

Who has the
smallest
footprint?

TIPTABTOE BY KARMA.COM



Tampere University
of Applied Sciences

HM



20 January 2021





Let me
introduce
myself

BACKGROUND

- Generation Z
- Digital native
- Aware of climate change and its effects
- Less power to change consumption habits
- Very value based

GOALS

- Increase knowledge in sustainable living methods
- Spark change in living habits of peers
- Daily sustainable consumption choices

PAIN POINTS

- Not knowing where to find trustworthy information on climate change and sustainable living habits
- Doesn't know how to incorporate sustainable habits into daily life





PROBLEM STATEMENT

My pain
points

Today the **GenZ**
is facing an **information overload** regarding
sustainability
when they are trying to integrate
sustainable habits into their daily life.



How I
discovered
the solution
for myself

Diary

Anne



How I
discovered
the solution
for myself



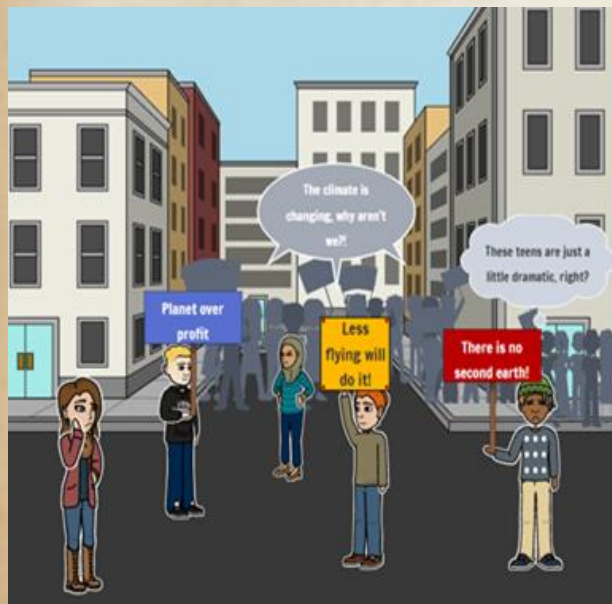
My current concerns



*I am so overwhelmed by
all the climate problems
in the world!*

How I
discovered
the solution
for myself

My current concerns



*There are so many
different opinions...*

*Well... I would like to
know more about it and
help actively!*

My current concerns



On my way to meet my friend Nils I took the car as usual and I am stuck in traffic.

How I
discovered
the solution
for myself



How I
discovered
the solution
for myself



My inspiration by Nils



*While sitting in a café I
opened up with my
concerns.
Nils had a great advice!*

How I
discovered
the solution
for myself

My inspiration by Nils



*I downloaded TipTabToe
and we started playing.*

How I
discovered
the solution
for myself



My inspiration by Nils



*The game is really
motivating as it is fun
playing with friends.*

How I
discovered
the solution
for myself



My new lifestyle



*By using the app, I learn
how to act sustainably in
my daily life.*

*Easy tricks and I can
have a great impact!*

How I
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UNIQUE SELLING PROPOSITIONS

What
makes
TipTabToe
unique?



Lean approach for a heavy topic



Gamification approach to achieve a behavioral change



Slow but efficient mindset change



Challenges with friends awaken the ambition to increase one's own knowledge



More beneficial than a CO2 calculator





MARKET POTENTIAL OF TIPTABTOE

What
makes
TipTabToe
unique?



Our main target group:
Generation Z includes 8 million people (in Germany) - 10 % of the total population



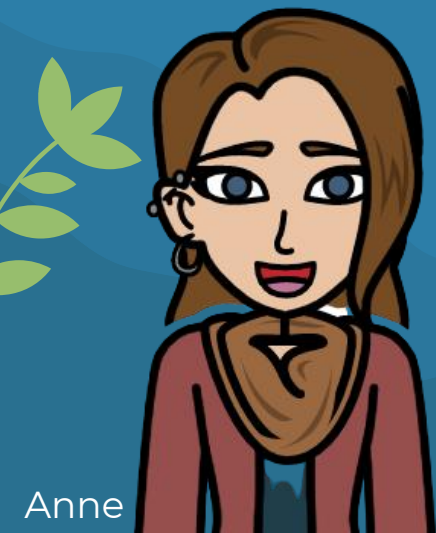
Generation Z's awareness and sense of responsibility for the environment



Meeting the EU climate goals need contribution – behavioural change through all generations



