



M-VISUAL

Team 11

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Challenge Statement

How can municipalities, through digital solutions, motivate local companies towards climate protection, in times of crisis?

DATA + STRATEGY + COLLABORATION

m-visual

green your business, your way.



Storyboard

TEAM 11 STORYBOARD

Persona: Clara, the Company Representative

User Story/Scenario: Implements emission reductions in company practices and showcases climate protection commitment to potential customers using ECOPROFIT visualization platform



Clara owns a business in Munich. She's has a lot of issues to juggle (limited time, reduced staff, and financial stress) and is hesitant to implement CO2 reduction practices during COVID crisis.



Dept. of Labor contacts Clara inviting her to use their free ECOPROFIT digital platform (M-Visual), noting opportunities to increase efficiency while reducing emissions.



Clara uses the carbon footprint calculator after opening the platform. Based on her input, she receives several recommendations to reduce CO2.



Clara chose to focus on transportation for her company and implemented new eco-friendly business practices.












The company can decide their options on the digital platform to share emission data, either with other companies and/or the public.



Clara is now able to improve company efficiency while also reducing CO2 emissions!

- Clara has a problem of increasing the company's profits
- Clara is utilizing the M-Visual Calculator that was provided by ECOPROFIT
- The Results helps Clara implement new sustainable practices
- Clara has the option to collaborate with other companies
- By using the tool M-Visual, Clara was able to increase company's efficiency while reducing its carbon output

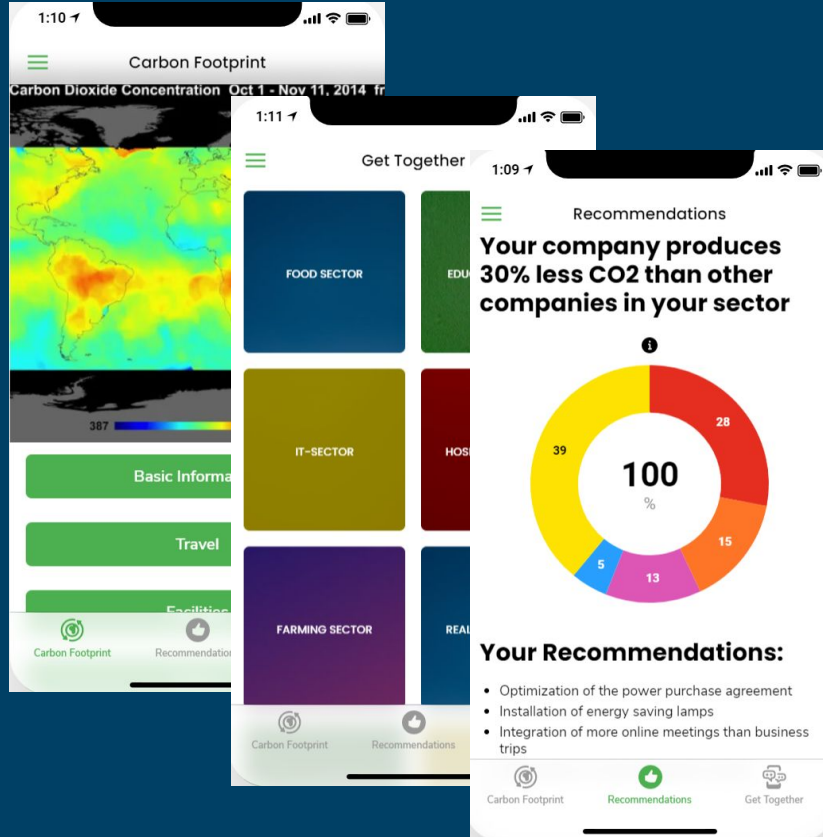
Business Canvas Overview

Key Partners  <ul style="list-style-type: none">• City of Munich• AWS or other web hosting service	Key Activities  <ul style="list-style-type: none">• Calculate company carbon output• Consulting recommendations with ECOPROFIT• Maintain platform for company use• Develop clear questions for calculation• Data management• Facilitate collaboration between companies	Value Propositions  <ul style="list-style-type: none">• Carbon Footprint Calculator - accessible method for business to input and track the data that contributes to CO2 emissions• Personalized Recommendations - easy way for business to identify how they can reduce their emissions• Place for exchange/collaboration with other companies (chat box) - allows for business to collaborate/partner effectively with fellow companies	Customer Relationships  <ul style="list-style-type: none">• provide access to tool (CO2 calculator)• make collaborating between ECOPROFIT services (consultation) and company• network between ECOPROFIT & other companies	Customer Segments  <p>Target Segment: Companies in ECOPROFIT</p> <p>Small to Medium Companies in Munich</p>
	Key Resources  <ul style="list-style-type: none">• Platform (usable both via web & mobile device)• Server & Database• Data protection/cybersecurity• License for app stores• Software developers• UI/UX designers• Environmental business consultants		Channels  <p>Communication</p> <ul style="list-style-type: none">• Email• Telephone <p>Advertising</p> <ul style="list-style-type: none">• Email• City of Munich Website• City of Munich social media <p>Distribution</p> <ul style="list-style-type: none">• Google Play or Apple Store• Web server	
Cost Structure Key Elements <ul style="list-style-type: none">• Platform development• Ongoing maintenance for platform• Database management & storage• App store licensing• Consulting costs for recommendations		Estimated Costs  <ul style="list-style-type: none">• Initial development: 4,130€• Platform maintenance: 825€ per year• Data management/storage: 200€ per year	Revenue Streams  <p>Pro Version (more visuals and statistics) (contradictory)</p> <p>Budget for Developing from the City of Munich (possibly as extension of ECOPROFIT program)</p> <p>Potentially seek sponsors, such as other sustainability consulting firms</p>	

Key Points

- Target Audience: Companies within ECOPROFIT
 - Key Partners: city of Munich and potentially AWS
 - Services: carbon footprint calculator, access to consultation with ECOPROFIT and a discussion board within industry sectors
 - Value: reduce carbon emissions, receive advice, and collaborate with other companies
 - Revenue: M-Visual is a sponsor driven platform
- Estimated Cost: Initial Development 4130€, Platform Maintenance 825 € per year and Data Management 200€ per year

Prototype & Value



- Visual Overview
- Personal Recommendations
- Comparison with other companies
- Exchange with other companies
- Transformation of the Excel Sheet into a digital platform

Reflection

