AQUAWATT : A WATER AND ELECTRICITY TRACKING APPLICATION

SAIRAM SDG SOLVEATHON 4.0

GRAND FINALE, PITCH FEST AND AWARD CEREMONY

26.03.2025 to 28.03.2025

Note: Please do not type your Name, Register number or Team details and avoid changing the template.

JUSTIFICATION FOR SUSTAINABLE DEVELOPMENT GOAL

TITLE	PRIMARY	SECONDARY	TERITARY
GOAL	Goal 6: Clean Water and Sanitation	Goal 7: Affordable and Clean Energy	Goal 12: Responsible Consumption and Production
TARGET	• Ensure sustainable management of water resources by tracking usage and reducing waste. • Provide real-time insights for efficient water usage.	• Promote energy efficiency by monitoring electricity usage. • Encourage adoption of renewable energy practices where possible.	• Foster awareness about consumption habits. • Provide analytics to reduce resource wastage and associated costs. • Encourage gamified actions to promote responsible resource use.

Who we are

Name of your Venture: **Aquawatt : A Water and Electricity Tracking Application.**

Why ?

Explain why do you want to pursue this Business Idea.

Many people find it challenging to track and control their water & electricity usage, resulting in inefficiencies, higher expenses, and environmental harm. A simple, real-time solution offering insights & tailored recommendations is essential to help users reduce consumption and promote sustainability.

What ?

Provide a brief on what does your venture do.

Aquawatt is a mobile app that enables users to track and optimize water and electricity usage through real-time data, personalized tips, and gamified features, helping them save costs, reduce environmental impact, and drive sustainable behavior change.

How ?

Explain how your venture solves the problem and make its revenue.

AquaWatt is a cross-platform mobile app that leverages real-time data from smart meters & IoT devices, processed via cloud infrastructure, to analyze consumption patterns using advanced analytics and machine learning, while its intuitive interface and gamification features promote sustainable habits.

Problem/Opportunity

CONTEXT
When does the problem occur?

Urbanization and rising global demand for water and electricity highlight inefficient resource usage, worsened by the lack of real-time tracking tools, leading to higher costs, environmental harm, and resource waste.

PROBLEM
What is the root cause of the problem?

The root cause is the absence of accessible, intuitive tools offering real-time insights into water and electricity usage, leaving individuals unable to track patterns effectively, resulting in inefficiencies, waste, and missed sustainability and cost-saving opportunities, compounded by limited awareness of resource conservation.

ALTERNATIVES
What do customers do now to fix the problem?

Customers rely on outdated methods like monthly bills or generic tips, lacking real-time insights and tailored solutions, missing opportunities for sustained reductions in consumption.

CUSTOMERS
Who has the problem most often?

Urban households with high water and electricity consumption often face challenges due to limited monitoring tools, leading to inefficiencies and higher costs.

Eco-conscious individuals striving to reduce their ecological footprint lack effective tracking resources, hindering their sustainability efforts.

Utility companies and sustainability advocates struggle to promote efficient consumption without user-friendly engagement platforms.

EMOTIONAL IMPACT
How does the customer feel?

Customers feel frustrated and powerless due to ineffective tracking and control of water and electricity usage, overwhelmed by rising bills and unclear consumption patterns, while environmentally conscious individuals experience guilt or anxiety about their impact, desiring sustainable behaviors but lacking accessible tools.

QUANTIFIABLE IMPACT
What is the measurable impact (include units)?

A 20-30% reduction in water and electricity usage (liters and kWh saved monthly) leads to 10-20% cost savings and reduces CO_2 emissions by several kilograms annually per household.

ALTERNATIVE SHORTCOMINGS
What are the disadvantages of the alternatives?

1. **Lack of real-time visibility**: Without timely data, customers cannot identify inefficiencies, leading to ongoing waste of water and electricity.

2. **Ineffective conservation efforts**: Generic tips and sporadic attempts yield minimal or temporary savings, failing to drive long-term behavioral change.

3. **Higher costs and environmental impact**: Missed opportunities for sustained resource management result in increased utility bills and greater environmental harm, including higher carbon emissions and resource depletion.

Problem Interviews And Surveys Results

1. How many customers did you interview?

We conducted interviews with 15 customers from diverse demographics, including urban households, environmentally conscious individuals, and utility company representatives. This sample size allowed us to gather a range of insights on their experiences, challenges, and needs regarding water and electricity consumption management.

2. What was the interview mode?

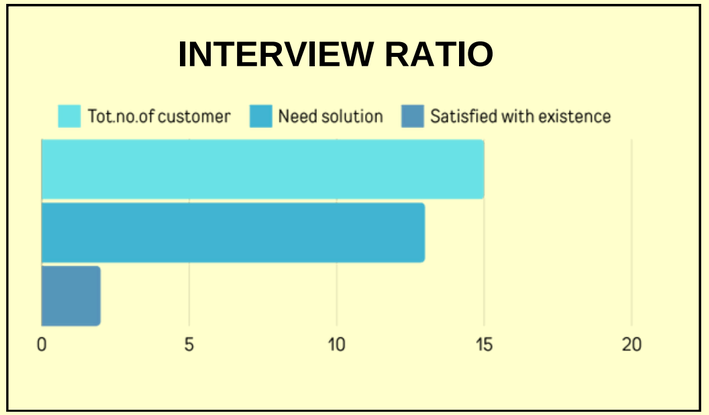
We conducted the interviews through in-person conversations, allowing for direct interaction & a deeper understanding the of customers' perspectives and experiences

