TECHNISCHE UNIVERSITÄT BERLIN
Faculty VII Economics and Management
Institute for Technology and Management
Chair for Entrepreneurship and Innovation Management

GreenBond
Connecting Was Never That Easy

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[1] We created and design all figures ourselves.

Abbreviations

CEO	Chief Executive Officer
CFO	Chief Financial Officer
CMO	Chief Marketing Officer
COO	Chief Operation Officer
CPO	Chief Product Officer
CTO	Chief Technology Officer
KPI	Key Performance Indicator
NBSP	Nature-Based Social Prescribing
SAM	Serviceable Available Market
SDG	Sustainable Development Goal
SOM	Serviceable Obtainable Market
SWOT	Strengths, Weaknesses, Opportunities, Threats
TAM	Total Addressable Market
USP	Unique Selling Point

Executive Summary

GreenBond tackles the increasing problem of loneliness by merging nature-based solutions with digital innovation. It makes use of the therapeutic benefits of nature to promote social connections and fight loneliness. Our platform combines interactive challenges, educational content, and nature-related workshops to enhance individual well-being.

GreenBond offers a user-friendly application that suggests personalized activities and tracks user progress. Expert-led workshops on various nature topics like beekeeping and gardening are offered on the platform, promoting social bonds and educational growth. The platform also features challenges that reward environmental engagement and educational content to maximize user retention and impact.

Our vision is to be a leader in mental wellness innovation, using nature to cultivate healthier, happier communities. Our mission is to transform how loneliness is addressed by developing a comprehensive platform that connects, educates, and motivates individuals to engage with the natural world, aiming at combating loneliness.

The sustainability strategy of GreenBond is based on the triple bottom line principle, which considers financial, ecological, and social factors. The stakeholders affected socially and ecologically include the users, who experience improved mental health; the employees, whose well-being and the success of GreenBond are ensured; and the federal government as a secondary stakeholder, which would benefit from the improved well-being of the society. GreenBond promotes well-being and mental health (SDG3), increases environmental awareness through quality education (SDG4), and contributes to the sustainability of cities by connecting people to nature and promoting ecologically sustainable behavior (SDG11). A potential drawback could be the impact on SDG10 (reduced inequalities) and SDG 12 (responsible consumption and production) because GreenBond is an application used on mobile devices, potentially excluding people with limited experience with technology and causing production, use, and disposal of e-waste contributing to pollution and greenhouse gas emissions.

The stigma around mental health awareness in Germany is decreasing, leading to a growing demand for mental health applications. GreenBond primarily targets 18-39-year-old individuals, offering educational content and nature-based activities to foster social connections among users. The serviceable available market in Germany consists of 17.2 million lonely smartphone users, with a target of engaging 3 million customers by the end of year 3. While the current competition focuses mainly on mental health or social aspects,

GreenBond takes a more holistic approach by incorporating workshops, education, and nature-related activities.

GreenBond comprises a highly skilled team. Victoria Alex serves as GreenBond's CEO, and Marieke Teetz is the COO, bringing with them strong backgrounds in project management and sustainability. Tarek Ramadan (CMO) focuses on customer engagement with his experience in marketing and communication, while Evelien Pigeaud (CFO) applies her strategic knowledge gained from coursework and internships. Kevin Ferreira (CTO) handles software development, ensuring the technical reliability of the application, while Zied Baatur (CPO) oversees the technical development of the product.

The success of GreenBond depends on several critical factors. These include generating greater interest and understanding of mental health solutions, as well as obtaining the necessary resources. Significant financial support, in the form of investments, will be crucial for a successful launch and expansion. Additionally, forming strong partnerships with nature organizations, mental health professionals, and workshop providers will help enhance the credibility and quality of the content, as well as broaden the range of workshops offered. This, in turn, will lead to a larger user base, increased user engagement, and greater customer loyalty. Finally, implementing effective marketing strategies and establishing a loyalty program will further drive customer acquisition and retention for GreenBond.

The team is seeking various types of investments to ensure a successful launch of GreenBond. Based on the Berkus Method, we are seeking a €186,000 investment in exchange for 15% equity. This method takes into consideration the strength of the idea, the existence of a prototype, and a capable management team. Additionally, we will apply for the StartUp Stipendium, which amounts to €8,800 per month.

Our sales revenue will be generated through monthly premium subscriptions of €4.99, considering the anticipated growth in the application's popularity, as well as 5% of both customer loss and new acquisitions each month. Moreover, the second revenue stream consists of workshop commissions. We expect to reach the break-even point in 2026. By the end of 2027, three years after launch, we project net revenues of 7.4 million euros (without an seed investment) and a net profit of 2.2 million euros (without an seed investment). To allocate financial resources to other operating expenses, we plan to keep personnel expenses at a minimum.

1. Business Idea

1.1 Background and Problem

Loneliness is increasingly recognized as a social and health crisis with severe consequences (CDC, 2021). It is a negative subjective feeling of disconnectedness or isolation (Tiwari, 2013) that affects approximately one in four adults globally (GilPress, 2024). Loneliness significantly impacts both mental and physical health. It is linked to serious health risks, comparable to those associated with smoking, obesity, and physical inactivity. These include a 29% increased risk of heart disease, a 32% increased risk of stroke, and approximately a 50% increased risk of dementia (CDC, 2021). The implications extend to mental health, where loneliness is associated with higher rates of depression, anxiety, and suicide (CDC, 2021). The COVID-19 pandemic intensified this issue, leading to a substantial increase in loneliness worldwide. In Germany, overall loneliness levels rose from 7% to 28% during the pandemic (Huber and Berlin, 2024, Appendix [1]). Persistent effects show that around 24% of young adults aged 18 to 39 continue to experience chronic loneliness (Statista-A, 2024, Appendix [2]).

To tackle the problem of loneliness, contact with nature is emerging as a solution. Research shows that increased time spent in nature during the COVID-19 pandemic reduced feelings of loneliness (Soga et al., 2020). Other research supports this claim and suggests that time in nature motivates openness toward social bonding and has a positive impact on mental health and loneliness (Larson et al., 2022, Goldy & Piff, 2020). Nature provides an ideal setting for group activities, facilitating social connections and enhancing overall health (Litt et al., 2023, Muhl et al., 2023). GreenBond wants to make use of that.

1.2 Solution and Value Proposition

GreenBond aims to leverage the previously mentioned benefits of nature to address loneliness. Recognizing that regular contact with nature reduces feelings of isolation and enhances mental health, our platform encourages both social interactions and individual engagement with nature (Soga et al., 2020, Larson et al., 2022).

The platform's approach is based on the success of Nature-Based Social Prescribing (NBSP), which incorporates natural environments into health interventions. This approach has shown significant benefits in reducing loneliness and improving quality of life (Litt et al., 2024). NBSP involves getting individuals who lack social connections to do activities such as community gardening or food-growing projects (Garside et al., 2020). In our case, this will be achieved through workshops focused on nature.

GreenBond will implement proven strategies to engage individuals in meaningful interactions with their environment and each other. We plan to host workshops focused on nature, such as beekeeping or gardening, as these activities encourage social bonds and promote mental well-being (Panțiru et al., 2024, Garside et al., 2020). In addition to group activities, we will incorporate gamification and education to motivate users to engage with nature independently through challenges. Users will be encouraged to visit specific parks and identify particular tree species to earn Green Points, which can be redeemed for discounts on workshops. This gamification strategy taps into intrinsic motivations and leverages the psychological benefits of achievement and recognition (Ryan and Deci, 2000).

1.3 Innovation and Unique Selling Proposition (USP)

GreenBond's unique selling proposition is its multifaceted approach that combines education, individual nature experience, and group activities, setting it apart from competitors. Here's how GreenBond differentiates itself:

- Educational Content: GreenBond provides educational resources about the benefits of nature on mental and physical health and raises awareness of loneliness risks. We empower our users to understand the impact of nature-based activities on their well-being, fostering a deeper appreciation and long-term commitment to health and the environment.
- Individual Challenges: GreenBond promotes personal development and exploration through individual challenges. These challenges motivate users to go outside, engage in nature, or undertake mindfulness exercises in natural settings, accommodating people with flexible schedules or seeking solitude.
- Nature workshops: The workshops aim to educate and promote social bonding. They provide an opportunity for participants to make new friends, strengthen existing connections, and combat loneliness. Each workshop enhances knowledge of the natural world and fosters a supportive community.
- Integration of Gamification and Education: The innovative integration of gamification makes GreenBond particularly compelling. Users are not only incentivized to participate through points and rewards but also understand the benefits of each activity they engage in. This dual approach ensures that the motivational aspects of gamification are paired with meaningful, educational outcomes, enhancing user engagement and retention.

In short, GreenBond stands out by providing a comprehensive solution that addresses loneliness and promotes health through a combination of educational enrichment, individual development, and social interaction. This approach ensures that every user can find value,

whether they are trying to fight loneliness by deepening their individual connection with nature or through community-based nature engagement.

1.4 Products and Services

- Digital Platform: The user-friendly application offers challenges, tracks progress, suggests personalized activities, displays available workshops, and facilitates connections among members.
- Workshops: Users can participate in group gatherings themed around nature and led by experts to promote bonding and collective learning.
- Challenges and Rewards: Users can earn Green Points by participating in activities like hiking, bird-watching, or plant identification. These points can then be used to get discounts on the workshops.
- Educational Content: The application provides educational content about the risks of loneliness and the psychological, physical, and environmental benefits of nature.

1.5 Revenue Model

GreenBond follows a freemium model, offering access to basic features free of charge, while premium subscriptions that provide extra features and exclusive event access are available for a monthly fee of €4.99. Additionally, our revenue streams include a 10% commission fee from workshops.

2. Impact Analysis

2.1 Contributions and Drawbacks

GreenBond is a sustainable application. To ensure its sustainability, we try to stick to the so-called “triple bottom line” concept, a concept that considers an organization's impact on social well-being, environmental sustainability, and economic justice in addition to traditional measures of business success (UW Online Collaboratives, 2022).

To make GreenBond’s sustainability goals more tangible, we had a closer look at what contributions and drawbacks our application has regarding the Sustainable Development Goals (SDGs) (Appendix, [3]).

GreenBond contributes significantly to SDG 3, "Good Health and Well-Being," specifically by focusing on sub-target 3.4 to reduce premature mortality from non-communicable diseases through prevention and treatment, while also promoting mental health and well-being (Department of Economic and Social Affairs- A, n. D.). The application offers various

features such as nature-based learning, activities, and workshops designed to improve users' mental health and well-being. According to Sachs et al. (2024), being in nature and green spaces can significantly reduce loneliness and boost our sense of belonging and well-being, providing both physical and psychological benefits. Workshops also help foster social connections and friendships, enhancing feelings of community and reducing isolation.

GreenBond significantly contributes to SDG 4 "Quality Education" by offering learning features and providing quality education. It also contributes to sub-target 4.7, aiming to ensure that all its users acquire the knowledge and skills needed to promote sustainable development in their local communities (Department of Economic and Social Affairs- B, n. D.). To achieve this, GreenBond aims to educate its users on mental health issues, reduce existing bias, and increase environmental awareness.

Finally, GreenBond contributes to SDG 11 “Sustainable Cities and Communities,” aiming to make cities more sustainable. It specifically contributes to sub-target 11.7, which seeks to provide universal access to safe, inclusive, accessible, green, and public spaces (Department of Economic and Social Affairs- D, n. D.). By integrating these features into the application, we promote environmental awareness, actions that benefit biodiversity, and build a connection between people and their local environment.

GreenBond may have a minor drawback on SDG 10 "Reduced Inequalities" as it primarily focuses on users aged 18-39 (Department of Economic and Social Affairs- C, n. D.). However, this focus is not meant to exclude other age groups. In fact, as Jiang (2024) suggests, younger age groups tend to have a better understanding of mobile devices. In the future, once the application is more established in the market, we plan to provide workshops to assist those who may need guidance in using electronic devices to ensure better inclusion of all users.

GreenBond's production, use, and disposal of e-waste contribute to pollution and greenhouse gas emissions, potentially affecting SDG 12, "Responsible Consumption and Production" (Department of Economic and Social Affairs- E, n. D.). Additionally, it may encourage over-consumption and energy-intensive data storage. To minimize its environmental impact, GreenBond aims to exclusively use eco-friendly, sustainable cloud providers.

Overall, reducing loneliness has a significant impact on both the individual's well-being and the overall health of society. It leads to a reduction in the number of e.g. depression and anxiety cases. Improved mental and physical health can reduce healthcare costs and increase productivity significantly. Therefore, fewer cases of depression can benefit the healthcare system and contribute to a more vibrant, productive society.

