

Sustainable Growth Strategy



Where green choices meet Gen z expectations

Presented by 0to1 GenZs

PROBLEM STATEMENT

EcoShop India is a sustainable e-commerce platform offering bamboo goods, organic food, and natural body care — aiming to simplify green living for Gen Z. However, it's facing a decline in Gen Z engagement — users spend less time, and repeat purchases are dropping.

Core Challenge

Failing to connect with Gen Z — the most eco-conscious, digital-first, and design-driven generation.

Impact

- Outdated UX & weak UI → Low trust and traffic
- No social media strategy → Missed Gen Z engagement
- Competitors (Beco, Bare Necessities) lead with better design & storytelling
- Missed market of \$450B+ Gen Z spend with 68% eco-shoppers

EcoShop must revamp its digital presence to stay relevant, build loyalty, and grow.

GENZ : 1997 TO 2012 BORN GENERATION!!

User Research – EcoShop & Gen Z

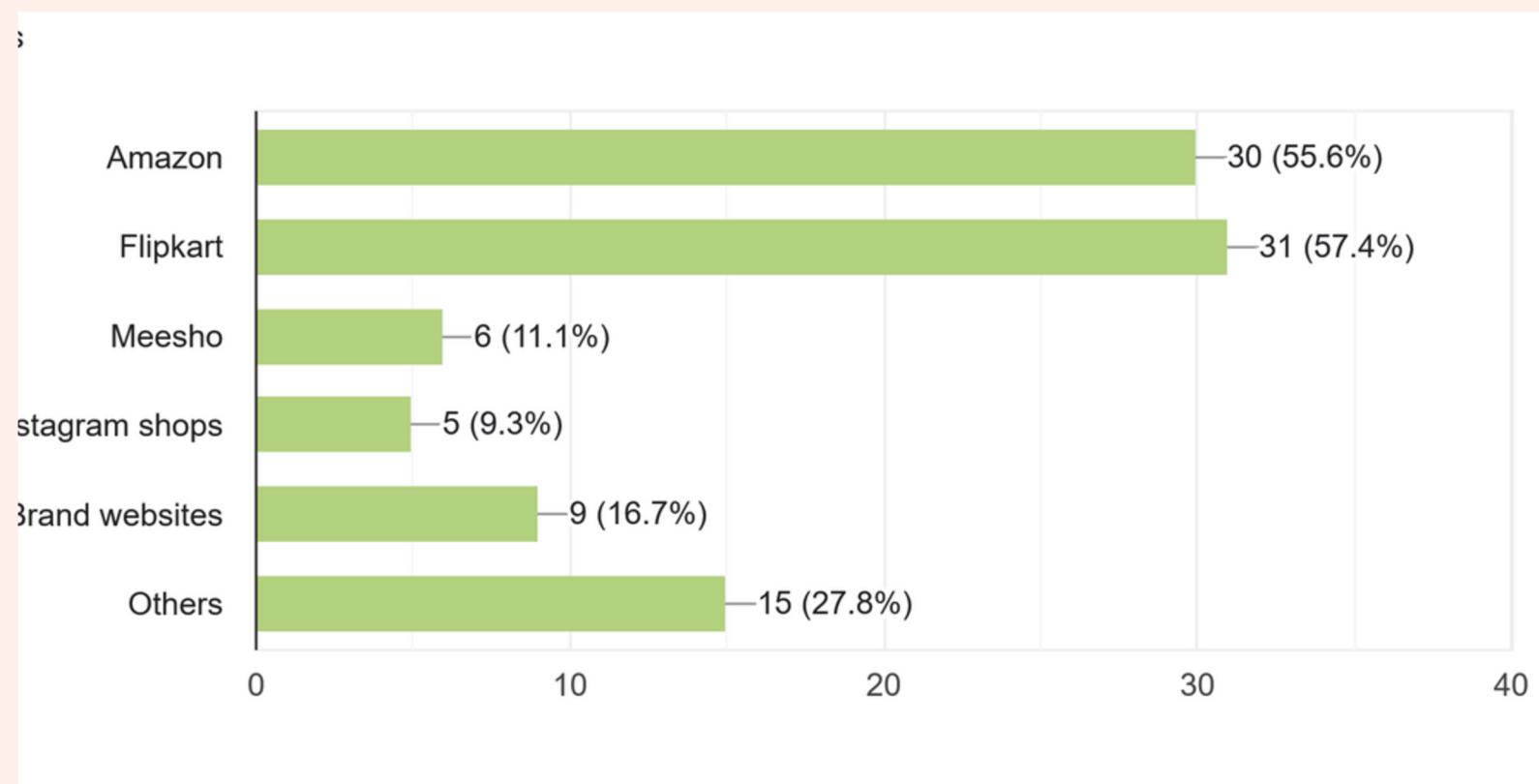
Methodology:

A survey of 50+ Gen Z respondents was conducted to explore: Awareness and perception of sustainable shopping, buying behaviors and repeat intent, key barriers, motivations, and platform expectations.

Key Insights on Gen Z Shopping Preferences

- **Trust Gap :**

Gen Z tends to favor platforms like Amazon and Flipkart, viewing unfamiliar sites as potentially risky or of lower quality.



- **Awareness ≠ Action:**

While most are aware of sustainability issues, few actively engage in sustainable practices; 58% express uncertainty about their actions.

