



Walk 2 Pack

Team MCWYS

Problems & Solutions



Disposable Waste

Waste has grown 29.5% in 5 years (MoE).



Reusable Container

Package in a cost-saving, reusable container!



Reducing Activity

Ordering food keeps customers in-house.



Picking Up

Walk to nearby food stores!



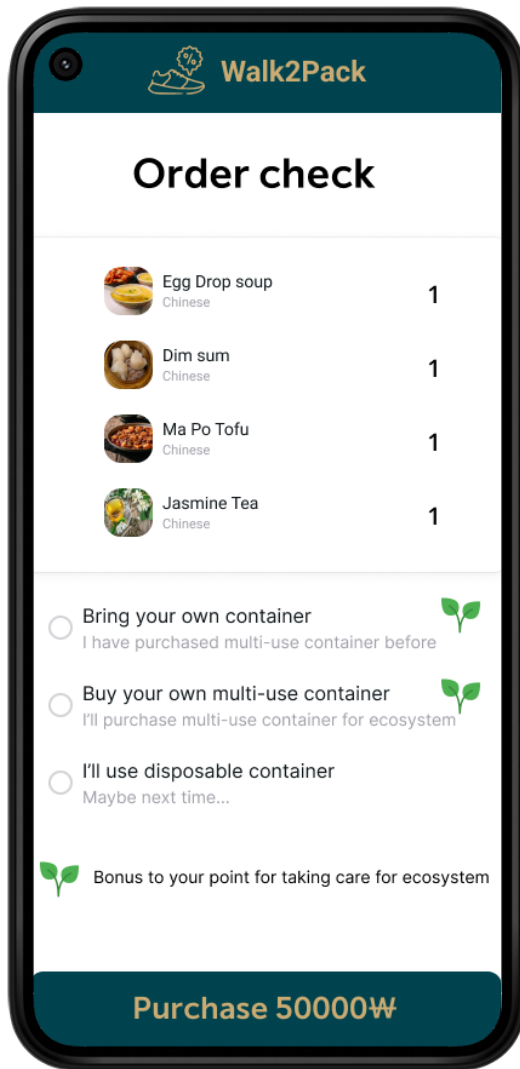
Delivery Commission

Commissions passed on to customers at cost.



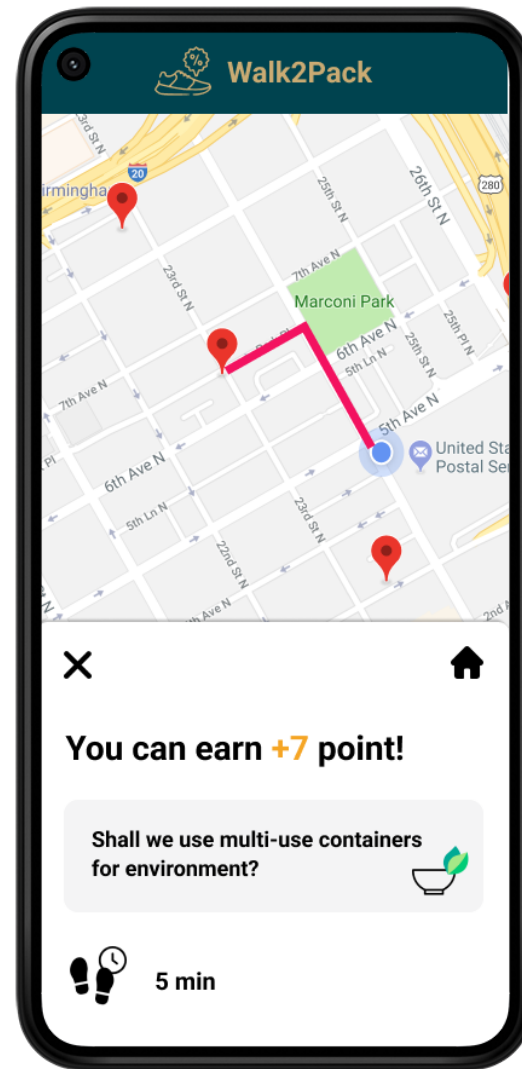
Discount

Give customers a great deal!