2.2 Social and Ecological Stakeholders

Socially, stakeholders are GreenBond's **users (primary stakeholders)**. While engaging in social and nature-based activities, they are the main stakeholder group that benefits from reduced loneliness and improved mental health. Additionally, our **employees (primary stakeholders)** are dedicated to ensuring the product's sustainability, with a strong focus on the triple bottom line, while impacting and benefiting from its success. Likewise, the **federal government (secondary stakeholder)** could have a great impact on GreenBond's success, due to the assumption that social innovation and social enterprises make an important contribution to society and therefore can get easier access to financial support, investing in the growth of the ecosystem or a wider legal and regulatory environment (The Federal Government, 2023). Finally, the **local communities (secondary stakeholders)** benefit from GreenBond through increased social cohesion and facilitated mental health improvements.

Ecologically, stakeholders are GreenBonds **users (primary stakeholders)**. They are the stakeholder group that engages mostly with the application and the workshops offered on it. Depending on their interactions, the local ecosystems can achieve benefits or drawbacks. Furthermore, our **founders (primary stakeholders)** are impacting GreenBond's ecological and sustainable performance, setting targets for the application and choosing workshops that are well suited for the concept, while benefiting from its success. In addition, our **suppliers' (primary stakeholder)** success is directly linked to GreenBond's success, giving them incentives to constantly adapt to ecological needs and the legal and regulatory environment to improve sustainability. Finally, the **local communities (secondary stakeholders)** benefit through the (ideally) improved ecosystems and raised environmental awareness on the user side.

3. Market Analysis

3.1 General Overview and Market Trends/ Drivers

The market for applications designed to combat loneliness is diverse and rapidly evolving. Especially after the COVID-19 pandemic, feelings of loneliness increased heavily (Huber and Berlin, 2024), which may lead to an increasing demand for digital solutions. Current trends show that there is heightened awareness and acceptance of using applications for social connection and mental health support (DataReportal, 2024). Simultaneously, there is a growing recognition of the link between loneliness and mental health. Individuals are increasingly open about the mental struggles they face and the consequences they bring (Mance, 2022). This can be seen in the increasing numbers of people talking about their problems in podcasts, on tv shows, or on social media (Mance, 2022). This has led to an

increased awareness of mental health and an increased interest in offering support and education on the topic (Mance, 2022).

3.2 Sustainability Profile

The sustainability of an application heavily depends on its ability to maintain user engagement, handle data responsibly, and continuously innovate. Hence, we have to keep our users engaged via new and different features and unique selling points. We will provide a unique approach to overcoming loneliness (contributing to SGD 3) by offering educational content (contributing to SDG 4) as well as games and challenges that will keep our users engaged and get them into nature (contributing to SDG 11), and the opportunity to connect with others through nature-based workshops. Moreover, we will be transparent about our data use to build trust and have to set up a robust data protection system.

In order to set ourselves apart from the competitive landscape, we have to develop an application that addresses a specific need and caters to specific groups. For this group, we chose people who feel lonely and who want to fight loneliness and its negative impacts by using the healing powers of nature. Currently, our primary target group are people aged 18-39.

We believe that the best way to fight loneliness is by connecting people with each other but, most importantly, with nature. People suffering from loneliness and its consequences will be offered challenges and a supportive and interactive community to be part of. Loneliness will be overcome sustainably and users will be engaged long-term through different offers we will provide.

3.3 Competitor Analysis

The market for applications combating loneliness is diverse, with various segments addressing different aspects of social connection and mental health. We made out three main segments addressed by the current market.

The first segment we identified is applications aiming at social connection and facilitating making new friends, often by connecting the users via shared hobbies and interests. Examples may be Bumble Friends, Next-Door, and Meetup. Bumble Friends is a mode within the Bumble application, which itself is a dating application, designed for making friends rather than a love match so that it is available for people not interested in a partnership but simply human interaction (Google Play Store- A, n.d.). It relies heavily on user activity and engagement, without the offer of external support or interaction such as organized workshops or events, which may be its biggest gap. Next-Door aims at creating great, interactive neighborhoods by offering a platform for neighbors to connect and

exchange local news or help each other out. People feeling lonely in these neighborhoods can interact with others living close to them (Google Play Store- F, n.d.). Since it is human and neighborhood-based, its downfall may be that it relies solely on neighborhood interactions. In case of a dispute or a frequently changing neighborhood, the application will be less effective when it comes to fighting loneliness. Meetup is a social media platform for hosting and organizing activities based on shared interests or professional backgrounds. Individuals who feel lonely can connect with others that share their hobbies or interests (Google Play Store- E, n.d.). Because it is dependent on participants and active group participation, it may be insufficient in areas with fewer inhabitants or people with specific niche interests.

The second segment we identified is applications aiming at improving the users' mental health and well-being. An example is Happify, an application based on positive psychology, that offers activities and games to improve users' well-being. They can set goals and receive challenges to achieve these goals, for instance improving their relationships, managing stress, or increasing their job satisfaction (Google Play Store- C, n.d.). Another mental-health-focused application that may be one of our main competitors is Headspace. It offers meditations, breathing exercises, and sleep aid, all focused on improving people's mental health. They can participate in daily, individual meditations, guided meditations, develop sleeping rituals, learn exercises to counteract panic attacks, and capture their progress in literary form (Google Play Store- D, n.d.). Both applications can be considered primary competitors since both include games and focus on mental health.

Since we are trying to combat loneliness by bringing people into nature, applications that provide offers in nature may be a third competitor category. An example of such an offer is Geocaching. It is a scavenger-hunt-like game to get people moving and exploring their neighborhoods. Via GPS coordinates, people can search for caches, together or alone (Google Play Store- B, n.d.). This includes the environmental aspect we are offering, the social component, and gamification.

However, we also identified gaps in the current market. While there are numerous applications available to combat loneliness, many offers exclude the most isolated users since they depend on people's engagement and social interaction. That may not be possible for many, either due to their living circumstances (people living in rural areas may not have the ability to meet others) or due to their mental state. Many applications also fail to integrate educational content about mental health, especially loneliness, and how to combat it. Most importantly, most applications do not rely on nature when it comes to fighting loneliness and overcoming mental health struggles.

We, as GreenBond, provide educational content on mental health and work on reducing loneliness through games, challenges, and social engagement. We combine learning (by offering educational content on loneliness and its negative effects on well-being, strategies to overcome loneliness, and nature's positive impact on mental health), engaging (by offering challenges and games for the users to do individually to engage with our app and nature), and bonding (by offering workshops and events for our users to attend in order to connect to individuals who share their interests and also their mental state). This unique combination sets us apart from all our competitors (Figure 1).

Figure 1 - Competitive Landscape

Since there are many competitors providing similar offers as we do but we still manage to set ourselves apart from them, we believe our competitors will quickly become aware of us. We believe we will be the main competition for many of these applications, since we provide a wide range of offers and contents while pursuing the goal of reducing loneliness and fighting mental health. In case we will be too big of a competition for the other providers, we believe they may try to acquire GreenBond. If that happens, we will be considering taking that offer.

3.4 Market Sizing

The service we offer is an application with which we aim to fight loneliness. To be part of our potential customer base, users would need to own a smartphone to have access to the application. According to this, the Total Available Market (TAM) for our product is everyone in Germany who owns a smartphone, which we calculated to be about 68,415,023 million

people. [We multiplied the total population of Germany (83.8 mil) with all Germans owning a smartphone (82.5%) (Statista-B).

We calculated the Serviceable Addressable Market for our product to be 17 million people in Germany, We multiplied our TAM with all Germans feeling lonely (25%) (Deutschlandfunk Kultur, 2024), which came to be 17,283,750.

According to our competitor analysis, our main competitors are Happify and Geocaching, Geocaching has a customer base of around three million people (Woodward, 2024). Based on that, we expect we also will have a Serviceable Obtainable Market of 3 million people. We aim at reaching our SOM after three years (Figure 2).

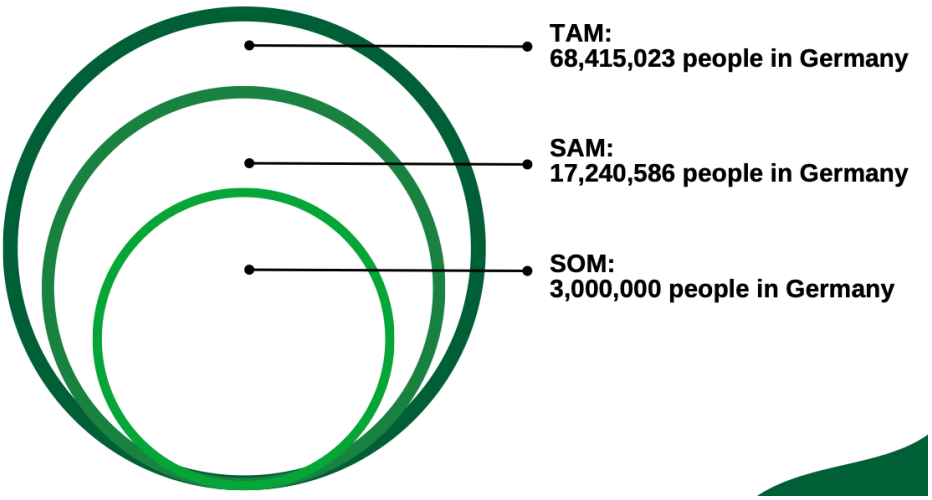

Figure 2 - Market Sizing

3.5 Market Research Results

In order to further explore the market, identify customer groups, and fulfill their needs, we decided the best approach was to carry out a questionnaire[2]. The results were really reassuring for our idea and concept. Our most important findings show that there is a market for our product since people are in need of help fighting loneliness and are unsatisfied with current offers:

When asked if they feel lonely sometimes, 95% of participants answered „Yes“ (Appendix, [4]) When asked how often they feel lonely, only 30% stated that they „rarely“ feel lonely. Most of the participants said that they feel lonely once a month, once a week, or even every other day (Appendix, [5]).

[2] Unfortunately, only 20 people participated in our questionnaire which is not representative. In order to make a representative statement about loneliness, its impact, and our users, a higher participation would have been needed. However, we will continue doing market research and will further improve our questions. For now, all participants are aged 22-36, most of them students (60%) and in a relationship (45%), and 50% live in a shared apartment. That means that their loneliness does not come from missing social interaction or isolation but rather from intrinsic factors.

75% stated that they also feel sad when they encounter feelings of loneliness. Additionally, feelings that accompany loneliness seem to be emptiness (70%), lack of energy (70%), and melancholy (65%), all of which can have a horrible impact on one's mental health and well-being (Appendix, [8]).

When being asked what they do when they feel lonely, 60% of participants said they go outside (Appendix, [6]). For GreenBond, this is a very positive response to that question. It means that people already seem to sense the healing power of nature and appear to seek comfort in the outdoors. This was also apparent in the number of people agreeing with the statement "nature is healing." Almost all participants (95%) agreed with it to a certain extent. Opinions of the statement ranged from "true to a certain extent [...]," "objective truth," "100% true" to "this is so true, legit facts!! [...]".

Since we aim to improve people's mental health and feelings of loneliness by getting them into nature, it is beneficial for us to see that they already are drawn to nature and seem to notice its positive, healing impact on loneliness. 70% of them stated that they would definitely participate in nature-based workshops, which is a promising number for our premium version where more customized workshops will be offered to our users.

95% of participants stated that they do not use any applications to fight loneliness or to interact with people (Appendix, [7]). Again, that is a very positive response for us since none of our competitors seems to address the market correctly. Many stated that they do not know there are any apps out there or did not think of doing that, so our competitors seem to not market their offers accordingly. For GreenBond, that means that we will work on marketing to get our unique offer out there and make people aware that this will be the way to fight loneliness. People seem to need help when it comes to fighting loneliness and its concomitants, and we can supply an offer tailored to their needs and wants.

4. Marketing

4.1 Segmentation, Targeting, Positioning

Segmentation: At GreenBond, our mission is to tackle loneliness in Germany, targeting smartphone users who feel disconnected. Our segmentation combines demographic, psychographic, and behavioral attributes to focus on those who would benefit most from our platform.

Demographically, we target ages 18 to 39, who show a higher propensity for loneliness and a strong affinity for digital solutions (Zbuchea and Pinzaru, 2024; Au-Yong-Oliveira et al., 2018). This group includes university students, early career individuals, professionals, and young families, initially focusing on urban areas across Germany.

Psychographically, we aim at individuals with low social energy or skills, feeling disconnected despite being with others. They often have a high interest in self-improvement and mental health but lack effective ways to address their loneliness (MacDonald and Schermer, 2021). Additionally, we target those open to nature-based activities.