3. How many of them agree this is a problem and wants a solution?

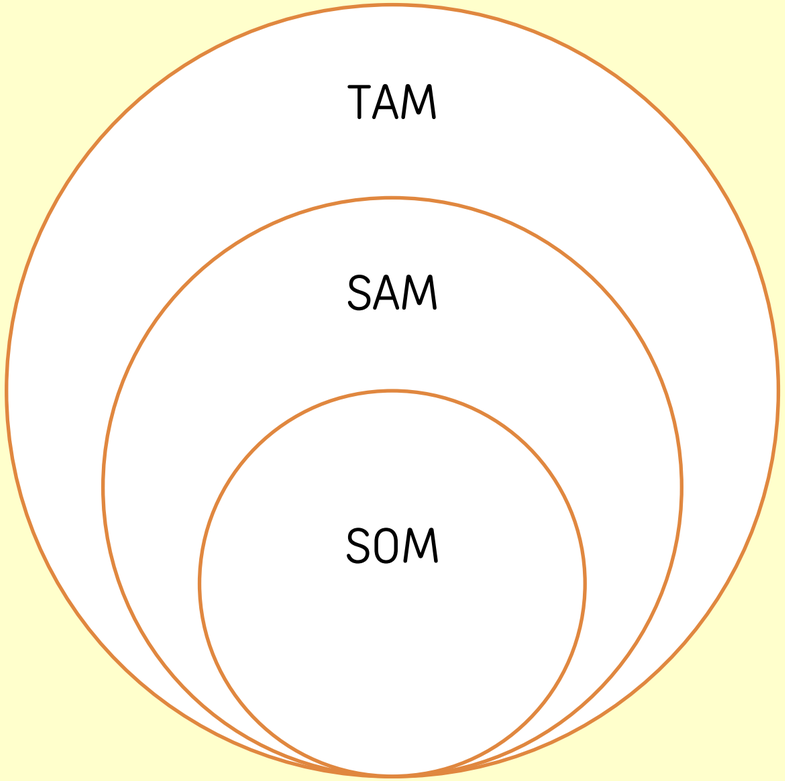
Out of the 15 customers interviewed, 12 expressed that they see water and electricity consumption as significant problem and indicated a strong desire for an effective solution. These participants highlighted the need for better monitoring tools and personalized recommendations to help them manage their usage more efficiently.

4. How many of them said they don't need a new solution?

Out of 15 interviewed customers, 2 expressed that they do not need a new solution, feeling satisfied with their current methods for managing water and electricity consumption.



Market Size Estimation



How to calculate market size?

1. Start with Total Addressable market- 300 million household*₹500/year =₹150 billion/yr TAM refers to the total market demand for a product or service. If you're entering a pre-existing space (like small business banking) you can research it and provide credible sources or reference points on how you arrived at the TAM. If you're creating a new product or space (like Slack), you can estimate the number of customers that would want your product and approximate how much you could charge them.

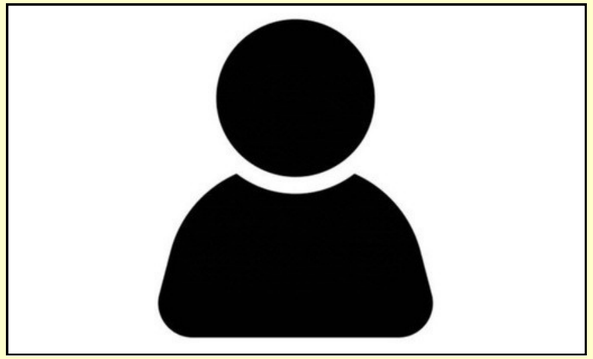
2. Take your target market (SAM), within that TAM, which varies depending on geography and other logistical factors. Determine the penetration potential of your target market. This is the portion of the market you can reasonably compete

3.By conducting research with existing competitors, distributors etc., understand the likely penetration rate 2% – 5%

4. Multiply target market by penetration rate to find your market size : Market size revenue=1.8 million household*₹500/yr = ₹900 billion/yr

Sources: Industry Report

Customer Persona

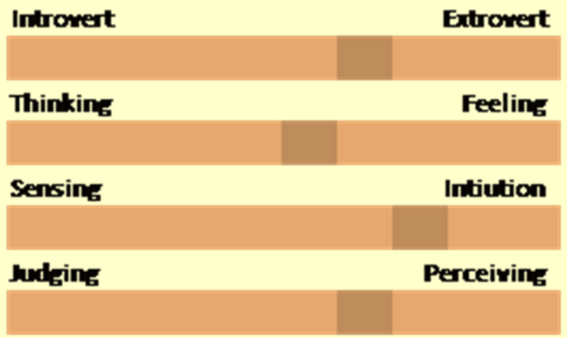


Personality trait | Personality trait | Personality trait

Name: M.Uma
Age: 41
Occupation: House wife
Location: chennai

Personality :

1.Cares deeply about sustainability.
2.Relies on data to make decisions.
3.Impact through small changes.



Goals

1. Reduce environmental footprint.
2. Use data-driven insights.
3. Adopt sustainable habits.

Frustrations

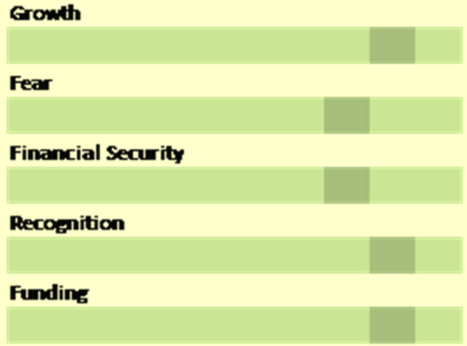
1. Difficulty tracking accurate resource consumption.
2. Lack of clarity in utility bills.
3. Limited tools for understanding the impact of household habits.

Bio

She is a 41-year-old marketing professional living in an urban area. Passionate about sustainability, she seeks to reduce her environmental footprint and save money on utility bills. Despite being tech-savvy, she struggles with tracking her energy and water consumption accurately and finds utility bills unclear. She aims to make data-driven decisions to adopt eco-friendly habits and positively impact the environment.

Motivations

1. Desire to live a more environmentally friendly lifestyle.
2. Interest in reducing utility bills through efficient resource management.
3. Wanting to make positive difference in the community and the planet.



Value Proposition Canvas

What do you offer that makes the customers happy?

