

EcoCart

Bringing Sustainable Grocery Delivery to Your Doorstep

Problem

Consumers face limited access to sustainable grocery options.

Local farms struggle to reach urban markets.

High carbon footprint from conventional delivery services.

Solution

EcoCart connects local farms with consumers via an eco-friendly delivery network.
Electric vehicles and optimized routes reduce carbon emissions.
Subscription-based model for reliable, weekly deliveries.

Market Opportunity

Organic grocery market projected to reach \$272B by 2025.

Urban population growth drives demand for convenient delivery.

Early adopters value sustainability and transparency.

Product

Mobile app for ordering and tracking deliveries.

Farmer portal for inventory management.

Real-time carbon footprint tracker for each order.

Business Model

Subscription fees (\$25/week) and per-order transaction fee (5%).

Partnerships with local farms increase margins.

Optional premium add-ons (gourmet, specialty produce).

Team

Jane Doe – CEO, 10 years in logistics and sustainability.

John Smith – CTO, former lead developer at GreenTech.

Emily Lee – Head of Partnerships, ex-agriculture sales specialist.

Financials & Ask

Projected revenue of \$5M in Year 2.

Breakeven expected in Month 18.

Seeking \$1M seed funding for fleet expansion and marketing.