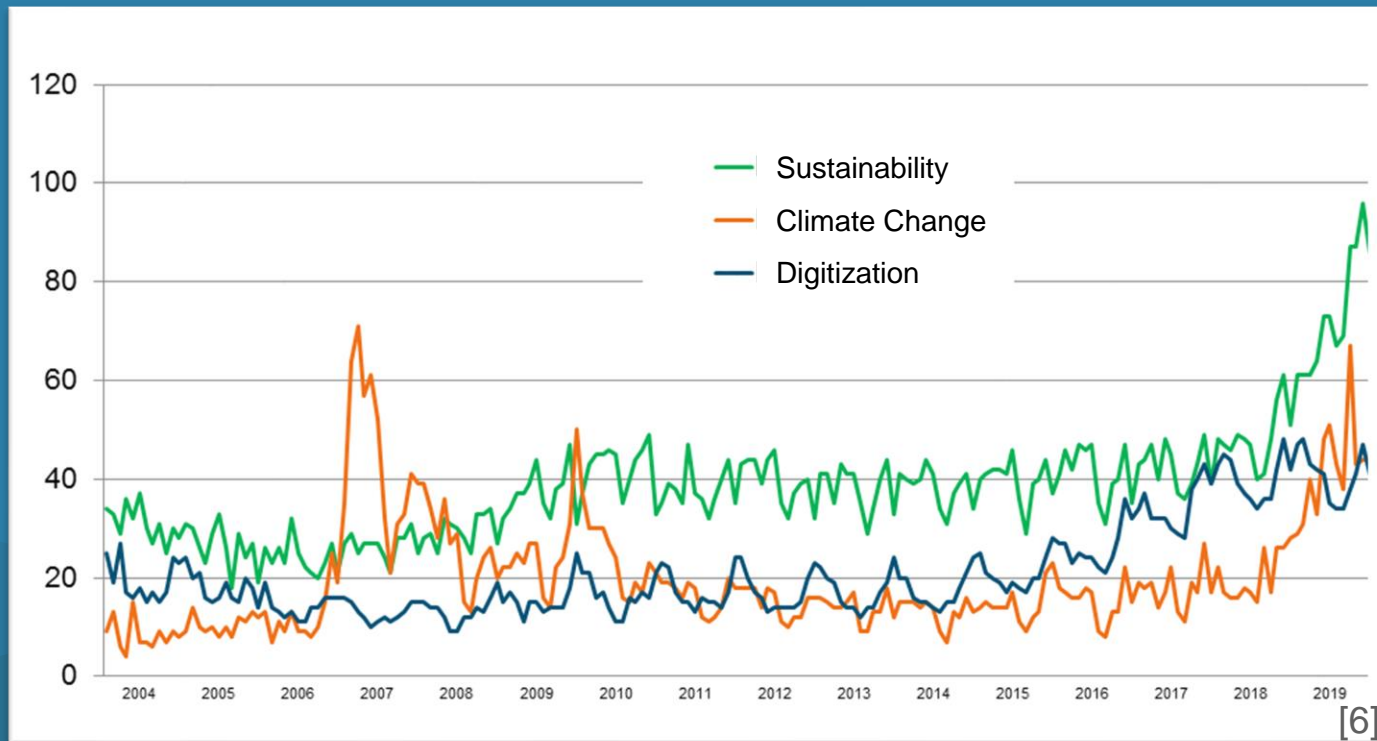
Actuality and importance of the subject – companies, daily life, habits, movements etc.





SEARCH REQUESTS FOR SUSTAINABILITY

What
makes
TipTabToe
unique?



[6]



QUESTIONS FROM THE INVESTOR

But I still
have
questions

A warm welcome dear investor,
Mr. Money, we are ready to
answer all your questions.