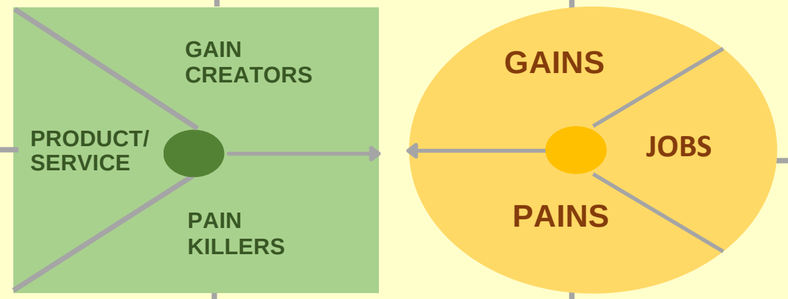
Aquawatt is a mobile app that tracks water and electricity usage in real-time, offers personalized tips to reduce consumption, and uses gamification to promote sustainable habits. It helps users save costs, protect the environment, and stay engaged.

What is the product or service that you are offering?

Aquawatt is an innovative mobile app that tracks water and electricity usage in real-time, provides personalized tips for resource optimization, and uses gamification to promote sustainable habits. It empowers users to reduce their environmental impact effectively.

Which features of your offering relieve the customer's pains?

1. Real-time Tracking : Offers instant insights into water and electricity usage, helping users spot inefficiencies and make quick adjustments.
2. Personalized Recommendations : Provides customized tips based on individual usage patterns to optimize resource consumption.
3. Usage Analytics : Delivers detailed analytics and trends over time, enabling users to understand habits and track progress toward sustainability goals.
4. Alerts and Notifications : Sends reminders for unusual usage patterns, prompting users to take timely action.reduce waste.



I would **LOVE** it if:

1. What Would Make the Customer Happy?

Customer Happiness : Customers want significant cost savings, ease of use, visible progress, engagement, and enhanced knowledge to feel satisfied and motivated.

2. What Do the Clients Want When Facing the Problem?

Client Needs : Clients seek real-time insights, personalized recommendations, user-friendly tools, and community support to manage consumption and develop sustainable habits.

I would **WANT**:

What do the clients do (actions) when facing the problem?

When managing water and electricity consumption, clients typically monitor utility bills, apply generic energy-saving tips, and make small adjustments like turning off lights or reducing appliance use. They also research solutions and seek advice from friends or online communities for better resource management strategies.

I would **HATE** it if:

What are the pains of the clients when facing the problem?

Clients face challenges like lack of awareness about usage patterns, feeling overwhelmed by monitoring complexity, and finding existing tools inadequate for real-time tracking. Environmentally conscious clients may feel guilt and anxiety about their resource usage, while others feel powerless to make meaningful changes without proper tools and information.

Solution

Describe your Solution:

We offer : Aquawatt is a mobile app that helps users monitor and manage water and electricity consumption through real-time tracking and personalized recommendations. It uses gamification, like challenges and rewards, to encourage sustainable habits, while its user-friendly interface and detailed analytics make it easy to track progress. The app empowers users to save costs and promote sustainability.

The details of our offering consist of:

1. Real-Time Tracking
2. Personalized Recommendations
3. Gamification Features
4. User-Friendly Interface
5. Detailed Analytics
6. Alerts and Notifications
7. Community Engagement

List the Benefits of Your solutions :

1. **Cost Savings**: Users can significantly reduce their utility bills by optimizing their water and electricity consumption through actionable insights and recommendations.
2. **Environmental Impact**: By tracking and reducing resource usage, users contribute to sustainability efforts, lowering their carbon footprint and promoting conservation.
3. **Enhanced Awareness**:The app fosters a deeper understanding of consumption habits, empowering users to make informed decisions and adopt more sustainable practices in their daily lives.

Competition Analysis

Benefits	Competitor 1	Competitor 2	Competitor 3	Competitor 4	Your Venture
Product	Smart meters with limited analytics	Water usage tracking app	Energy saving solutions for buildings	loT-based smart home automation	Mobile app for real-time monitoring of water & electri- city with analytics
Price	High hardware cost	Subscription-based	One-time purchase	Expensive setup	Affordable with freemium & premium plans
Branding channels	Social media, partnerships	Online ads, industry tie-ups	Direct sales, B2B marketing	Smart home conferences	Social media, green initiatives, community engagement
Packaging	Physical devices	App with hardware integration	Software platform	lot device & mobile app	Mobile app with seamless UI/UX
Market reviews	Limited to corporate users	Moderate adoption	Niche market	High cost limits adoption	High potenti al due to afford ability & usability
UVP	Focus on commercial users	Focus only on water tracking	General energy efficiency	Expensive but smart automation	User-friendlye real-time tracking, personalized insights, and gamificationto promote sustainability

Lean Canvas

PROBLEM:
1. Difficulty in tracking and maintain water and electricity level.

2. High utility cost for house owner

EXISTING ALTERNATIVES :
1. Utility company and bills.

2.Smart home system.

3.Generic consumption tracking app.

SOLUTION:
1. A mobile app that provide real time tracking of water and electricity
2. Personalized recommend to reduce consumption.

KEY METRICS
- User engagement rate.
- Reduction in consumption per user.
- Number of active users
- Retention rate

UNIQUE VALUE PROPOSITION :
1. Empowering sustainable choice with real time insights and challenge.

2. A cost effective,user friendly solution to monitor the water and electricity

HIGH-LEVEL CONCEPT
1. An accessible, gamified platform for monitoring water and energy usage, providing actionable insights, and promoting sustainable living habits.

UNFAIR ADVANTAGE
- Unique data analysis for personality insight.
- Gamification to increase user enagment
- Community driver challenge to built a sense of accomplished

CHANNELS
- App stores (Google Play, Apple App Store).
- Social media marketing
- Partnerships with environmental organizations
- Online sustainability forums.

CUSTOMER SEGMENTS
1. Eco-conscious homeowners.

2. Individuals focused on reducing utility costs

3. Early adopters of sustainable technology

EARLY ADOPTERS
1. Environmentally-aware consumers looking to reduce their carbon footprint.