- **Price Sensitivity:**

Elevated prices pose a significant barrier; many find it difficult to afford eco-friendly premium products.

- **Trust Builders:**

Users prioritize quality, transparency, and genuine reviews over brand names.

- **Repeat Triggers:**

Seamless delivery, excellent service, and product performance encourage customers to return.

- **Brand Connection:**

Gen Z seeks authenticity, shared values, social media engagement, and affordability in brands.

- **Feature Wishlist:**

Incorporating gamified eco-challenges, impact statistics, rewards, and trendy user interfaces can enhance appeal.

MARKET SIZE & GROWTH RATE

ORGANIC PERSONAL CARE PRODUCTS

- Market Size: Estimated at INR 83.68 billion in FY 2024.
- Projected Growth: Forecasted to reach INR 236.34 billion by FY 2029, with a CAGR (Compound Annual Growth Rate) of ~23.72%.
- Growth Drivers: Increasing consumer preference for chemical-free and sustainable personal care products.

Source: <https://www.globenewswire.com/India-Organic-Personal-Care-Market-Analysis-Report-2024-2029-Direct-to-Consumer-Brands-Flourish-in-India-s-Expanding-Organic-Personal-Care-Space>

GREEN TECHNOLOGY & SUSTAINABILITY

- Market Size: Estimated at INR 71.825 billion in 2024.
- Projected Growth: Anticipated to reach INR 737.81 billion by 2033, with a CAGR of 27.36%.
- Growth Drivers: Government initiatives promoting environmental conservation and the adoption of sustainable technologies.

Source: <https://www.imarcgroup.com/india-green-technology-sustainability-market>

ECOSHOP'S MARKET PERFORMANCE

SEO & TRAFFIC PERFORMANCE :

Monthly organic traffic: ~100 visitors/month — extremely low for today's digital landscape.

Domain authority: 3 — indicating poor visibility and minimal backlink profile.

Keyword rankings: 35 keywords are tracked, with only a few ranking in top 1–10 positions and the majority ranking between 11–100.

→ **Insight:** Current SEO presence is weak — EcoShop is barely discoverable in search, which constrains incoming traffic and brand growth.

COMPARISON WITH COMPETITORS :

Beco <https://www.letsbeco.com/> (Very attractive & advanced website compared to Ecoshop)
4.6K Organic traffic

Ecoconscious <https://ecoconscious.in/> (Recognitions & featured mentions in prominent pages. Advanced website with a wide range of options)
2.1k Organic traffic

Bare Necessities <https://barenecessities.in> (Many certifications & recognitions, aesthetic website that tells a story)
822 Organic traffic

GEOGRAPHIC DISTRIBUTION OF MAJOR SUSTAINABLE BRANDS :

EcoShop: Operates entirely within India (100%).

Ecoconscious: 92% of its market is in India, with the remaining 8% overseas.

Beco: 89% of sales are in India; the rest are spread across other parts of Asia.

Bare Necessities: 86% of its market is in India, 7% in Canada, and the remaining in other international regions.

Source: <https://ahrefs.com/traffic-checker/?input=https%3A%2F%2Fecoconscious.in&mode=subdomains>

SOLUTION DESIGN OPTIONS

PERSONALIZED SHOPPING EXPERIENCE

What: Dashboard displaying user's reduction of CO₂, plastic, or waste.

Why: Gen Z values data showing impact, fostering emotional ownership and loyalty.

ECOGOAL GAMIFICATION

What: Monthly goals (e.g., "Save 1 Ton CO₂ Together") with rewards and leaderboards.

Why: Promotes collaborative shopping and social engagement, appealing to Gen Z's community values.

LOYALTY TOKENS & DISCOUNTS FOR ACTIONS

What: Earn Tokens for purchases, reviews, and challenges, redeemable for discounts.

Why: Addresses price sensitivity by rewarding sustainable behavior with value.

LIVE REVIEWS & PRODUCT FEEDBACK LOOP

What: Dynamic review system with:

Verified buyer tags

Upvote-worthy reviews

Photo uploads

"Ask a user" feature

Why: Gen Z relies on peer validation before trying new brands.

MINIMAL AESTHETIC UI WITH TRENDY VIBES

What: Clean, intuitive interface with Gen Z elements:

Stickers, badges, emojis

Customizable profiles

Light vs dark themes

Why: Gen Z prefers aesthetic digital spaces that don't feel corporate.

SOLUTION DESIGN OPTIONS

VERIFIED PRODUCT IMPACT & CERTIFICATIONS

What: Product pages include eco-certifications and impact stats.

Why: Gen Z seeks trust and transparency, preferring evidence over marketing hype.

SOCIAL MEDIA INTEGRATION + CREATOR COLLABS

What: Gen Z-focused social strategy using:
Reels + short videos from relatable creators
Impact storytelling

Shop directly from influencer stories

Why: 58% of Gen Z shop from social media. They trust creators more than ads.

HIGH-LEVEL TECHNICAL APPROACH

Frontend= React.js / Next.js (fast UI), Tailwind (aesthetic styling)

Backend= Node.js + Express / Django for APIs

Database =MongoDB or PostgreSQL (user data, product tracking, eco stats)

Gamification & Rewards =Firebase (for real-time updates), or custom logic with Redis

Social Media =Instagram/TikTok API integration for creator-based commerce

Analytics= Mixpanel / Hotjar (user behavior), GA4

Auth & Payment =OAuth (Google/Apple login), Razorpay / Stripe for secure payments

DATABASES: PostgreSQL, MySQL, MS SQL, CouchDB, MongoDB etc.

