

EcoSavvy:

Save Money While Saving
the Planet

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Sustainable Living Struggles

Lack of Guidance

Lack of tools to estimate **potential savings** and **derail months of effort**.

High Costs

People often avoid switching to sustainable solutions like solar panels due to **unclear cost-benefit analysis**.

Lack of Awareness

People miss out on **government incentives** like **Section 80-IA of Income Tax Act** and the **FAME**

Community & Motivation Gaps

Absence of community features for **collective action, leaderboards, and incentives**.

The result? Despite a growing interest in sustainability, **millions** miss out on savings and contribute to **avoidable environmental damage**.

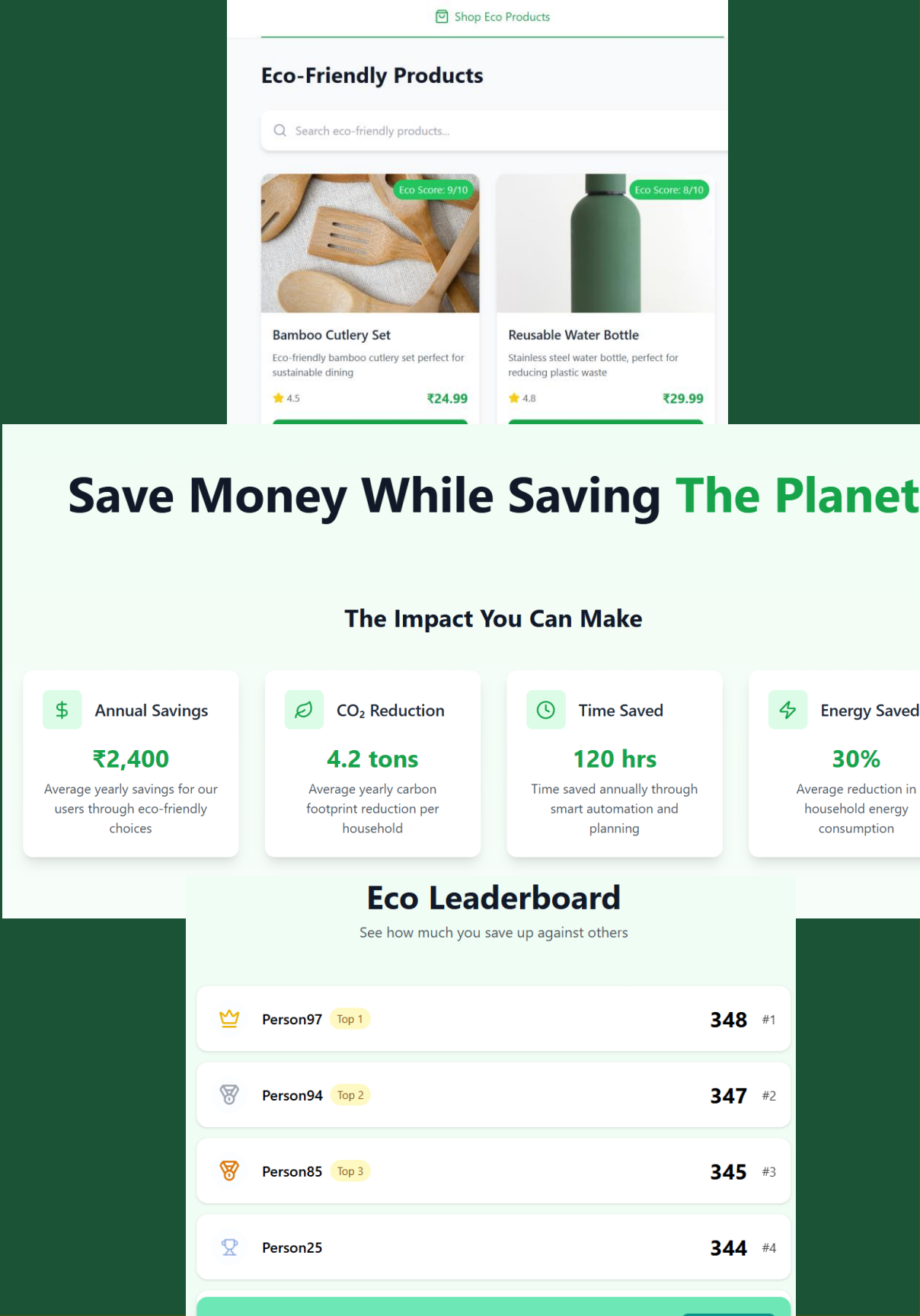
Path to Sustainable Living

The Problem

- **Lack of Awareness** about the financial and environmental impact of daily activities.
- **Complexity in Choosing** sustainable alternatives and calculating savings from solar panels.
- **Limited Guidance** on practical steps to reduce carbon footprints.
- Lack of Motivation due to **absence of community**, incentives and competitive challenges.