Karmacom



Idea



Goal



Benefit



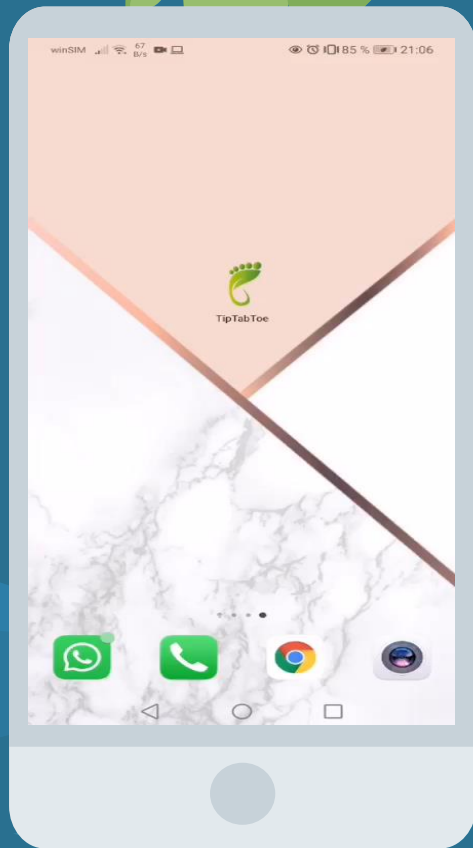
Vision



Costs

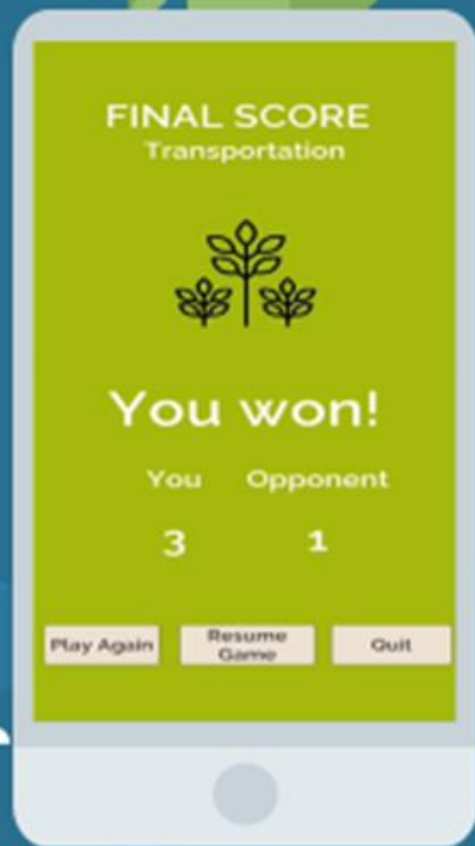
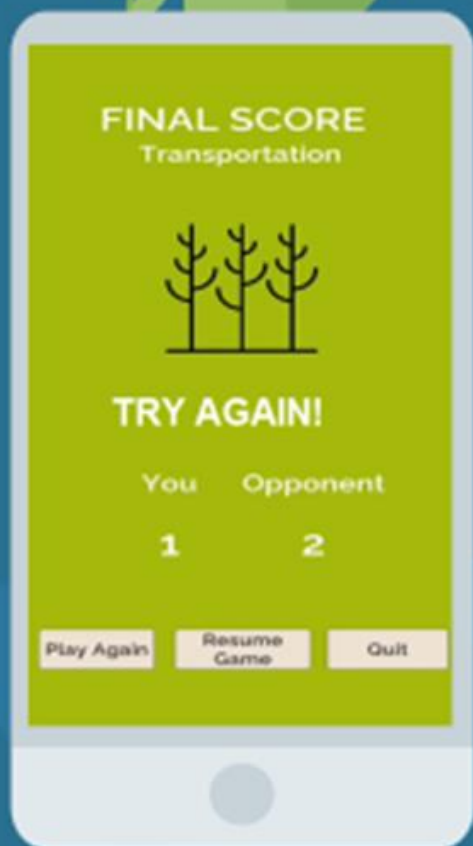


Investor
Mr. Money



TIPTABTOE MOBILE APP
IT'S A TIE!







PRESS RELEASE - HEADLINES

I have read
an article in
the
newspaper

“

Karmacom is launching their first app – **TipTabToe**.

”

“

Quizzing and making a **difference** – challenge your knowledge and have a **positive impact** on the environment.

”

“

The **time to act** is now. Change needs **guidance** – TipTabToe is here to help with that. Providing advice to make behavioural changes easier for everyone.

”





ENVIRONMENT

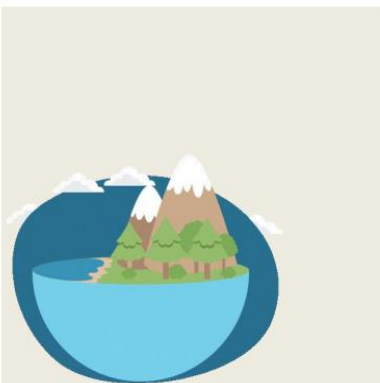
A game that helps save the environment!

KARMACOM, 2021

The multiplayer quiz app "TipTabToe" is aimed at empowering the upper age group of Generation Z (16-25-year-olds) to adapt their mindset to living a more sustainable life. Karmacom GmbH is launching the multiplayer quiz app TipTabToe and with this, aims to disperse their knowledge and expertise in the field of sustainability. With positive motivation, players are encouraged to minimize their carbon footprint by adopting more conscious behaviours and habits.