Behaviorally, we focus on those prioritizing mental health and self-care, frequent smartphone users, and those open to new applications. These users are active on social media and seek innovative ways to enhance their well-being.

Targeting: Based on this segmentation, we will target three main customer segments:

Our primary segment includes individuals aged 18-39 who experience loneliness and prefer starting their mental health journey through solo activities. They often lack the social skills or energy for group activities and seek a personal approach to healing through nature. This group comprises university students, early career professionals, and young families who are tech-savvy and open to new experiences.

The secondary segment also includes individuals aged 18-39 who experience loneliness but are more sociable and interested in group activities and workshops. They value social interaction and self-care, looking to connect with others while enhancing their well-being. This group consists of established professionals and young families.

By focusing on these two segments, GreenBond can cater to individuals seeking mental health improvement through nature, whether they prefer solo or social approaches.

The future segment targets corporate partnerships, approaching companies with a strong emphasis on employee wellness and offering corporate deals for GreenBond. This segment aims at businesses providing mental health and wellness benefits to their employees.

Positioning: GreenBond's positioning strategy establishes it as a unique platform for individuals struggling with loneliness, prioritizing mental health improvement through nature. Unlike other social apps that push users into group activities, GreenBond starts with solo healing, leveraging nature's therapeutic benefits. This gradually introduces social elements, ideal for those lacking social skills or the mental capacity for immediate group activities.

GreenBond aims to create a supportive community, fostering belonging and connection through nature.

4.2 Customer Relationship

GreenBond builds long-term, community-focused relationships by creating a supportive environment where users feel connected and engaged. We collect basic information to

personalize the experience while ensuring data privacy, fostering personalized but non-intrusive interactions through in-app messaging, email newsletters, social media, and community events.

Our customer journey supports users from their first encounter to becoming dedicated advocates. The five key phases are awareness, consideration, purchase, retention, and advocacy.

In the awareness phase, users learn about GreenBond through targeted online ads, social media, out-of-home advertising, and word-of-mouth, introducing them to our unique approach.

During the consideration phase, users explore GreenBond's features and benefits via our website or app store, understanding how we positively impact mental health and well-being through detailed descriptions, testimonials, and visuals.

In the purchase phase, users are persuaded by our free trial to download and sign up for GreenBond. The seamless onboarding process guides them to set preferences and start with the Learn mode, providing educational content about loneliness and nature's healing properties.

The retention phase keeps users engaged through various challenges that encourage them to interact with nature and document their experiences, earning points and fostering continuous engagement.

Finally, in the advocacy phase, users become advocates by using accumulated points to join workshops and events, integrating into social settings, and connecting with others. Participating in group activities enhances relationship building and reduces loneliness (Masi et al, 2010). Our referral program facilitates sharing their positive experiences, encouraging others to join GreenBond.

This structured journey ensures that every step, from awareness to advocacy, supports users in combating loneliness and improving mental health through meaningful interactions with nature and community.

4.3 The 4 P's: Product, Price, Place, Promotion

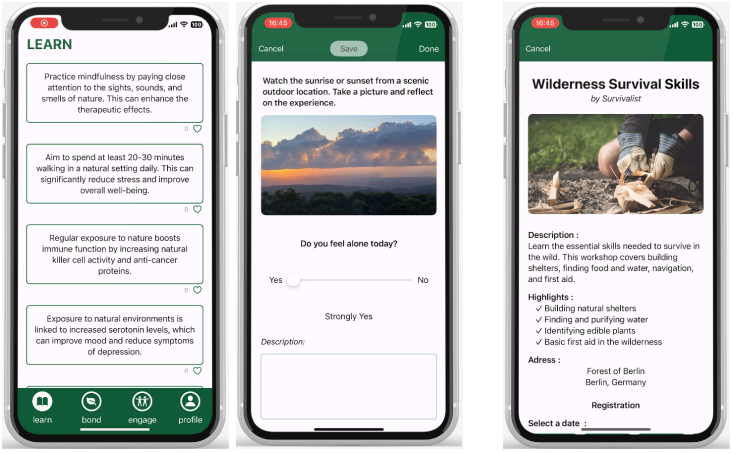

Figure 3 - From left to right: Learn View, Bond View, Engage View

Product: At GreenBond, we offer a holistic solution for loneliness through connectedness with nature. Our app has three main functions: Learn, Bond, and Engage, each designed to meet specific needs.

In Learn mode, users access information about loneliness, its effects, and nature's role in alleviating these feelings. We provide educational content, including articles, videos, infographics, and tips, normalizing loneliness and empowering users with effective remedies. This mode caters to self-learners who prefer understanding core issues before starting their mental health journey.

Bond mode offers personalized challenges that encourage users to engage with their surroundings through activities like morning walks, outdoor reading, and stargazing. Scientifically proven to reduce loneliness, these activities help users journal their experiences, earn points, and stay motivated. This mode benefits those who lack the social energy or skills for immediate group activities, offering a solitary yet connecting experience with nature.

Engage mode allows users to participate in group workshops and activities, gradually integrating into social settings. Users can redeem points for discounts and exclusive offers within GreenBond's community and partner network, enhancing their sense of belonging and reward. This mode is ideal for those who enjoy group activities and social interactions.

Our approach aligns with our targeting and positioning. Learn mode suits individuals who start by understanding issues on their own. Bond mode helps those needing confidence and connection with nature first, while Engage mode caters to users ready for group activities.

Through these key features, GreenBond helps users transition from loneliness to connectedness with nature and a supportive community.

Pricing: We have adopted a freemium and premium model to drive customer traction and growth. This approach attracts a broad user base by offering free features and incentivizes upgrades to premium for enhanced experiences. Free basic educational content, personalized challenges, and journaling activities lower the entry barrier, increasing engagement and community expansion.

For a deeper experience, premium features include advanced content, customized challenges, exclusive access to workshops and events, and personalized community features. These offerings add significant value, encouraging investment in mental well-being and engagement with nature.

We offer a monthly subscription at €4.99, providing flexibility for short-term commitments. To enhance acquisition and retention, a one-month trial allows users to explore all offerings without financial commitment. This trial builds trust, showcases premium features, and aims to convert trial users into subscribers.

This model maximizes user acquisition and creates a sustainable pathway for retention and revenue growth. The freemium model ensures access to mental health resources for all, while premium subscribers support ongoing platform development.

Place: Our distribution strategy ensures maximum reach, convenience, and cost-efficiency. Primary channels include the Google Play Store and Apple App Store, providing broad accessibility and efficient user acquisition.

We also offer direct downloads from our website, engaging users directly and capturing valuable data. Strategic partnerships with mental health and environmental organizations extend our reach and credibility, efficiently expanding our user base by leveraging existing networks.

Segment-specific channels like QR codes at partner locations and events enhance accessibility, integrating our app into physical spaces frequented by our target audience. This method optimizes marketing spend by targeting relevant locations and events.

Participating in and sponsoring mental health and environmental events reinforces our brand presence and allows direct engagement with our target audience, promoting app benefits and nurturing community connections and trust for long-term retention and advocacy.

Overall, our strategy ensures broad reach, convenience, and cost-efficiency, with each channel and partnership contributing to our growth objectives and optimizing marketing investments.

Promotion: Our promotional strategy maximizes visibility, engagement, and resonance with our target audience through a digital-first approach. Leveraging platforms like Instagram, Facebook, TikTok, and X, we effectively communicate our message to smartphone users seeking solutions for loneliness and mental health.

Digital platforms allow precise targeting of demographics interested in mental health and environmental topics. Compelling content, engaging visuals, and targeted ads build awareness and attract users aligned with GreenBond's mission.

PR activities, including press releases and partnerships with mental health and environmental organizations, enhance our credibility and reach. These partnerships amplify our message and position GreenBond as a trusted ally in promoting mental well-being through nature.

Guerilla marketing in natural settings like parks and lakes connects us with our audience in their preferred environments, reinforcing our brand's commitment to nature and mental health through memorable experiences.

Integration of communication and touchpoints ensures ongoing engagement. Visibility across social media, app stores, forums, and events, combined with regular updates, informative newsletters, in-app notifications, and community participation, keeps our audience informed and motivated.

Overall, our comprehensive promotional strategy leverages diverse channels to communicate our value proposition, build a supportive community, and drive user acquisition and retention. By aligning with our audience's preferences and behaviors, we aim to establish GreenBond as a trusted partner in enhancing mental well-being through nature.

5. Organizational Structure and Operations

5.1 Organizational Setup

Berlin has been selected as the location for the launch of the application. The German capital is known for its vibrant technology ecosystem and strong support for startups. It's also recognized for its dedication to social innovation, ranking as one of the top 11 most innovative cities (World Economic Forum, 2022). Berlin provides a supportive environment for social enterprise, with specialized incubators, workspaces, and various funding opportunities tailored to startups. This ecosystem not only accelerates our initial growth but also aligns perfectly with our mission to combat loneliness.

Furthermore, Berlin's attractiveness extends to the diversity of its talent pool, which attracts qualified professionals from all over the world as the city offers a high quality of life (Berlin Tourismus & Kongress GmbH, 2024). This diversity enriches our team with varied perspectives and expertise, essential to the development and expansion of the application.

While our initial aim is to establish a solid presence in Berlin, our vision extends beyond its borders. We plan to expand into the US market as we grow and acquire a significant customer base. This strategic approach allows us to capitalize on Berlin's strengths while positioning GreenBond for global expansion in the future.

5.2 Legal Structure

The selected legal structure for GreenBond is a *Gesellschaft mit beschränkter Haftung* (GmbH). Primary advantages of choosing a GmbH include that it offers limited liability protection to shareholders, safeguarding their personal assets from the company's debts. Additionally, it is generally perceived as a credible and professional business entity, as it is subject to stricter legal and financial regulations. With six founders, the GmbH structure provides management flexibility, allowing multiple managing directors to run the company. It requires a minimum share capital of €25,000, paid in incorporation and within five years. The incorporation process entails drafting a partnership agreement and registering the company in the Commercial Register (Federal Law Gazette, 2022).

In summary, the GmbH legal structure offers a balance between profitability and social mission. It enables us to generate profits that can be reinvested to support our social objectives, ensuring financial sustainability while focusing on our mission to reduce loneliness. This structure recognized internationally promotes long-term, sustainable growth for GreenBond and facilitates its expansion into international markets.

5.3 Operations - Internal Processes

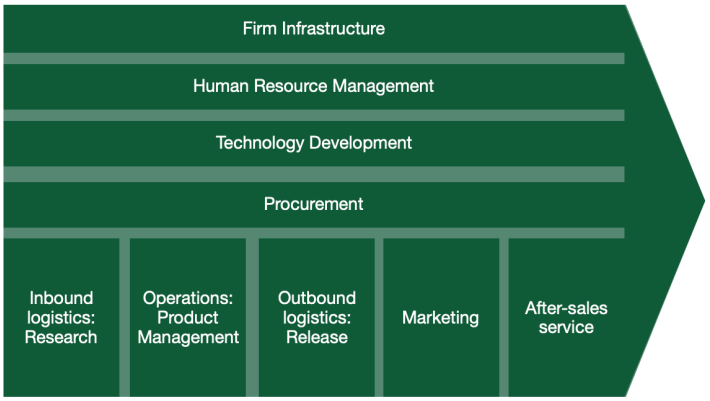

Figure 4 - Porter's Value Chain, Divided into Supporting- and Primary Activities

Support activities enable primary activities to run smoothly. They include 4 main pillars:

1. **Infrastructure management**, which sets up the IT systems and networks needed to support the application development and operation.
2. **Human resources management** deals with recruiting, training, and managing the personnel needed for various activities, especially student jobs in the early.
3. **Technological development**, which researches and develops new functionalities and technologies to improve the application.
4. **Procurement**, which acquires the goods and services needed to run the company, such as hardware, software, and marketing services.

The primary activities are directly involved in the creation and delivery of the application to the end user and include:

1. **Research** to acquire data, software, and hardware to feed the learning and the challenges views of the application. Our Project Manager will adhere to that task. It includes collaborating with external experts in psychology and environmental science to ensure our content is grounded in scientific data.
2. **Product management** for the development, testing, deployment, and maintenance of the application. Our CTO and CPO leads this phase of the application and crafts engaging content such as daily challenges and informative facts about mental health and its connection with nature. A robust and user-friendly application is built to ensure a seamless user experience through regular updates, bug fixes, and implementation of engaging gamification features. Additionally, reporting tools are integrated to empower users to track their progress and mental state.
3. **Release** for distributing the application to users via application download platforms such as the App Store and Google Play.
4. **Marketing** and sales to promote the application to potential users, especially on social media, and generate sales of the premium account. The CMO of GreenBond leads our marketing strategies and campaigns. Strategic partnerships with relevant organizations are crucial for our success. The CMO will aim to increase GreenBond's visibility, explore sponsorship opportunities, and negotiate partnerships with mental health professionals.
5. **After-sales service** for providing assistance to users and resolving any problems they may encounter, link to the application, or workshops. The COO oversees customer/ after-sales service. This includes establishing a system to answer user questions promptly, address technical issues effectively, and incorporate valuable user feedback into future application updates.

