

Proof of Concept

Overview

An app that bridges the gap by creating a connected ecosystem where individuals, NGOs, and companies collaborate for real-world sustainability impact.

Target Audience

- NGOs
- Anganwadi
- MNCs & Corporate Organizations
- Users:
 - Teenagers
 - Working professionals
 - Middle Aged & Senior Citizens
- Sustainable Organizations (companies involved in promoting sustainability)

Problem Statement

There's a disconnect between individuals who want to contribute to sustainable causes and the organizations/companies working on them i.e. NGOs, MNCs, leading to missed opportunities for positive impact.

Abstract

What?

- Connect donors (individuals) with NGOs and companies engaging in sustainable activities.
- Motivate donations and volunteerism through a point system and rewards offered by companies in exchange for points earned through sustainable actions..
- Facilitating partnerships between companies and NGOs, allowing companies to support specific projects and gain positive CSR exposure.

▼ Example

Bagvati, an eco-friendly clothing brand, could form a collaboration with an NGO specializing in crafting products, such as bags and clothes, from donated materials. This partnership not only offers Bagvati a prospective manufacturing partner but also provides the NGO with a sustainable source of income.

- Promoting transparency by tracking and showcasing the impact of contributions and company investments.
- Building a community around sustainability and social impact, fostering collaboration and shared learning.

Why?

- Companies' CSR initiatives does not always align with genuine sustainability goals.
- People are not be incentivized enough to take action consistently.
- Individuals may not know where to donate or volunteer their time/resources effectively.
- Donations, skills, and volunteers aren't reaching their full potential.

▼ Example Scenario:

- Rio donates clothes to Tanya's NGO (Food Waste Warriors).
- Sustainify awards Rio points for her donation.
- Bagvati, a sustainable clothing company, partners with Sus App.
- Rio redeems her points for a discount on Bagvati's sustainable clothing.
- Food Waste Warriors use the clothes to create upcycled products or gift them to their beneficiaries i.e. Bagvati.

- Bagvati gains positive CSR exposure and promotes its sustainable products.

Objective

- Increase real-world impact on sustainability by linking day-to-day life activities with sustainability.
- Inform individuals about various sustainability issues, solutions, and opportunities.
- Build a strong, interconnected community working together for a more sustainable future.
- Offer corporations chances to back meaningful sustainability projects, aligning their CSR endeavors with authentic contributions.
- Motivate and incentivize individuals to actively participate in sustainable activities.

Research

Competitors

- **Oroeco:**
Connects users with sustainable businesses and offers rewards for eco-friendly actions.
- **DoGood:**
Matches volunteers with opportunities and tracks impact.
- **JouleBug:**
Gamifies sustainable living through challenges and rewards.
- **Olio:**
Olio connects people in local communities to find or give away items they no longer need.

How are we better?

- Unique Focus: While others have a broader focus, our app specifically connects individuals, NGOs, and companies for collaborative action.
- Theme-Based Approach: Organizing activities around UN SDGs offers a structured framework and targets specific global goals.
- Micro-Actions to Macro-Impact: Focusing on integrating everyday activities with sustainability widens participation and increases real-world impact.
- Location-based activities: Connect users with local opportunities and businesses.
- Transparency and Alignment: Emphasis on tracking impact and ensuring transparent company contributions differentiates us from some competitors.
- Community Building: Fostering collaboration and knowledge sharing creates a unique value proposition, going beyond just individual action.
- Partnership diversity: Include various NGO and company types for broader impact.
- Impactful rewards: Offer rewards that directly support sustainability initiatives.