

# Green Scanner

An initiative by TheWay2Co





# Agenda

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1. INTRODUCTION
2. PROBLEM VS. SOLUTION
3. WALKTHROUGH
4. MARKET & COMPETITION
5. BUSINESS MODEL
6. TIMELINE

# Tracks



## Social Good

- Improving people's life
- Helping the environment
- Inculcate good social norms



National Council  
on Climate and Air Quality

## Climate Change and The Smart City

- Reducing carbon footprint
- Environmental mindfulness



## Information Quality

- Environmental data for analytics
- Data for companies to make better sustainable choices



# Problems

## Decreasing Carbon Emission

Develop a Software that contributes to the decrease of carbon emissions or maintains the current level of low-carbon emissions attributed to the COVID-19 outbreak.

## Increasing Climate Resilience

Develop a Software that contributes to increasing climate resilience.

## App for Social Good

To build a website or mobile app for social good that can be applied to society that will make the world a safer, kinder, and more inclusive place to live in.

## Raise Awareness

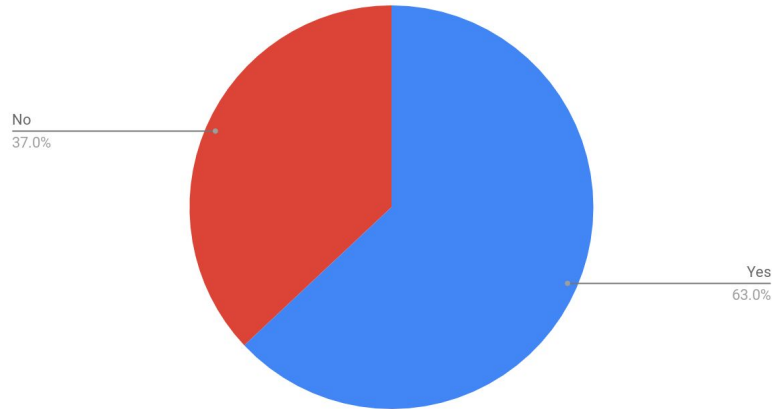
Get individuals to understand the importance of reducing carbon footprints from daily consumption and be rewarded

## Corporate Social Responsibility (CSR)

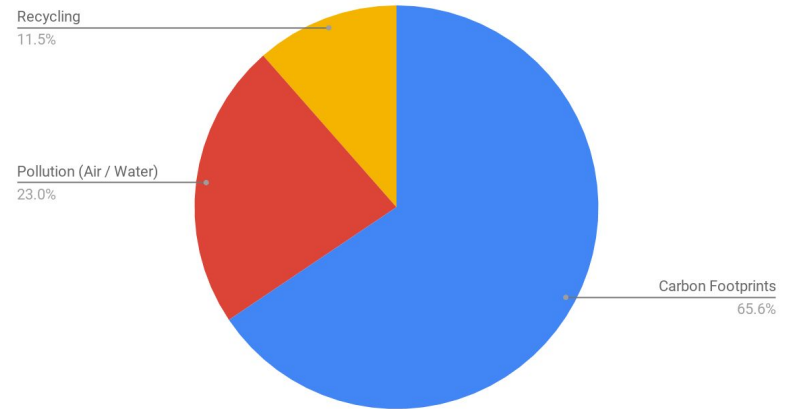
Motivate Businesses and Merchants to play their part in the reduction of carbon emissions

# Key Results and Insights

Do you think saving the environment is important?

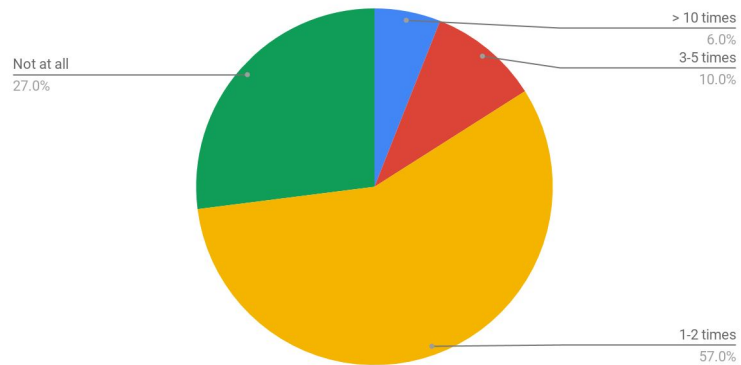


Which environmental concepts are you most unfamiliar with?