5.4 Operations - External Processes

We collaborate with experts in mental health, wellness, and nature to acquire, design, and maintain high-quality workshops. These workshops are led by qualified facilitators, either online or in person, ensuring an enriching and engaging experience for participants.

6. Team

Our GreenBond team comes from a variety of backgrounds and cultures, which is one of our greatest strengths (Appendix [21]).

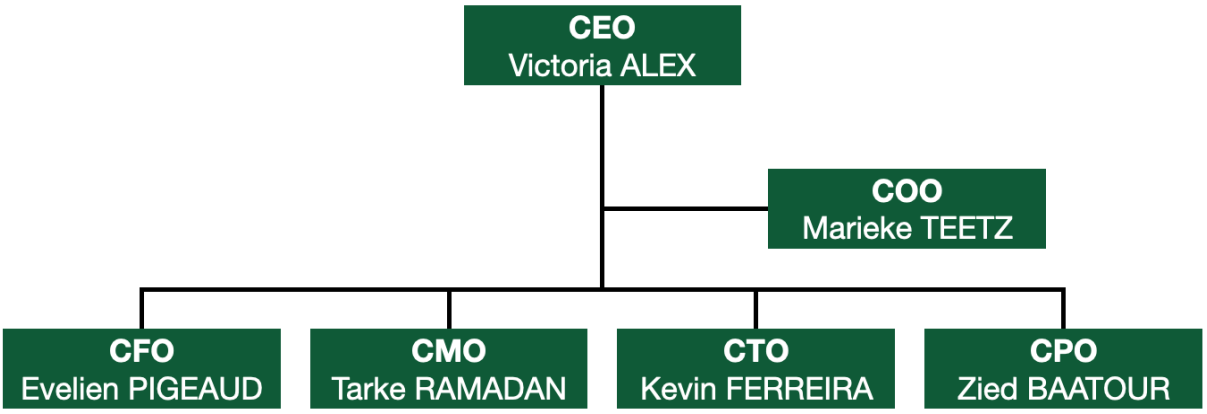

Figure 5 - Organization Chart of GreenBond

Victoria Alex (CEO), and Marieke Teetz (COO) currently do their master's degree programs in Innovation Management, Entrepreneurship, and Sustainability. With a robust background in project management and entrepreneurship, Victoria brings a strategic vision and leadership while Marieke ensures efficient execution of initiatives.

Evelien Pigeaud (CFO) brings a dual expertise with a currently ongoing MSc in Innovation, Management, Entrepreneurship, and Sustainability, combined with Business Administration specializing in Entrepreneurship, Innovation, and Strategy. Her financial sense and strategic oversight will ensure healthy financial management and support the growth trajectory of the application.

Tarek Ramadan (CMO) also studies Innovation Management, Entrepreneurship, and Sustainability, leveraging his marketing and communications background to drive customer engagement strategies crucial for an expansion.

Kevin Ferreira (CTO), studying a master's degree in Mathematical and Computational Engineering and Computer Sciences, is responsible for leading software development projects, ensuring a robust and scalable digital platform.

Zied Baatur (CPO) is doing his master's of science in Information Systems Management which gives him the skills needed to oversee product development, ensuring that GreenBond evolves to meet user needs and market requirements.

GreenBond plans to expand its team to include a community manager to foster engagement and increase product visibility. This role may initially be filled by mini-jobs.

7. Business Strategy

7.1 Business Assessment and Risk Management

The mental health market in Germany is steadily growing. First of all, the infrastructure for digital health systems is being expanded, which makes it easier to reach clients. Moreover, the stigma on the topic has slowly reduced over the last years, lowering the threshold for people to seek help (Statista, 2023). The following SWOT analysis will give a comprehensive overview of the market as well as strengths and weaknesses of GreenBond.

Strengths

First of all, GreenBond has educational elements. Participating in group form in activities that contain an educational element and opportunities to improve personal skills, enhances the social skills and confidence of participants. This in turn, strengthens social relationships and hence reduces feelings of loneliness (Gonzalez et al., 2011). Furthermore, there is currently no other application on the market that makes use of nature in order to combat loneliness. Nature based activities are shown to have a negative correlation with feelings of loneliness (Coll-Planas et al., 2024). Moreover, social interactions lead to a reduction of loneliness (Masi et al., 2010). The unique combination of these findings has led to the USP of GreenBond, which makes it a rare and valuable product. Lastly, gamification allows for integrating fun and attractive elements in the application, increasing the motivation of users to stay engaged with the application (Tran et al., 2022).

Weaknesses

First of all, a premium version is necessary to generate revenues. Having a financial threshold to join generates expectations (Furner and Zinko, 2018) and may refrain first users from continuing with the application. Therefore, a free trial period of one month is offered, to gain trust and users. Moreover, a lack of reviews makes it difficult to gain trust. In order to convince potential customers to use the application, a rapport/trust should be built. However, upon launch there may be a vast number of expectations, without having built a reputation or brand recognition yet. It is argued that usefulness, performance and enjoyment decide the level of trust the potential customer has, which in turn determines the willingness to pay

(Tang et al., 2020). Lastly, potential customers may be hesitant to join the application, due to the stigma around loneliness. They may be reluctant to join if they know that they expose their emotions to others and not feel private anymore (Coll-Planas et al., 2024).

Opportunities

There is worldwide increased attention for the topic. The World Health Organization stresses loneliness as a public health problem and has integrated the topic in the UN Decade of Healthy Aging. As a result, a special Demographic Change and healthy Aging unit and programme is set up to increase the (mental) health and longevity of life of the world population. Moreover, the WHO commission on social connection has been initiated to draft a global agenda to address the aforementioned topics. This results in increased awareness, which could possibly lower the threshold for consumers to join GreenBond (World Health Organization, 2024) .

Threats

Competition is the main threat of GreenBond. There are currently other applications on the market that support mental health, such as Happify, which has the aim to improve the mental health and wellbeing of its users. Another competitor is Geocaching, an application that also uses gamification and social interaction, just like Greenbond. Furthermore, Headspace together with Calm are prominent competitors. These are meditation applications within the health tech market, which also rely on a premium version. However, also other future competitors can arise, due to the rising public concern for loneliness as well as biodiversity and nature. Already having larger established players in the market, in combination with new entrants, could potentially obstruct obtaining, increasing and maintaining a vast customer base.

Furthermore, changes in privacy laws could affect GreenBond's success. Currently, the data privacy laws in Germany are strict, which have accounted for the slow entrance of Germany in the health application market. Since personal data of users will be collected by GreenBond, such as measurements of emotions, email addresses and payment data, any changes in data laws could potentially hinder the use and processing of data in order to provide the most tailored solution per customer to combat loneliness (Bundesregierung, 2023) (Gensorowsky, 2022).

7.2 Risk Management

User acquisition and retention: To build a robust marketing strategy, in order to generate a vast initial customer base. To retain them, multiple measures can be taken. First of all, a freemium version is offered, to keep facilitating a way to combat loneliness to the users, without having the premium offer. A one month trial period will familiarize customers with the

product and a trust base can be built. Secondly, a referral program will be put into place. Recommending GreenBond to friends will result in a discount for both the referrer and referral. Moreover, a loyalty program can be used as well to retain customers. Lastly, GreenBond can enable exclusive discounts or other benefits with partners, which are personal only obtainable through the application.

Dependency on partners: Workshop providers and other partners are necessary to organize workshops and other activities for users. Therefore, it is important that the relationships with partners are fair and that proceedings are equally distributed. Moreover, communication should be transparent and contractual agreements should be made.

Look for funding opportunities: The increased number of papers published on the negative health effects of loneliness, have resulted in more public concern. Since the other health effects, such as cardiovascular diseases, increase the pressure on national health systems, governments could benefit from offering funding options to GreenBond, leading to less lonely people and ultimately less pressure on the healthcare system.

Privacy concerns of users: Trust has to be built. In order to ensure the data security of the users, the GDPR will be stuck to. Consent for any type of data tracking will be asked for, only for the purpose to further personalize and improve the user experience. However, no data will be shared in accordance with the DGPR compliance.

7.3 Strategy

7.3.1 Market Entry Strategy

The market will first only be entered in Germany. There is a relatively high degree of support for mental health initiatives in Germany. This is for example reflected in the country having its own ministry for happiness and wellbeing[EP13]. The first main objective is to successfully execute a proof of concept (POC), after which the plan is to expand to the United States (US) market. The majority of revenues worldwide in the mental health market are generated in the US, and the number of patients is only projected to grow, while online treatments are gaining popularity (Statista, 2024).

Multiple partners will be vital for the launch of GreenBond:

1. Workshop providers: They will provide nature based activities for the customers. The relationship will be commission based, meaning that a fixed amount of revenues will be paid to GreenBond per workshop and customer.
2. Nature conservation organizations: These organizations can help to promote GreenBond and vice versa. For example, co-branding campaigns can raise

awareness for nature conservation, while addressing the benefits for loneliness when doing nature (conservation or related) activities.

3. Local companies: Selling the application to local companies can increase the customer base, as well as the brand recognition and reputation. Loneliness is negatively correlated with work satisfaction and performance. Spending time in nature is positively correlated with creativity and positive feelings. GreenBond addresses both topics and could therefore be an attractive option for companies.
4. Outdoor brands: Mutual marketing efforts can be made. For example, co-branded events such as hikes could take place, in which the outdoor brand gets the opportunity to promote its products, while gaining customers that would like to participate in the activities of GreenBond.
5. Ministry for health and well-being: Just like GreenBond, the ministry organizes workshops amongst other activities in order to improve the mental health and wellbeing of the German population. There are no formal requirements for cooperation with the ministry and any project that addresses mental health is eligible for participation. The ministry has relatively much traffic on its website and content, which could boost the brand recognition of GreenBond. For example, GreenBond can be mentioned in the newsletter (13.000 subscribers), a podcast (207.000 listeners), Instagram (10.500 followers) and many other channels (Ministerium für Glück und Wohlbefinden, 2024).

7.3.2 Milestones and Future

Multiple milestones are set for GreenBond, serving as clear goals to work towards, which will help measure the company's success. The most important milestone to be reached is the number of customers. By the end of the first year, 34,854 customers of which 832 are paying users, who should be subscribed to the platform. Secondly, the first three partners should be acquired and on boarded by the first month, to be able to offer workshops to the customers. By the end of year 3, 20 different workshop providers should be acquired. After this, GreenBond should start offering its own workshops, saving costs from workshop providers.

Furthermore, the goal is to increase the number of full-time employees to 6 from year 2 onwards, as opposed to 3 full-time and 3 part-time employees (and one working student). Additionally, after year 3, GreenBond should start offering its own workshops, in order to reduce reliance and costs of partners.

Lastly, as soon as the application is established in Germany, there are plans to expand GreenBond to the United States, because of the growing electronic health market and reduced stigma around loneliness and seeking help.

8. Finance

8.1 Revenue Streams

The following financial table presents our realistic financial projections.

