

SANTULAN



TEAM SANTULAN

THAPAR UNIVERSITY

MADE WITH LOVE

The Dream Team Assembled:

Get to Know Your App Heroes



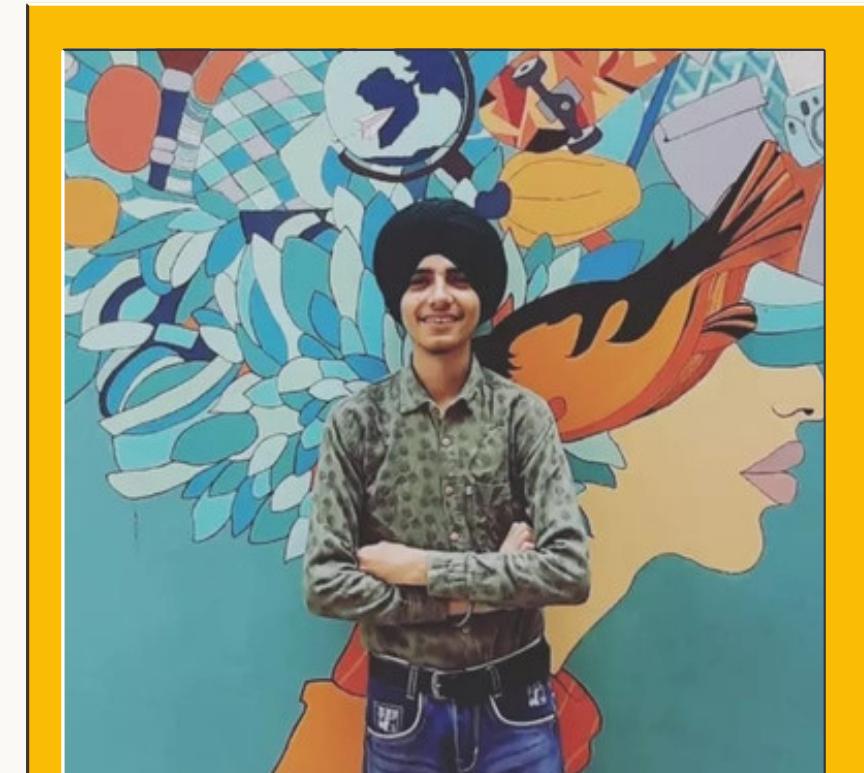
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MISSION STATEMENT



Empowering a generation of changemakers through gamified learning and real-world action, our app inspires individuals of all ages to contribute to the Sustainable Development Goals (SDGs) and build a more just and sustainable future for all.

- **Target audience:** Individuals of all ages, with a focus on youth.
- **Value proposition:** Gamified learning and real-world action.
- **Impact:** Contribution to the SDGs and a more sustainable future.
- **Key words:** Changemakers, SDGs, justice, sustainability, collaboration.

Millions of young people lack awareness and engagement with the urgency of addressing global challenges like climate change, environmental degradation, and social inequalities.

Traditional learning methods about sustainability dry and disconnected from real-world action. This lack of engagement hinders progress towards achieving the UN Sustainable Development Goals (SDGs).

MOTIVATION

We were inspired by the urgency of addressing global challenges and the immense potential of young people to contribute to solutions. We saw a gap between awareness and action, and believed a more engaging and interactive approach could bridge this gap.

- The gamified approach was inspired by the success of games in motivating engagement and learning.
- The real-world action element was inspired by the need to connect learning with tangible impact.
- The focus on SDGs was inspired by the comprehensive framework they provide for addressing global challenges.