2. Users interested in cost-saving and efficient resource management

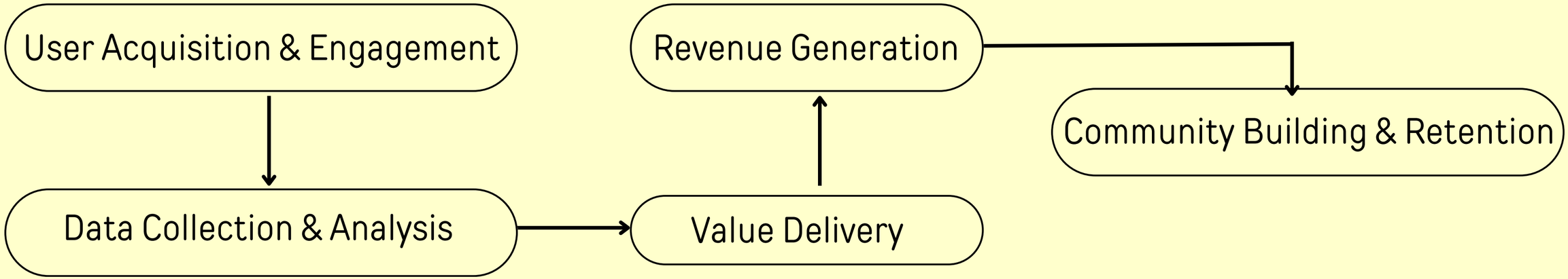
COST STRUCTURE
- App development and maintenance costs.
- Marketing and customer acquisition
- Data storage and analytics infrastructure

REVENUE STREAMS
- Subscription plans (for advanced features).
- In app advertisement
- Partnership with green tech companies

Lean Canvas

Business Model:

The business model for Aquawatt focuses on acquiring eco-conscious users who want to reduce their water and electricity consumption. The app provides value by collecting and analyzing real-time consumption data, offering personalized recommendations, and using gamified challenges to keep users engaged. Revenue is generated through subscription plans for advanced features, in-app ads, and partnerships with green tech companies. By fostering a community centered on sustainability and promoting user retention with gamified achievements, Aquawatt supports a continuous cycle of engagement, revenue generation, and environmental impact. Process Model:

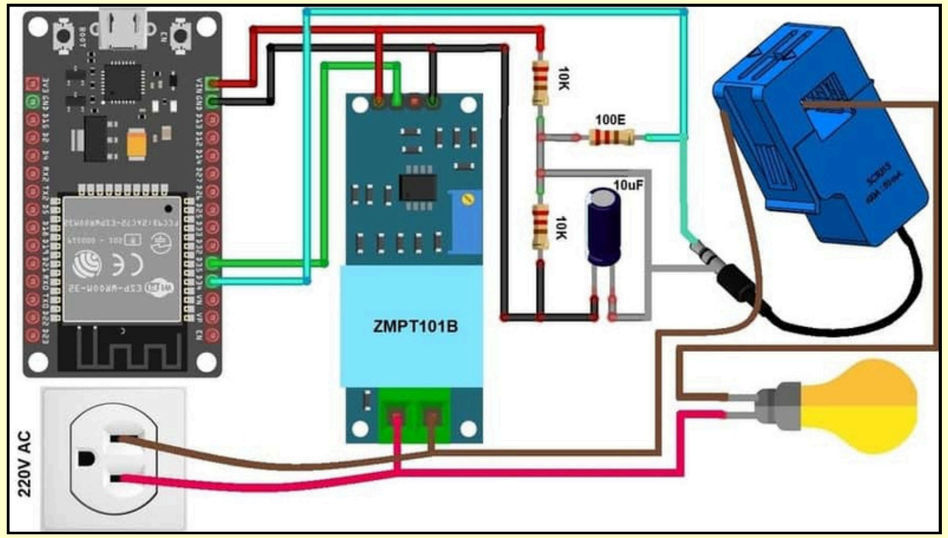


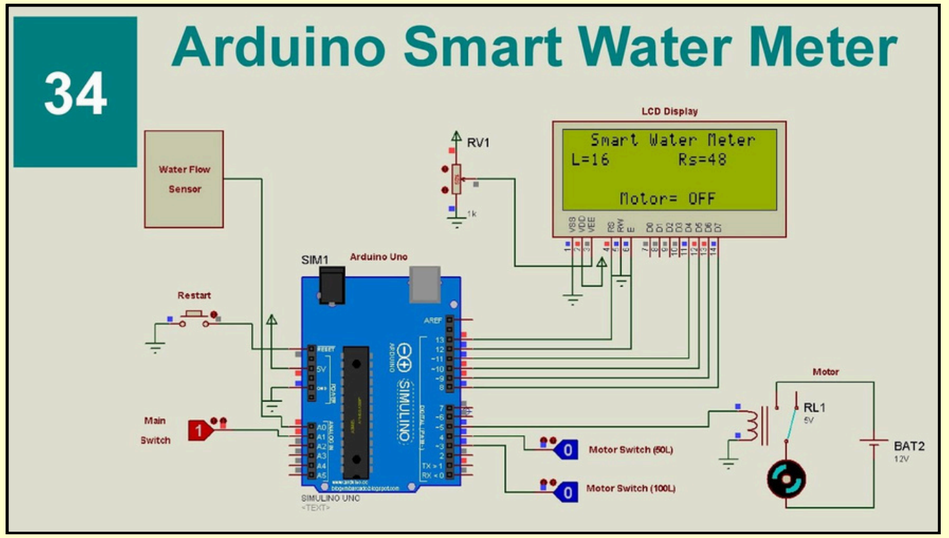
MVP

Provide Full product/service description

Aquawatt is a mobile application designed to help users monitor and reduce their water and electricity consumption in real time. By tracking usage, providing personalized recommendations, and gamifying sustainability goals, Aquawatt empowers users to make eco-friendly choices. The app combines data analytics with engaging challenges to foster a community focused on reducing environmental impact.