EcoSavvy Solution

- **Personalized Insights** powered by AI to calculate carbon footprint, cost savings, and pollution reduction for every activity.
- Solar Savings Estimator using Google Maps to provide accurate **savings estimates** from rooftop solar installation.
- Community Features like teams, leaderboards, and challenges to **foster collective action** and healthy competition.
- **Sustainable Product Marketplace** with trusted recommendations, savings data, and user reviews.





Government Incentive Finder

Find Eco-Friendly Incentives

Discover available rebates, tax credits, and incentives for your sustainable lifestyle choices



Solar Incentives

Federal tax credits, state rebates, and utility company incentives for solar installations



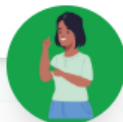
Energy Storage

Rebates for home battery systems and smart energy management solutions



Tax Benefits

Tax deductions and credits for energy-efficient home improvements



Problem

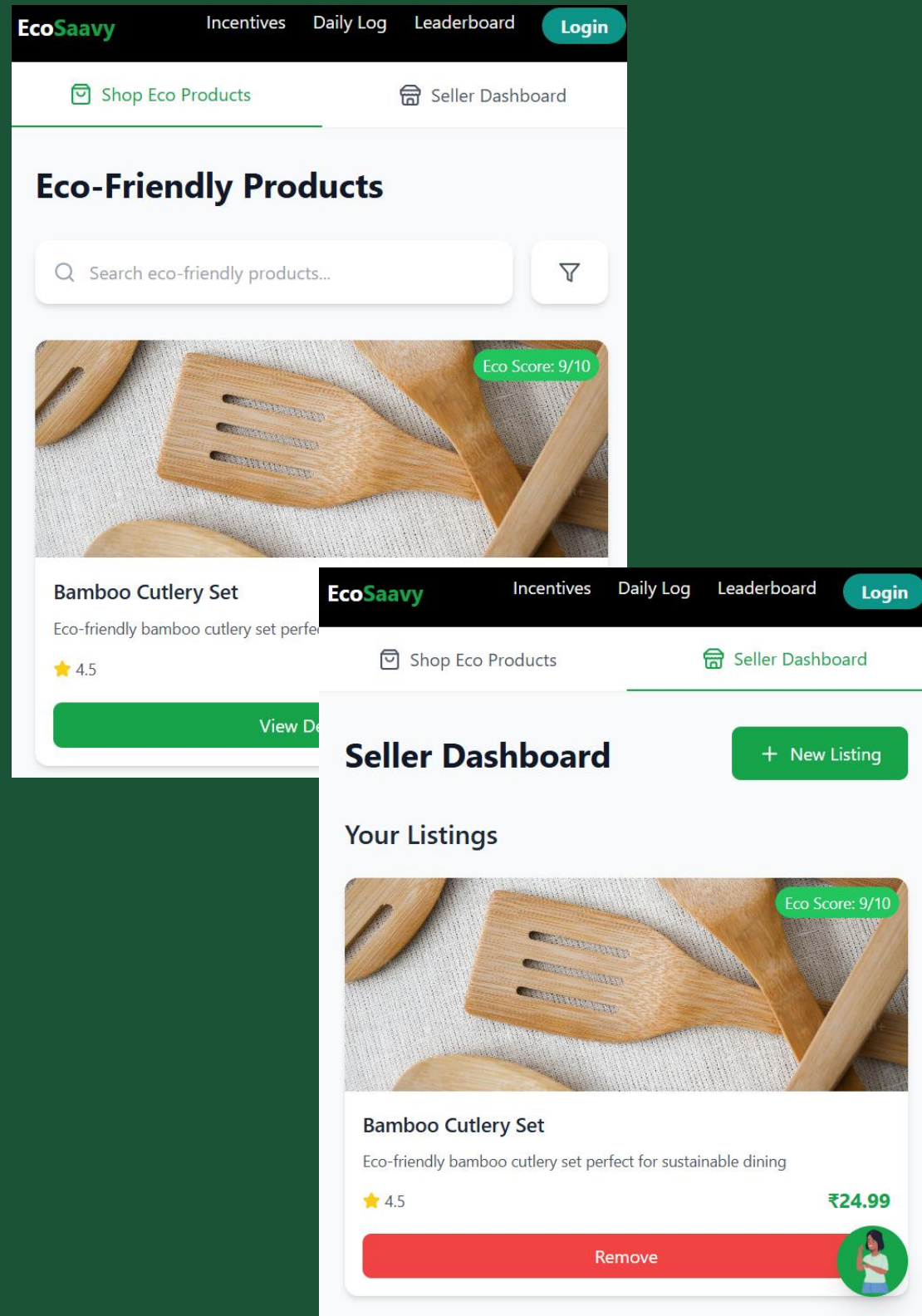
Many users are **unaware of government subsidies** and incentives for adopting sustainable practices, such as installing solar panels or switching to energy-efficient appliances. **This leads to missed opportunities** for financial savings and reduced carbon footprints