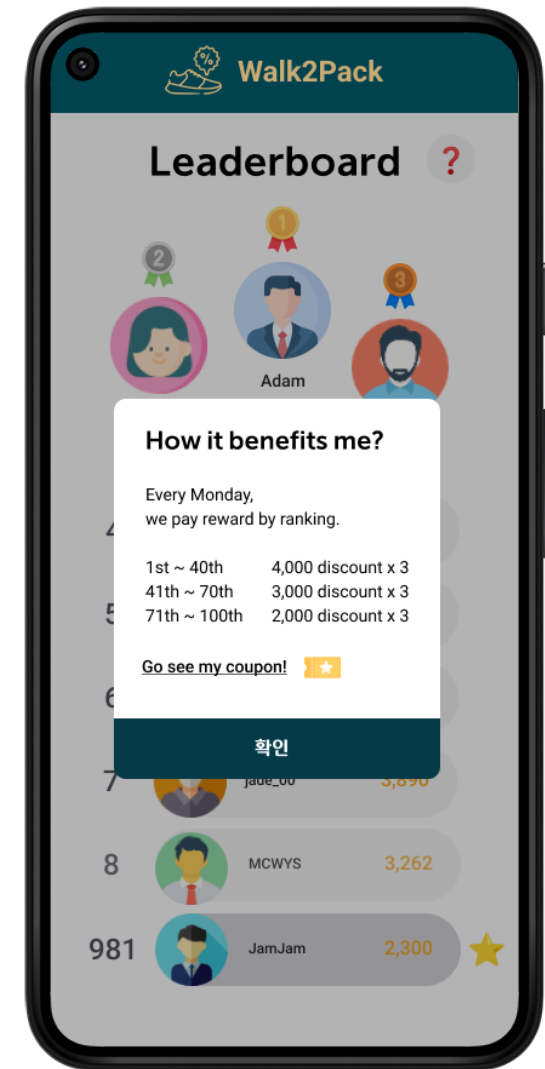
1/ Select

Choose reusable/disposable container;
points earned differ.



2/ Pathfind

Find store route & estimate time.



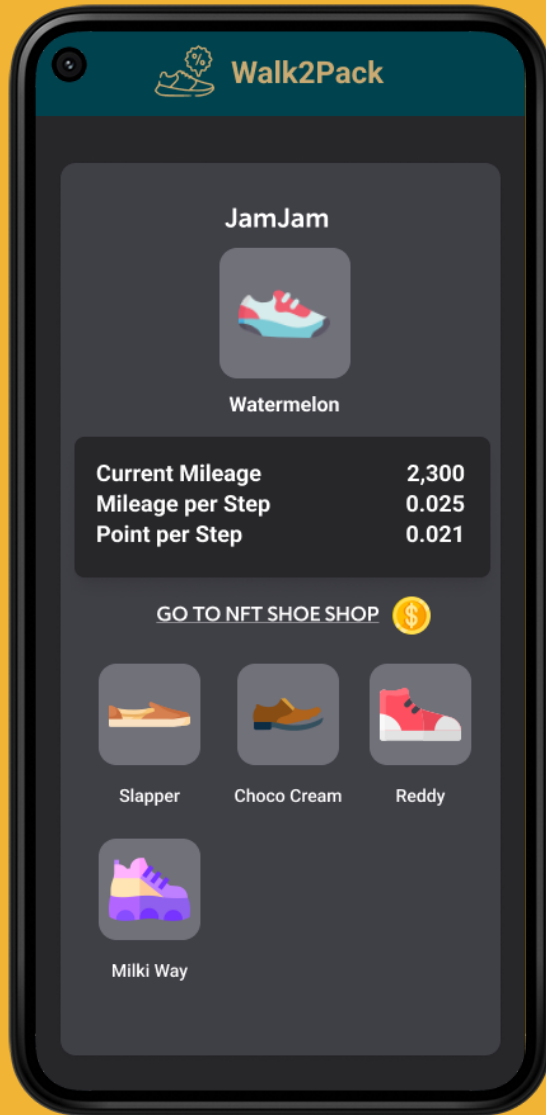
3/ Ranking

Ranking is determined by points earned.

A pair of sneakers with a vibrant, multi-colored design. The shoes feature a mix of pastel shades including light blue, yellow, pink, and purple. The laces are white, and the soles are a light beige color. The background is a soft, out-of-focus gradient of pink and blue. Overlaid on the center of the image is the text 'NFT' in a large, bold, dark green font, with 'Walk to Earn' in a smaller, dark green font below it.

NFT

Walk to Earn



Grab awesome shoes

Each shoe offers differing numbers of tokens that can be collected for every step taken.

Earn tokens when you walk

Tokens can be traded on the same market as your Non-Fungible Token Shoes.

