

PROJECT NAME: EcoTest
TEAM MEMBERS: Luca Zamfir

IDEA IN SHORT: Quiz test assessing individual behavior in protecting the environment

Hardcore Entrepreneur hackathon 5.0

1.PRODUCT - PROBLEM WE SOLVE



Environmental Awareness – Evaluates how informed people are about environmental issues
Resource Consumption – Assesses habits related to energy, water, and material usage
Waste Management – Examines how people handle waste, including recycling and reducing waste
Sustainable Choices – Looks at decision-making in purchasing eco-friendly products

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



General Public – Anyone curious about their environmental behavior and sustainable habits
Environmentally Conscious Consumers – Those interested in assessing their environmental impact
Students and Teachers – Useful for educational purposes in schools or environmental programs

[SDG 12](#) Responsible consumption and production

3. SMART OBJECTIVES



- ✓ Reach 50K+ installs in the first year
- ✓ Reach 30k+ active users in the first year
- ✓ Reach a 4* rate in Play Store after one year
- ✓ Reach 1 average test per month for active users after one year

4. PRICE



- Free access to the basic version
- Monthly subscription of 1 euro for premium version capable to monitor the progress and identify areas for improvement
- In-app advertising for revenue generation

5. PROMOTION



@Social media campaign
@By local influencers active in the environmental protection field
@By NGOs active in protecting the environment
@In fairs and events related to education sector