Impact

EcoSavvy helped users unlock **₹1,00,000 in savings**, which were reinvested into adopting further sustainable practices, significantly reducing their carbon carbon emissions.

Data

Tracks over **30+ government incentives and programs** to ensure individuals and individuals and organizations don't miss out on financial and environmental environmental benefits.



Sustainable Product Marketplace Marketplace

Problem

Traditional products often **prioritize cost cost over sustainability**, leading to increased carbon emissions and environmental degradation. Users face **difficulty identifying eco-friendly friendly alternatives** that deliver the same same functionality without compromising compromising on performance or convenience.

Impact

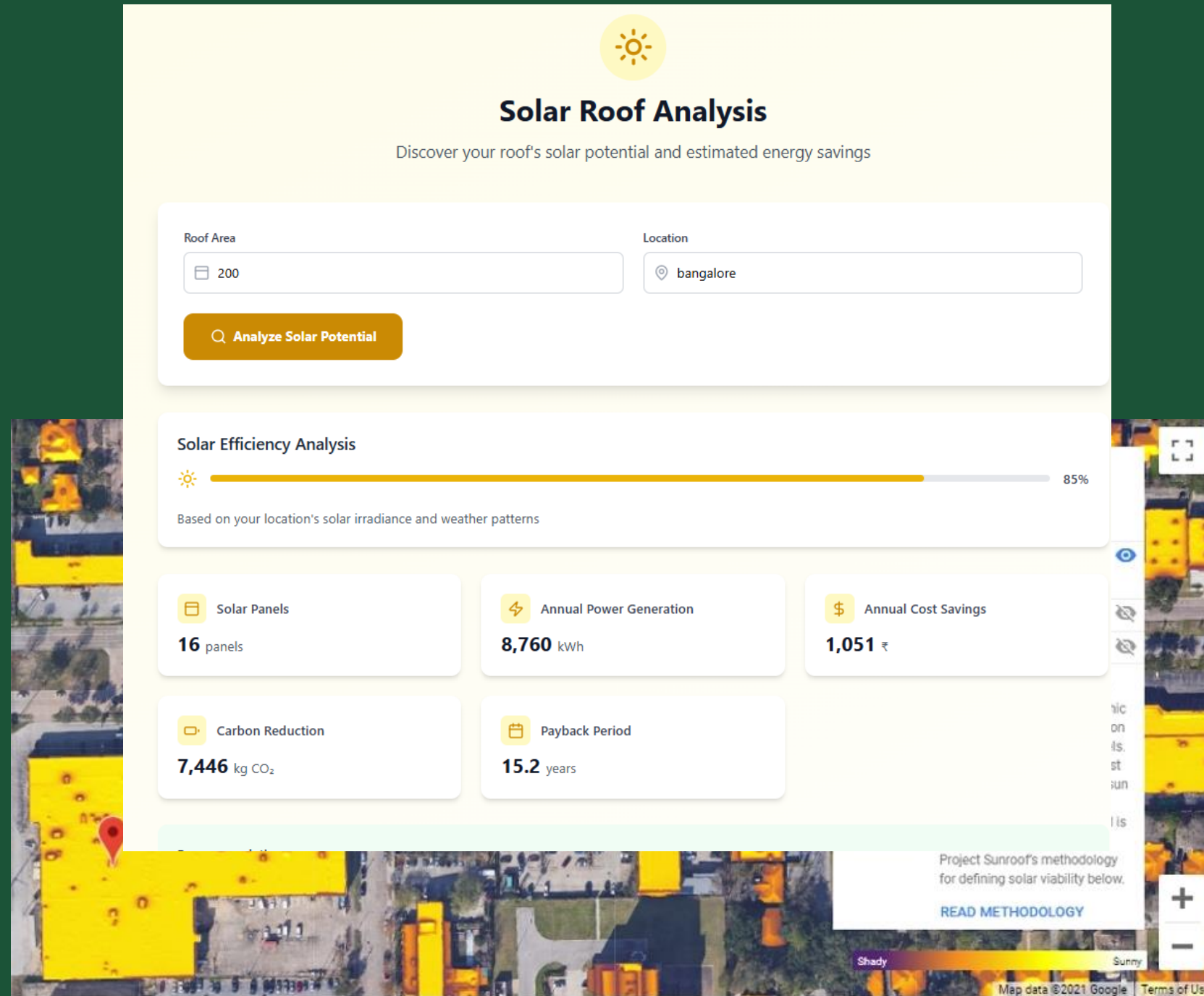
EcoSavvy's marketplace **enables users to to switch to eco-friendly products**. This This transition results in:

- **30% reduction in carbon emissions** compared to traditional products.
- Long-term savings on energy and maintenance costs.

Data

Showcases over *500+ sustainable products* with detailed comparisons of comparisons of environmental and financial benefits, ensuring users can make can make informed, impactful choices without sacrificing functionality.

Rooftop Potential Estimation for all



Upto 40%

In Savings

Reduces electricity bill by 40%, saving saving approximately ₹1500/month for for the average household.

Upto 60%

Reduction In Carbon Footprint

Uses activity carbon emission as parameter daily monitoring footprint and finding easy eco friendly alternatives to daily activities

Daily Activity Logging



Upload Files

Upload your electricity bills, travel bills, boarding passes or enter data manually



Select Location

Enter your location and other details.



Receive Summary

Receive a precise, accurate summary of CO2 emissions, incentives and product recommendations.



AI Chatbot



1

Problem

Customer doesn't have verifiable information on what what sustainable products to buy.

2

Impact

AI Assistant provides tailored product recommendation, eco-recommendation, eco-saving tips, and guides the user user through the platform and helps in increasing awareness. awareness.

3

Potential Market Finder

Brings customers and vendors together to find the best eco-the best eco-friendly product for the customer according to according to their mutual interest.

Platform Overview – Revenue

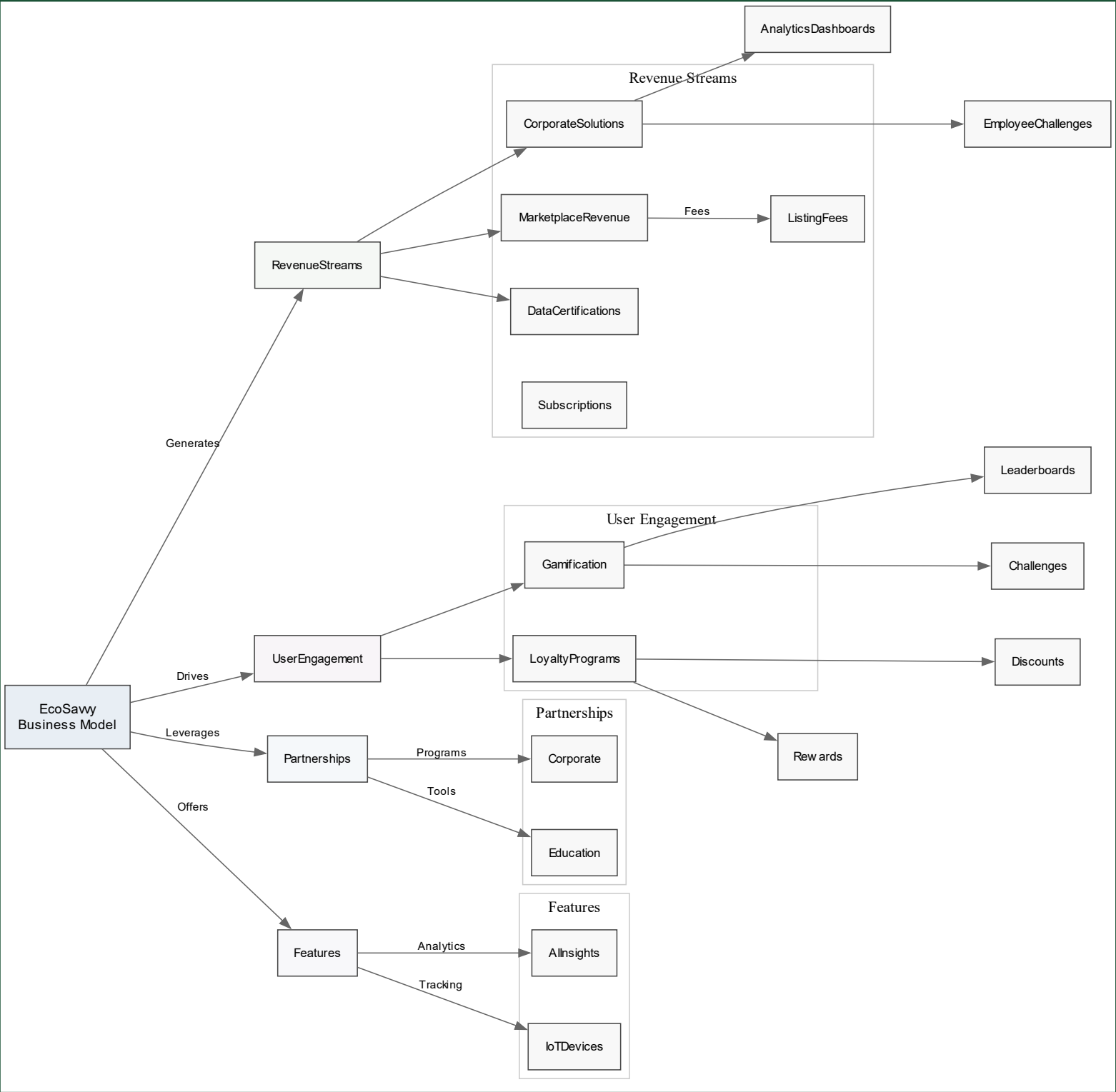
Advertising Revenue

Large audience reach means companies will encourage employees to use EcoSavvy for sustainability initiatives. Institutions will recommend EcoSavvy to students as part of sustainability programs.

Marketplace Commissions

Earn 5-10% commission on sustainable product sales made through the platform.

Partner companies pay listing fees to showcase eco-friendly products to a target audience



Platform Overview – Advertising Revenue

Why Advertisers choose EcoSavvy?

Access to large, eco-conscious audience, actively seeking sustainable solutions.

Employee Engagement

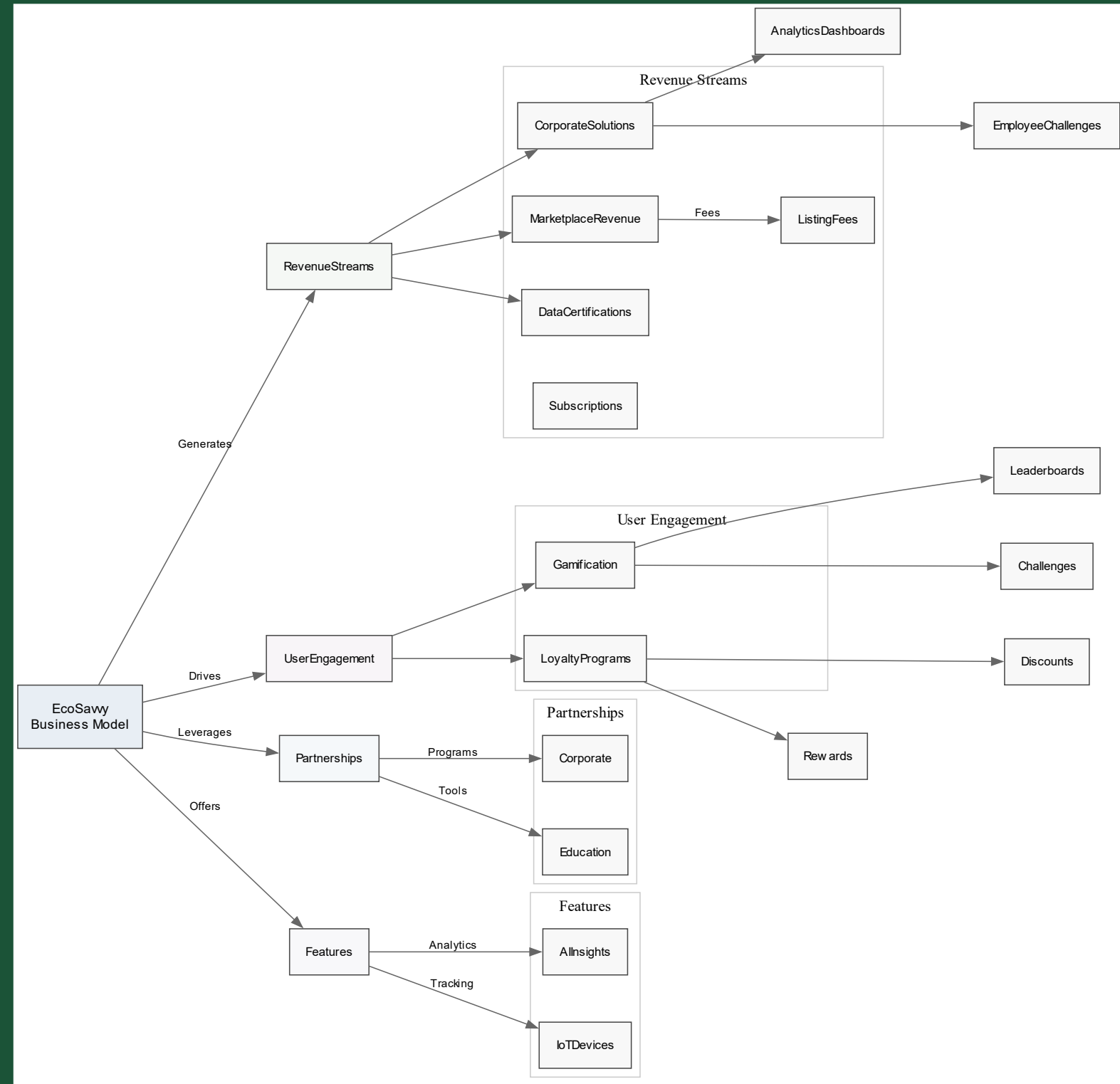
Companies promote EcoSavvy to their workforce for team sustainability challenges.

