

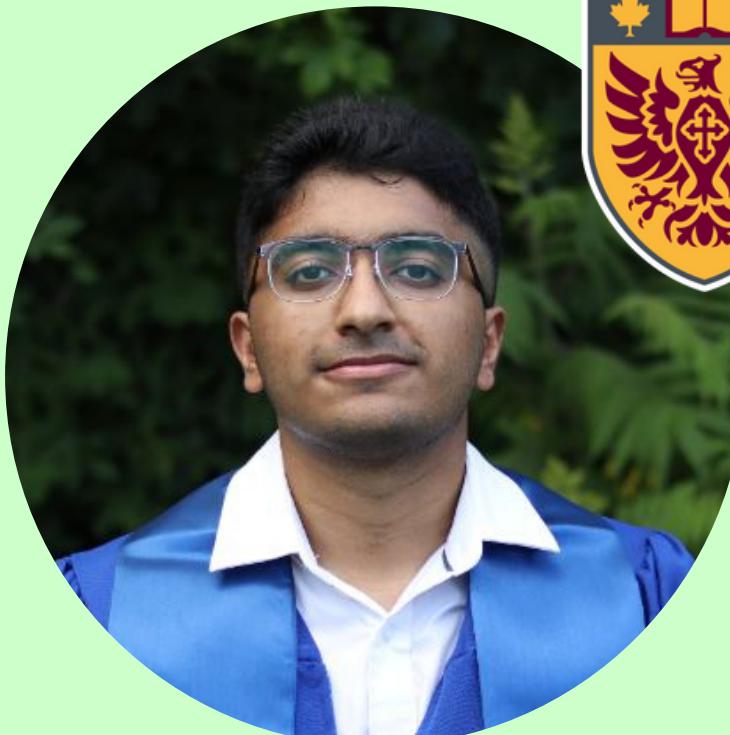


Marketing

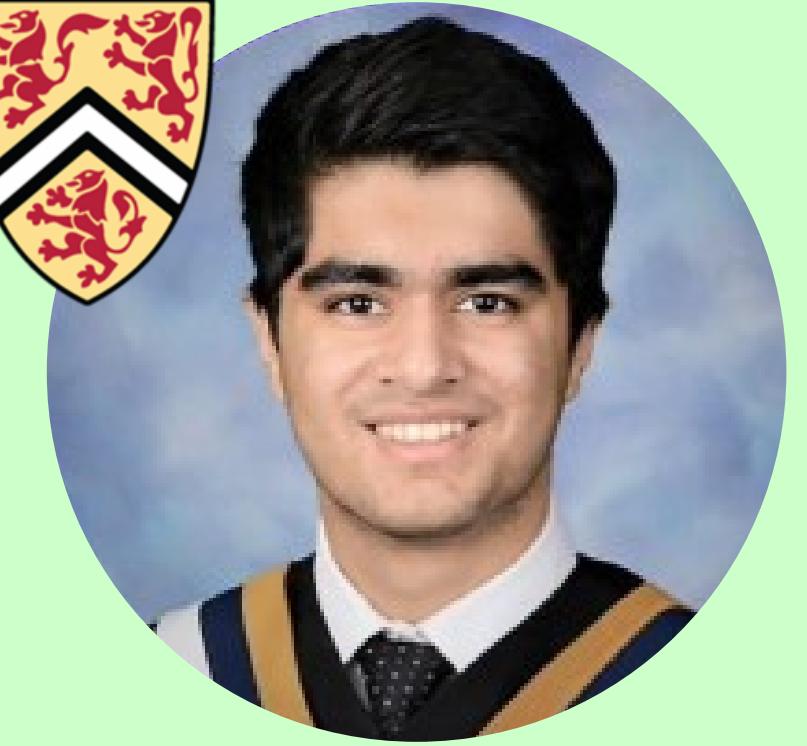
# THE GREENCAP TEAM



Management



Outreach



Operations



Development

# **GREEN CAP**

**CAP-TIVATES ALL ECO-LOVERS**

**Asim Shaikh, Mustafa Tariq,  
Zohaib Adnan, Hamza Dugmag,  
Saad Usman**

**W5**





# **250,000 DEATHS**

---



**100 MILLION PEOPLE IN  
POVERTY**

---



“

THE PRODUCTION AND USE OF HOUSEHOLD GOODS  
AND SERVICES ACCOUNT FOR MORE THAN 60% OF  
**GLOBAL GREENHOUSE GAS EMISSIONS.**

