

# EcoCiel

Turning Green Choices into Rewards, Naturally!

ENVIRONMENT SUSTAINABILITY: REAL-TIME ML-DRIVEN ENVIRONMENTAL IMPACT SOLUTION

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# Ideation Process

## BRAINSTORMING

Through collaborative brainstorming sessions, our diverse team, comprising consultants, game developers, and app developers, explored multiple problem statements before unanimously selecting an environmental education initiative. Leveraging real-time ML streaming models, our initiative aims to educate people about environmental issues effectively.

## SWOT & MARKET RESEARCH

In our ideation phase, we performed SWOT analysis to grasp environmental sector dynamics and conducted thorough market research to identify gaps and consumer preferences.

## VALUE PROPOSITION CANVAS

Using the Value Proposition Canvas, we tailored Ecociel's features to directly address customer needs and desires, ensuring our solution effectively delivers environmental education through real-time ML streaming models.

## CRITICAL ANALYSIS

We asked all of our team members to question each and every aspect of the idea till we were on the same page and found out flaws in it and rectified it or brainstormed it further and repeated the cycle

We also used a combination of ideation tools like Six Hats and Fishbone Diagram

# What are we upto?

## Vision and Introduction

Turning Green Choices into Rewards,  
Naturally!

EcoCiel aims to unite eco-conscious individuals through gamification, personalized challenges, and real rewards, inspiring sustainable living. By connecting users with businesses offsetting carbon emissions, we envision a greener future where every eco-action counts.



# PROBLEMS WE IDENTIFIED

## Engagement in Sustainability

2020 GreenReport survey in the UK found that 81% of respondents want to live more sustainably

But they lack the motivation to do so for various reasons

## Corporate Carbon Offset

Many businesses are required by law to offset their carbon emissions as part of greater good and sustainability

Businesses face challenges in finding accessible and effective ways to offset their carbon footprint

## Individual-Environment Disconnect

There is often a disconnect between individuals' daily actions and their understanding of their environmental impact

Hindering their ability to assess the effectiveness of their sustainability efforts.

# OUR SOLUTION: EcoCiel

## DATA INTEGRATION

We seamlessly integrate various data streams and models, such as UV levels, weather patterns, and local electricity consumption, giving users a comprehensive environmental understanding.

## GAMIFIED PLATFORM

Using data insights, EcoCiel crafts challenges for users, taking into account their location, habits, and environmental factors. From optimizing energy consumption to choosing eco-friendly transportation

## REWARD & PUNISHMENT

EcoCiel employs a unique reward and punishment system to maintain environmental balance. To maintain the integrity of the system rewards like credits and badges and punishment for non completion of challenge.

## COMMUNITY PROGRAMS

Establish community initiatives like "Walk to Workplace," integrating with popular fitness apps, or "Eat Organic, Connect Locally," encouraging users to support local businesses while being part of a local and global sustainability movement.

## SMART CONTRACTS

EcoCiel's smart contracts ensure secure management of virtual rewards, offering transparency and trust in our system. Through blockchain, users confidently engage in sustainable actions, knowing they'll be accurately rewarded.

## CARBON OFFSET

Companies can purchase carbon offsets through EcoCiel to balance their carbon emissions. Our platform connects them to individual projects which actually is verifiable and has contributed to sustainability of environment

