

PROJECT NAME: INNOVEX
TEAM MEMBERS:
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IDEA IN SHORT:INNOVEX777 is a mobile application that helps users monitor and reduce their carbon footprint using gamification,and smart device integration. It makes sustainability more accessible and engaging.

Hardcore Entrepreneur hackathon 5.0

1.PRODUCT - PROBLEM WE SOLVE



Most people do not realize how their daily activities impact the environment. INNOVEX777 provides a digital solution to track and reduce carbon footprint through AI-based recommendations and gamification.

2. OUR TARGET GROUP & [SDGs](#)



Target audience: sustainability-conscious individuals, families, and businesses.SDG Alignment: SDG 13 – Climate Action (reducing carbon footprint through technology).

3. SMART OBJECTIVES



4. PRICE



5. PROMOTION



- The 5 elements
- Develop a functional MVP by Q3 2025 to test core features and gather initial user feedback.
 - Acquire 10,000+ active users in the first year through targeted marketing and partnerships.
 - Form partnerships with at least five eco-friendly brands within 12 months to support monetization and user engagement.
 - Reduce the average user's carbon footprint by 15% within six months through personalized recommendations.
 - Generate at least €50,000 in revenue by the end of year one through premium subscriptions and brand collaborations.

- Monetization
- Free version with essential features.
 - Brand partnerships for sustainable product promotions.
 - IoT device integration for energy tracking

- Social media campaigns and influencer collaborations.
- Partnerships with sustainability organizations.
- Referral program to encourage user engagement.
- Participation in eco-tech events and hackathons.