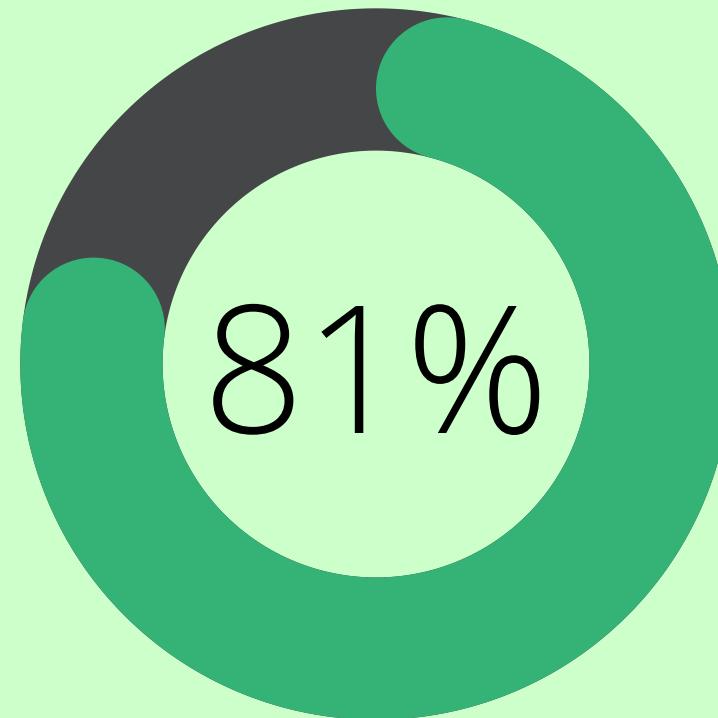




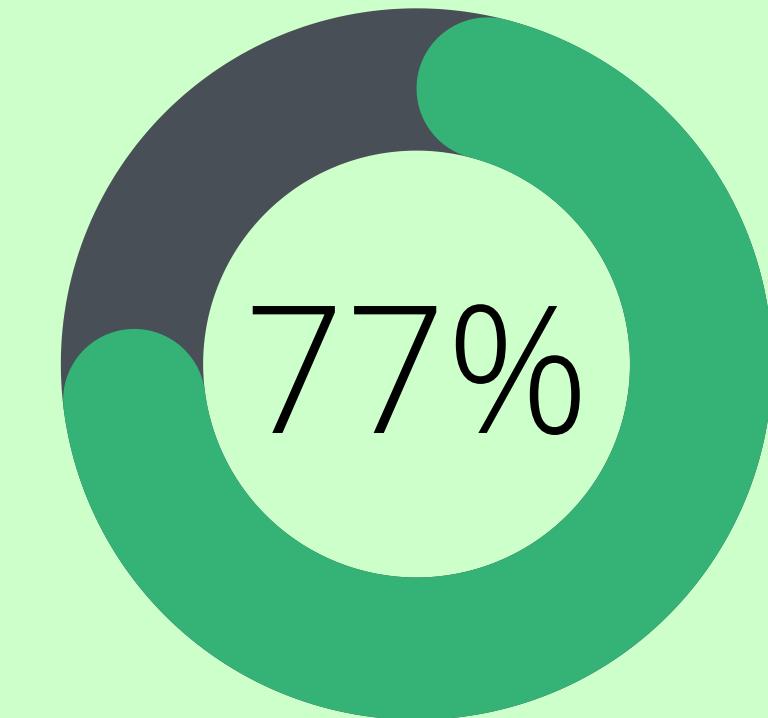
# Consumer habits are driving climate change