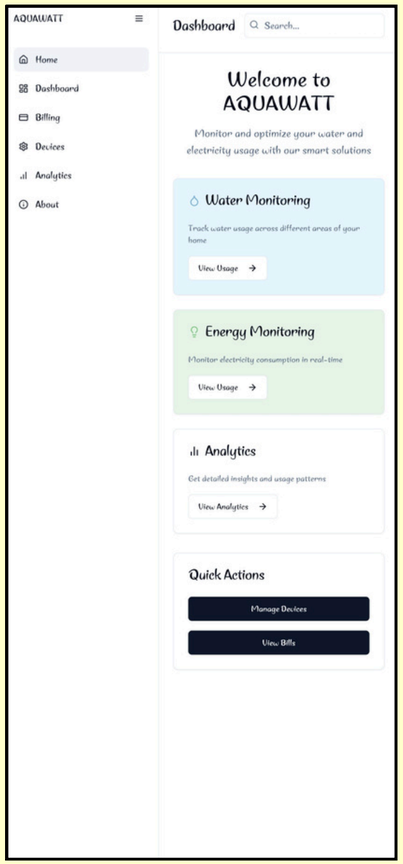
Insert a picture of the prototype :

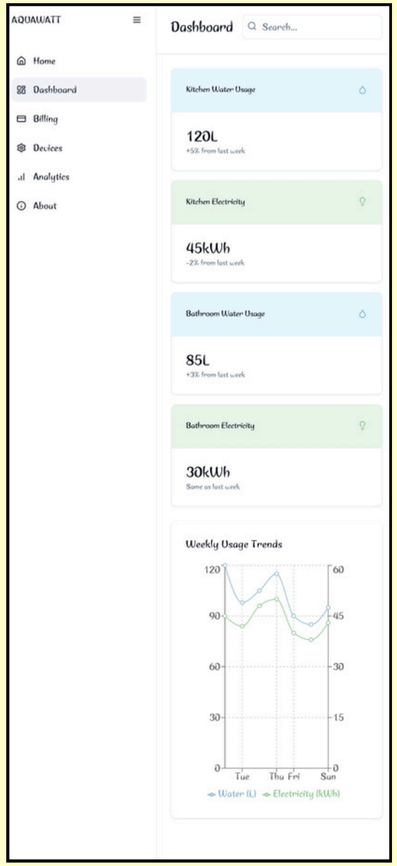


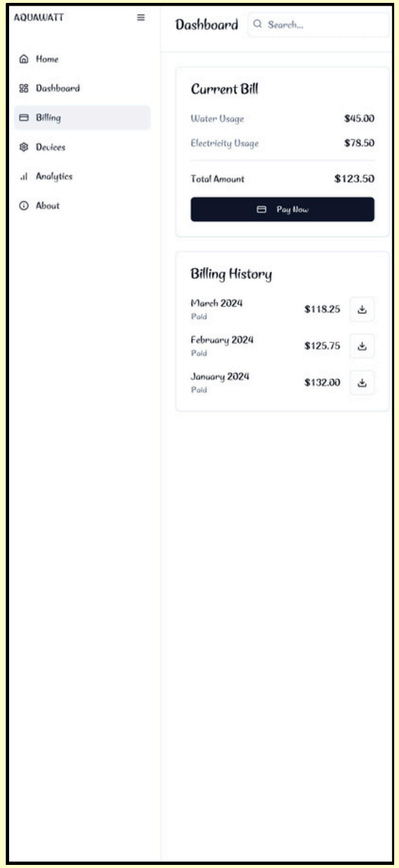


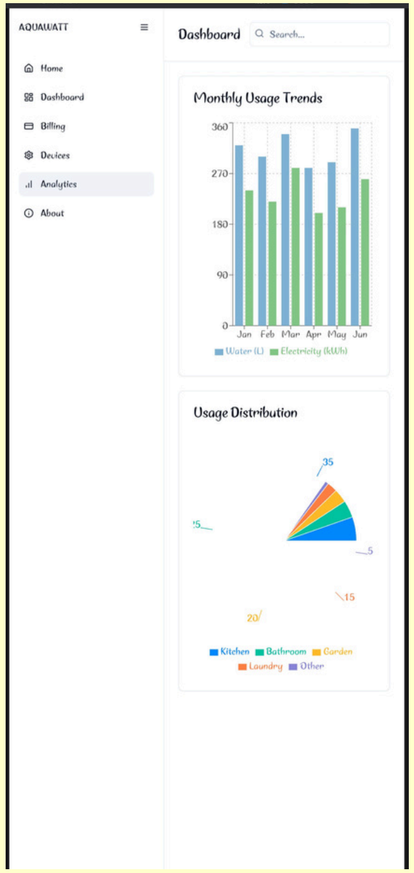
MVP

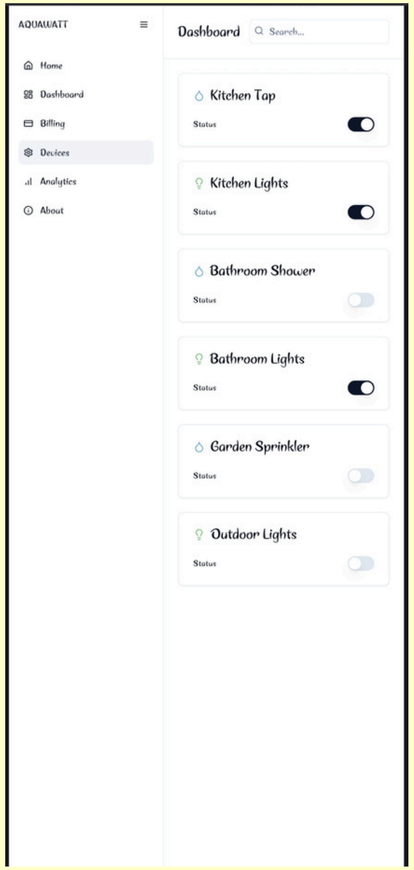
Screenshots of website :

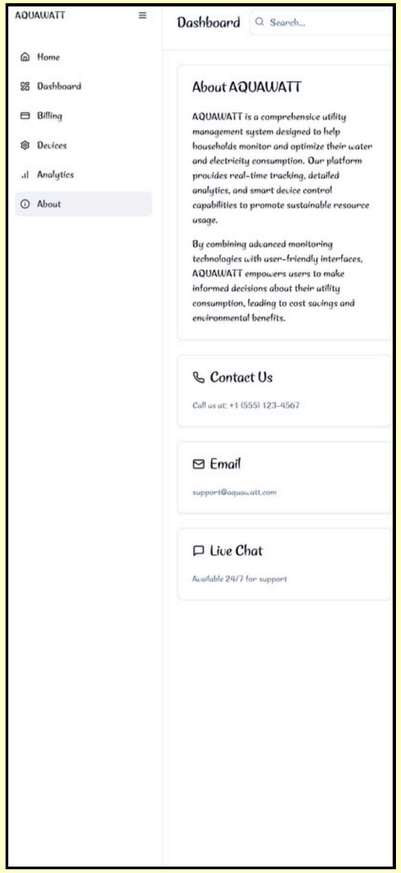












MVP

- **Description of how the product will work and steps the customer will follow**
- **Any oother information**