Student Engagement

Educational institutions encourage students to participate in EcoSavvy's initiatives.

Benefits to Companies

1. Showcase corporate sustainability commitments.
2. Boost **CSR** (Corporate Social Responsibility)
3. Increase employee and student participation in green initiatives.



Platform Overview – Marketplace Commissions

Sustainable Product Marketplace

EcoSavvy curates energy-efficient appliances, solar panels, EVs, and other green products.

Partners pay 5 – 10% commission on each transaction made through the platform.

Additional listing fees apply for premium product placements targeting eco-conscious buyers.

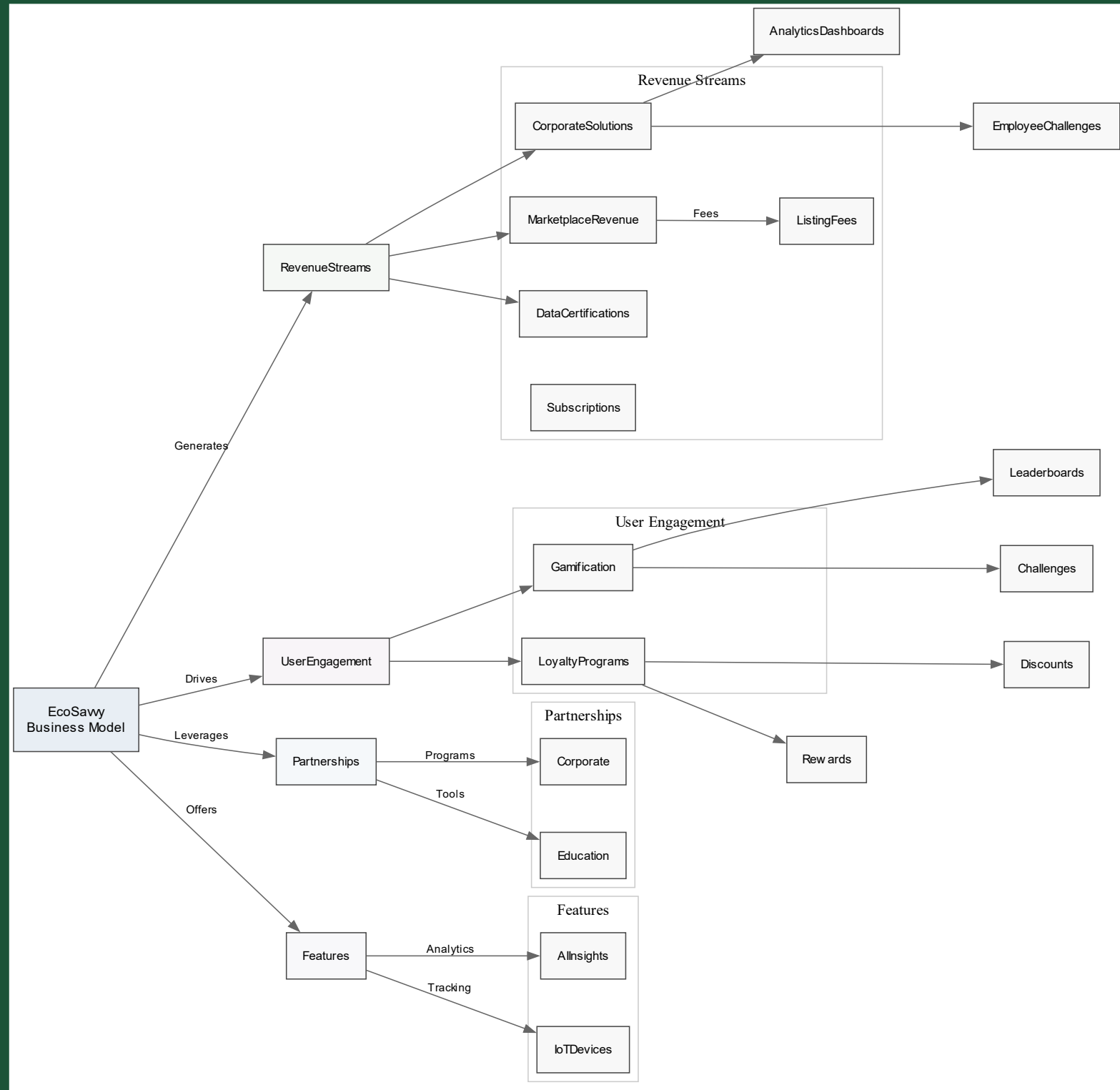
Value to Partners

Reach active buyers looking for vetted, sustainable solutions.

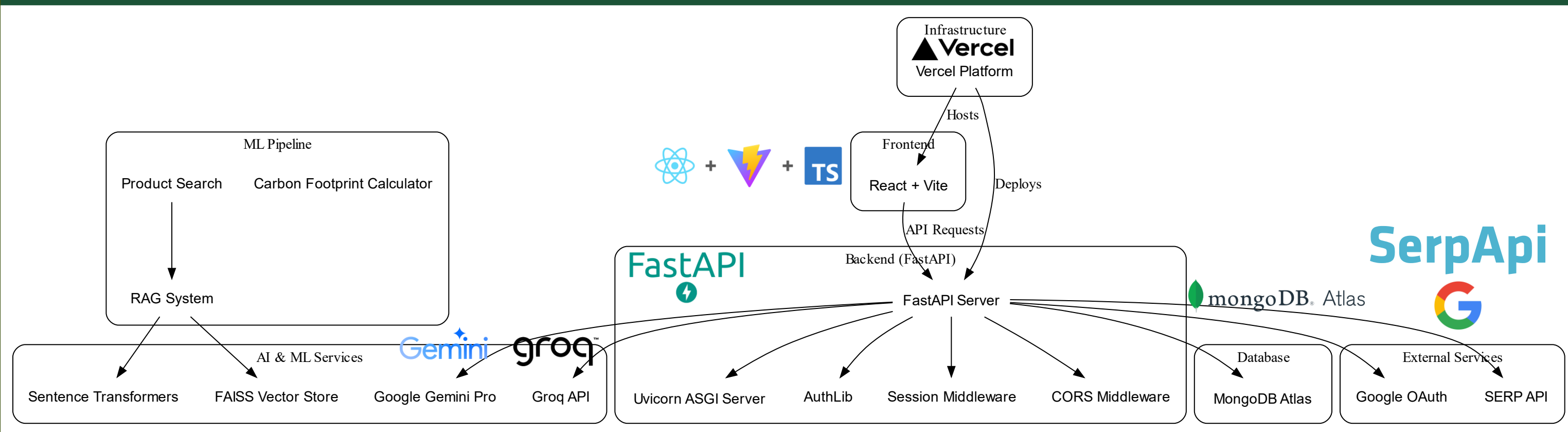
Build trust through customer reviews, product ratings, and verified saving insights.