Platform Features

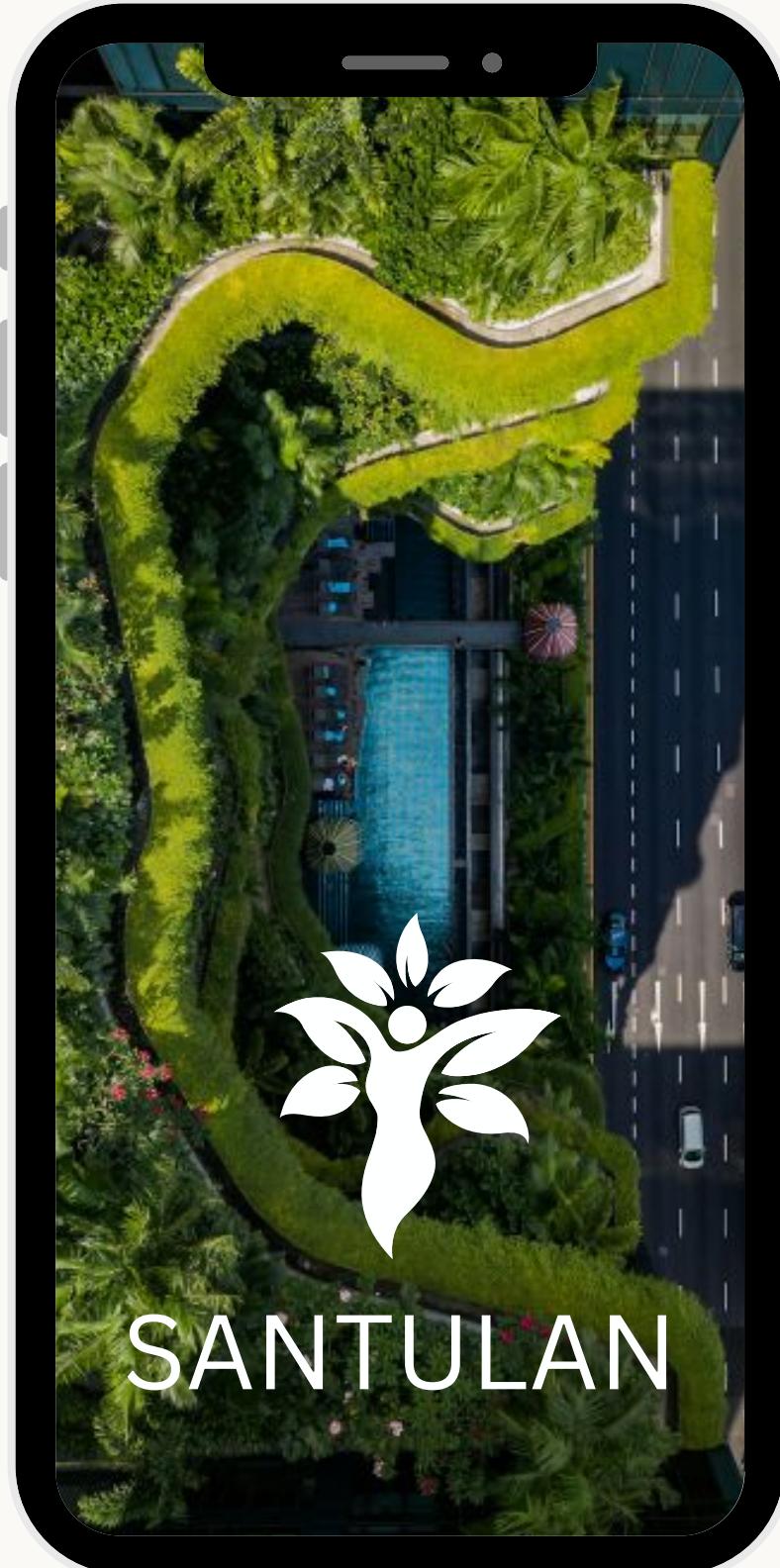


Gamified Sustainability Learning:

- Points and Reward System:** Earn points for completing challenges, participating in activities, and contributing to the community. Redeem points for badges, rewards, discounts, and exclusive experiences.
- Variety of Challenges:** Offer a diverse range of challenges for different interests, skill levels, and age groups. Focus on real-world applications and solutions related to the SDGs.
- Leaderboards and Competition:** Encourage friendly competition through individual and team leaderboards, fostering motivation and engagement.
- Interactive Learning Experience:** Incorporate quizzes, simulations, and interactive elements to make learning fun and engaging.

Connecting with Real-World Action:

- NGO and Charity Partnerships:** Collaborate with NGOs and charities to provide volunteer opportunities directly connected to real-world causes.
- Campaign Participation:** Join and contribute to ongoing campaigns tackling specific SDGs, providing a sense of collective impact.
- Project Spotlights:** Showcase successful projects and contributions by app users, inspiring others to take action.



