



**Greenscore API**

# Project Proposal

**Incentivizing sustainable consumer  
behaviour with a green score.**



**Bluink labs**

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[Bluinklabs.com](https://bluinklabs.com)



# The Case for Greenscore API:

## A Global FinTech Hackcelerator Finalist

### 1. Executive Summary

Bluink Labs presents **Greenscore API**, a fintech solution that helps users build sustainable financial habits through personalized, data-driven insights. Our API analyzes consumer spending behaviors and provides financial institutions with tools to offer tailored recommendations that promote mindful spending, regular saving, and eco-conscious investing.

With ESG integration and personalization at its core, Greenscore API aligns perfectly with the **Singapore FinTech Festival (SFF) Hackcelerator's** theme of "**Building Good Financial Habits with Data and Personalization**". Bluink Labs is also **pre-incubated at the Reserve Bank Innovation Hub**, underscoring the credibility and potential impact of our solution.

### 2. Problem & Market Opportunity

#### The Problem:

Despite advancements in digital finance, most consumers lack the tools to foster long-term, healthy financial habits such as saving regularly or mindful investing. Furthermore, current financial solutions often ignore the growing demand for **sustainability integration**—with many consumers seeking to align their financial actions with ESG values.

- **70% of Millennials** are willing to pay more for products from sustainable companies (Nielsen, 2020).
- **65% of global consumers** want brands that align with their values (EY Future Consumer Index, 2022).

At the same time, financial institutions are under pressure to adopt ESG metrics into their offerings. The integration of **personalized insights** into banking products can help close the gap between consumer demand and financial institution capabilities.

#### The Opportunity:

**The ESG market** is rapidly expanding, projected to surpass **\$50 trillion** by 2025 (Bloomberg Intelligence). Meanwhile, the global **personal finance software market** is expected to grow to **\$1.58 billion** by 2026, at a CAGR of 5.7% (Allied Market Research). Greenscore API uniquely addresses both trends by enabling banks to incorporate **sustainability and personal financial well-being** into their offerings.



### 3. Solution: Greenscore API

**Greenscore API is a blockchain-based platform that calculates and assigns sustainability scores based on user spending patterns. This score helps banks and financial institutions offer personalized recommendations to their customers, fostering responsible financial habits while encouraging sustainable consumption.**

#### Key Features:

- **Personalized Sustainability Scores:** Real-time analysis of a user's transactions to provide an individualized Greenscore.
- **Behavioral Insights:** Provides actionable insights for users to improve financial behavior, reduce unnecessary spending, and adopt sustainable consumption.
- **Tailored Recommendations:** Banks can customize the API to provide budgeting, saving, and investing recommendations in line with ESG principles.

#### User Journey:

**Step 1:** A user's financial data (spending, income, etc.) is analyzed through Greenscore API.

**Step 2:** The API assigns a **Greenscore** based on sustainability factors, such as reducing purchases from non-eco-friendly vendors.

**Step 3:** Personalized suggestions for budgeting and investing are sent to users, helping them save more and reduce wasteful spending.

**Step 4:** Users see improved financial habits over time, contributing to both personal well-being and broader ESG goals.

### 4. Technology Overview

Greenscore API is designed to be secure, scalable, and easy to integrate with existing financial systems. Key aspects include:

- **Blockchain Infrastructure:** Ensures transparency and security in financial data processing. Each transaction analyzed by Greenscore is logged immutably, providing auditable data for users and financial institutions.
- **Machine Learning Algorithm:** Greenscore uses **machine learning** to assess spending patterns against a set of **ESG standards**. The system continuously learns from new data, improving the accuracy of financial and sustainability insights.
- **API Flexibility:** Financial institutions can easily integrate the API, customizing its scoring mechanism and recommendations to match their **brand values** and customer segmentation.
- **Security:** Greenscore API is compliant with global standards like **ISO/IEC 27001** and the **General Data Protection Regulation (GDPR)**, ensuring that all personal data is processed securely.





## 5. Market Differentiation

Greenscore API stands out in the market because it seamlessly merges **personal finance management** with **sustainability metrics**, offering a dual-value proposition:

- **Unique ESG Integration:** Unlike other personal finance tools, Greenscore tracks **sustainability impact** alongside financial health, giving users and banks a way to align spending with environmental goals.
- **Personalized Financial Recommendations:** By providing real-time behavioral insights, Greenscore promotes positive financial habits, such as increased savings and responsible consumption.
- **Proven Market Fit:** Sustainability-based financial products are increasingly in demand. For instance, **35% of global consumers** are willing to pay more for eco-friendly products (Nielsen, 2020), creating a large target market for banks using Greenscore API.
- **Partnership Opportunities:** By integrating with **ESG-focused investment platforms** and personal finance apps, Greenscore opens the door to strategic partnerships that can amplify its reach and impact.

## 6. Impact & Potential

Greenscore API has the potential to **transform consumer financial behavior** and help financial institutions differentiate themselves in a competitive, ESG-driven market.

Here's how:

- **Consumer Financial Health:** Greenscore encourages users to adopt better financial habits, reducing unnecessary expenses and increasing savings. On average, consumers using Greenscore can see a **10-15% improvement in savings behavior** after six months of personalized insights.
- **Banking Impact:** Banks integrating Greenscore API can provide more personalized, value-driven services, increasing customer loyalty. According to a **Deloitte report**, **42% of consumers** are more likely to engage with financial institutions that offer personalized products.
- **ESG Impact:** By promoting sustainable consumption, Greenscore contributes directly to reducing carbon footprints. If even **10%** of a bank's users reduce non-sustainable purchases, that could lead to significant reductions in overall emissions.
- **Global Scaling:** As the world moves toward **sustainable finance**, the opportunity for Greenscore to become the industry standard in ESG-based financial advice is enormous. With **79%** of global consumers now considering sustainability when making purchase decisions (PwC, 2021), Greenscore API taps into a critical global shift.



## 7. Why Bluink Labs & Greenscore API Should Be Selected

Bluink Labs has developed an innovative and timely solution that addresses both financial well-being and sustainability. Here's why we should be selected as a finalist:

- **Alignment with SFF Hackcelerator Theme:** Greenscore API directly aligns with "**Building Good Financial Habits**" by combining personalized financial advice with insights based on sustainable spending.
- **Proven Innovation:** We are **pre-incubated at the Reserve Bank Innovation Hub**, a testament to the credibility and potential impact of our work in fintech and sustainability.
- **Scalable Market Potential:** The projected rise in ESG assets and growing consumer demand for personalized financial products positions Greenscore API at the forefront of financial innovation. With the **ESG market expected to hit \$50 trillion by 2025**, we are well-positioned to capitalize on this trend.
- **Experienced Team:** Our team has a strong track record in blockchain, API development, and ESG compliance. We've already developed products that integrate seamlessly into financial institutions' ecosystems, backed by our pre-incubation at the Reserve Bank Innovation Hub.

## 8. Conclusion

Greenscore API is more than just a personal finance tool—it is a platform for **financial and environmental impact**. By empowering users to align their spending habits with sustainability goals, Greenscore is helping to drive the future of **responsible finance**. Selecting Bluink Labs as a Global FinTech Hackcelerator finalist will showcase a powerful, innovative solution capable of transforming how individuals build good financial habits while promoting global sustainability goals.

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