# FEATURES

## COMMUNITY ENGAGEMENT HUB

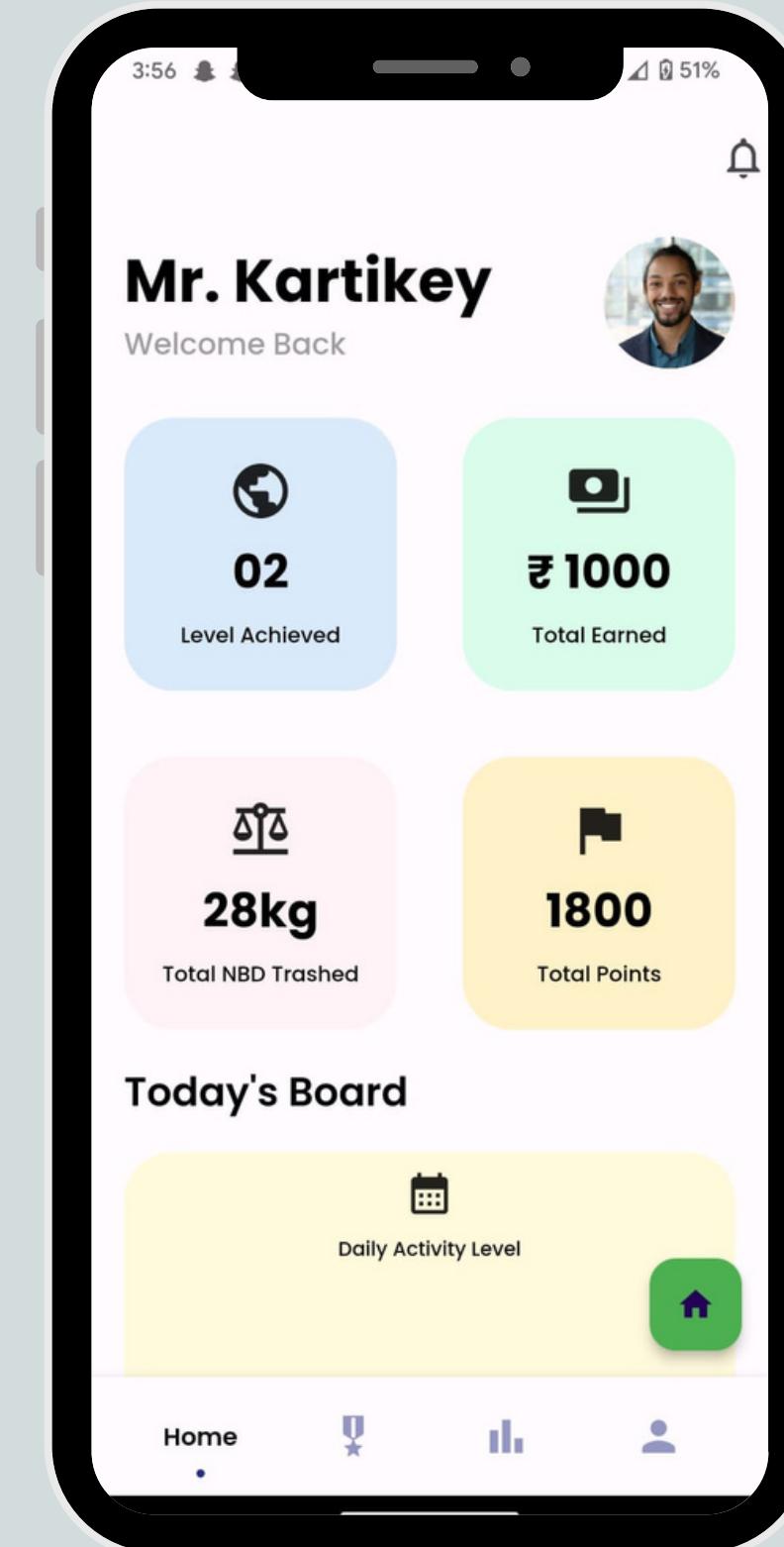
- Facilitates community interaction and collaboration on environmental initiatives.
- Provides a platform for users to share ideas, experiences, and challenges related to sustainability.

## IMPACT TRACKER

- Real-Time Monitoring: Users track individual and community-wide impact in real-time.
- Actionable Insights: The impact tracker offers personalized tips based on real-time data, fostering continuous improvement in sustainable practices.

## GAMIFIED PLATFORM

- Engaging Challenges: Challenges and activities are gamified for an enjoyable sustainable living experience.
- Motivational Rewards: The platform incorporates competition, collaboration, and rewards to boost user motivation and engagement.