Blockchain backed assets

Blockchain ensures secure ownership of assets.

Market Validation

Food delivery market transaction monthly volume
(korean statistical information service, 2022)

\$ 1.6 B

Food stores offering delivery service
(Baemin, 2023)

300,000

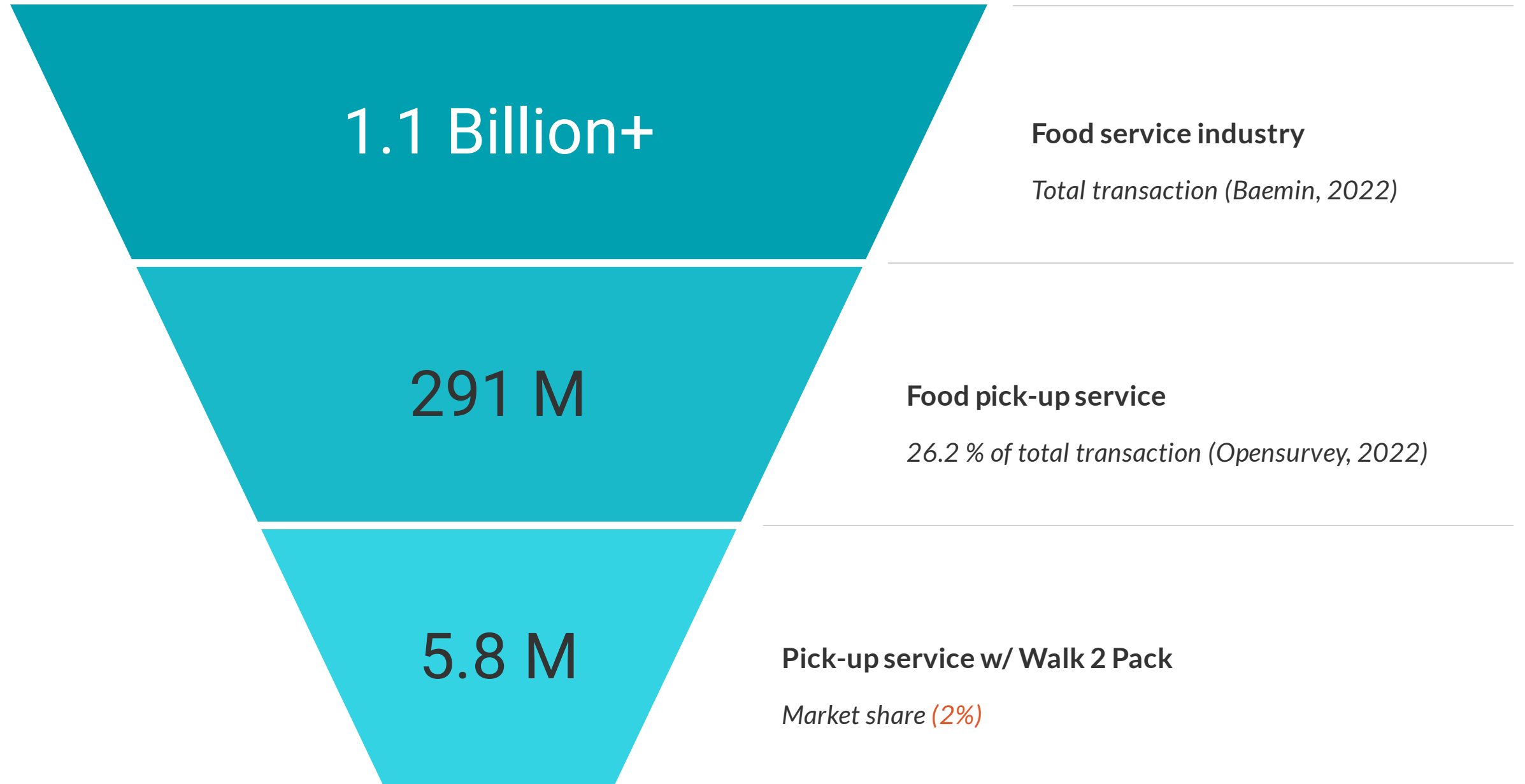
Say they'll use takeout more
(Opensurvey, 2023).