We have chosen **PostgreSQL** and **MongoDB** (as a **Hybrid Database**)

PostgreSQL

- For storing data such as products, buyers, orders, transactions, user authentication.
- PostgreSQL will provide a structured database to store and manipulate data such as the buyer's information(address, contact etc.), products and pricings, user authentication (login information), payment information, transactions.

MongoDB

- For unstructured data such as reviews, comments.
- In parts where there will be unstructured data input to the website by the users such as product reviews, comments etc. will be handled by MongoDB.

CLOUD STACKS: AWS, AZURE, GCP etc

We chose AWS for our cloud stack

Google Cloud Stacks

PERFORMANCE :

- Best for analytics/ML. It has a high-speed network with low latency but higher than AWS's.
- Has the largest network throughput
- But has a smaller enterprise user base and community compared to AWS and Azure

SCALABILITY :

- Auto scaling
- Horizontal scaling
- Serverless scaling
- Data-centric scaling (best for analytics)

COST :

- On-Demand price - ₹7738.02
- 1-year Reserved - ₹5551.87
- Storage - ₹1.71/GB
- Archive - ₹0.10/GB

AZURE

PERFORMANCE:

- Azure is optimized for enterprises, especially those already using Microsoft products
- Best for Microsoft centric enterprises
- Steep learning curve for new users; not always as fast as AWS for raw compute/network performance
- Good network throughput.

SCALABILITY:

- Auto scaling
- Hybrid scaling
- Horizontal scaling
- Serverless scaling
- Database scaling

COST :

- On-Demand price - ₹8234.01
- 1-year Reserved - ₹5525.32
- Storage - ₹1.95- ₹12.85/GB
- Archive - ₹0.085/GB

AWS

PERFORMANCE :

- Global infrastructure and oldest : most extensive global network, with largest number of regions, availability zones and edge locations. => optimal workload distribution
- Fastest network and fastest disk write speed among GCP and Azure.
- Lower latency than GCP and Azure

SCALABILITY :

- Auto scaling
- Horizontal scaling
- Vertical scaling
- Serverless scaling
- Managed services

COST :

- On-Demand price - ₹7584.17
- 1-year Reserved - ₹5190.37
- Storage - ₹1.97/GB
- Archive - ₹0.086/GB

OVERALL CONCLUSION:

- Performance of AWS is better than that of GCP and Azure as it provides a high speed and low latency network. It also has a global infrastructure.
- Scalability is almost same for all the considered cloud stacks providing auto scaling, horizontal scaling, serverless scaling.
- On-demand and committed pricing of AWS is lesser in comparison with that of GCP and Azure.

TECHNICAL ARCHITECTURE

DATABASE SCHEMA

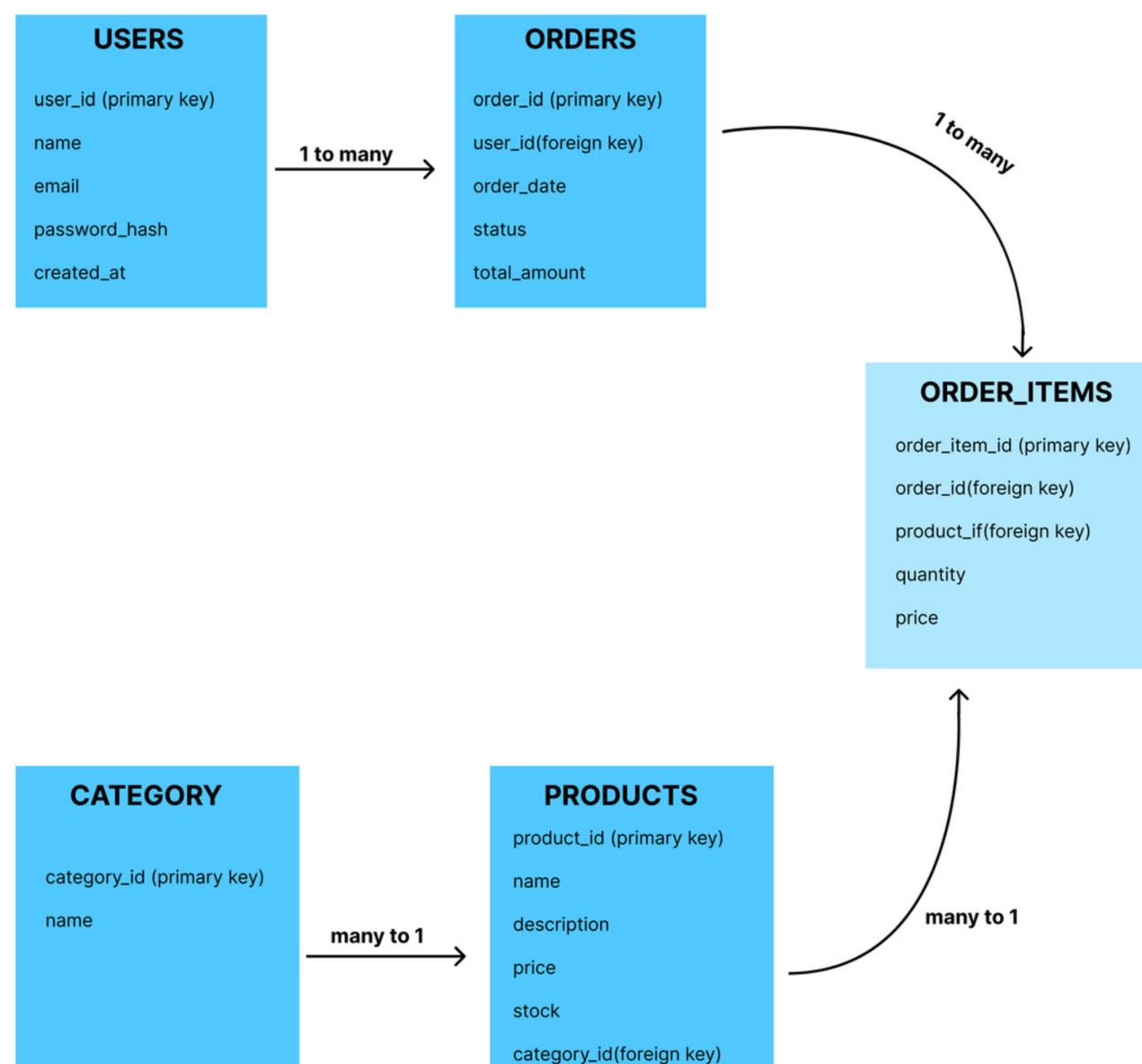
PostgreSQL :