Step 1: Sign Up & Setup Users create an account via the AquaWatt website or mobile app. Basic details like location, home size, and connected devices are entered.	**Step 4: Receive Alerts & Insights** Notifications inform users of high or unusual usage. The system suggests optimization tips for better efficiency.
Step 2: Connect Smart Meters & Devices The system integrates with smart water and electricity meters. Users can pair and control WiFi/Bluetooth-enabled appliances.	**Step 5: Manage & Automate Devices** Users can switch off or schedule devices remotely. AI-powered automation optimizes power and water consumption.
Step 3: Monitor Usage in Real Time The dashboard displays water & electricity usage by area. Users can track consumption trends & set personalized goals.	**Step 6: Pay Bills Easily** Users receive digital bills & make payments via multiple online payment options. Reminders prevent missed payments and ensure smooth service.

MVP Validation

What is your MVP

Test Details:

How long will we test this MVP?

We plan to conduct a 4-week testing period to gather user feedback and assess engagement.

Who is our target audience for the test? How many of them?

Our target audience consists of eco-conscious homeowners and renters, focusing on 50-100 early adopters from environmental communities and sustainability interest groups.

Conclusion:

- ☐ Persevere
- ☐ Pivot
- ☐ Not conclusive

Results of Test:

Did enough customers buy? Why or why not?

We will track the conversion rate of users who download and actively use the app. Feedback will provide insights into perceived value and willingness to invest time or money in the app.

Did customers pay the price we expected? Why or why not?

The MVP includes a premium feature or subscription, we will measure the willingness of users to pay for these features, identifying any pricing barriers.

Did customers come back to our product or show interest in doing so? Why or why not?

We will measure retention rates and analyze user engagement to determine if features such as gamification and recommendations are encouraging repeated use.

Realizations / Insights:

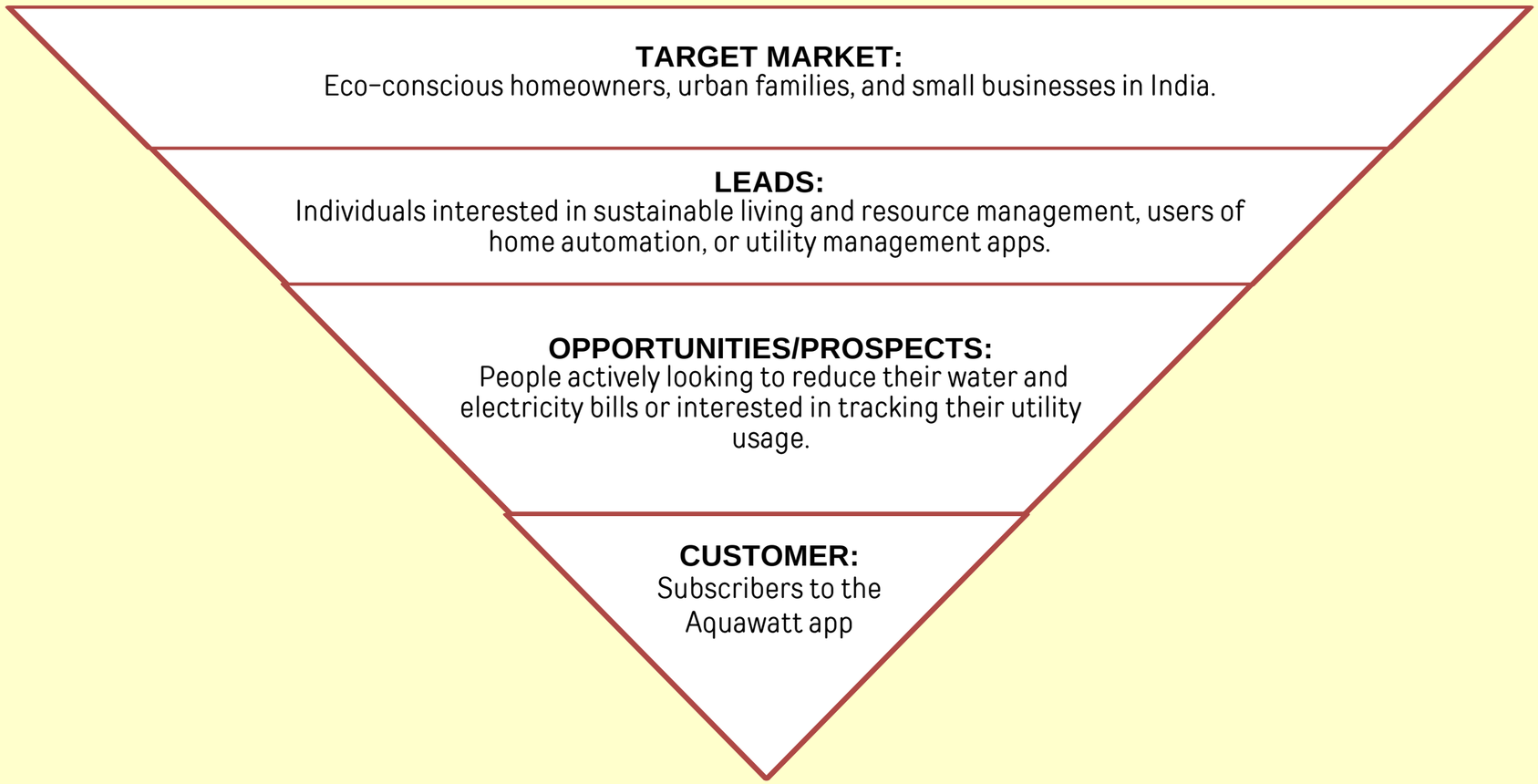
Insights will be documented based on user feedback, such as feature requests, usability challenges, and unexpected uses of the app. These insights will guide the next phase of development.