Section	Details
Revenue Stream 1	Subscription Model: ● Premium Membership: €4.99/month ● Expected Serviceable Obtainable Market (SOM)[3]: 3 million users ● Conversion rate: 10% ● Customer acquisition and loss: 5% Revenue projections: -> Year 1: €6,641 -> Year 2: €1,082,139 -> Year 3: €6,205,457
Revenue Stream 2	Commission Fees: ● Take rate on workshops: 10% ● Discount via green credits: up to 5% Commission revenue with increasing workshops per year: ● 10 workshops/month in year 1[4] ● 20 workshops/month in year 2[5] ● 30 workshops/month in year 3[6] Cost of workshops: ● each workshop has 20 spots at €50/spot ● 70% of paying users are projected to be interested in workshops (according to own research from questionnair) ● Paying users likely to earn Green Points and use them for discounts, reducing commission from 10% to 5%. Revenue projections[7]: -> Year 1: €2,400[8] -> Year 2: €12,000[9] -> Year 3: €18,000[10]
Funding	Berliner Startup Stipendium (BSS): ● Provides €2,200/month per person for 1-4 founders for up to one year = €105,600 in year 1
Investments	Berkus Method (Brex, 2024): The Berkus Method takes into consideration the idea, the existence of a prototype, and quality management, all of which we offer. Based on that, we assume our startup to be worth €1,240,000 (500,000 for the unique idea, 500,000 for the excellent management and founding team, and 240,000 for the prototype which is only being developed and can still be improved). To cover our calculated

[3] SOM - based on competitor analysis of ”Happify” and “Geocatching” (Google Play Store- B, n.d.), (Google Play Store- C, n.d.), (Woodward, 2024)
[4] Not all spots filled due to fewer paying users.
[5] All spots expected to sell out due to high demand.
[6] All spots expected to sell out due to high demand.
[7] Monthly profit = (Number of workshops) * (Number of filled spots) * (Spot price) * (Commission rate, adjusted for discounts) -> Annual profit = Sum of monthly profits.
[8] 4 * 20 * 50 * 0.05= €200/month = €2,400/year
[9] 20 * 20 * 50 * 0.05= €1,000/month = €12,000/year
[10] 30 * 20 * 50 * 0.05= €1,500/month = €18,000/year

	costs for the first two years, we need €186,000 and we are seeking an investment of that number in exchange for 15% equity of GreenBond. = 186.000€ in exchange for 15% of equity

GreenBonds financial forecast is promising. With our first application launch scheduled for 2025, we expect to reach break even in 2026. To achieve this, we will rely on two primary revenue streams:

- **Revenue Stream 1**: Freemium subscription model
- **Revenue Stream 2:** Commission fees from workshop providers

To further finance GreenBond's market entry, we are seeking financial support through two avenues:

- **Funding:** Applying to the Berliner Startup Stipendium (BSS), which could provide an income of €105,600 in year 1 (if extended).
- **Investment:** As part of the seed funding, seeking an investment of €186,000 to cover the first costs, which will help towards reaching break even one year after launch, in 2026.

8.2 Cost of Materials and Investments

The following financial table presents our realistic cost for Materials and Investments.

Section	**Details**
Investments	• Laptops: Seven laptops in the first month of year 1, resulting in one-time costs of €3,173 (including VAT). • Furniture: Three tables and six chairs in year 2[11], totaling €209.97 (including VAT).
Materials	• None

We plan to make strategic investments to support our operations. We aim at keeping these investments as low as possible:

- **Investments**: Laptops, Furniture
- **Materials**: None, due to the online nature of the mobile application.

8.3 Personnel Expenses

Section	**Details**
Year 1	Full-time Salaries (CEO, COO, CMO, CTO)

[11] Furniture - first year no need, since the BSS, in addition to financial support, offers co-working spaces, meeting-rooms, and internet to the recipients of the stipend

	● €2,151.07/month[12] Part-time Salaries (CFO, CPO) ● €1,075.53/month[13] Minijobber Salary ● €538/month[14]
Year 2	Full-time Salaries (CEO, COO, CMO, CTO, CFO, CPO) ● €2,473.73/month[15] Minijobber Salary ● €538/month
Year 3	Full-time Salaries (CEO, COO, CMO, CTO, CFO, CPO) ● €2,844.79/month[16] Minijobber Salary ● €538/month

The following financial table shows realistic costs for our personnel expenses. Our team consists of seven members: CEO, COO, CFO, CMO, CTO, CPO, and a Social Media Marketing Minijobber. The salary structure is as follows:

- **Year 1**: The CEO, COO, CMO, and CTO will work full-time, the CFO and CPO will work part-time, earning a minimum wage of €12.41 per hour. The Minijobber will work 10 hours/week with a fixed salary of €538/month.
- **Year 2**: The CFO and CPO will transition to full-time roles. All full-time staff members will receive a 15% salary increase. The Minijobber's salary remains the same.
- **Year 3**: A further 15% salary raise will be implemented for full-time staff. The Minijobber's salary continues the same.
- **Salaries for three years:** €518,488[17]
- **Social contributions for three years**: €110,836[18]

8.4 Other Operating Expenses

Section	**Details**
Advertising	Year 1: €120,000 Year 2: €730,000 Year 3: €2,402,000
Rent	€5,880/year (from year 2)
Insurance	package deal insurance (legal-, liability-, rental- and accident insurance) ● €4,620/year = €13,860 (over three years)
Postage	initial setup costs ● €9.90 yearly costs ● €22.90/year = €85.60 (over three years)

[12] Monthly Wage = (Hourly Wage * Weekly Working Hours) * 13 / 3) = (12.41€ * 40) * 13 / 3 = €2,151.07
[13] Monthly Wage = (Hourly Wage * Weekly Working Hours) * 13 / 3) = (12.41€ * 20) * 13 / 3 = €1,075.53
[14] Monthly Wage = Fixed salary of €538.00
[15] Full-time employees get an increase of 15% in year 2
[16] Full-time employees get an increase of 15% in year 3
[17] Salaries for three years = (10218 * 12) + (46144 * 4) + (52824 * 4)
[18] Social contributions for three years = (2200 * 12) + (9853 * 4) + (11256 * 4)

Telephone & Internet	fixed line connected to our phones ● €96.60/month[19] = €3,477.60 (over three years)
Legal & Consulting	year 1 ● 2 hours year 2 & 3 ● 1 hour each = €800 (over three years)
Funding Costs	GmbH ● €25,000
Database Costs	Scalable, based on usage using Firebase (estimates provided for authentication, tasks, storage, and downloads (Google Cloud, 2024)) ● €15.00/month/50k users

The table above details the expected costs associated with our operations over the next three years, including advertising, rent, insurance and other essential services (Appendix, [22]).

- **Year 1**: In the first year, we will spend €144,000 on advertising, as we are focusing heavily on digital channels for customer acquisition. Rent will be covered by the Berliner Startup Stipendium (BSS) and insurance will be €4,620 for the year. In addition, we will set up a post office box for a total of €32.80 and spend €1,159.20 on telephone and internet services. The cost of setting up the GmbH will be €25,000 and legal and consultancy fees are estimated at €400.
- **Year 2**: In order to further optimise our campaigns, our advertising budget will increase significantly to €785,000 by the second year. Rent will commence and will be €5,880 for the year. The cost of insurance will remain at €4,620, while the cost of postage will be €22.90. Telephone and internet services will continue to cost €1,159.20. An additional €200 will be allocated for legal and consultancy services.
- **Year 3**: By the third year, advertising expenses are projected to rise to €2,497,000 as we expand our market reach. All other costs will remain the same as in the second year.

[19] €17.85 for the first user, €15.75 for every additional user

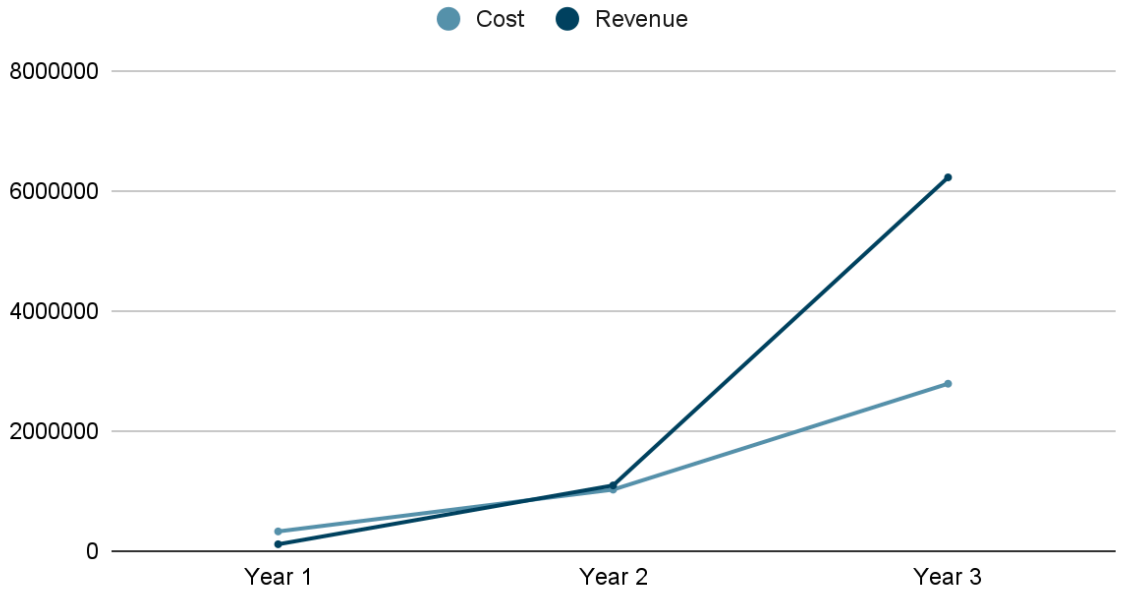

Figure 5 - Financial Forecast

As shown in the graph, with our first application launch in 2025, we are expecting to reach break even in 2026. Our calculated net profit will be €2,242,363 after three years (without the Investment of €186,000).

We have a clear revenue model based on subscription fees and workshop commissions, supported by investments and strategic grants supporting GreenBond's early stages. Initial investments in equipment and careful management of operating expenses are crucial for early-stage sustainability. With a solid benchmark from competitors and strategic planning, there is a clear pathway to obtain our calculated Serviceable Obtainable Market while managing costs effectively to ensure long-term success.

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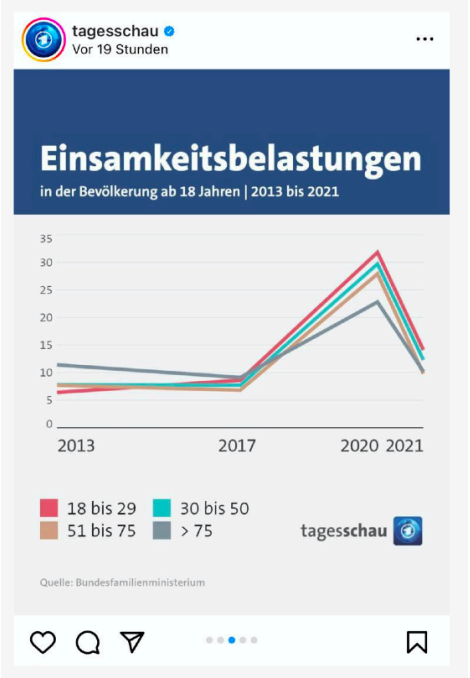
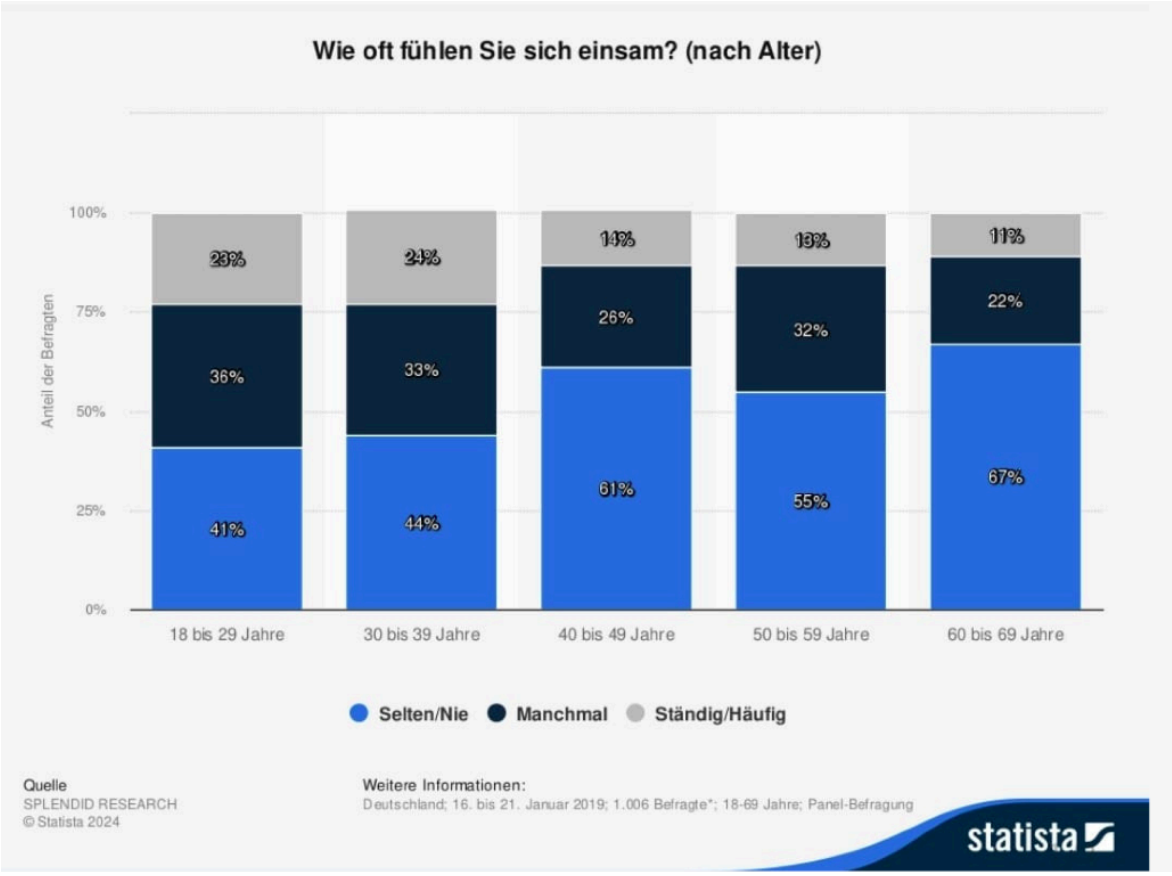
Appendix