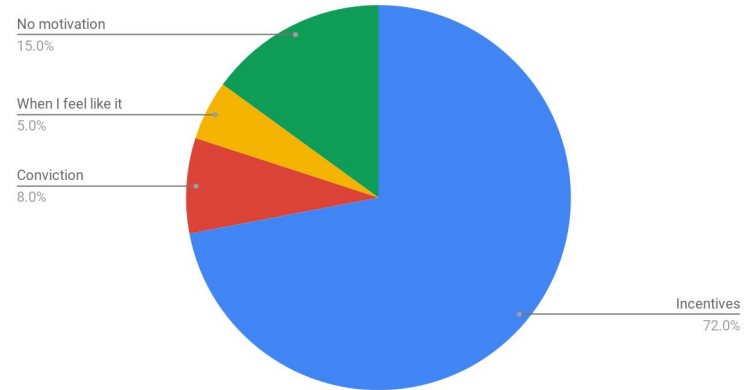


# Key Results and Insights

How often do you engage in environmentally friendly habits (e.g. Recycling) per month?

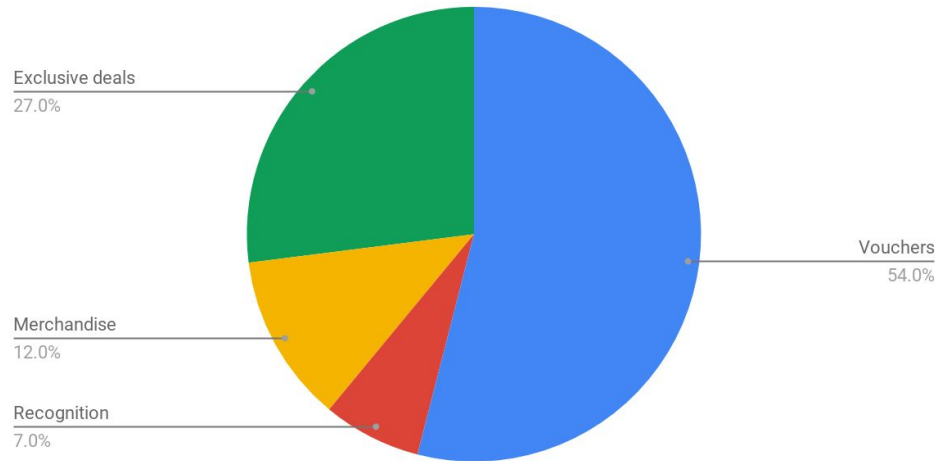


What motivates you to engage in environmentally friendly habits?



# Key Results and Insights

What type of incentives will interest you to engage in environmentally friendly habits?





# Key Results and Insights

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- Survey was conducted across **60 people** of different life stages
- Majority of the people agree that the saving the environment is **important**
- Majority of the people are unaware of **carbon emissions** and its adverse effect on climate change
- However, **more than 50% do not** engage in environmentally friendly habits regularly, contradicting the claim made above
- Incentives such as **vouchers** and **exclusive deals** interest majority of the people to recycle



# Solution



## Green Scanner

- An **interactive mobile application** that keep track of consumers' carbon footprint usage
- Green scanner partners with merchants to create labels that contain metadata of the products purchased
- Consumers scan receipt labels and receive reward points
- **Reward points** are determined by the amount  $\text{CO}_2/\text{g}$  produced for each product
  - A **lower  $\text{CO}_2/\text{g}$**  value translates to **higher reward points** and vice versa
- Reward points can be exchanged for vouchers and exclusive deals with partnered merchants
- Merchants would be motivated to produce products that are more environmentally friendly
- Through **gamification**, consumers can visualise their effort towards consuming carbon footprint through interactive animations

# Solution Overview

## Problem to Solve

To **encourage** consumers to choose **sustainable** through **gamification** and **reward sharing**



**ENCOURAGE  
BUYING**

Motivates consumers to spend more to exchange for rewards.



**CHOOSE  
SUSTAINABLE**

Tracking capabilities and goal setting prompts consumers to purchase carbon footprint friendly products.



**TASK  
GAMIFIED**

Gamification encourage longer application retention.



**INCENTIVISE**

Being incentivised for making a positive impact on the environment spurs consumers to so even more.