Educational Integration:

- Curriculum Alignment:** Develop age-appropriate activities and assessments aligned with school curriculums to enhance learning and skill development.
- Teacher Resources:** Provide teachers with resources and lesson plans to easily integrate the app into their classrooms.
- Impact Tracking:** Track and measure the app's educational impact on student knowledge, engagement, and behavior change.

Community and Social Features:

- Social Hub:** Create a space for users to connect, share experiences, discuss challenges, and collaborate on projects.
- Virtual Teams:** Allow users to form teams and work together on challenges, fostering teamwork and social connection.
- Badges and Recognition:** Award badges for achievements and contributions, highlighting user participation and promoting healthy competition.

AI/ML Integration:

- Challenge Verification:** Utilize AI/ML to ensure challenges are completed with integrity and authenticity.
- Personalized Recommendations:** Use AI to recommend challenges and activities best suited to each user's interests and progress.
- Impact Measurement:** Track and analyze user data to measure the app's overall impact on awareness, behavior change, and volunteer engagement.

Market Overview



CLIENTS



The Nature
Conservancy



GREENPEACE

PARTNERS

Discovery



Disney+



Trend

Scope

- **Increase awareness** and understanding of the SDGs among young people.
- Motivate individuals to take action and contribute to **positive change**.
- Foster a sense of community and collaboration around **sustainability initiatives**.

Growth

- **Global Expansion:** Translate the app and partner with international NGOs and educational institutions.
- **Data-Driven Insights:** Leverage user data to improve personalized recommendations, measure impact, and inform policy advocacy.
- **Marketplace Integration:** Partner with eco-friendly businesses for sustainable product/service discounts and rewards within the app.

Conventional

- **Focus on core mission:** Prioritize features that contribute to your primary goals of promoting sustainability awareness and action.
- **Start small and iterate:** Develop and test new features based on user feedback and data insights.
- **Build a strong community:** Foster user engagement and collaboration to create a lasting impact.
- **Measure your impact:** Track and quantify the positive changes your app facilitates to attract partners and secure funding.

- **In-App Purchases:** Offer virtual items, customization options, or donations to partnering organizations.
- **Corporate Sponsorships:** Partner with businesses aligned with your values for targeted advertising or sponsored challenges.
- **Community Partnerships:** Support local sustainability projects and empower user initiatives.
- **Global Expansion:** Translate the app and partner with international NGOs and educational institutions.

Technical Overview



TARGET USERS



1) QUICK COMMERCE

- Pandemic induced shift to **Online mode**
- **Groceries & FMCG** form a huge chunk of online orders



2) B2B OFFERINGS

- Pandemic induced disruptions in **restaurant industry**
- Increased demand for **asset-light models** [B2B services]



3) CLOUD KITCHENS

- High demand for **low cost, high return** investments
- Cloud kitchens are proliferating, **unexplored niche**

Technology

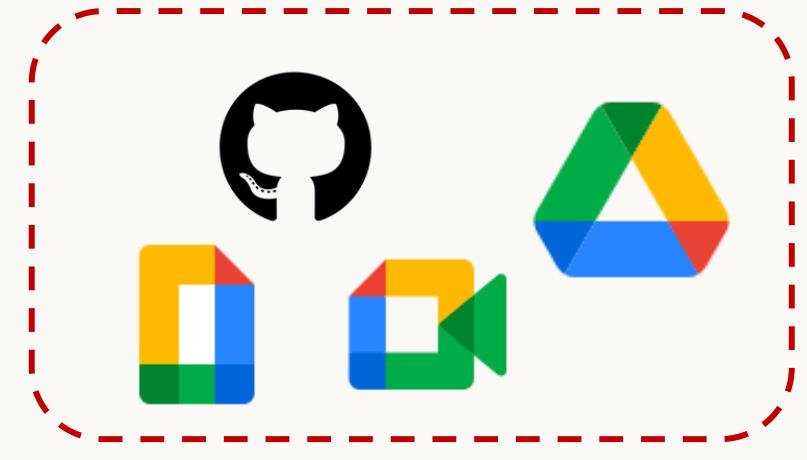
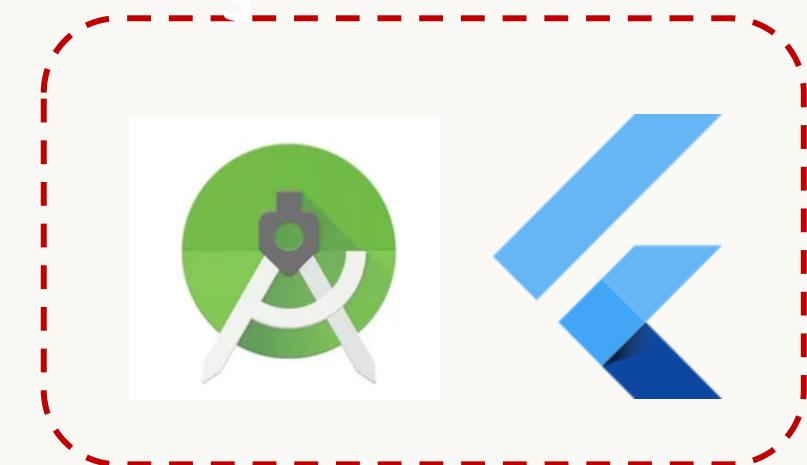
- **Database:** Stores user data, challenge details, progress information, and other relevant data.
- **API:** Handles communication between frontend and backend, providing data access and processing functionalities.
- **Challenge Engine:** Manages challenge creation, verification, and reward distribution.
- **AI/ML Services:** Powers image recognition for plant challenges, activity tracking for walk challenge, etc.