USERS: Stores user accounts and profile information
PRODUCTS: Catalog of items for sale
CATEGORIES: Product categories for organization
ORDERS: Tracks each purchase (linked to users)
ORDER_ITEMS: Line items for each order (amount, price, which product)

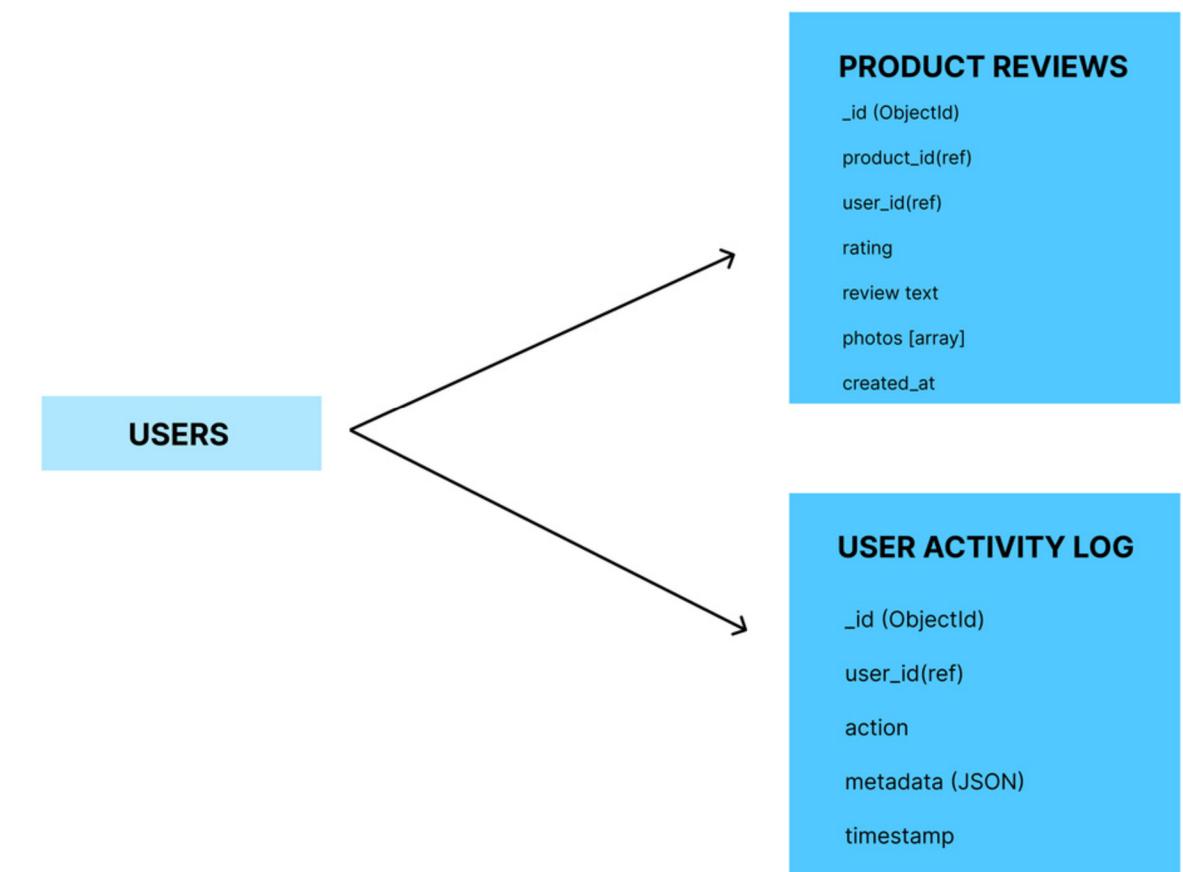
MongoDB :

PRODUCT REVIEWS: Each document contains a review, with flexible fields for text, ratings, photos, etc.
USER ACTIVITY LOG: Captures user actions with a flexible schema to store varying metadata