# Walkthrough

Introduction

Problem VS Solution

Walkthrough

Market & Competition

Business Model

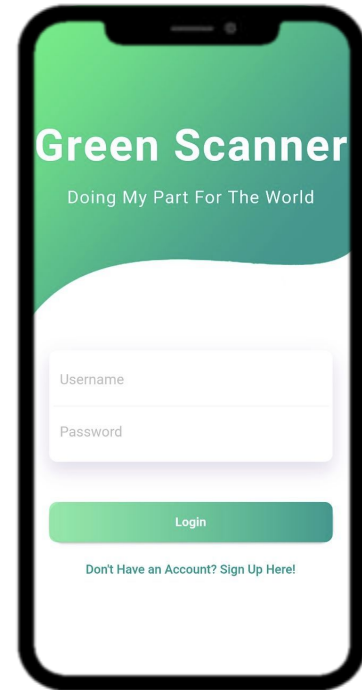
Timeline

End

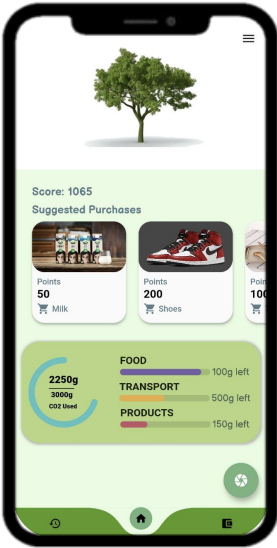


# User Authentication

- Beautiful login screen
- User authentication
- Sign-up for everyone

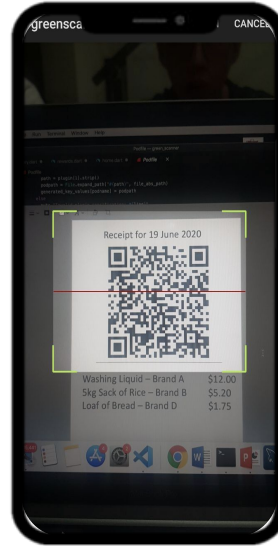


# Making a scan



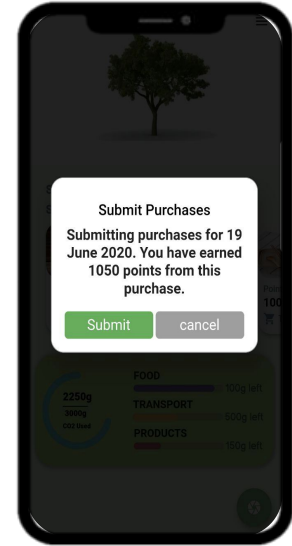
## Home

- Overview of user's goal and recommended purchases
- Visualise current points through animation
  - Option to scan a barcode



## Scanner

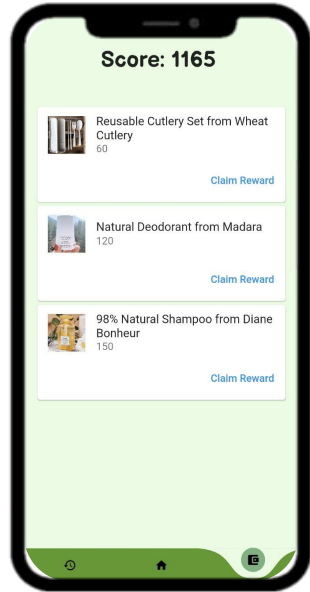
- Intelligent scanner that can recognise both QR codes and barcodes
- Translates metadata into points obtained



## Dialog

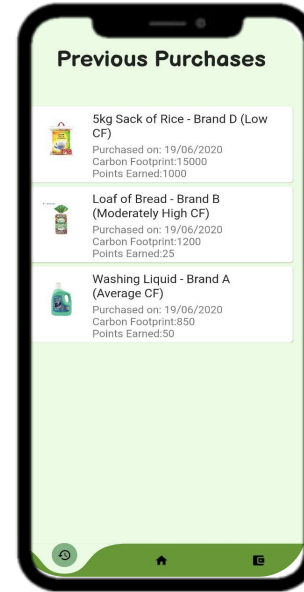
- Informs consumer of their purchase and the amount of points obtained

# History and Rewards



## Rewards

- Displays available rewards from merchants
- Displays user's current available points for claim
  - Ability to claim rewards