The application achieves this by drawing awareness to environmental issues but not in a way that is perceived as a burden by the user. Starting with a beta version, the app is available for free download on Android and IOS devices. As a (Corporate Social Responsibility) CSR consultancy that has set itself the task of supporting companies and NGOs, Karmacom GmbH successfully generates economic success from ecological and social commitment. TipTabToe is based on the three main aspects of how Karmacom GmbH understands CSR. "Think" - come up with a strategy, "Talk" - trustworthy communication and "Act" - actual realization.

Deviating from its B2B business, Karmacom GmbH now addresses the B2C market and encourages especially young people to think about a future worth living. As a non-profit app, the main goal for TipTabToe is to have a positive impact on the mindset of Generation Z. Heiner Weigand, founder and CEO of Karmacom GmbH and Yuki Hayashi, CSR consultant and initiator, are happy about the release of TipTabToe, "I am thrilled that our hard work finally pays off and we can launch our beta version and bring it to the young - our future."



Saving the planet. Maintaining our set goals and making sure we achieve them is the key for saving our world.



Green electricity. Promoting eco-friendly solutions for electricity.

"We've asked ourselves, how is it possible to encourage young people to adopt sustainable behaviour through positivity driven by curiosity, rather than guilt? We want to help solve the problem that many people are not aware of their individual environmental impact by embedding a very serious topic (climate change) into the format of a quiz-like game.", said Heiner and Yuki.

In different categories, users can expand their knowledge about sustainability in a playful way. By competing with friends and family, players can collect points and thus move up in the ranking. The game increases the attention that even with small steps one can have a huge impact on the environment.

"With the high influx of information regarding how one can live sustainably, it's easy to be overwhelmed and feel stuck without knowing what necessarily to do. I am made aware daily of the consequences of human actions on the environment and its effects on us - large amounts of carbon dioxide in the atmosphere, rising temperatures and large amounts of waste in the ocean. I know I have to be more conscious about my actions on the environment, but I just don't know where to start" says Anne, a 19-year old student living in a student residence in Munich. "Thanks to the *TipTabToe* App, I am presented with trustworthy information about how I can incorporate sustainable habits into my daily life in an easy and fun way. Just by being conscious of my electricity usage and online shopping habits, I have reduced my carbon footprint level by 5%. On top of that, I am also able to challenge my friends and family using the multiplayer option, making it easier to motivate each other towards living sustainably."

By using the Hashtag #ttt and by registering now, you take responsibility for our earth. So, if you feel prepared, show it by downloading *TipTabToe*!

For more information, please visit our Website: www.tiptabtoe.com
If you have any questions related to the CSR content, please do not hesitate to write an email to: info@karmacom.de.



QUESTIONS FROM THE CUSTOMER

But I still
have
questions

Hello Anne. We have heard that
you still have questions?



Karmacom



Sources



Feedback



Information



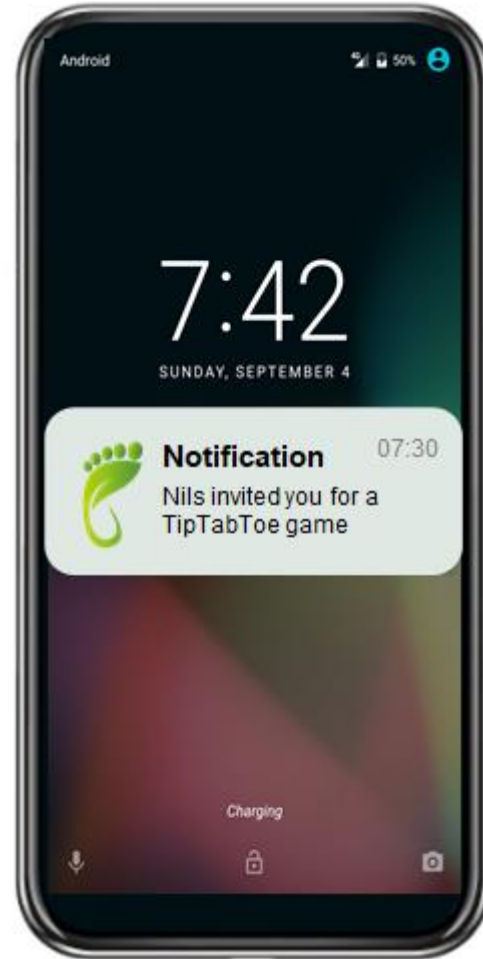
Anne

FUTURE FEATURES

What will
the app look
like in the
future?