Impact

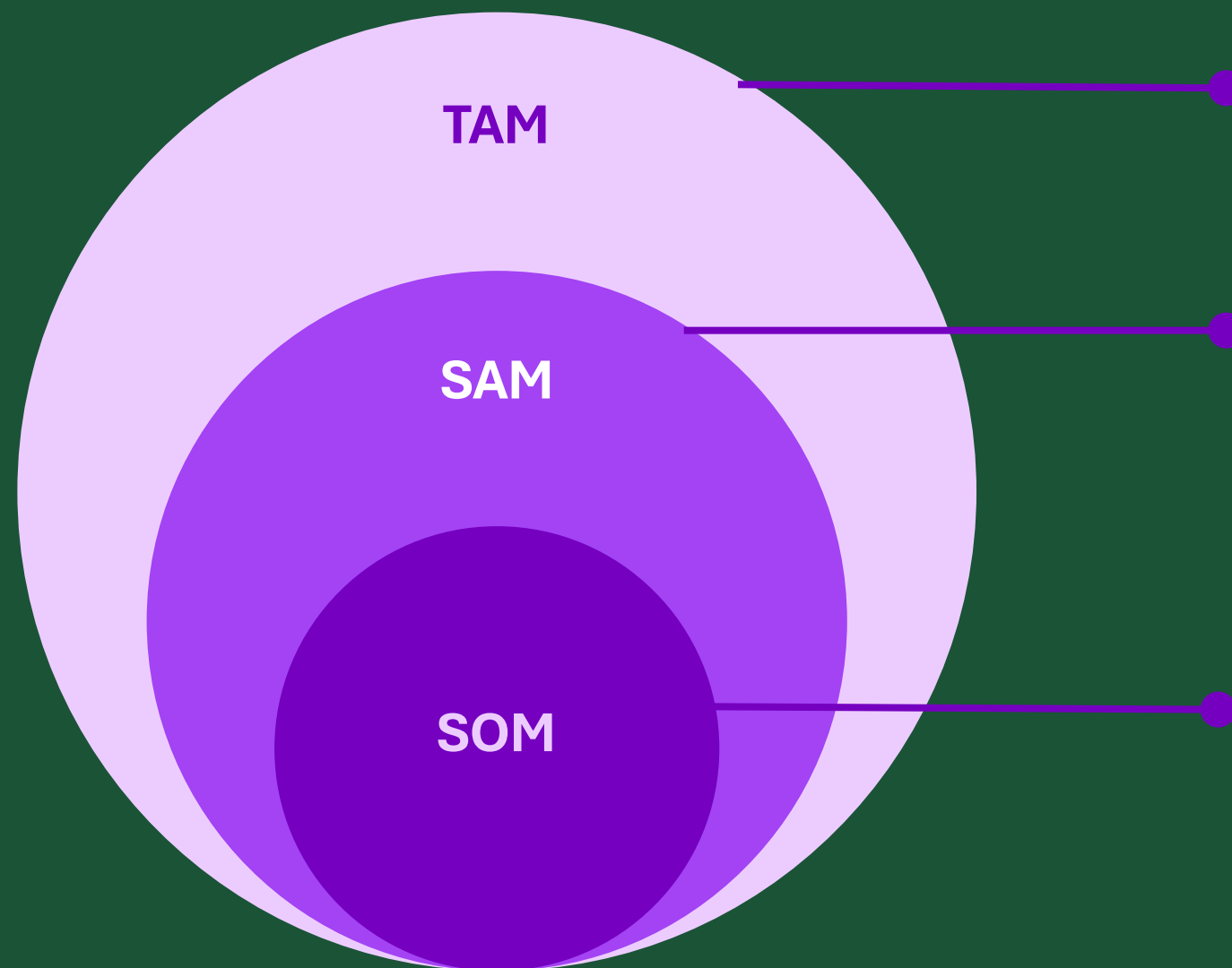
1. Drive Sales – Promote Sustainable products to an engaged audience.
2. Enable Change – Help users adopt affordable, trusted solutions for greener living.



TechStack Overview



Market Analysis



\$2.5 trillion in 2023

Total Addressable Market over the world.

\$200 billion in 2023

Serviceable Addressable Market in India (driven by increased government incentives and consumer awareness of eco-friendly alternatives)

5% of the Indian sustainable product market ~ \$10 billion

Serviceable Obtainable

Market (Market projections based on McKinsey

insights and industry benchmarks.)

Sources:

<https://www.statista.com>, <https://www.ibef.org>, <https://www.mckinsey.com>



Future Improvements



Accurate and Quick Measurements

AI-powered algorithms for detecting shape of rooftop and sharing accurate measurements to solar panel vendors.



Increased Awareness through incentives

Seamless communication, reduced intermediary reliance



Expanded Market Reach

Access to untapped markets, increased sales sales potential, by bringing interested customers and vendors together.