# Primary Data

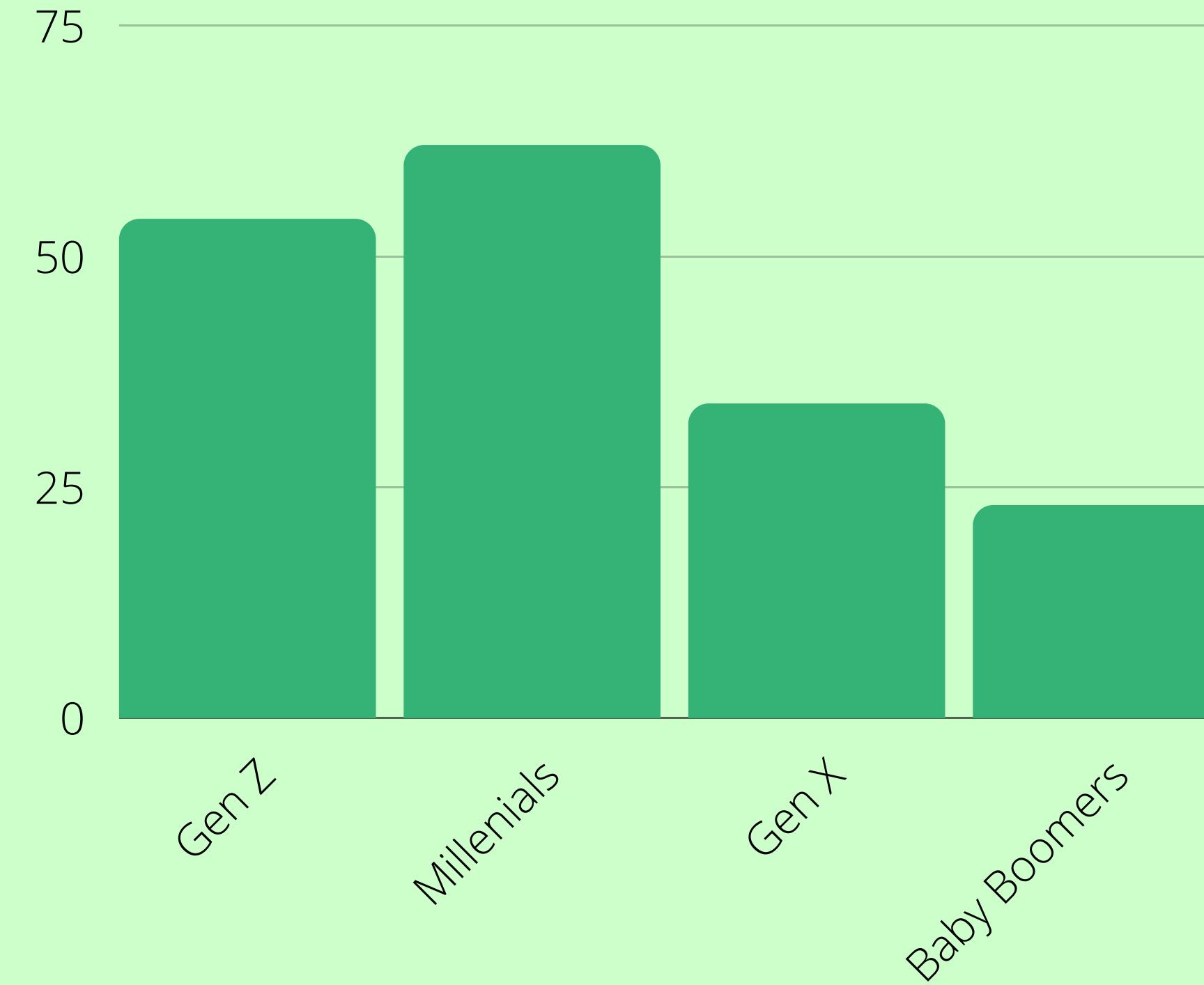


**feel strongly that companies should help improve the environment.**



want to learn how they can **implement a more sustainable lifestyle.**

# % who agree that they would pay more for eco-friendly products



**Target Market: 18 - 25 years Male and Female**

# Cindy Miller



- 21 years old
- Would pay more for eco-friendly products
- Involved in a sustainable eco-friendly lifestyle