PostgreSQL

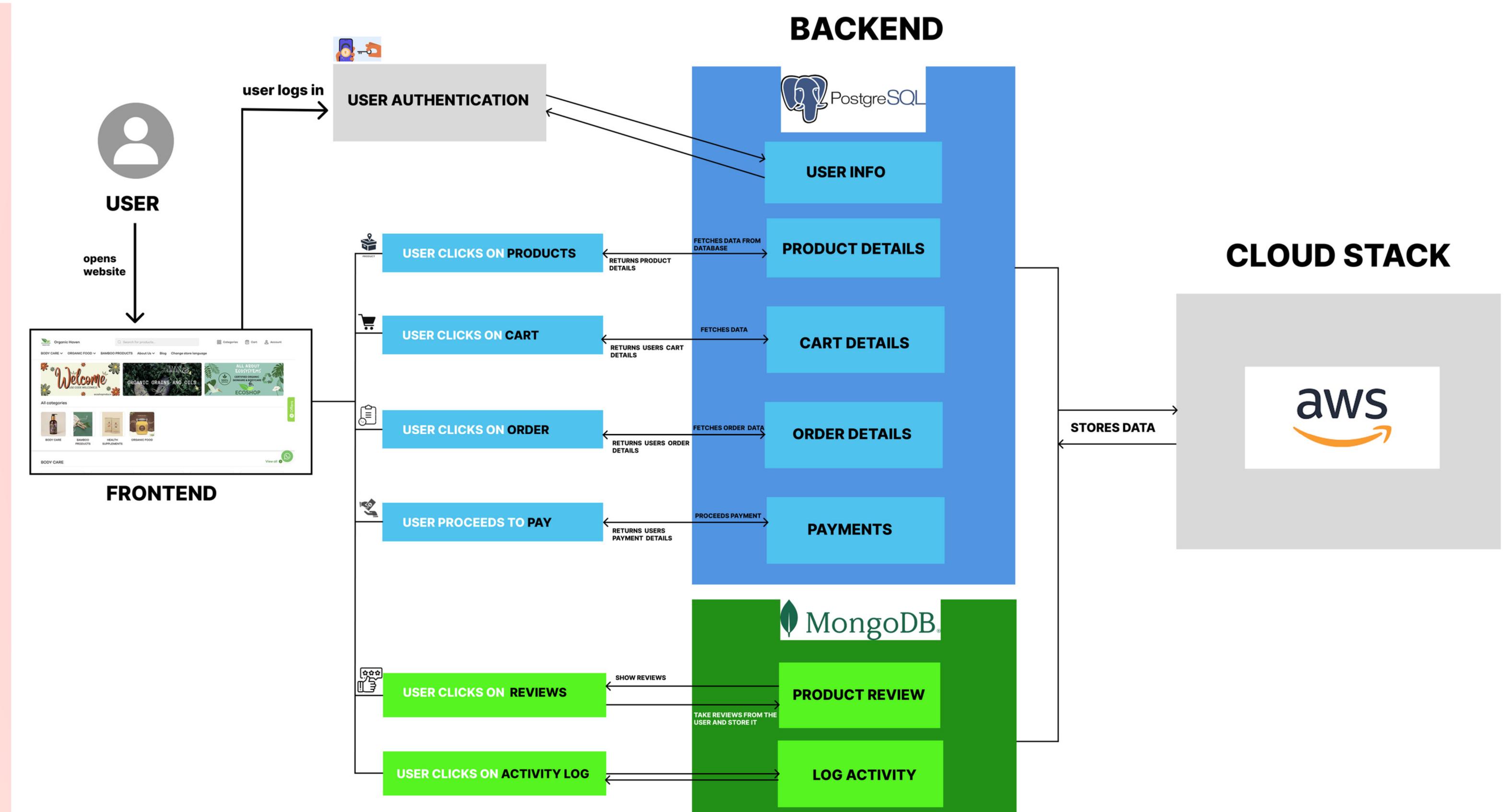


MongoDB



TECHNICAL ARCHITECTURE

WORKFLOW DIAGRAM



FEATURE PRIORITIZATION

RICE Framework

Best for: Data-driven evaluation in early-stage product planning.

Why RICE ??

- We're building a solution with measurable impact (KPIs like repeat purchases, time spent).
- RICE helps objectively rank features by balancing impact and effort—critical in a growth-stage startup.

RICE = Reach × Impact × Confidence ÷ Effort

RICE Framework – Scoring Table

Feature	Reach (1–10)	Impact (1–3)	Confidence (1–100%)	Effort (1–10)	RICE Score
Eco-goal Gamification	9	3	90%	5	$(9 \times 3 \times 0.9) / 5 = 4.86$
Personalized Shopping Experience	7	3	80%	4	$(7 \times 3 \times 0.8) / 4 = 4.2$