Anne



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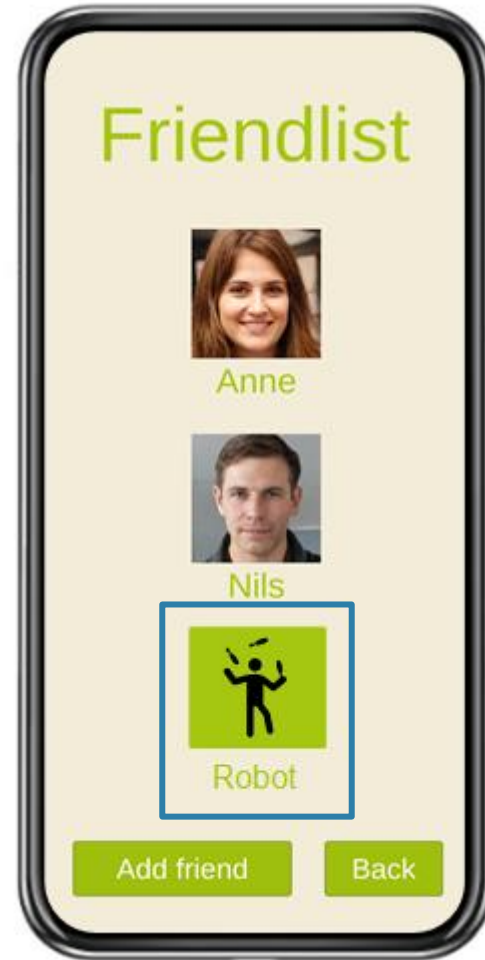