Next Steps:

- Depending on the test outcomes, the next steps may include:
- Refining features based on user feedback.
- Adjusting pricing or subscription model.
- Expanding the marketing reach or targeting different user segments.
- Planning for additional testing or a full launch.

Sales Plan

Customer Sales Funnel



Sales Plan

Customer Acquisition Plan

1	2	3	4	5
Target Customer Segment (Type)	Target Customer Segment (Number)	Channels to be used to attract the target customer segment	Estimated number of leads	Estimated cost to convert these leads to actual customers
Environmentally conscious consumer	1000	Social media platform,student ambassador	300	₹5,000
House owner	500	Whatsapp group,residents welfare Association,events	200	₹4,000
Small Business focused on savings	300	Business whatsApp broadcast,network events	100	₹3,000
School and university	100	Collaboration with school,online webinar	50	₹2,000
Government and NGO'S	50	Direct outreach,free trial offering,pilot project	20	₹3,000

Go-to-Market Strategy

- *Ensure that you have active social media presence on **multiple platforms** – Facebook, LinkedIn, Instagram, Twitter, and others.*
- *Show your **branding video**. Ensure that it:*
    - *Is **crisp and engaging***
    - *Clearly explains the brand, the venture, its target customers, and unique value proposition.*
- *Show your **Positioning Statement**. Ensure that it **clearly states** what your product is and what value it brings to the customer*
- *Action plan to reach your sales/customer target for the next one year.*
- *Show your Sales & Distribution model, clearly listing down your channels for both sales and distribution.*

Note: You may use any other template of your choice to pitch for your venture as long as you cover all information being sought here.

FINANCIAL PLAN

Startup capital

Category	Estimated Cost (INR)
Equity Investment (by Team)	₹10,000
Loans (from College or Others)	₹5,000
Total	₹15,000

Category	Estimated Cost (INR)
Equipment	₹5,000 (basic laptop or tablet for app testing and demos)

setting uup the business

Category	Estimated Cost (INR)
Consultant Fees (Accountants, Lawyers, etc.)	₹3,000 (basic registration assistance)
Business Registration Fees	₹1,500
Website Related (Domain registration, Website setup)	₹3,000 (basic website and domain)
Licenses	₹1,000 (app-related licenses)
Other Start-Up Costs	₹1,000 (miscellaneous)

FINANCIAL PLAN

starting operations

Category	Estimated Cost (INR)
Marketing and Promotional Costs	₹5,000 (Social media ads, local outreach)
Supplies and Raw Materials	₹2,000 (Basic supplies for demo)
Stationery and Office Supplies	₹1,000
Working Capital	₹10,000 (for day-to-day expenses)

Totals

Category	Estimated Cost (INR)
Total Set-Up Costs	₹42,500
Surplus Funds	(Based on additional funding raised)
Additional Funds Needed	(If more than initial setup cost)

Forecast P&L

Category	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEP	OCT	NOV	DEC	Totals
Cash Sales	75000.0	75000.0	75000.0	75000.0	75000.0	75000.0	75000.0	75000.0	75000.0	75000.0	75000.0	75000.0	900000.0
Collections from accounts receivable	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other cash receipts	20000.0	20000.0	20000.0	20000.0	20000.0	20000.0	20000.0	20000.0	20000.0	20000.0	20000.0	20000.0	240000.0
Total Sales	95000.0	95000.0	95000.0	95000.0	95000.0	95000.0	95000.0	95000.0	95000.0	95000.0	95000.0	95000.0	1140000.0
Cost of goods sold	20000.0	20000.0	20000.0	20000.0	20000.0	20000.0	20000.0	20000.0	20000.0	20000.0	20000.0	20000.0	240000.0
Gross profit	75000.0	75000.0	75000.0	75000.0	75000.0	75000.0	75000.0	75000.0	75000.0	75000.0	75000.0	75000.0	900000.0
Salaries and Consultant Fees	200000.0	200000.0	200000.0	200000.0	200000.0	200000.0	200000.0	200000.0	200000.0	200000.0	200000.0	200000.0	2400000.0
Marketing and Promotion	60000.0	60000.0	60000.0	60000.0	60000.0	60000.0	60000.0	60000.0	60000.0	60000.0	60000.0	60000.0	720000.0
Utilities (Electricity etc.)	5000.0	5000.0	5000.0	5000.0	5000.0	5000.0	5000.0	5000.0	5000.0	5000.0	5000.0	5000.0	60000.0
Transportation (Shipping, Courier, Taxes etc.)	1500.0	1500.0	1500.0	1500.0	1500.0	1500.0	1500.0	1500.0	1500.0	1500.0	1500.0	1500.0	18000.0
Office Supplies	3000.0	3000.0	3000.0	3000.0	3000.0	3000.0	3000.0	3000.0	3000.0	3000.0	3000.0	3000.0	36000.0
Repair and Maintenance	2000.0	2000.0	2000.0	2000.0	2000.0	2000.0	2000.0	2000.0	2000.0	2000.0	2000.0	2000.0	24000.0
Misc. Expenses	5000.0	5000.0	5000.0	5000.0	5000.0	5000.0	5000.0	5000.0	5000.0	5000.0	5000.0	5000.0	60000.0
Interest on Loan	10000.0	10000.0	10000.0	10000.0	10000.0	10000.0	10000.0	10000.0	10000.0	10000.0	10000.0	10000.0	120000.0
Cost, Theft, Wastage	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Expenses	286500.0	286500.0	286500.0	286500.0	286500.0	286500.0	286500.0	286500.0	286500.0	286500.0	286500.0	286500.0	3438000.0
Net Profit/Loss	-191500.0	-191500.0	-191500.0	-191500.0	-191500.0	-191500.0	-191500.0	-191500.0	-191500.0	-191500.0	-191500.0	-191500.0	-2298000.0
Gross profit margin	0.79	0.79	0.79	0.79	0.79	0.79	0.79	0.79	0.79	0.79	0.79	0.79	9.48
Net profit margin	-2.01	-2.01	-2.01	-2.01	-2.01	-2.01	-2.01	-2.01	-2.01	-2.01	-2.01	-2.01	-24.12

