**Video Pitch**

You’ve seen the news, you’ve seen the companies deny it, and you’ve seen environmentalists preach it as a problem. However, not enough people know the extent and scale of the climate problem we have at hand.

[Montage of news disasters of climate change]

This is where **OurReality** comes in. **OurReality** aims to collate all the knowledge we have on the subject, and the data we’ve collected into a digestible digest of our current environmental and climate change problem.

[App Menu overview]

We’ve broken the app up into digestible bite-sized and topic-based interest groups, so if you’re worried about something, you can just select the topic and it’ll display all the relevant information, such as tips to help slow/fix it. If for some reason you need a nudge, we can bug you every day to change your ways.

[Topic menu overview]

If charts, graphs or walls of text isn’t your thing, there are interactive maps that shows you how bad each environmental problem is in your area, and with machine learning and open data, you can see what the future looks like if we were to continue what we are doing or start tackling the problem.

[Simulation and Visualisation overview]

And if you *really* want to make a difference, you can find opportunities and events where you can make your difference.

[Events screen overview]

Download **OurReality** today and get your cold splash of reality.

|  |  |  |
| --- | --- | --- |
| Timestamp | Video | Audio |
|  | Various news articles about the many problems we have today. | You’ve seen the news, seen the companies deny it, the environmentalists preach it, but there people who do not know the extent and scale of the climate change problem we have at hand. |
|  | OurReality Splash Screen | This is where OurReality comes in. |
|  | Front page; a list of climate problems. | OurReality collates all the knowledge we have on the subject, |
|  | We open one of the climate problems into a card list… | … into a digestible digest of our current environmental and climate change problem. So if you are worried about something, you can just look it up. |
|  | Fade between the various sections. | From information about the current state, to things you can do, both as an individual or company. |
|  | Stop scrolling, and notifications come up. | If for some reason you need a nudge, the app can do that too. |
|  | More and more notifications come up, some start nick-picking things the app cannot realistically detect. | Okay, not that much. |
|  | Scrolling down the information cards.  As we go lower, it gets wordier. | If walls of texts aren’t your thing… |
|  | Cut to the interactive maps, various layers, and showing the good and bad results. | We have interactive maps using open data and simulations that shows you how bad each environmental problem is, and simulations to predict what it would be like if we continue our current actions or start changing our ways. |
|  | Picture of the events screen. | Finally, if you really want to make a difference, you can find opportunities and events where you can make your difference. |
|  | Fade to white |  |
|  |  | Download OurReality today and get your cold splash of reality. |

**Spoken Speech**

We’ve built OurReality using Angular, Nativescript ~~and Unity~~. NativeScript allows us to create responsive interfaces using native libraries on mobile, and on web, to convey information ~~and the native Unity libraries allow us to present rich 3D representations of the simulations and visualisations of environmental data.~~

We have a backend written in Node.JS that collates the information for us, and to store simulation data without having the bloat the phone with huge datasets or for lower-end phones: fry processors.

The aim of the app is to get simulations, data and information/knowledge into both the hands of industry decision makers and consumers alike, to remove the shade covering industry and to make transparent the effects of everybody’s actions.

From our market research, a lot of people are very aware of climate change, whether it is as a supporter or naysayer, but a lot do know the findings the lead to the facts about climate change, or its effects. For some of those who are in support, they don’t know how to actually make a difference other than to spread awareness.

Something we found out is that there has been many apps written like this, but to really be successful, we need to get the app into as many peoples’ hand as possible, along with help in the corporate world (main with legislators) and we’re hoping that simulations are flashy enough to get companies and people alike into doing good for the environment and taking a stand on climate change.