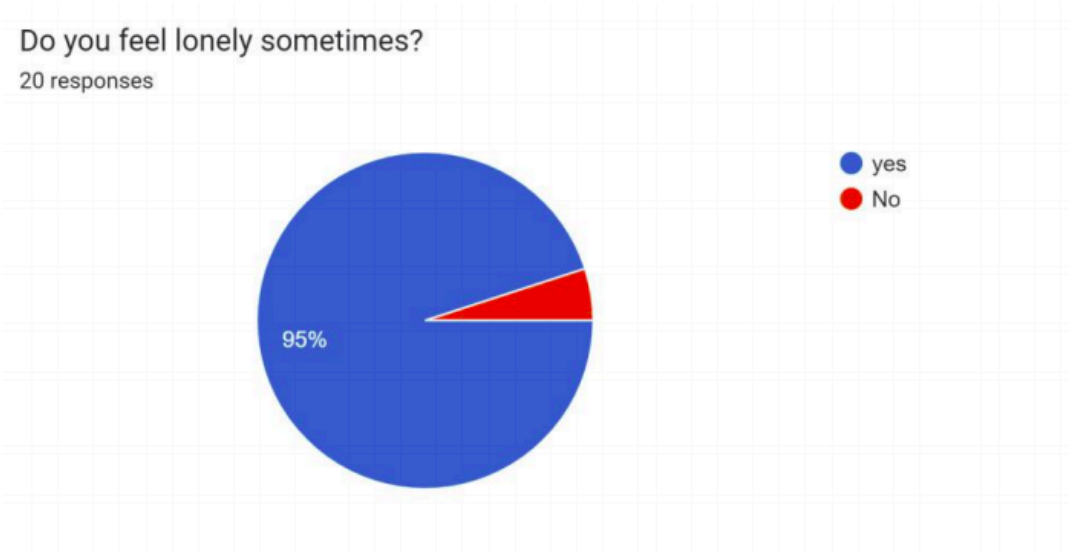
(1) Recent Instagram Post from Tagesschau (30.05.2024) - Increase of Loneliness during Covid-19 (Huber and Berlin, 2024)



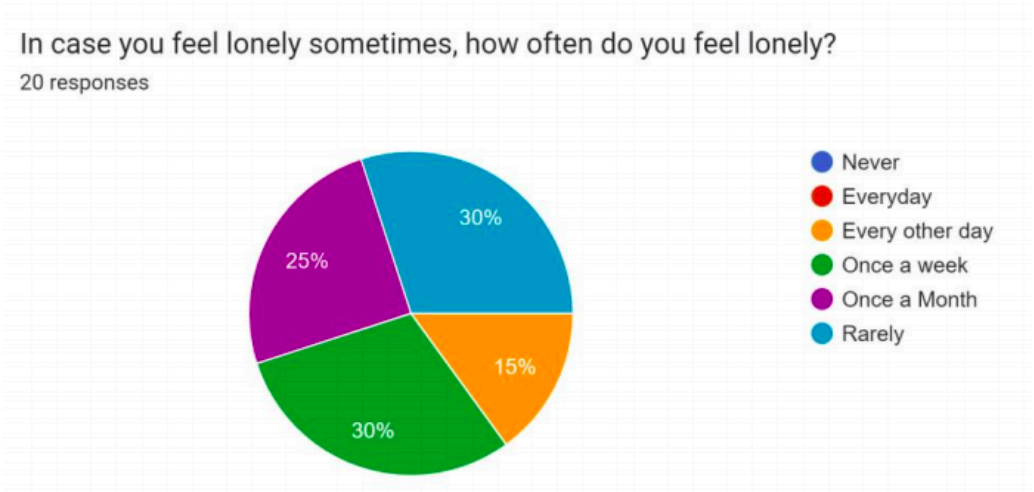
(2) Number of People Feeling Lonely in Germany According to Age Groups. (Statista-A, 2024)

SDG	KPI
SDG 3 “Good Health and Well-Being”	To measure the impact on SDG 3, especially when cooperating with e.g. health insurances or governments, we can use specific KPIs. These KPIs include the mortality rate through mental health-related diseases such as cardiovascular disease as well as suicide mortality rate.
SDG 4 “Quality Education”	To measure the impact on SDG 4, GreenBond aims to measure certain KPIs such as small questionnaires in the application itself, aiming to evaluate its user’s knowledge improvement and engagement.
SDG 11 “Sustainable Cities and Communities”	To measure the impact on SDG 11, we will use certain KPIs connected to the workshops offered such as participation numbers, engagement in the workshops (submitted from the providers) and evaluation of the workshops by users.

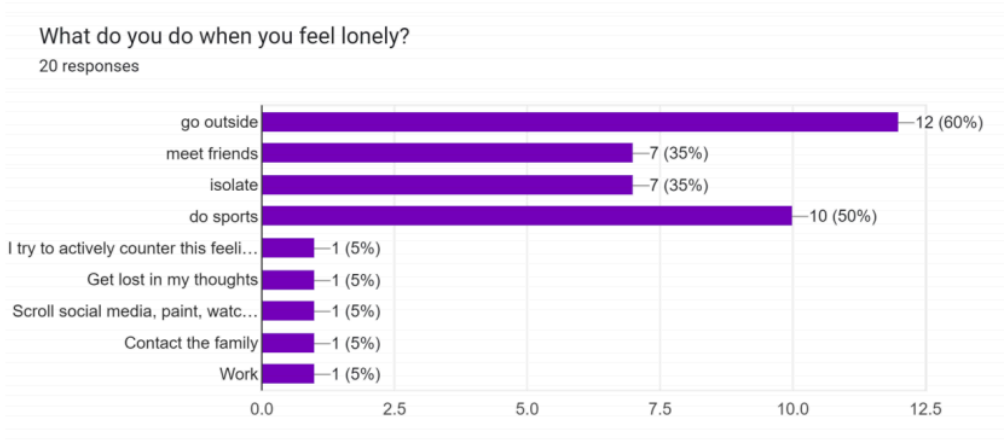
(3) Key-Performance-Indicators for GreenBonds Sustainability Impact



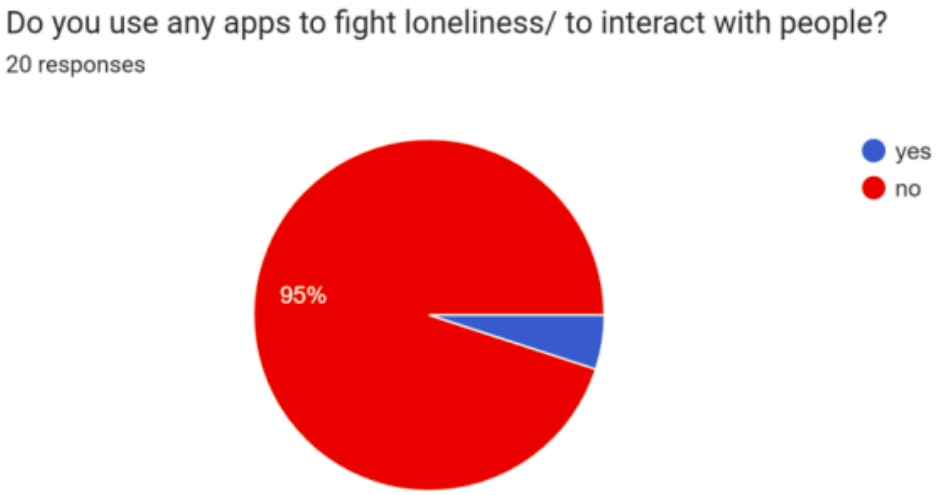
(4) Our Survey Results - 95% Feel Lonely Sometimes



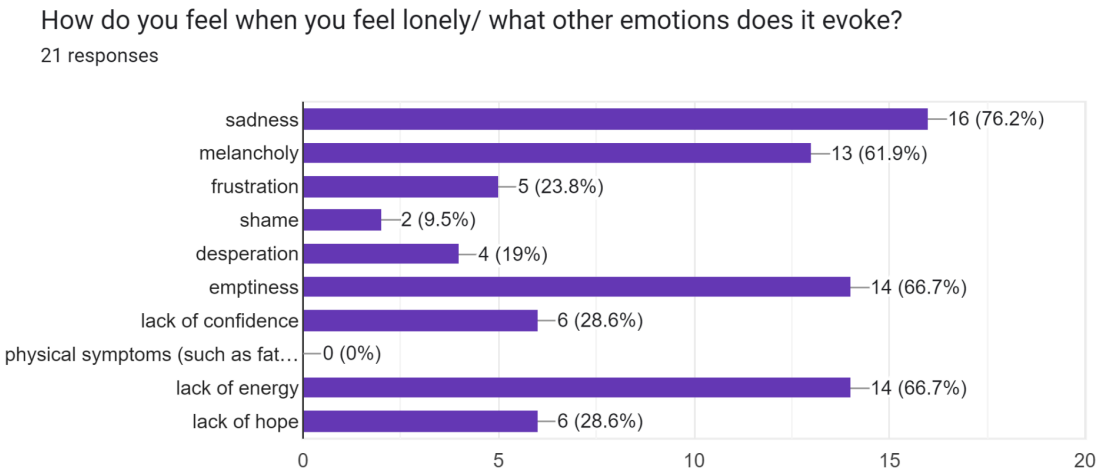
(5) Our Survey Results - 70% Feel Lonely More Than Once a Month



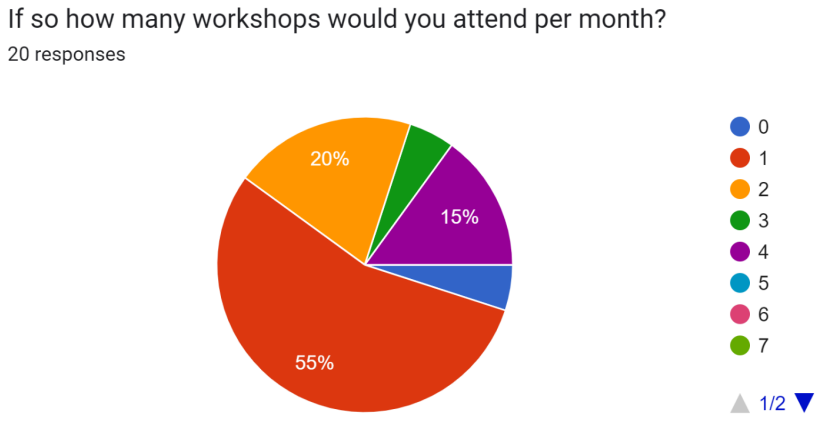
(6) Our Survey Results - What to do when Feeling Lonely?