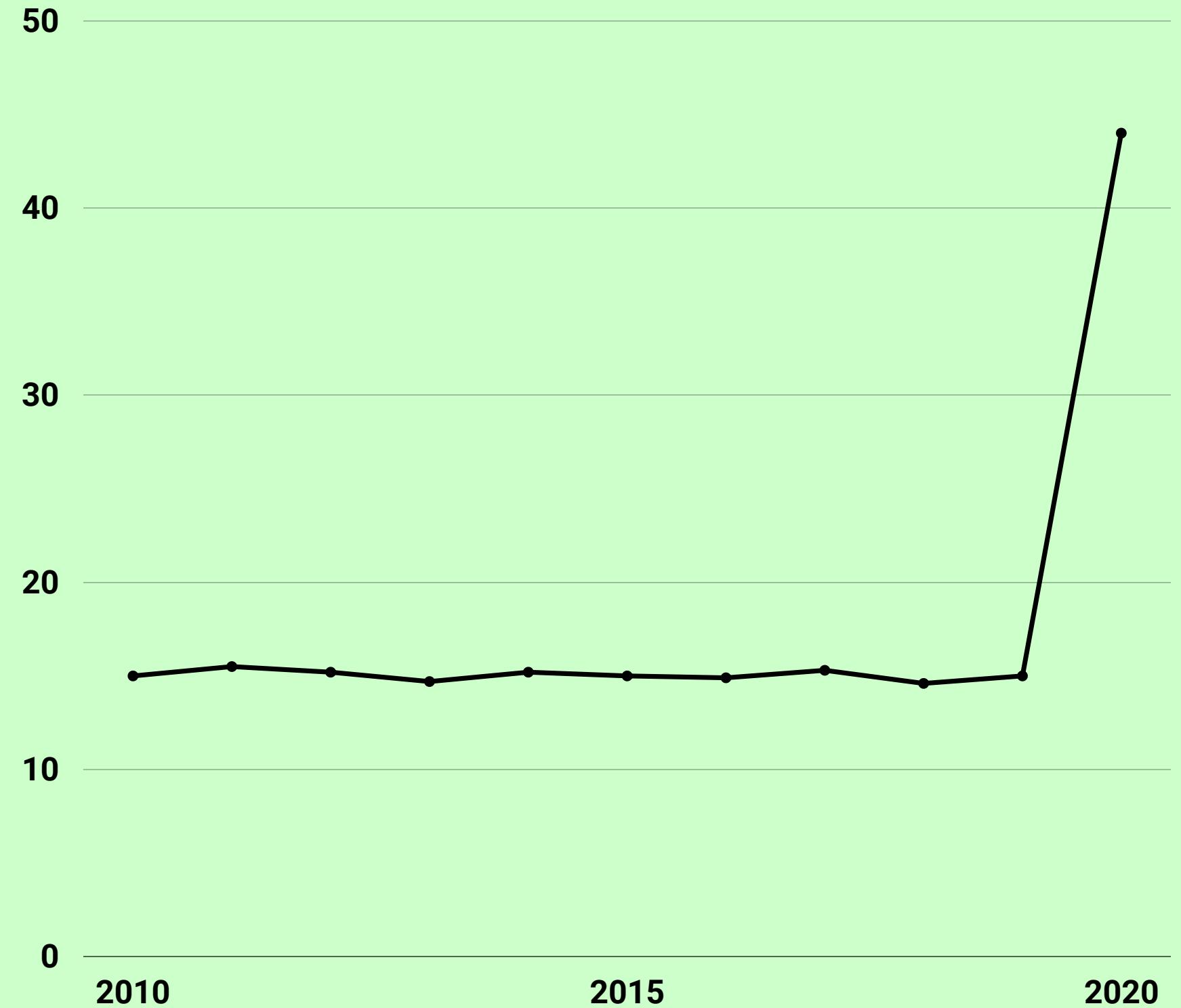


# THE RISE OF E-COMMERCE

US eCommerce grew 44% in 2020.

Amazon accounts for half of all eCommerce sales.