- **Mobile App:** The user interface for interacting with challenges, earning rewards, and tracking progress.
- **Social Features:** Enables user interaction, community building, and collaboration.
- **Gamification Elements:** Implements points, badges, leaderboards, and other engaging features.

- **Backend:**
 - Programming Languages: Python, Java
 - Database: Firebase
 - Cloud Platforms: Google Cloud Platform
- **Frontend:**
 - Development Tools: React Native, Flutter
 - UI/UX Design Tools: Figma, Canva
- **Additional Tools:**
 - Version control system (Git)
 - Google Meet

- **Models:**
 - Google Collab
 - PyCharm
 - TensorFlow
- **Management:**
 - Firebase, Django
 - Google Work Space
- **Future Expansion**
 - Payment Gateway
 - Advertisements

DEPENDENCIES





SDG: SPECIFIC POINTS

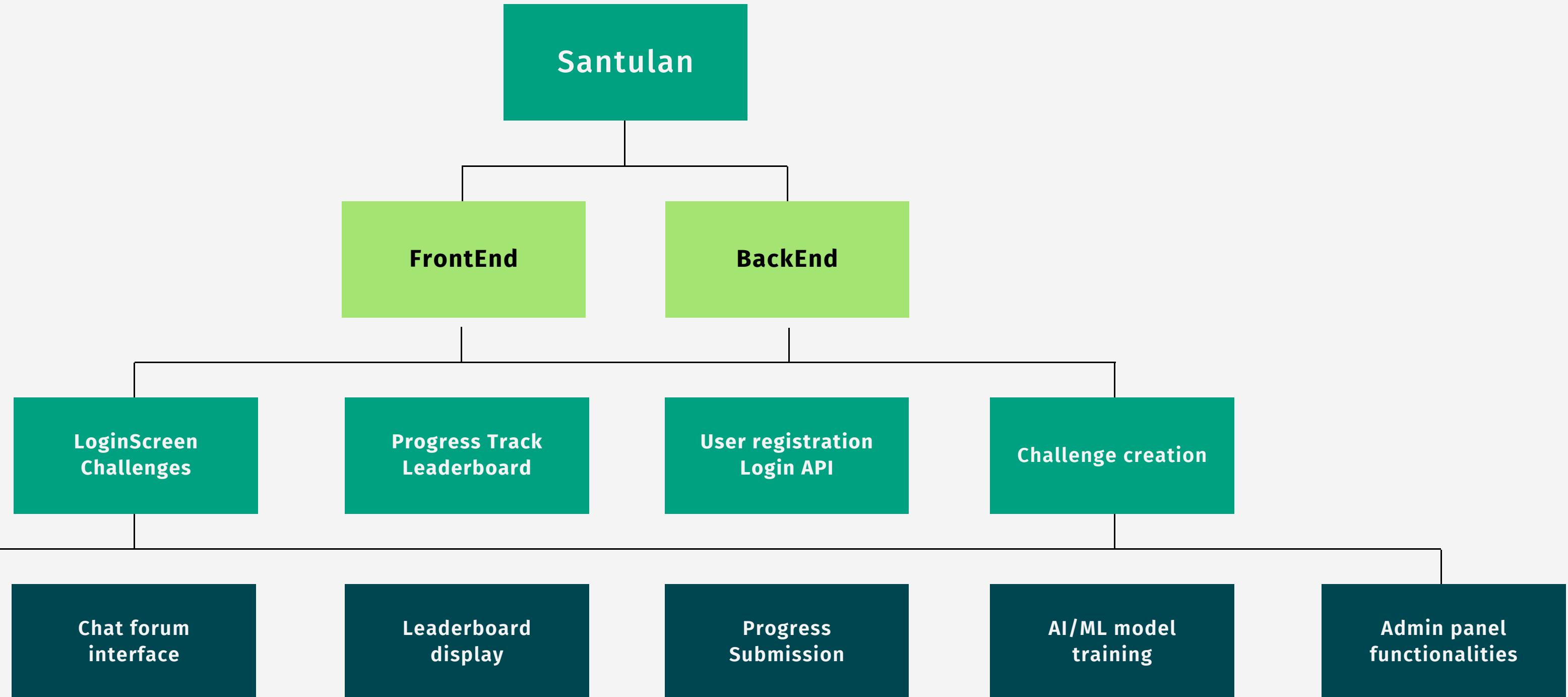
- Sprout and Sustain: The 1000 Day Plant Challenge
 - Goal: SDG 15: Life on Land, SDG 13: Climate Action
 - Specific Points: 15.1 (forests), 15.6 (promotion of sustainable mountain ecosystems), 13.3 (combatting climate change)
- Step Up for Earth: Walk Your Way to Green Points
 - Goal: SDG 3: Good Health and Well-being, SDG 11: Sustainable Cities and Communities, SDG 13: Climate
 - Specific Points: 3.4 (non-communicable diseases), 11.2 (sustainable transport systems), 13.2 (integrating climate measures into national policies)
- Trash Transformers: Clean Up and Earn
 - Goal: SDG 11: Sustainable Cities and Communities, SDG 12: Responsible Consumption and Production, SDG 13: Climate Action
 - Specific Points: 11.6 (waste management), 12.5 (waste reduction), 13.3 (combating climate change)
- Skill Share Circle: Connect, Learn, Make a Difference
 - Goal: SDG 4: Quality Education, SDG 8: Decent Work and Economic Growth, SDG 10: Reduced Inequalities
 - Specific Points: 4.4 (technical and vocational skills), 8.5 (decent work for all), 10.2 (empowering all)





Strengths		Weaknesses