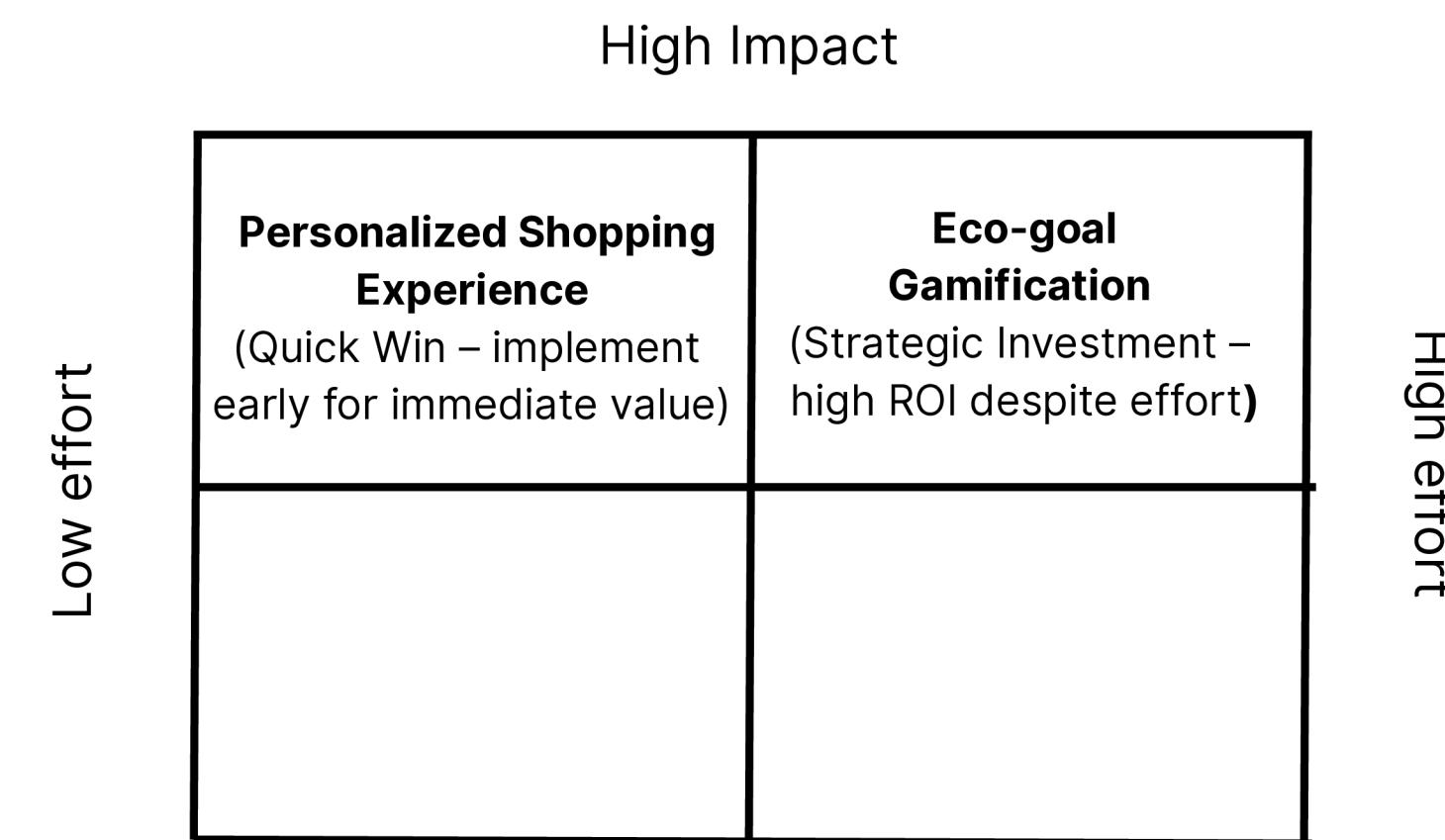
- Both features score high, but Eco-goal Gamification slightly leads due to higher reach and confidence.
- These scores can guide MVP rollout order: gamification first, personalization second.

Effort-Impact Matrix

Best for: Quick visualization to align the team and stakeholders on trade-offs.

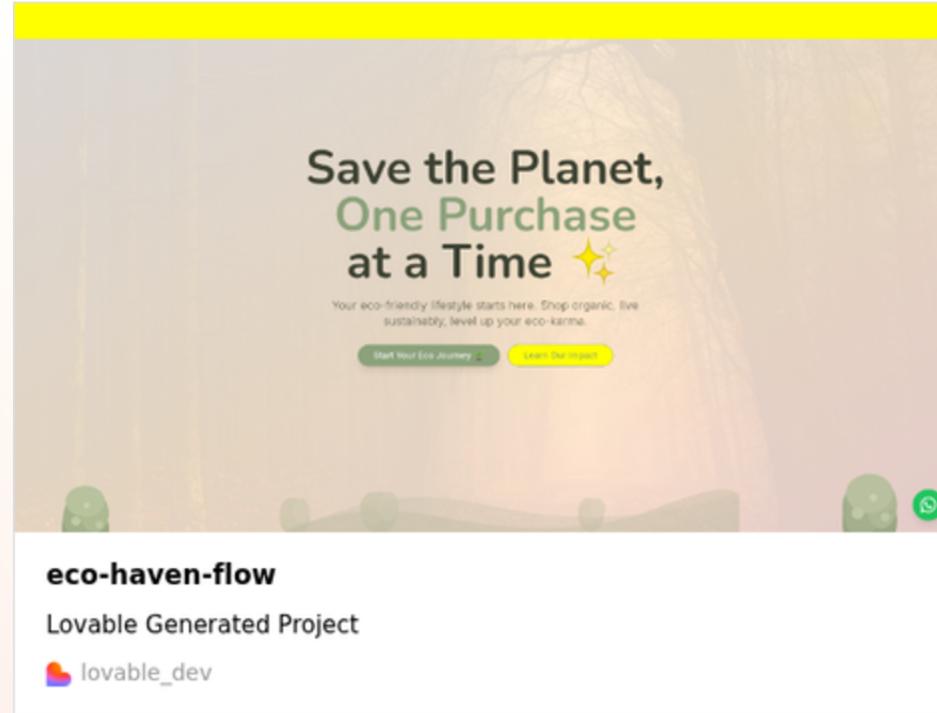
Why this fits:

- It clearly illustrates "quick wins" vs. "big bets", great for pitch decks.
- Helps balance ambitious, mission-driven ideas with development bandwidth.