Explanation:

This table provides a monthly breakdown of cash sales, expenses, and profit/loss for your project. The "Total Sales" and "Gross Profit" are consistent each month, while various costs, such as salaries, utilities, and maintenance, contribute to the "Total Expenses." Despite a steady gross profit margin, the "Net Profit/Loss" is negative each month, leading to an annual net loss. Overall, the net profit margin remains consistently negative, suggesting high expenses relative to revenuetempla

Insert the link of your Financial template : sandbox:/mnt/data/file-4FKAiEpDcKrsNFgh5TfPllQG

Financial Projections

Parameter	Value (Example)
Number of existing shares	1,000,000
Amount to be invested	₹50,00,000
Earnings after 5 years	₹1,20,00,000
P/E ratio	15
Discount rate	12%
Number of years	5

Parameter	Value (Example)
Estimated terminal value	₹18,00,00,000 (P/E * earnings)
Present value	₹10,22,37,912 (Discounted)
Required ownership percentage	4.89% (Investment / Present Value)
Number of shares needed by investor	48,900 (Ownership % * Existing shares)
Share price	₹102.24 (Present Value / Existing Shares)

Category	Year 1	Year 2	Year 3	Year 4	Year 5
Number of Sales	5000	7500	10000	15000	20000
Value of Each Sale ($)	10	12	15	18	20
Total Revenue ($)	50000	90000	150000	270000	400000
Capital Costs					
Land and Buildings	0	0	0	0	0
Equipment	5000	3000	2000	1000	500
Product Development	15000	10000	8000	5000	3000
Others	3000	2000	1000	500	0
Total Capital Costs ($)	23000	15000	11000	6500	3500
Expenses (Annual)					
Salaries	15000	20000	25000	30000	35000
Marketing & Promotion	10000	15000	18000	20000	22000
Utilities (Electricity, Servers, etc.)	5000	6000	7500	9000	10000
Transportation (Shipping, Courier, Taxis)	2000	2500	3000	3500	4000
Office Supplies	1000	1200	1500	1800	2000
Repairs & Maintenance	2000	2500	3000	3500	4000
Misc. Expenses	1000	1500	2000	2500	3000
Total Expenses ($)	36000	48700	57000	70300	82000
Earnings (EBITDA) ($)	14000	26300	83000	199200	314500

Unit Economics

Metric	Year 1 (YYYY)
CAC	[Cost of Acquiring a Customer]
CLV	[Customer Lifetime Value]
ARPU	[Average Revenue Per User]

Unit Economics	Year: 2025
CAC (Customer Acquisition Cost)	$15 per user
CLV (Customer Lifetime Value)	$200 per user
ARPU (Average Revenue Per User)	$5 per month

Assumptions (Year 2025)

1. Initial user acquisition cost includes targeted digital marketing campaigns and referral incentives.

2. Monthly subscription fee of $X per user.

3. Average user lifespan estimated at 24 months based on market research.

4. Gross margin of 70% due to low operational costs for data analytics and cloud storage.

5. ARPU assumes consistent engagement and no significant drop-offs in usage frequency.

Terms	Explanation (For the actual calculations, refer to the Financial Plan Excel sheet link)
CAC	(Cost of Sales + Cost of Marketing) / Number of new app users acquired (in currency terms).
CLV	Average subscription fee x Average usage frequency x Average User Lifespan x Gross Margin.
ARPU	Total revenue in a specific period / Total number of users during the same period (in currency terms).
GROSS PROFIT	Total revenue – Total COGS (in currency terms).
OPERATING COSTS	Cost of goods sold (COGS) + Operating expenses (OPEX)
OPERATING PROFIT	Revenue from core operations – Cost of goods sold – Operating expenses – Depreciation Amortization expenses
CHURN RATE	(Users at the beginning of the period Users at the end of the period) / Users at the beginning of the period.

Funding Plan

1) How much funds are required to reach the next level of the venture?
$95 (e.g., for app development, marketing, scaling operations).

2) How much have been bootstrapped? If not, why?
$30 bootstrapped by founders to cover initial research, prototyping, and basic operations.

3) How much can be bootstrapped?
An additional $12 from the founding team and potential savings if external funding delays occur.

4) How much external funding is required? If not, why?
$45 to support key operations like advanced analytics integration, real-time data acquisition hardware, and expansion to wider user demographics.

Funds utilization strategy (Details) :
1. App development and upgrades: Enhancing real-time monitoring and analytics capabilities.
2. Marketing and customer acquisition: Digital campaigns, collaborations with eco-conscious brands, and referral incentives.
3. Infrastructure costs: Hosting services and database management.
4. Team expansion: Hiring data scientists, developers, and sustainability experts.
5. Partnerships: Engaging utility companies for data integration and shared incentives.
6. User retention programs: Gamification and reward systems to encourage sustained app usage.

Team Composition

M.Dinesh	J.Harish	R.Adhithiya
		
CEO	COO/CTO	CFO/CMO
Key Strengths and abilities 1. Frontend Development Expertise. 2. SQL Proficiency. 3. Project Management Experience.	**Key Strengths and abilities :** 1. Proficient in Programming Languages. 2.Strong Problem-Solving Skills. 3.Adaptability & Collaboration.	**Key Strengths and abilities :** 1.Innovative and creative Designing Skills . 2.UI/UX Designing Development . 3.Attention to Detail.

What makes us a good team to solve the problem we chose?

Complementary Skill Sets:

With a proficient software developer, a talented designer, and an experienced frontend developer, we bring together a comprehensive range of skills necessary for creating an effective solution. Experience in Project Management: Our previous experience in organizing events and projects equips us with the necessary skills to manage timelines, resources, and stakeholder engagement effectively. Data-Driven Approach: By leveraging data collected from interviews and user feedback, we can refine our solution to maximize its effectiveness and usability.

WADHWANI FOUNDATION

Thank You!