## VERIFIED BADGES BACKED BY SMART CONTRACTS

- Secure Validation: Badges are verified through smart contracts, ensuring authenticity and credibility.
- Transparent Assurance: Smart contracts provide transparency in badge issuance, giving users confidence in showcasing their achievements.

## CUSTOMISED AND PERSONALISED ML MODEL

- Tailored Challenges: Users get challenges specific to their sustainability profiles, ensuring a personalized journey.
- Adaptive Education: ML customizes educational content, offering tips based on individual behaviors for a personalized learning experience.

## REAL TIME STREAMING ML MODEL

- Continuous Adaptation: ML algorithms analyze user behavior in real-time, adapting challenges and rewards instantly.

# USP



## Seamless Personalization and Engagement:

- EcoCiel seamlessly combines personalized challenges, community engagement, and real-world rewards, creating a dynamic user experience that motivates active participation in sustainability efforts.

## Cutting-Edge Technology:

- Utilizing real-time streaming ML models and smart contracts, EcoCiel delivers tailored challenges based on individual behaviors and environmental context, driving effective and relevant sustainable actions.

## Individual Empowerment:

- Unlike traditional programs, EcoCiel focuses on empowering individuals to make meaningful sustainability contributions. With a user-friendly platform and tangible rewards, we foster environmental awareness and enable concrete steps towards a greener future.

# REVENUE MODEL

## TRANSACTION FEES

When companies purchase eco credit points from EcoCiel to offset their carbon credits, we will apply a modest commission fee of 2%.

## ADVERTISING

Partnering with eco-friendly brands or organizations to display targeted advertisements with custom referral programs

## DATA INSIGHTS

Providing anonymous analytics to businesses interested in understanding sustainability engagement trends.

## AFFILIATE MARKETING

Affiliating with eco-friendly providers and products to earn commissions on sales through EcoCiel referrals

# GROWTH AND MARKETING STRATEGY

## Targeted Outreach:

- Targeting high-carbon industries like manufacturing, transportation, and energy, showcasing EcoCiel's role in offsetting emissions and engaging employees in sustainability.

## Partnerships:

- Collaborating with environmental groups, corporate sustainability programs, and eco-brands on joint initiatives to boost credibility and expand reach.

## Brand Awareness:

- Increasing Brand Awareness among consumers to adopt it

## Collaboration with Auditors and Regulatory Authorities:

- Partnering with carbon offset auditors like VCS and regulatory authorities ensures transparency and compliance in EcoCiel's carbon offsetting practices.