(ROI-Return on Investment)

EXPLORE THE ECOSHOP PROTOTYPE

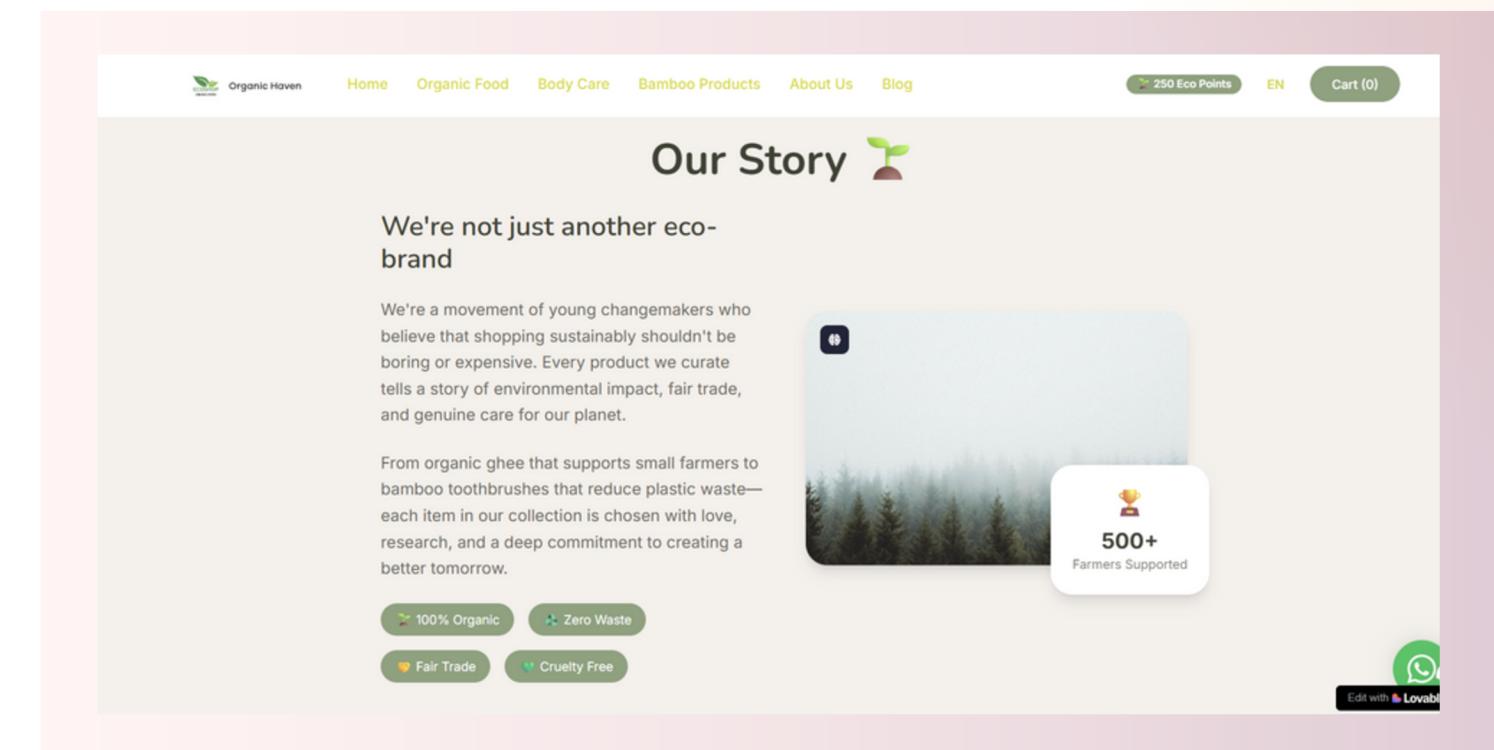
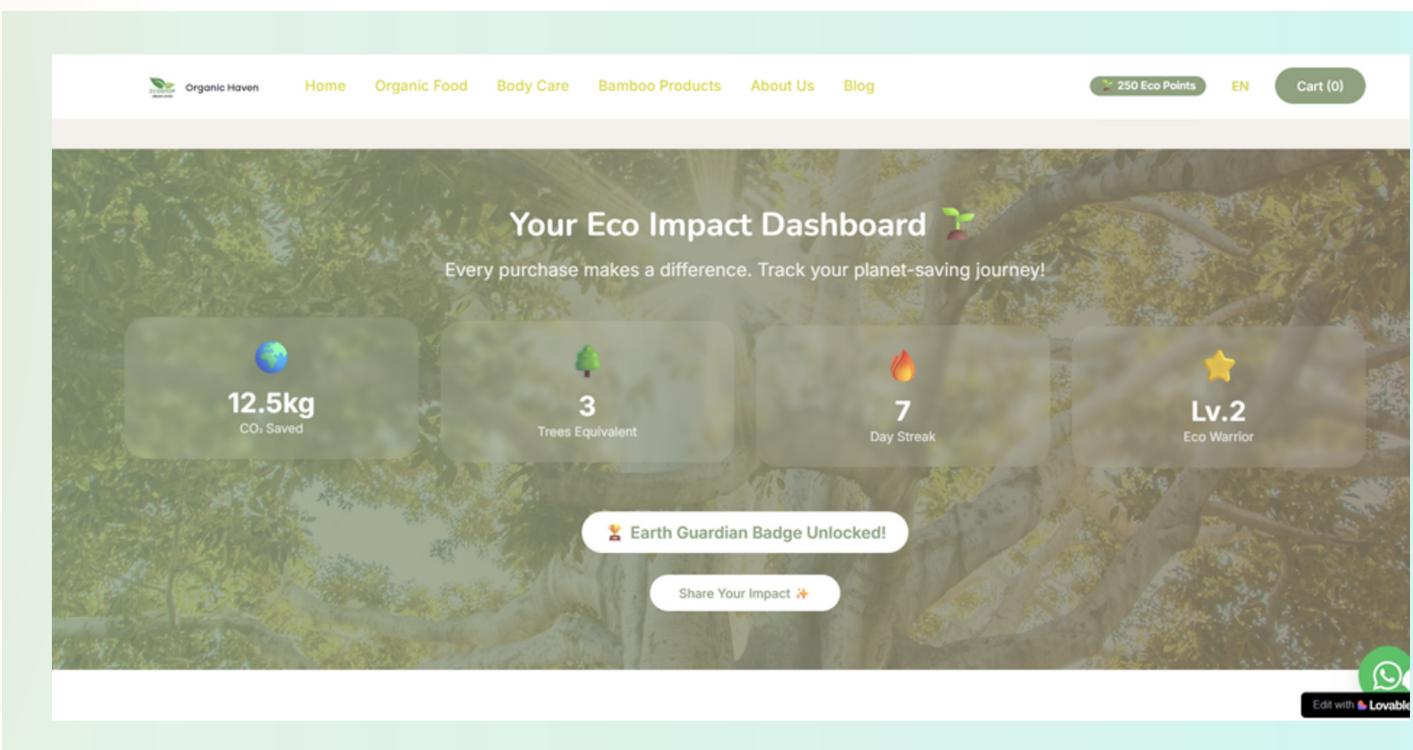