## Previous Purchase

- Displays detailed information about past purchases



# Technology Stack

## Front End



Green scanner

## Back End



Express JS



# MARKET & COMPETITION

Introduction

Problem VS Solution

Walkthrough

Market & Competition





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# Market & Competition

	MyCarbonFootprint (Singapore)	Capture (Singapore)	EcoLifeSG (Singapore)	susGain (Singapore)	Ant Forest (China)	GreenScanner (Singapore)
Element of Gamification	Unavailable	Available	Available	Unavailable	Available	Available
Partnership with Merchants	Unavailable	Unavailable	Unavailable	Limited	Unavailable	Available
Rewards for Users	Unavailable	Unavailable	Unavailable	Available	Limited (rewarded in trees planted)	Available
Barcode/QR Recognition	Unavailable	Unavailable	Unavailable	Unavailable	Unavailable	Available
						

Green Scanner

# Competitors Analysis



# BUSINESS MODEL

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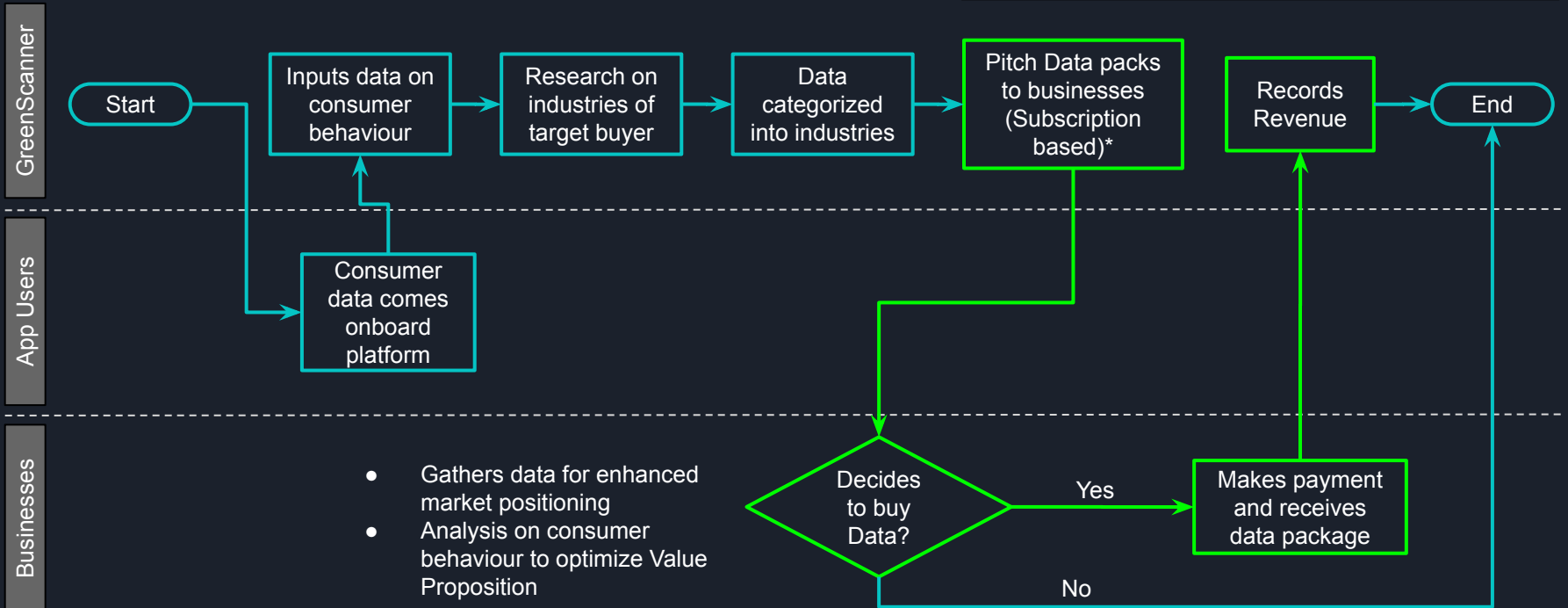
Business Model

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# Business Model

\* Consumer data would be sold to merchants on a subscription basis, charged per head.



