

Sustainable Solutions: *'Everywhere BASF'*

Product Pitch

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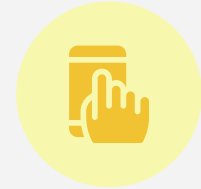


Problem Statement

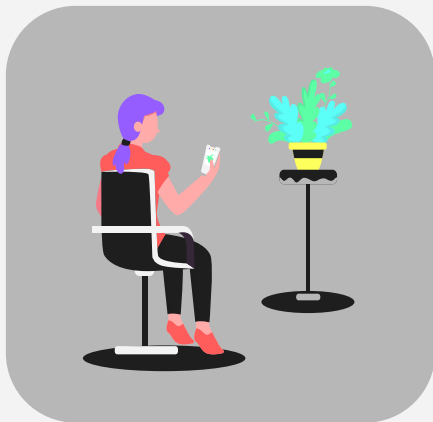
- Lack of knowledge about the chemical sustainability sector
- Few of sustainability measuring methods
- Hurdles for environmentally conscious shoppers

Overview

- Educating consumers
- Encouraging AND teaching users to make **socially** + **environmentally** responsible purchases long term



Our Impact: *Everywhere BASF*



- Highlight **environmental effect** of consumers' purchasing decisions
- Brings **awareness** to the BASF company
- Easy access to **BASF's value contribution** + its progress
- Visualisation of the value-to-society approach

Product Overview

1. Image recognition

- Product scanning
- Matching items' **ingredient lists** with BASF's database

2. Sustainability intelligence metrics

- Ingredient **level sustainability** as percentages
- Measures **products' impact** on environmental biodiversity, its water usage and soil pollution.

3. Product suggestions

- Based on: **price, ingredient similarity, and sustainability percentage.**





Financial Backing

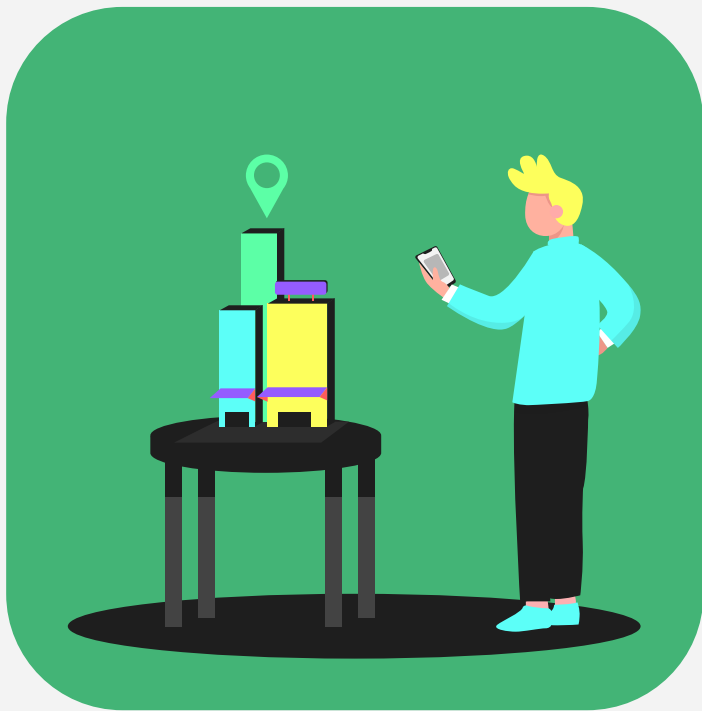
- **Development stage: reliance on BASF's cash cows** ⁽¹⁾
 - *Supplier management service*
 - *International food service*

Product demo

Want to know more?



Everywhere BASF



Thank you for your attention!

Do you have any questions?

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