We have developed a clickable prototype of ECOSHOP – Organic Haven using Lovable, a no-code design tool tailored for creating immersive, user-focused experiences.

This prototype showcases a nature-inspired, minimal interface with smooth animations and an intuitive layout. Key features include:

- Eco-goal gamification, encouraging users to achieve monthly sustainability targets (e.g., saving 1 ton of CO₂)
- A personalized shopping experience that reflects individual contributions to sustainability
ECOSHOP is more than just a platform—it's a mission-driven initiative working to reduce plastic consumption, support ethically sourced products, and empower small eco-conscious businesses.

A few prototype screenshots are included below for reference.



GO-TO-MARKET STRATEGY (GEN Z FOCUS)

TARGET AUDIENCE

- Gen Z, urban, eco-conscious, social-media native
- Platforms: Instagram, YouTube Shorts, WhatsApp, campus communities

POSITIONING

"EcoShop is more than a store — it's a mission. Every purchase reduces plastic, supports small eco-businesses, and tracks your climate impact."

LAUNCH PHASES

- **Launch:** Eco-goal gamification + personalized shop rollout
- **Scale:** Paid ads, monthly eco-boxes, influencer collabs

KEY CHANNELS

- **Influencer Marketing:** Partner with Gen Z eco-creators (e.g., @zerowasteadda, @thesustainabilityguy)
- **Social Media Campaigns:** Reels, User-generated content (UGC), eco-challenges, product swaps
- **Referral & Gamification:** Eco-points, track monthly CO₂ savings, badges
- **Campus Ambassadors:** EcoReps in IITs, NITs, DU for peer-led outreach

SUCCESS METRICS (KPIS)

KPIs (Key Performance Indicators) are measurable values that show how effectively a product, campaign, or business is achieving its key objectives. They help track progress, identify areas for improvement, and guide decision-making.

FEATURE PROPOSED	RELATED KPI	TARGET	JUSTIFICATION
Eco-impact dashboard	% of users viewing their sustainability stats	50% usage	Gen Z values transparency; half should explore their footprint with clear UI.
Gamified challenges & community goals	Challenge participation rate	25% participation	Interactive experiences boost engagement and retention.
Creator marketplace	% of Gen Z users becoming creators	5% creator conversion	Many Gen Z want to build, not just consume; low friction onboarding helps
EcoToken loyalty program	EcoToken redemption rate	50% redemption	With attractive and visible rewards, half of users typically redeem.
Personalized recommendations	Cart addition rate	10% conversion, 20% cart rate	These are typical improvements for targeted UX in e-commerce.
Social referrals & review push	Peer influence and rewards drive sharing. Monthly review volume	% of purchases from referrals 20% of new purchases via referrals	Peer influence and rewards drive sharing

Thank You!

"Small steps, when taken together, lead to big change."



EcoShop: For a Greener Tomorrow

 **Website:** www.ecoshopindia.in