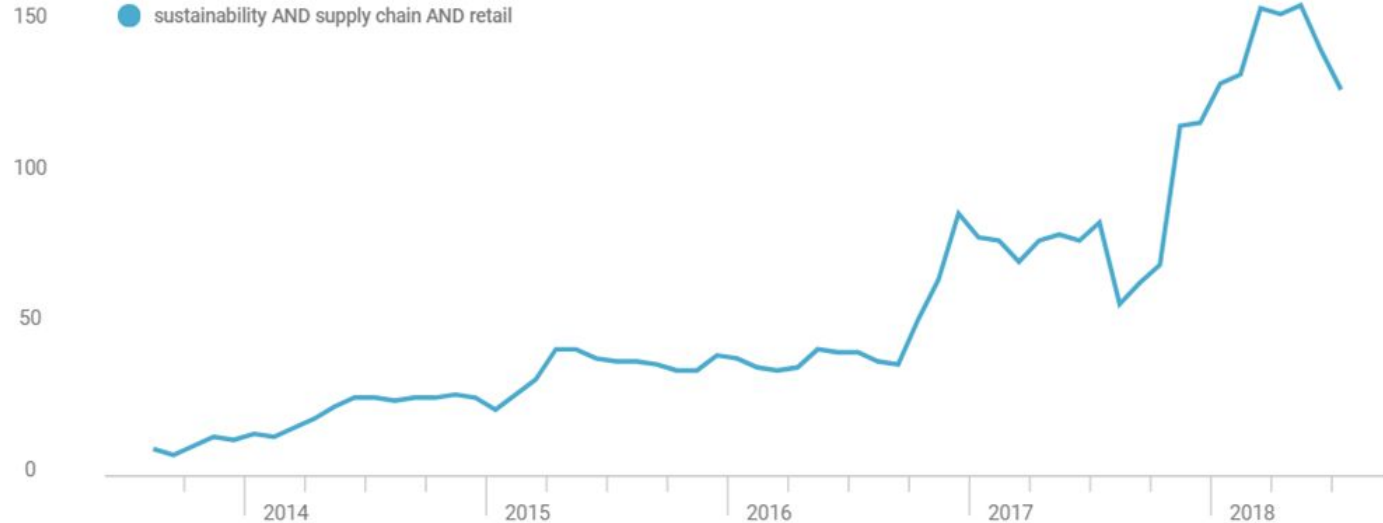
# Why Now?



## News discussion of sustainable supply chains in retail grows

Mentions of “sustainability” “supply chain” and “retail” in the media

News Coverage



<https://www.cbinsights.com/research/sustainability-retail-supply-chain-expert-intelligence/>



# How It Works

The juicy technical stuff



# Scoring



**How do we define ethics?**

**What types of sources do we use?**

**Why we chose not to use AWS**



# Technical Functionality



**Backend and Frontend**

**Algorithm**

**Google AppEngine**

**Previously CSV**

**Extension vs. Website**



[Donate](#)[Blog](#)[FAQs](#)[Contact](#)[Extension ▾](#)

# Patagonia, Inc. Info

8.5

/10

[patagonia.com](https://patagonia.com)

The overall score is calculated by averaging the **environmental, labor, animal treatment**, and **social** statistics of each company, which is calculated and compared against news media.

BlueSign

BCorp

Anti-Racism

Environment

Labor

9.5

/10

## Environmental Statistics

The environment score is produced using data from B corp, Bluesign, and the EPA.

Data is drawn from multiple sources including certification datasets, articles, and directories. Only reputable sources are considered in the process. In future updates, we will be detailing these scores more specifically 📈

Percentage of power produced by renewable energies: 104%

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[View Details](#)

9.5

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Suggested Product

# Operations



**Team Management/ Communication**

**Weekly GitHub Projects**

**Bootstrapping Funding**



# Obstacles



**Firefox**

**Picking a Database**

**Sourcing Data**

**Getting Users**



# Moving Forward



**Legal Incorporation**

**Modest Salary**

**Subsidize ethical products**





# Thank You!



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