<ul style="list-style-type: none">Gamified approach: Makes sustainability learning engaging and interactive for young people.Mobile app: Reaches a wide audience where they spend their time.Community features: Encourages social interaction and collaboration.Real-world action focus: Connects users to meaningful sustainability efforts.Scalable architecture: Potential to accommodate a growing user base.Data-driven insights: Can track impact and inform future development.		<ul style="list-style-type: none">New app: May lack brand recognition and trust compared to established players.Limited scope: May not currently address all sustainability challenges relevant to users.Monetization strategy: Needs to be carefully considered to avoid compromising impact.Data privacy concerns: Needs to ensure user data is protected and used responsibly.Technical challenges: Maintaining performance and scalability as the user base grows.Limited resources: May require partnerships or funding to achieve full potential.
Opportunities	S W O T	Threats
<ul style="list-style-type: none">Partnerships: Collaborate with educational institutions, NGOs, and environmental organizations to expand reach and impact.Multilingual support: Increase global reach by translating the app and content.Web version: Expand accessibility to users beyond mobile devices.Advanced gamification: Introduce new challenge types, leaderboards, and rewards to further engage users.AR/VR integration: Enhance learning experiences with immersive technologies.Data for advocacy: Use collected data to raise awareness and influence policy changes.		<ul style="list-style-type: none">Competition: Existing sustainability apps and educational platforms.Decreased user engagement: Maintaining user interest and participation over time.Funding challenges: Securing long-term financial sustainability.Data security breaches: Potential loss of user trust if data is compromised.Changes in user behavior: Shifts in trends and preferences among young people.Regulatory changes: Government regulations impacting data privacy or app functionality.

ANALYSIS





THANK YOU

United Nations
Climate Change