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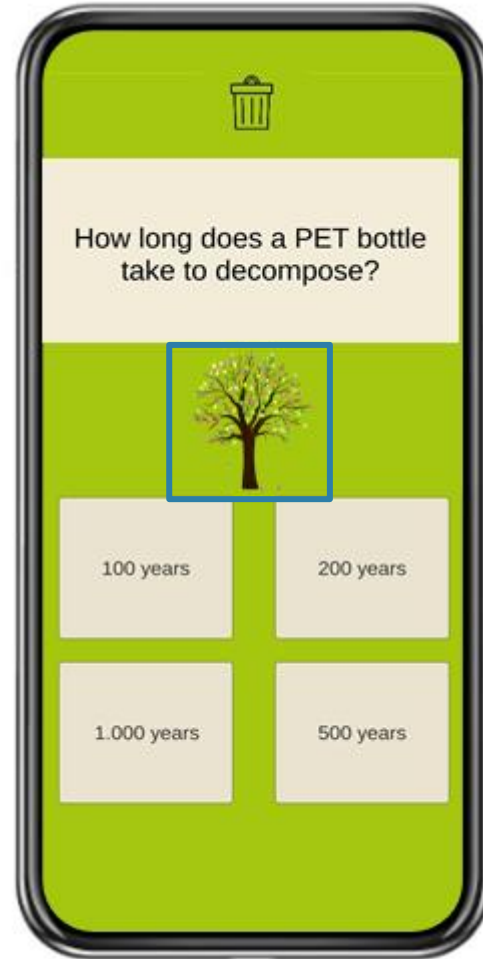
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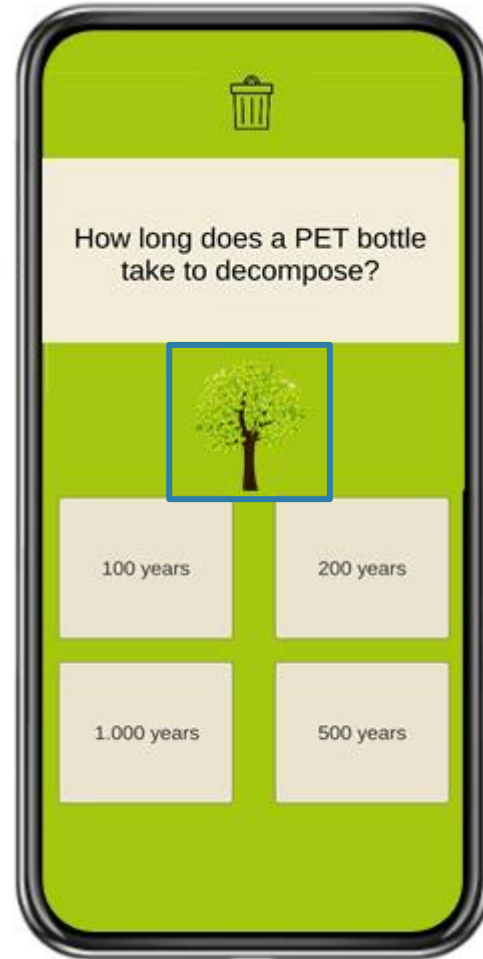
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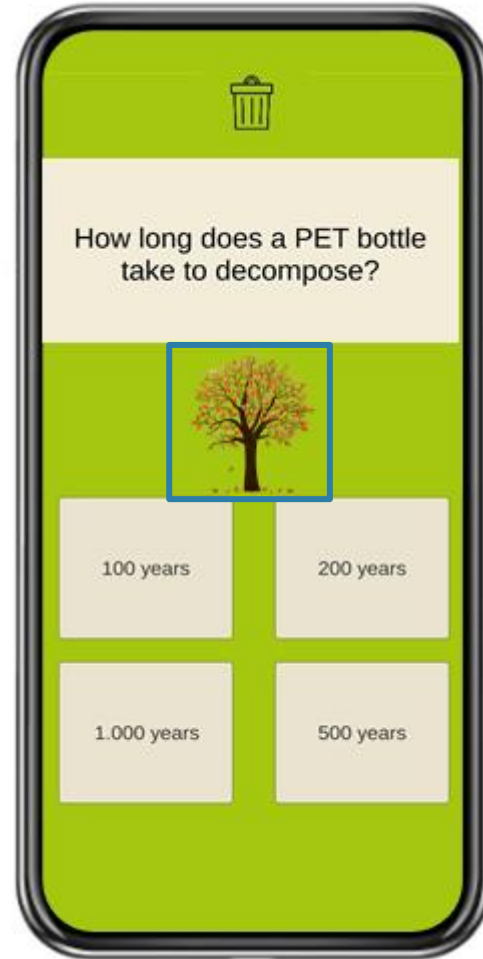
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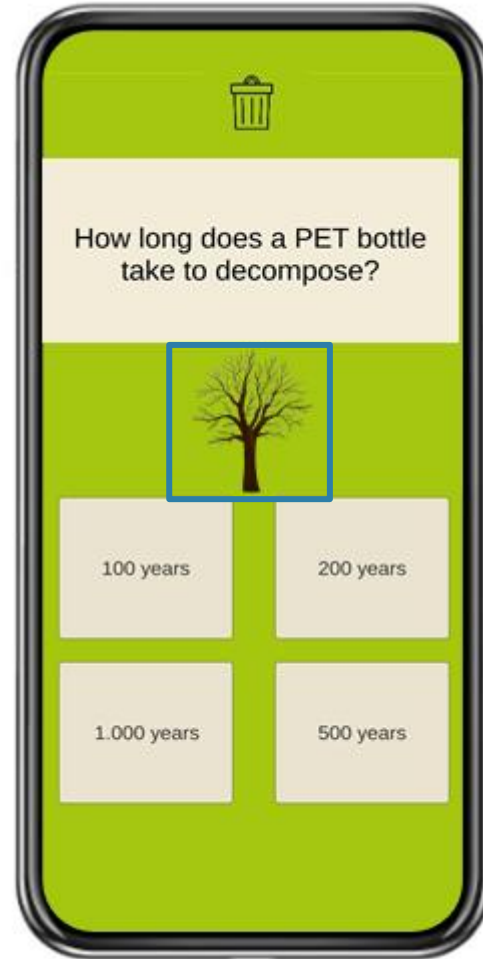
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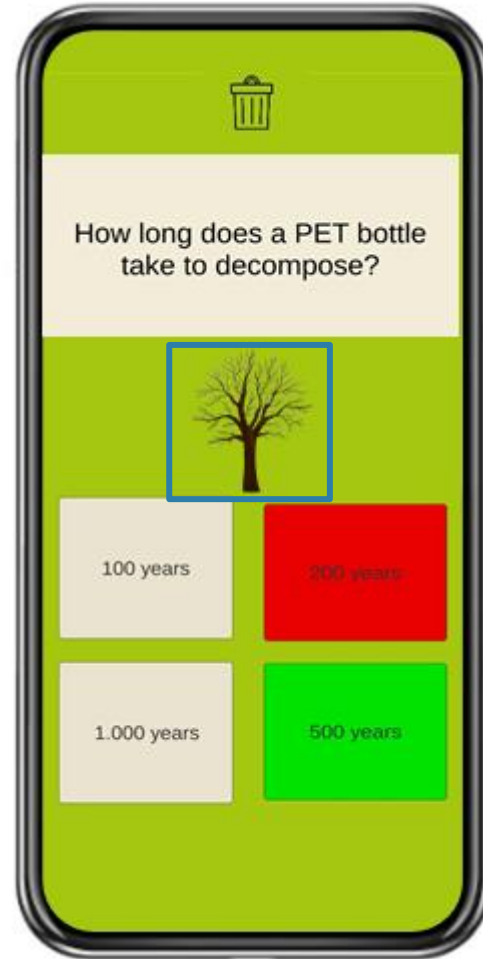
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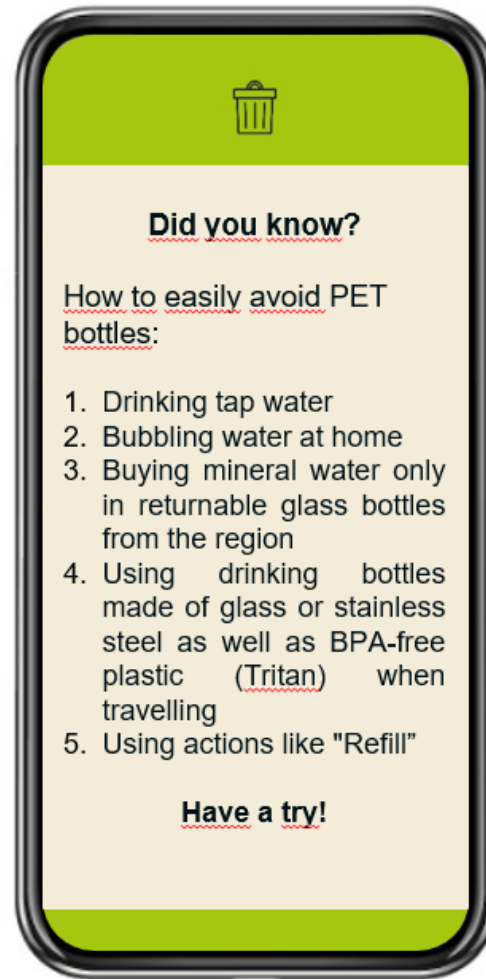
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FUTURE FEATURES