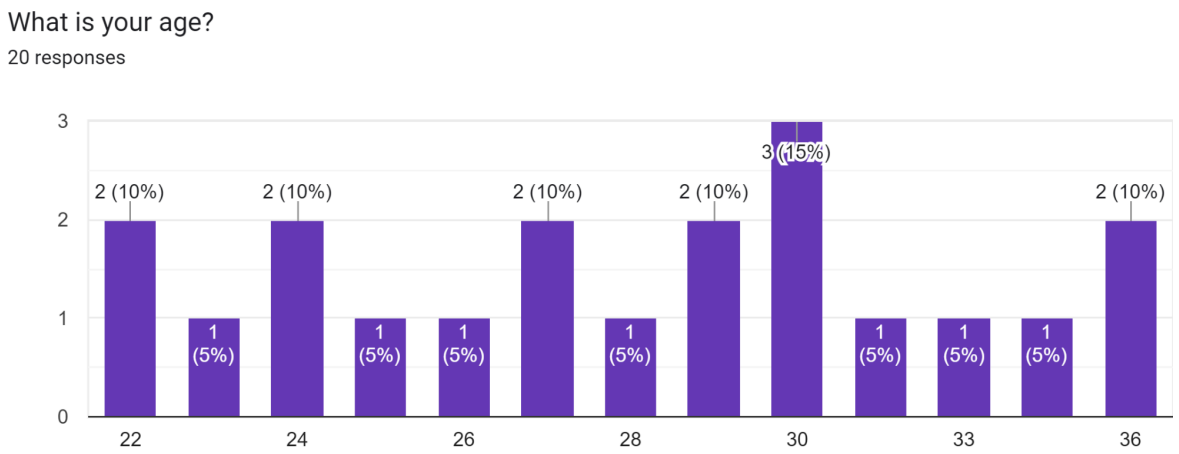
(7) Our Survey Results - 95% Do Not Make Use of Applications to Fight Loneliness



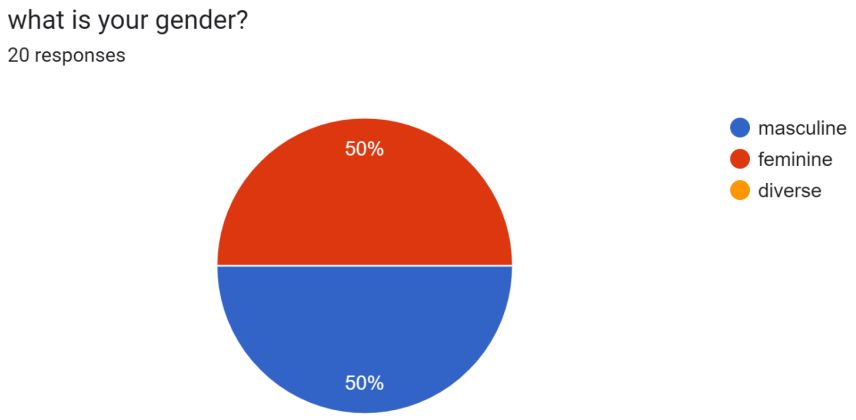
(8) Our Survey Results - Other Feelings Accompanying Loneliness



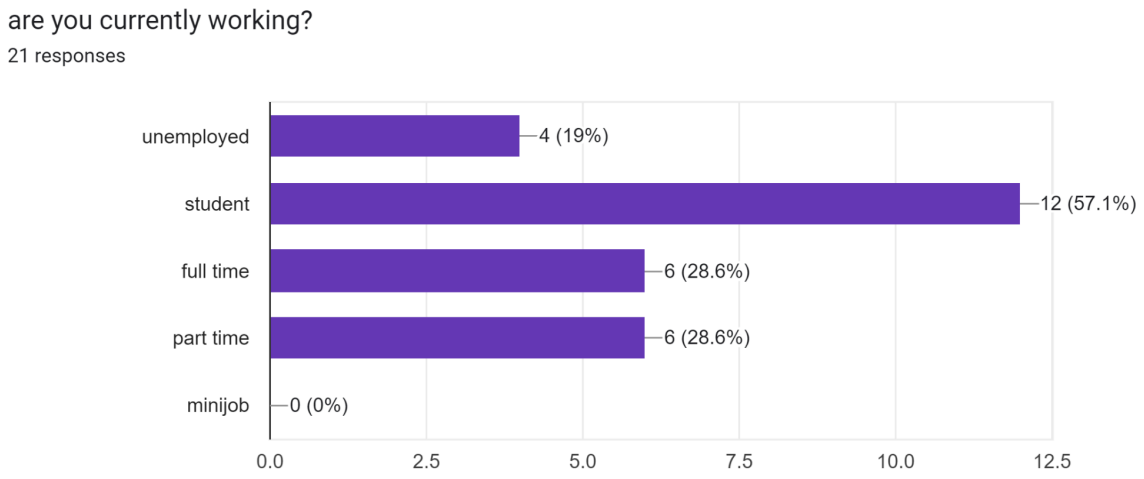
(9) Our Survey Results - How many workshops would you attend per month?



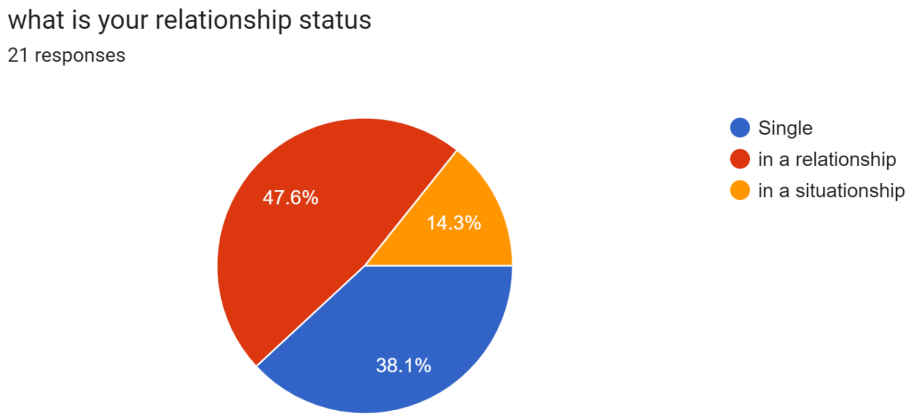
(10) Our Survey Results - Age distribution



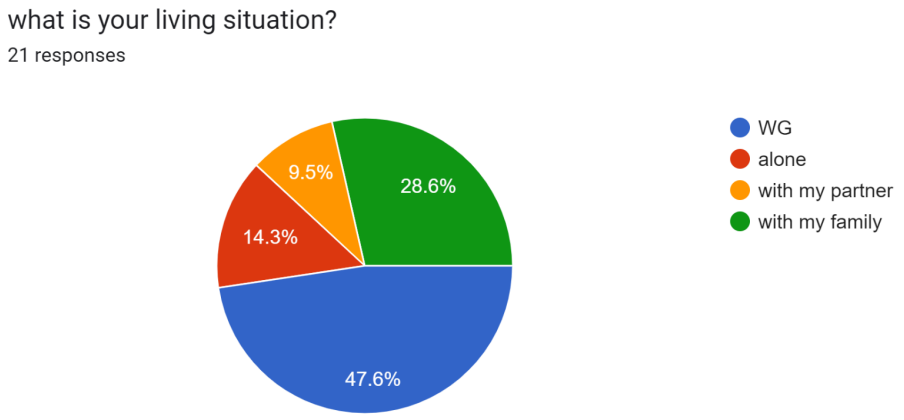
(11) Our Survey Results - Genders



(12) Our Survey Results - Occupations



(13) Our Survey Results - Relationship status



(14) Our Survey Results - Living situation

<u>Our Written Survey Results:</u>

(15) Our Survey Results - How do you define loneliness?

- Not having a person to talk to about private personal topics.
- Feeling alone, misunderstood, not in the right place.
- You don't even want to share your emotions because no one cares.
- Having no one to confide in or no one to share my life with.
- Feeling of emptiness and having no one to resort to.
- Not having people around you with whom you share mutual love, trust, or understanding.
- Feeling not seen, not heard, and not understood.
- Feeling uncomfortable with your own company and focusing on external ways to feel happy.
- Feeling of being isolated, alienated, and lacking social connections.
- Sadness due to a lack of company; a feeling of emptiness.
- Lack of connection with others.
- Not having someone when you need it.
- Not having a connection with people around you for a specific time interval.
- Having 0 friends.
- Wanting to do something but not having anyone to join you.
- Sense of emptiness and separation (emotionally and physically).
- The feeling of not relating to others or finding the right people who share similar values in life.
- When you don't have someone you feel comfortable with.
- If you have nobody to share your problems with.

(16) Our Survey Results - What do you do when you feel lonely?

- Meet friends.
- Go outside, meet friends, do sports.
- Isolate, do sports.
- Get lost in my thoughts.
- Scroll social media, paint, watch dogs in a park.
- Contact family.
- Work.
- Try to watch something from the past (something that made me laugh maybe).

(17) Our Survey Results - Which app do you use and why? If you don't use them, why not?

- I didn't know there are any.
- The idea just never occurred to me.
- Social connections take time, and on an app, it's tiring to tell yourself every time. It's hard to trust other people. You need to observe someone's reactions in real life, so that matters most to me. You can fake it when using an app.
- Tinder, Bumble, Hinge, and Grindr.
- I don't know of any apps that are designed for fighting loneliness.
- I downloaded "Meetup" when I moved to a new country, but never actually went out with someone through it because it felt weird and unnatural.
- I feel for me that the feeling of loneliness primarily comes from social media, so I feel connected online, but I really lack offline connections; therefore, apps do not really work.
- The only apps I'm using are to entertain and distract myself from feeling lonely.
- Some apps get people to meet.
- I don't have the energy to open an app when I'm feeling down, so I might try to watch something from the past that usually helps.
- I never thought of an app to combat my loneliness.
- Not only humans, but also pets, can help you.

(18) Our Survey Results - What do you think about the following statement: "Nature is healing"?

- It is, but it doesn't help with loneliness if I'm just going alone to the park, for example.
- I think it's correct, especially in connection with movement.
- Matters most if everyone is engaged only.
- True to a certain extent. I feel good around nature, yet still lonely. It might feel fresh, but when I go back home, all is the same.
- Can be true, but it's only temporary; it's not an effective healing mechanism.
- It can be soothing to a certain extent, but I think "healing" is a stretch.
- I agree with the statement.
- Very true.
- This is so true, legit facts! One needs nature and needs to get out into the physical real world as it is the best way to feel grounded and reconnect to the world.
- It's totally true. I usually feel way better after spending time in nature; my mood improves, and I feel calmer and safer. However, I also struggle during winter when it's not green anymore.
- 100% true.

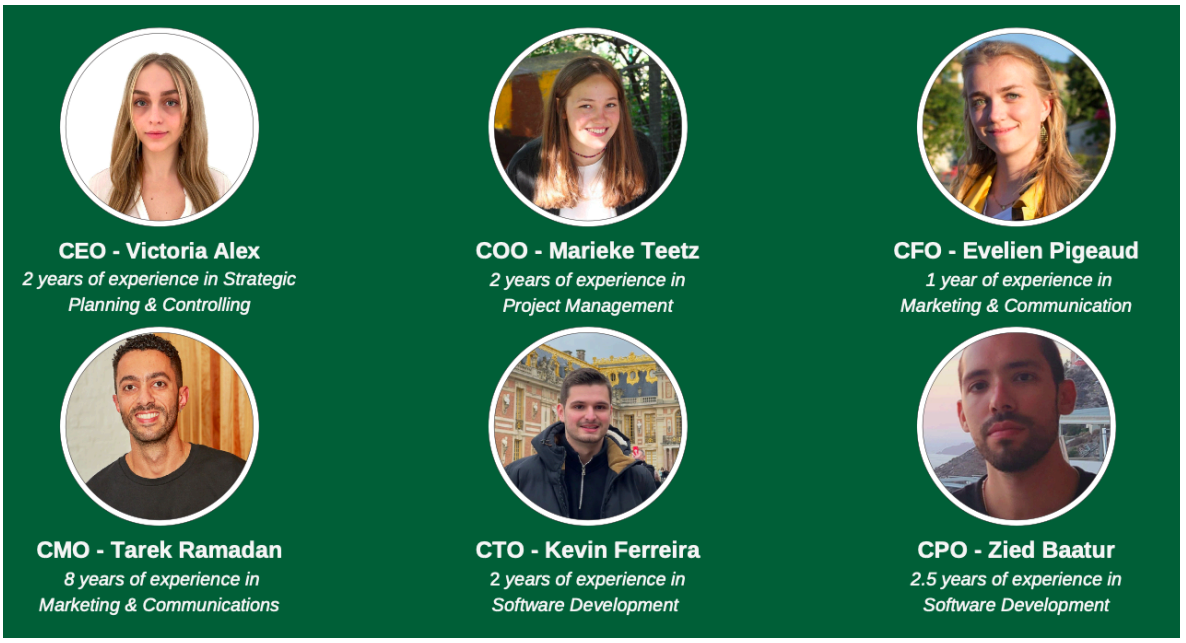
- Agree.
- Good one.
- It reminds me of the need to let go of negative thoughts and materialistic distractions and connect with nature.
- I have always believed that nature is that being that surpasses the material, and to which we owe respect and veneration. I believe that those who are in close contact with nature can heal both physically and mentally.
- Objective truth.
- Some people like nature, some people don't. So you cannot solve loneliness with nature because nature is boring. Have you been in nature alone? You guys should try that; it is the most boring thing ever.
- I agree with the statement.

(19) Our Survey Results - Would you participate in nature-based workshops?