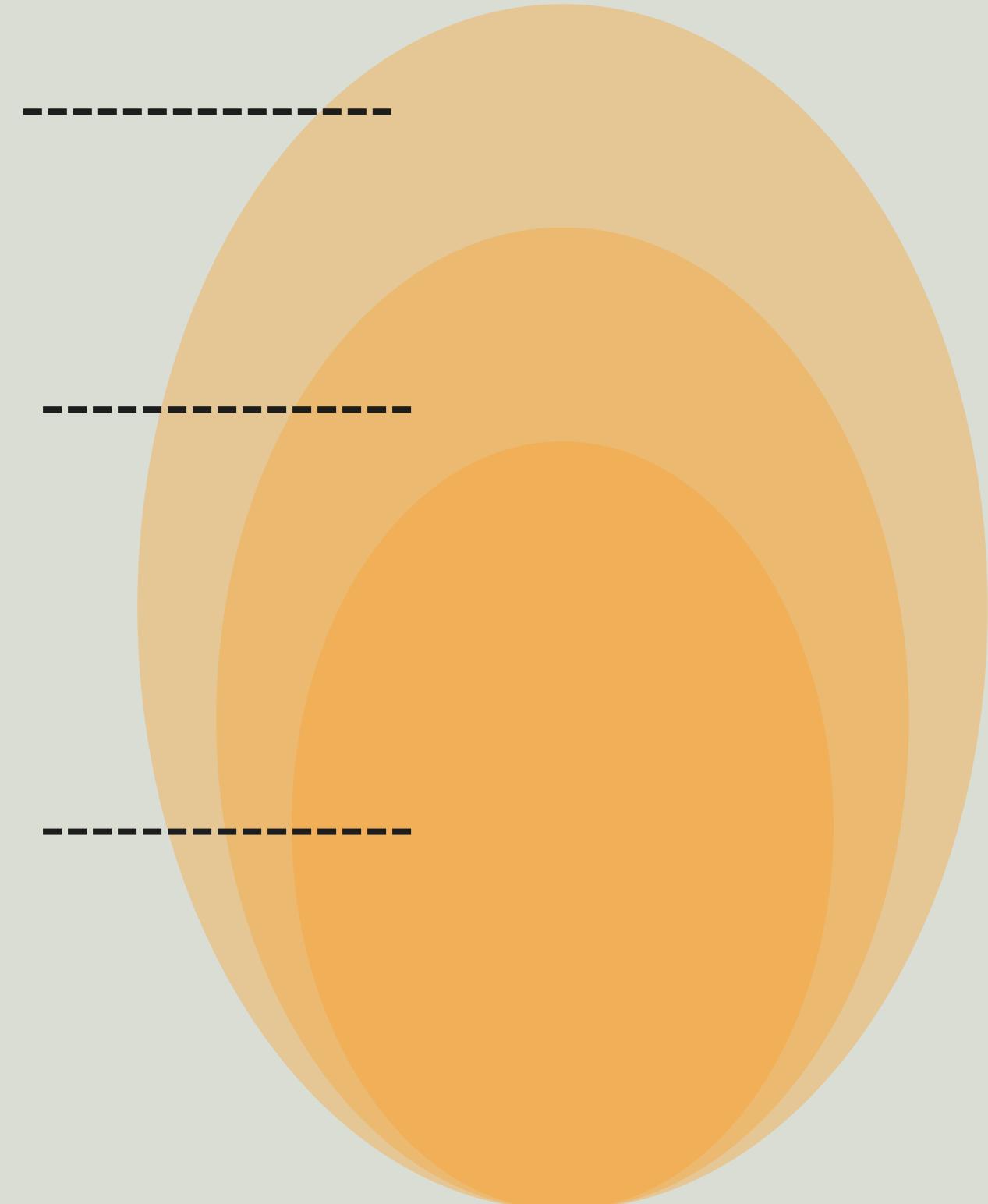
# TARGET MARKET SIZE AND RESEARCH

- We work primarily on B2B model.
- The estimated global market size for carbon offsetting was USD 20 billion in 2022 and is projected to reach USD 200 billion by 2030. (McKinsey and Co.)
- The global green technology and sustainability market was valued at USD 13.76 billion in 2022 and is expected to reach USD 61.92 billion by 2030, exhibiting a compound annual growth rate (CAGR) of 20.8%. (Source: Fortune Business Insights)