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... 4 questions later ...

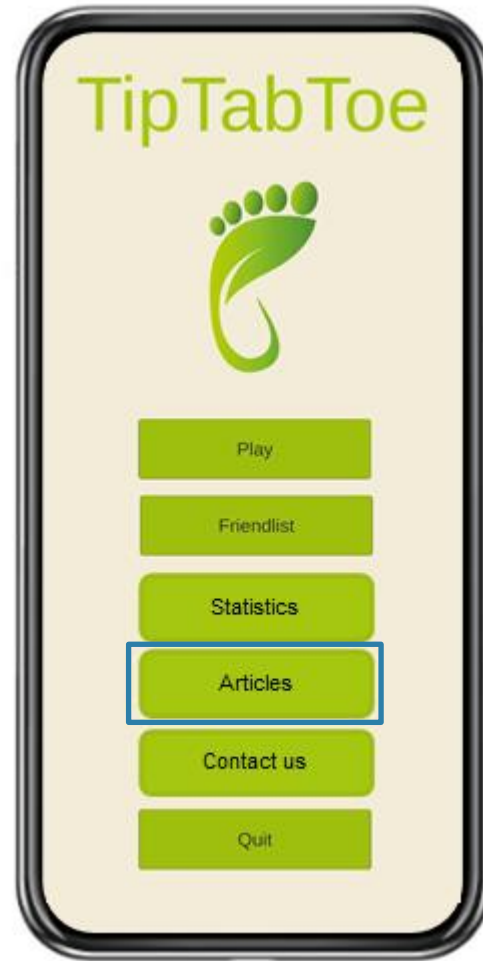
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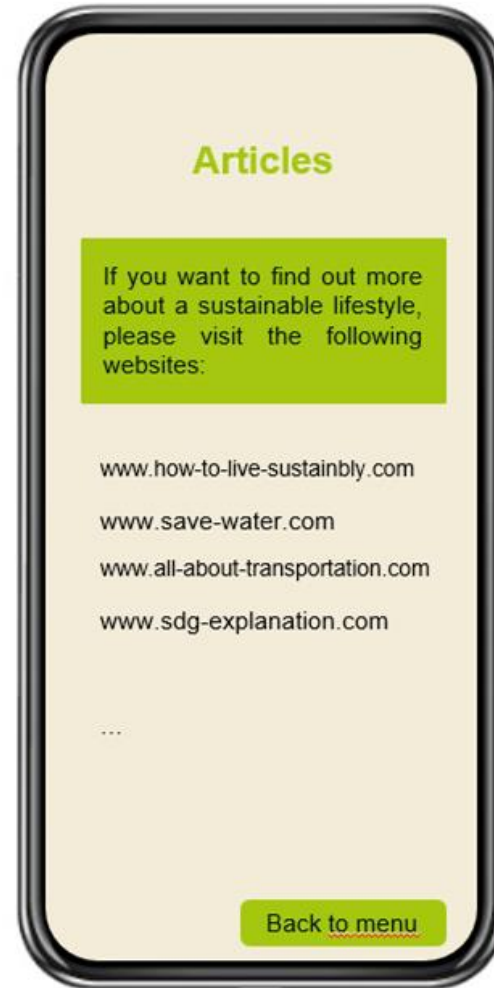
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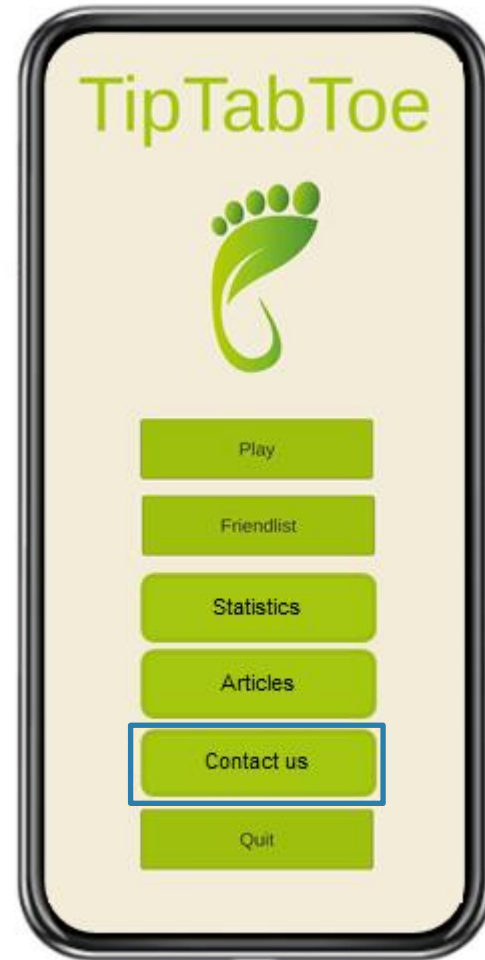
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CONTACT US