54.8%

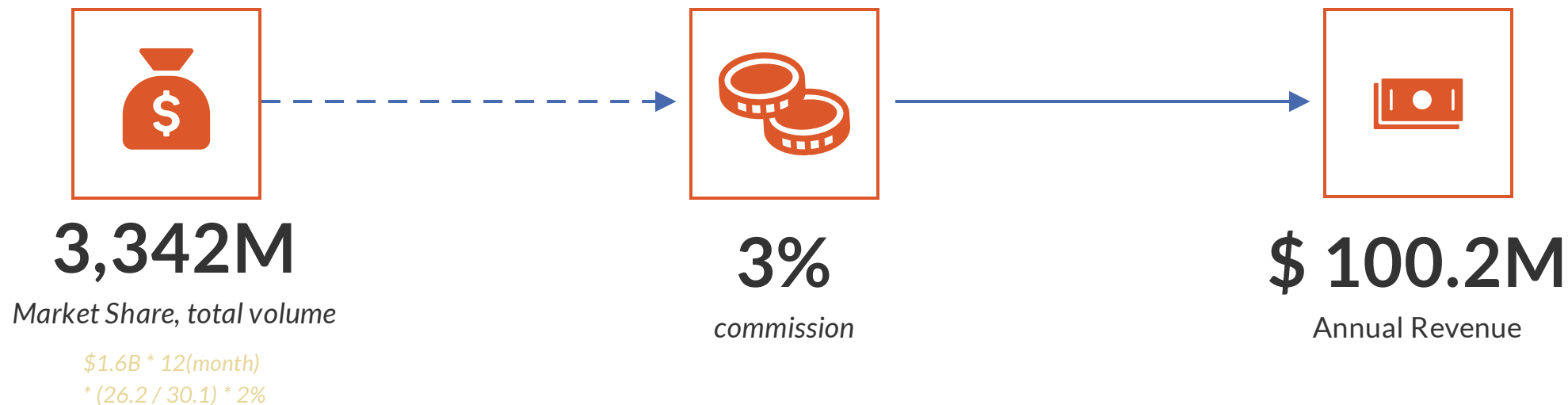
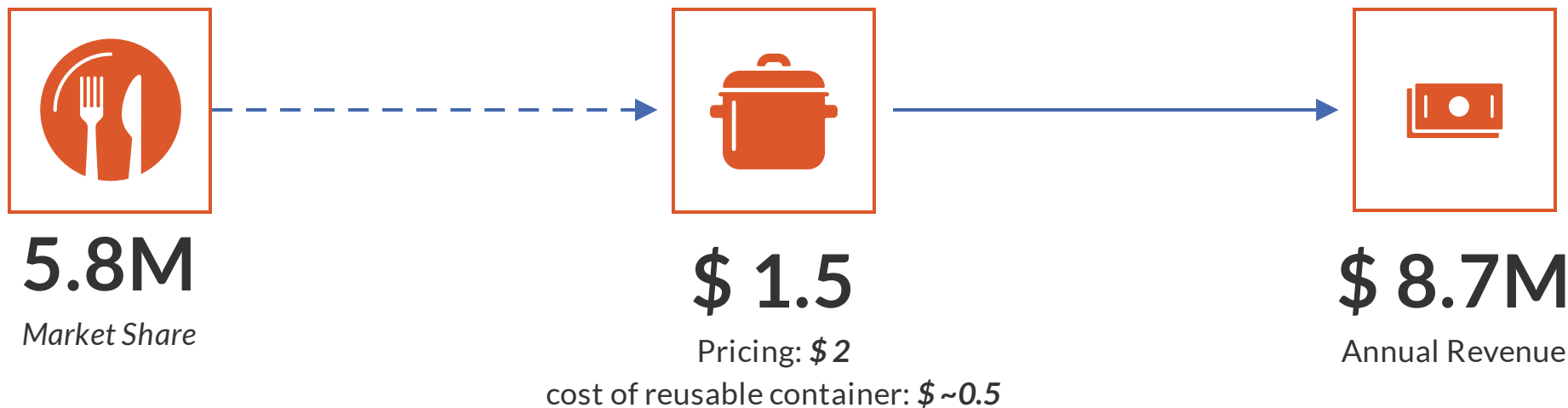
Pick-up service using ratio (24.3%)
(opensurvey, 2023)

72,900

Market Size



Business Model



Market Adoption



Discounts

Invest <50% of our revenue
\$ 52.5M

Discount coupons are distributed
up to \$ 7,201 each food stores per year
(for 72,900 stores)



Partnership



친한용기

Ecohabit

TRASH
BUSTERS

Eco-Friendly, Sustainable
Container Providers



Gamification

Ranking system
Customers get discounts
varied by rank.

Badge System
Unlock badges, collect achievements.