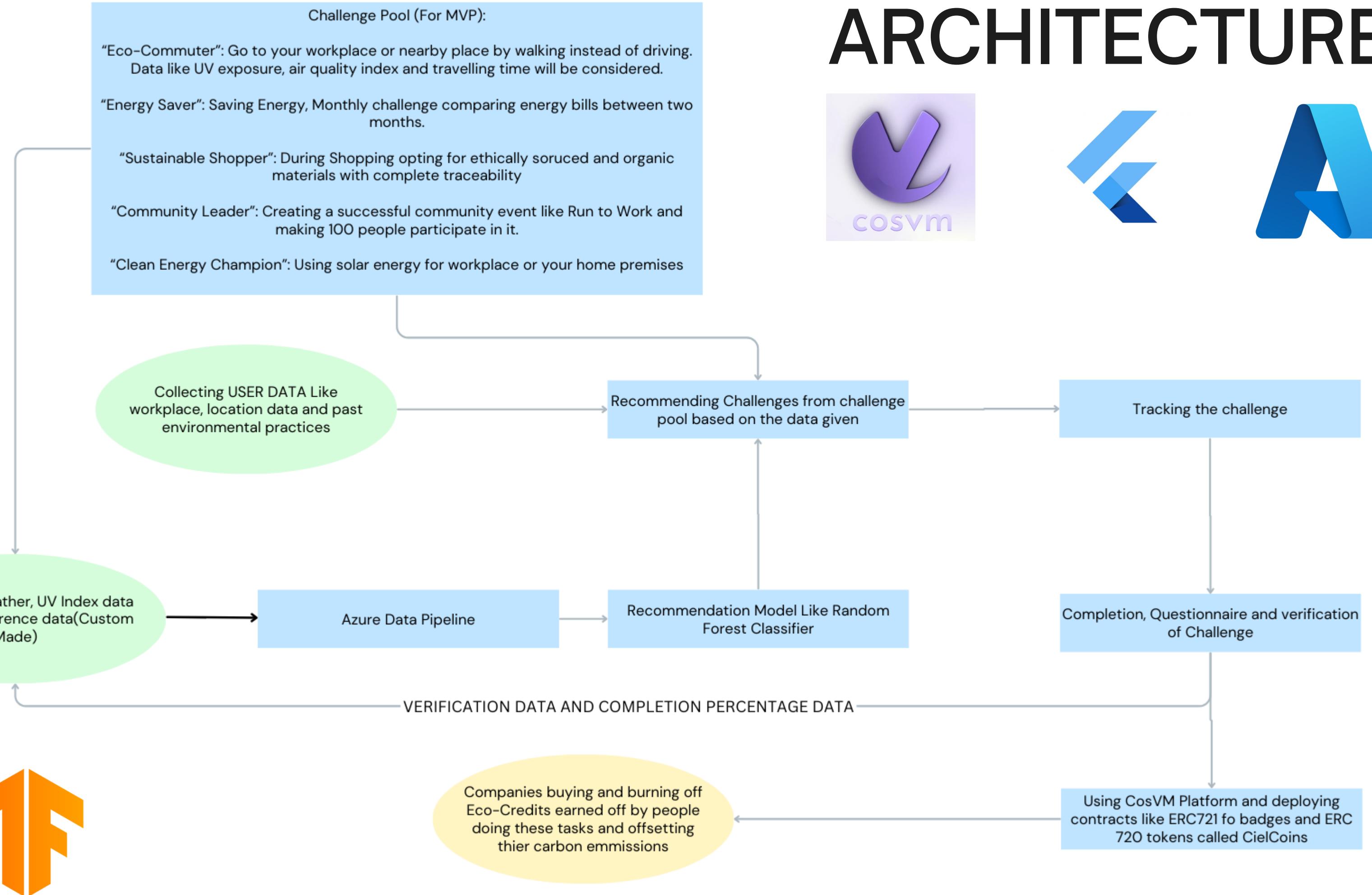
TAM - 100 Billion USD  
Considering Forward  
Perspective and Balancing  
with risk

SAM - 40 Billion USD.  
Considering carbon-heavy  
Industries

SOM - 400 Million USD  
targeting 0.1% of SAM



# ARCHITECTURE



# Considerations and Constraints

- Verification Measures: While our MVP will not prioritize verifiable measures such as bill uploads and integration with fitness apps, these functionalities remain essential for future iterations to enhance user engagement and data accuracy.
- Data Source Identification: A key challenge lies in finding relevant and reliable data sources for streaming weather data, location data, and other user preferences dataset.
- Blockchain Deployment: Incorporating blockchain technology introduces complexities. CosVM provides a good solution so it makes our things easier
- ML Model Development: Developing a robust ML model using classification strategies is a cornerstone of our project. However, achieving model perfection within the MVP timeframe necessitates balancing accuracy with resource constraints.
- Technical Integration: Integrating various technologies, such as data streaming, blockchain, app development machine learning, poses technical challenges related to compatibility, interoperability, and performance optimization.

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# OUR TEAM



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# THANK YOU

## Do you have any questions?

We are sitting in Agile 2, Bay 36. We will not mind answering questions or  
if you want to have a little chat with us.