Name:

E-Mail:

Subject:

Message:



TEAM 4T – TIPTABTOE TEAM

Founder



Heiner W.



Yuki H.

MUC Masters



Jeffrey K.



Sophie E.

MUC Bachelors



Katharina S.



Valentina H.



Sophie M.



Sabrina V.

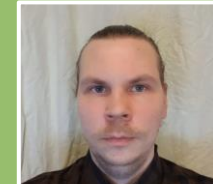
TAMK Bachelors



Laura K.



Sanni K.



Heikki K.



**Ready to use TipTabToe and to become an
agent of positive impact ?**



... thank you for your attention!



SOURCES

- [1] **Gen Z Statistics:** [https://felixbeilharz.de/generation-z-fakten/#:~:text=Die%20Generation%20Z%20stellt%20ca,Menschen\).](https://felixbeilharz.de/generation-z-fakten/#:~:text=Die%20Generation%20Z%20stellt%20ca,Menschen).)
- [2] **Red book:** <https://www.google.com/url?sa=i&url=https%3A%2F%2Fde.dreamstime.com%2Fphotos-images%2Fgeschlossenes-buch.html&psig=AOvVaw0tTtuuLrl5hnUAzWNdnFED&ust=1608737328910000&source=images&cd=vfe&ved=0CAIQjRxqFwoTCPCPt3z4e0CFQAAAAAdAAAAABAD>
- [3] **Book shelf:** https://www.google.com/url?sa=i&url=https%3A%2F%2Fde.vecteezy.com%2Fvektorkunst%2F261173-bibliothek-bucherregal&psig=AOvVaw0sSgMFk_jo33JAkszdbDnz&ust=1608736549315000&source=images&cd=vfe&ved=0CAIQjRxqFwoTCKjS-Ofw4e0CFQAAAAAdAAAAABAS
- [4] **Book inside:** <https://www.google.com/url?sa=i&url=https%3A%2F%2Fde.freepik.com%2Ffotos-vektoren-kostenlos%2Foffenes-buch&psig=AOvVaw0JR95yAOTw7h1JnFM-pFS0&ust=1608734220227000&source=images&cd=vfe&ved=0CAIQjRxqFwoTCOCw4ZDo4e0CFQAAAAAdAAAAABAO>
- [5] **Statistic market potential:** <https://www.der-bank-blog.de/nachhaltigkeit-wird-die-bankenbranche-dauerhaft-veraendern/studien/37668208/>
- [6] **Tree:** https://de.freepik.com/vektoren-premium/vier-jahreszeiten-baeume-vektor_8574000.htm
- [7] **Advices future features:** <https://www.gelsenwasser-blog.de/tipps-pet-einwegflaschen-zu-vermeiden/>