ECOLUTION

Connect. Visualize. Reduce

Team 13:

Francesco Marcato,
Jenny Liu,
Hemaka Goonetilleke,
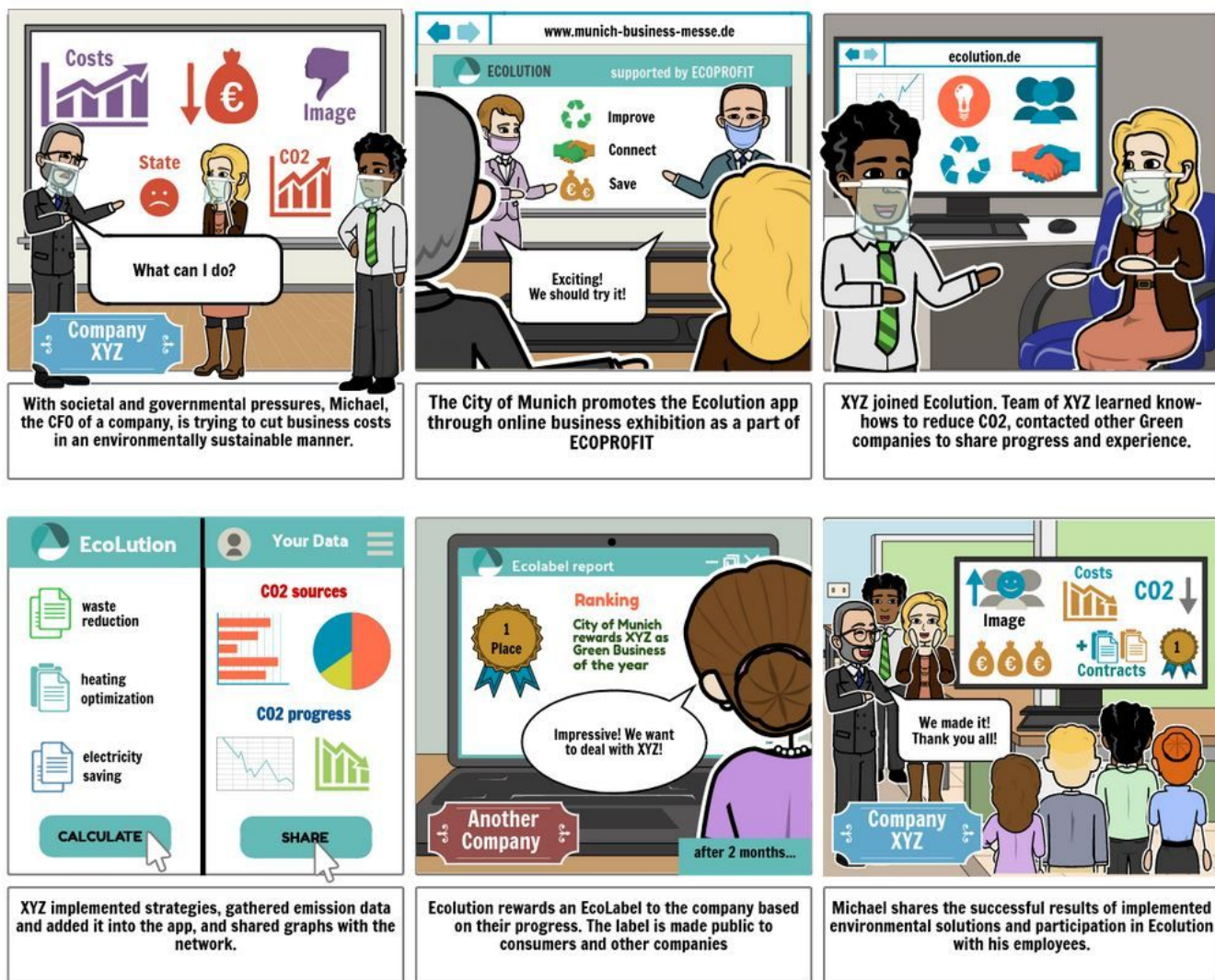Ganna Minakova

Problem Statement

- City of Munich
- Climate Change
- Covid-19
- Motivation for Climate Protection

Storyboard

With societal and governmental pressures, Michael, the CFO of a company, is trying to cut business costs in an environmentally sustainable manner.

The City of Munich promotes the Ecolution app through online business exhibition as a part of ECOPROFIT

XYZ joined Ecolution. Team of XYZ learned know-hows to reduce CO2, contacted other Green companies to share progress and experience.

XYZ implemented strategies, gathered emission data and added it into the app, and shared graphs with the network.

Ecolution rewards an EcoLabel to the company based on their progress. The label is made public to consumers and other companies

Michael shares the successful results of implemented environmental solutions and participation in Ecolution with his employees.