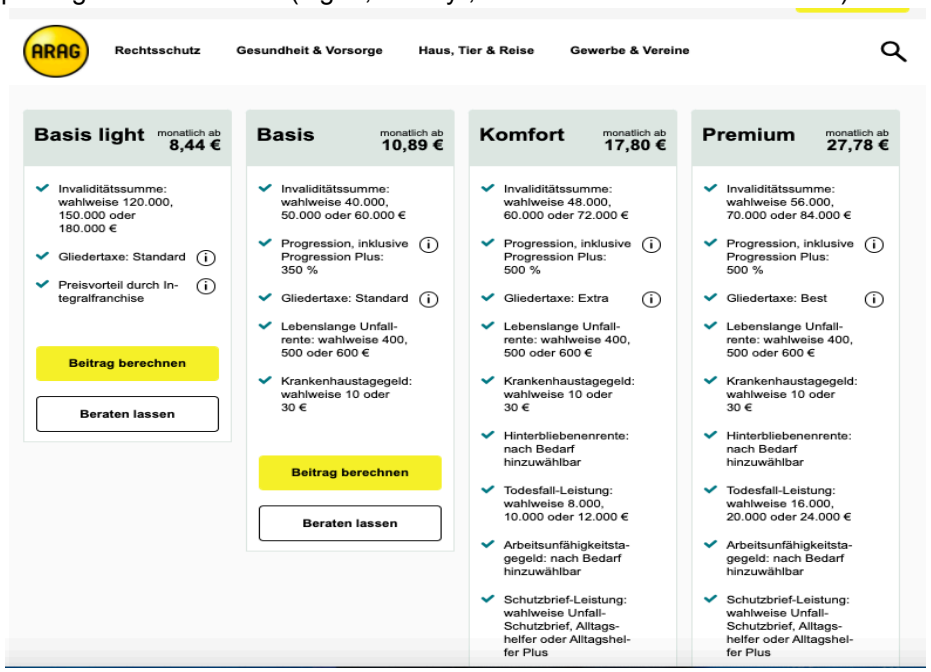
- Sure.
- Depends.
- No.
- Yes.
- Maybe.
- Yes, if it has other people.
- Probably yes.
- In theory, yes, but it depends on how it would be organized/structured.

(20) Our Survey Results - What would be your advice to people who experience loneliness?

- I don't know.
- Go outside and radically accept the feeling and acknowledge that it is okay to feel that way.
- Talk to people who know you the most.
- Go out there and meet different people and travel around.
- Don't be shy to ask for company.
- Try to enjoy spending time alone and doing things on your own.
- Find hope and happiness in the smaller things; don't spiral. Consult & confide in other people because you never know who is in the same situation. Sharing your experience with others can help.
- Try to enjoy it while working on yourself.
- Stay occupied doing stuff.
- Make friends.
- Find help in any way, no matter how difficult it is.
- Stay away from social media.
- Some people tend to feel more lonely than others, perhaps because of a less extroverted personality or a lack of sympathy with others. But I think it's a human thing. That feeling does not last forever, so you have to accept those moments, understand why, and act differently in the future if it is affecting you. Loneliness can be enjoyed; you just have to find a balance, because for the human being, the social part is necessary.
- Don't isolate yourself; it doesn't help at all.
- Talk to someone you trust.
- Go outside and join group classes.



(21) Meet Our Team

Section	Details
Advertising	Year 1: €120,000 Year 2: €730,000 Year 3: €2,402,000
Rent	€490 euros a month, 15m2, Internet, kitchen, wifi included https://www.berlinstartupoffices.com/room-rhinstrae-48a-12681-berlin-marzahn-527/
Insurance	package deal insurance (legal-, liability-, rental- and accident insurance) 

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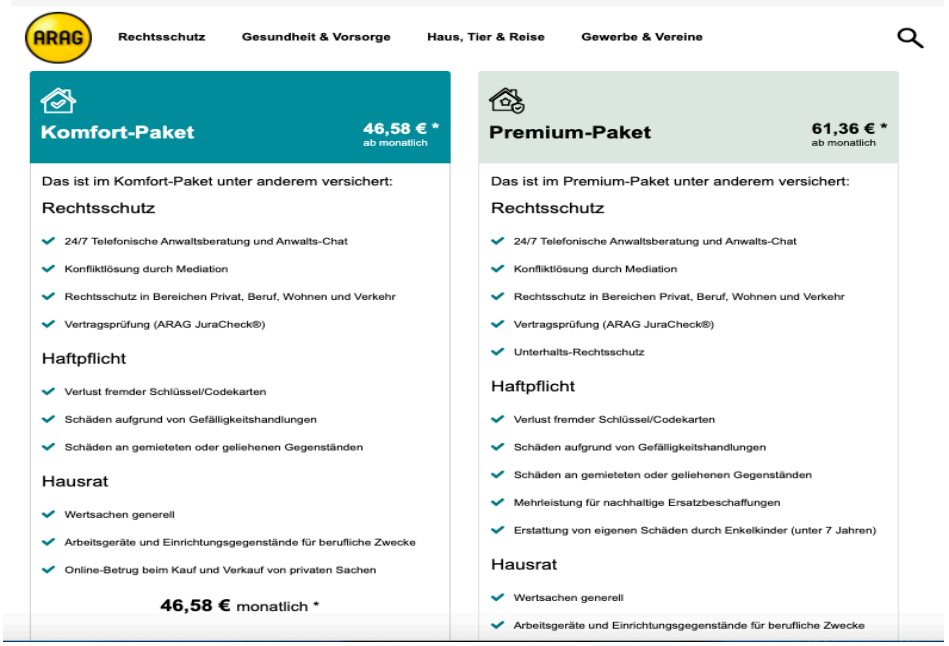

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= 13,860€ (over three years)
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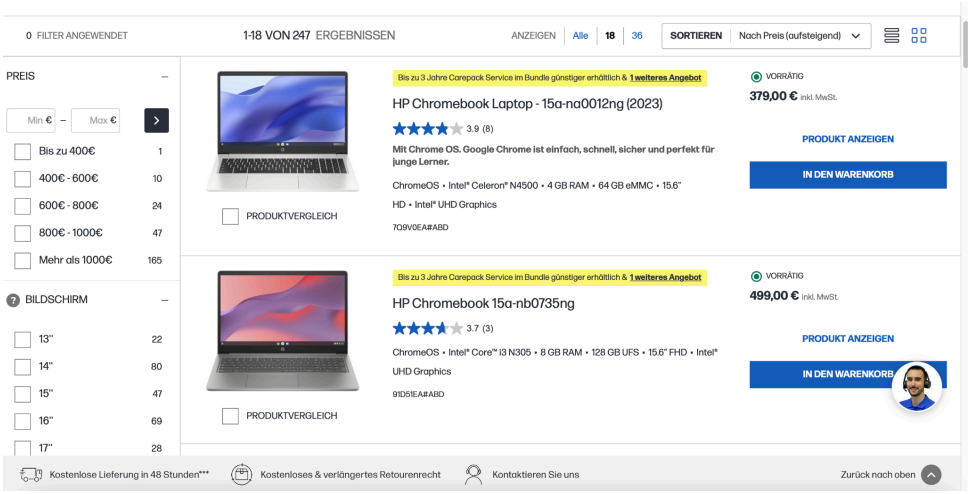
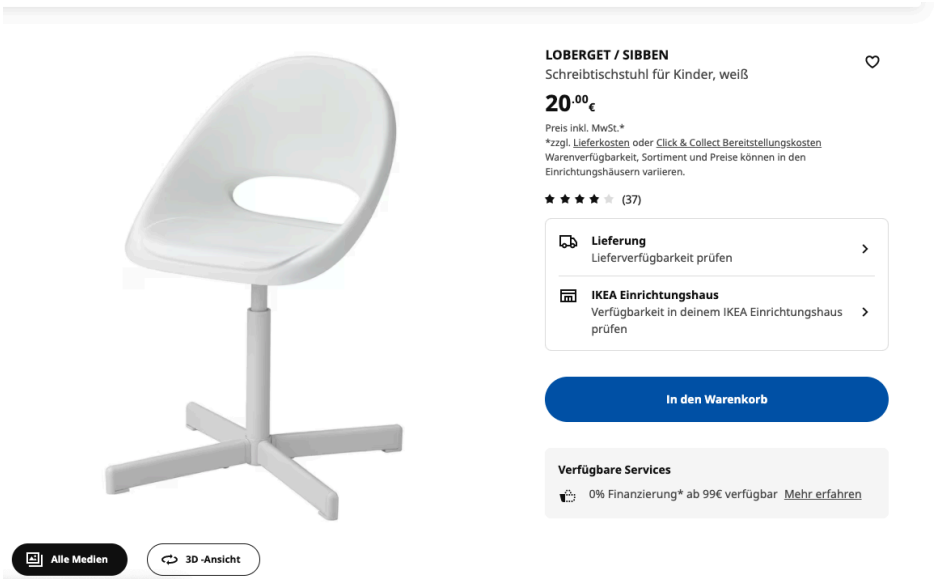
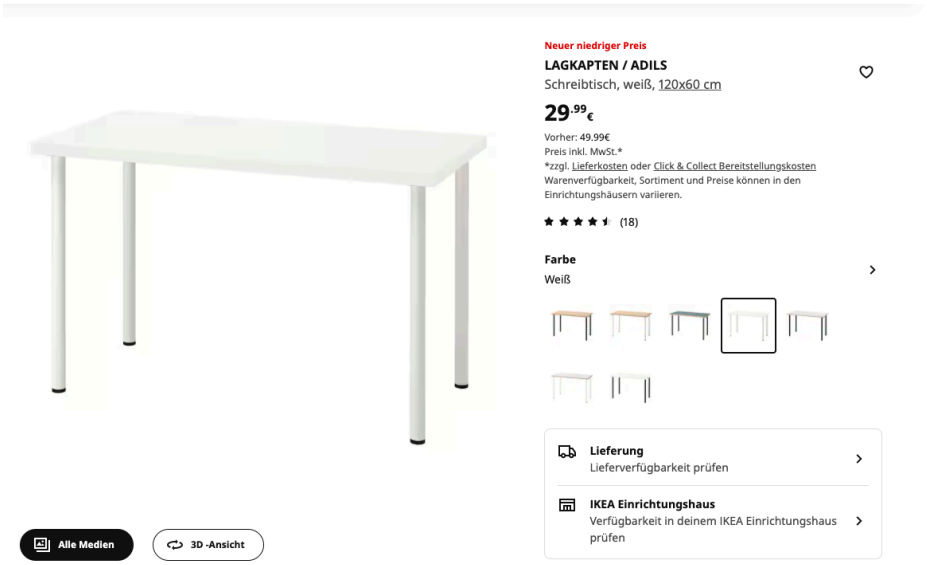
Preis[1] für ein POSTFACH/POSTFACH Extra

Leistung	Details	jährlich	einmalig
Postfach/Postfach Extra	Miete	22,90 € *)	-
Mitnutzer **	Einrichtung		9,90 €
Schlüssel *** (2 Stück inklusive)	jeder weitere		7,00 €
Briefankündigung ****	tägliche Sendungsvorschau	-	-

[1] Alle Preise sind Endpreise und inkl. gesetzlicher Umsatzsteuer.
* Inkl. Einrichtungskosten für alle Nutzer mit gleicher Hausanschrift.
** Pro Mitnutzer mit einer vom Hauptnutzer abweichenden Hausanschrift.
*** Maximal können 5 Schlüssel für ein Postfach genutzt werden.
**** Aktiv im Kundenkonto zu beauftragen

dpa (2017). Deutsche Post kassiert künftig für Postfächer. Com! Professional. https://www.com-magazin.de/news/business-it/deutsche-post-kassiert-postfaecher-1195559.html.
</td>
</tr>
<tr>
<td>Telephone & Internet</td>
<td>5,75 x 5 + 17,85 = 96.6 = €97/month
= 3,477.60€ (over three years)
https://www.voys.co/de/funktionen-und-preise-cloud-telefonzentrale/</td>
</tr>
<tr>
<td>Legal & Consulting</td>
<td>Tax consultant: 200€/hour
https://sevdesk.de/ratgeber/buchhaltung-finanzen/steuern/steuerberater/kleingewerbe/#:~:text=Beispiel%20von%20Steuerberaterkosten,-Du%20hast%20als&text=Dieser%20betr%C3%A4gt%20nach%20%C2%A7%2013%20StBVV60%20bis%20150%20Euro%20pro%20Stunde.
= 800€ (over three years)</td>
</tr>
</table>

Funding Costs	GmbH • 25,000€
Database Costs	Scalable, based on usage using Firebase (estimates provided for authentication, tasks, storage, and downloads (Google Cloud, 2024)) • 15.00€/month/50k users
Laptops	 7 laptops: 6 x HP Chromebook Laptops for €379 each and 1x HP Pavillion for €899 = €3173 in total
Furniture	



(22) Sources and Images of Our Procurements