# TIMELINE

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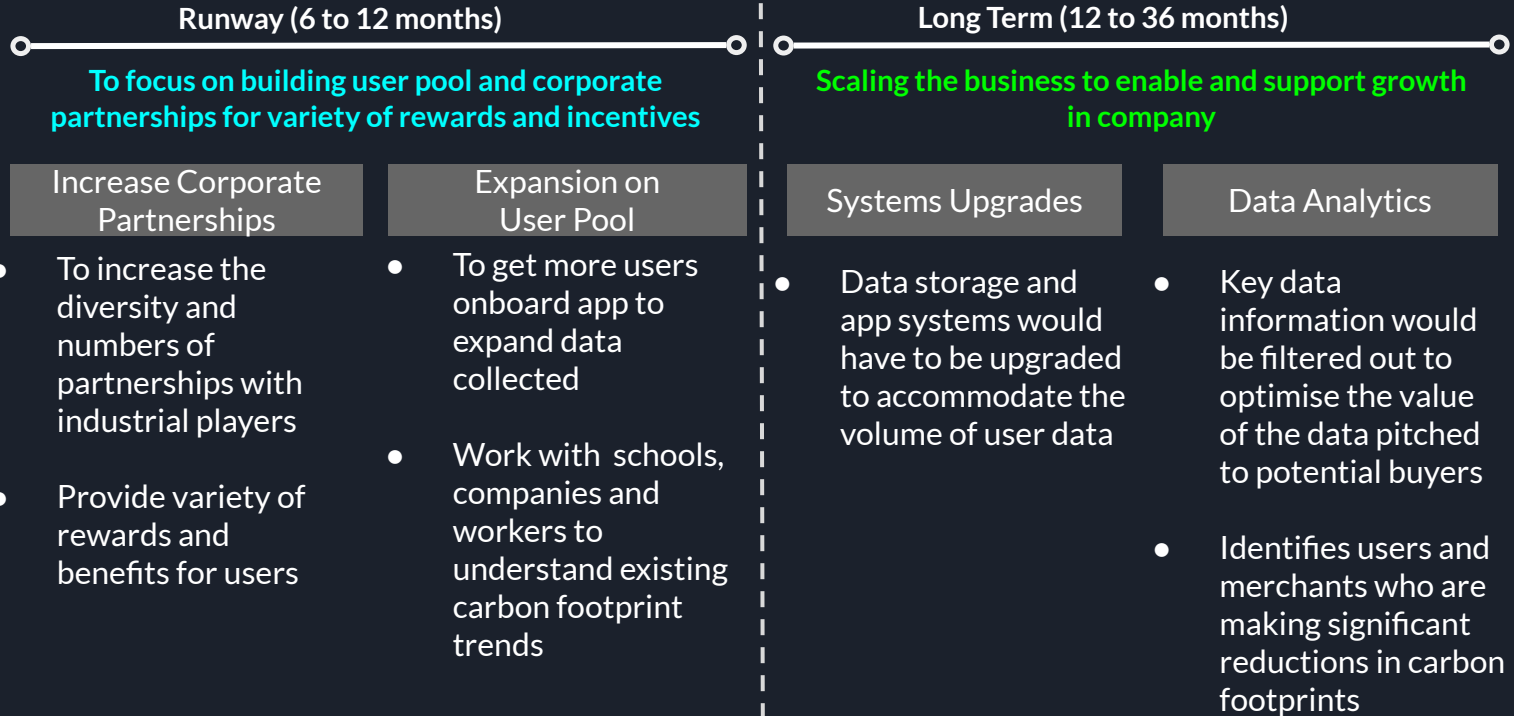
Market & Competition

Business Model

Timeline

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# Timeline



# Our Team



**GERALD LIM**  
Singapore  
University of  
Technology and  
Design (SUTD)

- Ex Co-Founder of  
Memory Ark Pte Ltd

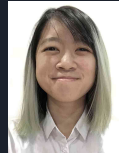
- Experience in mobile  
development using  
hybrid framework,  
Global Student  
Entrepreneur award  
National Finalist



**BENJAMIN LIM**  
University of  
Melbourne

- Exec. Director of  
Finance at SOV 2019,  
managed financial  
health and strategized  
sources of revenues

- Experience in  
corporate  
partnerships, B.D. and  
Management  
Consulting



**NICOLE LEE**  
Singapore  
University of  
Technology and  
Design (SUTD)

- Experience in  
Web & Software  
Development for  
projects of her  
own

- Active and  
passionate  
participant of  
Hackathons



**TENG FONE**  
Singapore  
University of  
Technology and  
Design (SUTD)

- Experience in  
mobile  
development, web  
development and  
NLP related tasks





# Additional Links

Github link to Green Scanner Flutter: [https://github.com/geraldspacelim/green\\_scanner\\_flutter](https://github.com/geraldspacelim/green_scanner_flutter)

Github link to REST API hosted on Azure Web Service: [https://github.com/tengfone/green\\_scanner\\_RESTAPI/](https://github.com/tengfone/green_scanner_RESTAPI/)

Youtube link to pitch: <https://www.youtube.com/watch?v=ZxUzI3PpCks>



# Thank You

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