Business Model

Key Partners 🔗
- ECOPROFIT
- Department of Labor and Economic Development

Key Activities ✔
- Chat function
- User-Friendly Platform

Key Resources
- Technology / Response team
- Data from companies

Value Proposition 🎁
- Connectivity, collaboration
- Data visualization
- Good social image

Customer Relationship ❤
- Long- term
- Direct connection

Channel 🚗
- Website
- Social Media
- ECOPROFIT

Customer Segments 👩
- Companies of different sizes
- City of Munich agencies

Cost Structure 🏷
- Maintenance Cost
- Website Development
- Employee in Chat

Revenue Stream 🌱
- Free for users
- Government Funding

CORE FEATURES

Data Visualization

- Data Input
- Interactive Graphs

Networking

- Forum
- Direct Messages
- Contact Info

Visibility

- Map
- EcoLabel

ECOLABEL

Participants

List of Registered users
of Ecolution.

% to Carbon
Neutrality

Carbon Emission
Reduction Efficiency.

Leading
Businesses

Businesses that have
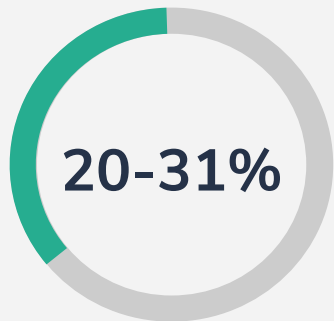reduced carbon
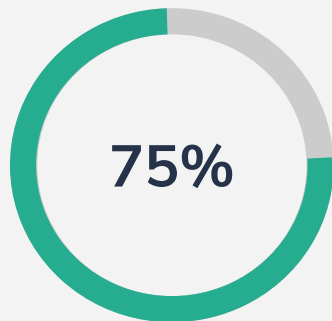emissions the most and
most active on Ecolution

PROTOTYPE

https://ecolution2.bubbleapps.io/version-test/dashboard

Value of Prototype

Research

20-31%

Only 20-31% consumers will act environmentally conservative

User Demo

75%

% of Users more likely to purchase from businesses with Ecolution labels

EcoLabel

- Boost support
- More info
- Close attitude - behavior gap

Moving Forward

Social Media Marketing

Promoting release of Ecolution

Mobile Version

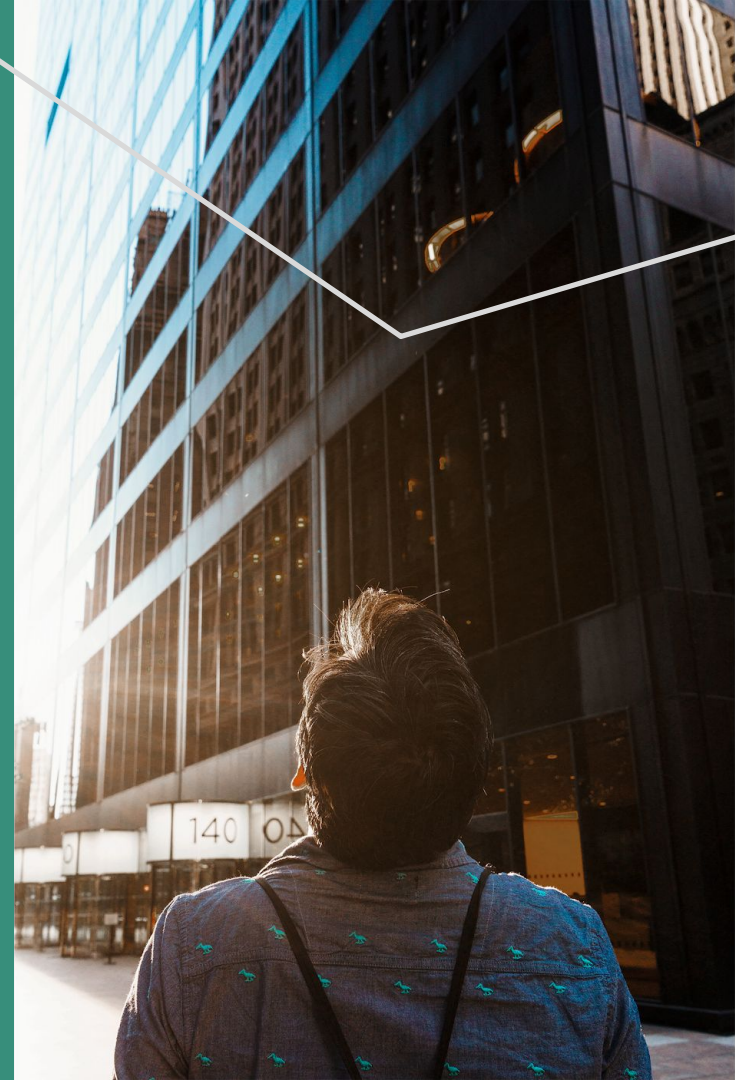Easier for companies to use everyday

Employee Engagement

Extend features to allow for employee participation

EXPERIENCE with GXC Challenge

- Teamwork
- Communication
- Virtual Collaboration
- Coaching Sessions
- Learning new Tools

THANKS

Does anyone have any questions?