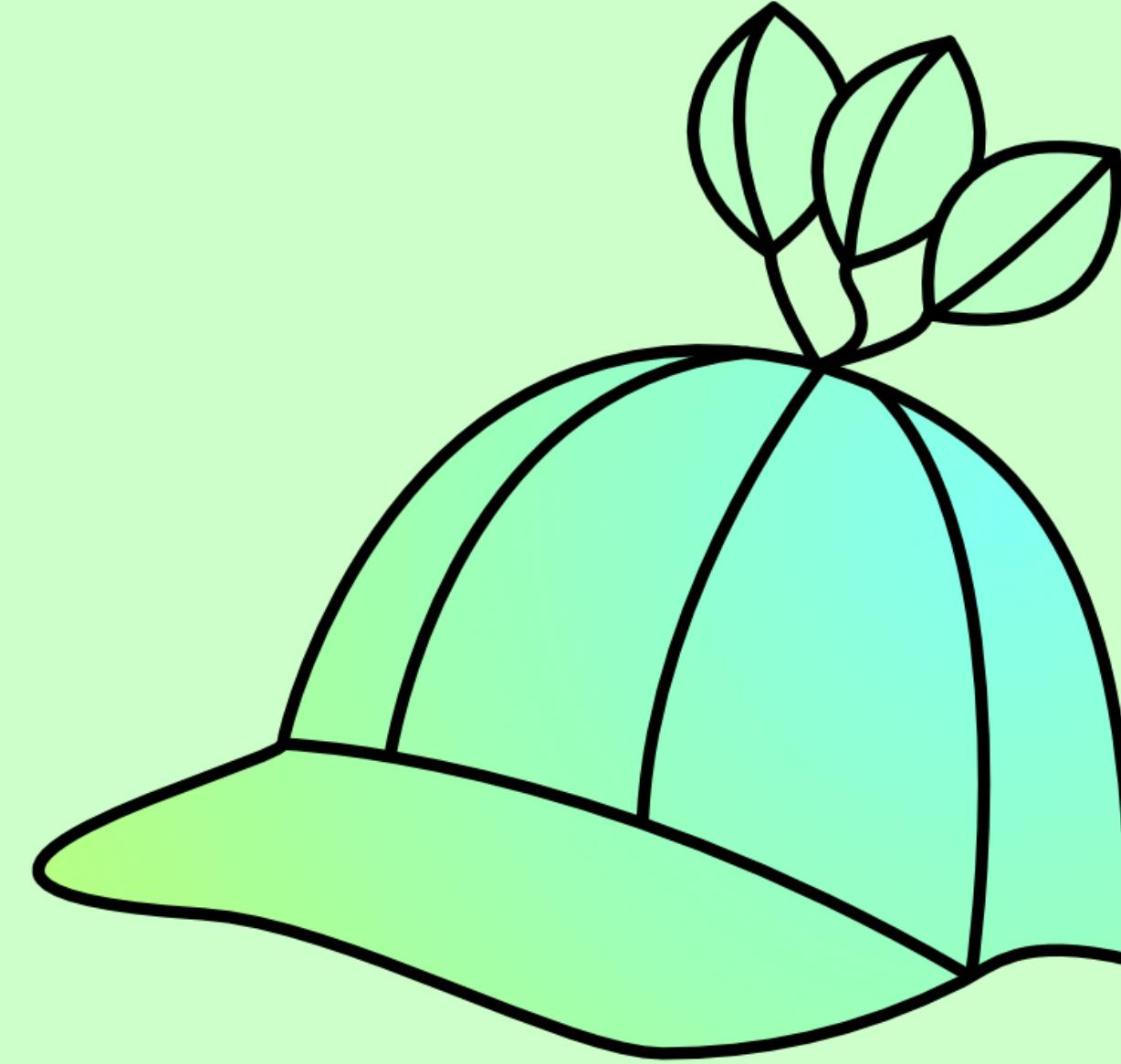
## % E-Commerce Sales Growth





# PROBLEM

Consumers don't have access to the  
**information** necessary to make  
**eco-friendly** eCommerce purchases.



# GreenCap

A browser extension that empowers Amazon shoppers to support green and ethical brands.

greencap extension google chrome | Kirkland Signature Steak Strip | +

← → C google.com/search?q=greencap+extension+google+chrome&rlz=1C5CHFA\_enCA863CA863&oq=greencap+extension+google+chrome&aqs=chrome.0.69159.30396j0j7&sourceld=chrome&ie=UTF-8

Apps Gmail YouTube Maps

# Google

greencap extension google chrome

All Shopping News Images Videos More Settings Tools

About 34,300 results (0.54 seconds)

chrome.google.com › webstore › detail › greencap › ch... ↗

**GreenCap - Google Chrome - Download the Fast, Secure ...**

GreenCap is a browser extension that empowers consumers to combat climate change by changing their e-commerce purchasing habits. GreenCap analyzes ...

People also search for

- chrome extensions my chrome extensions
- chrome web store chrome extensions download
- best chrome extensions chrome extensions android

chrome.google.com › webstore › category › extensions ↗

**Google: Chrome Web store extensions**

Small programs that add new features to your browser and personalize your browsing experience.

Missing: greencap | Must include: greencap

sites.google.com › rr.afsv.info › BeautyHealth › eyelashes...

**best top eyelashes extension glue black made in korea list ...**

Black False eyelashes glue korea IB Ultra super Glue Individual fast drying eyelash extensions adhesive glue green cap 5ml. 89% of 368 recommend ...

support.google.com › chrome\_webstore › answer ↗

**Install and manage extensions - Chrome Web Store Help**

You can customize Chrome on your desktop by adding extensions from the ... Important: You can't add extensions when you browse in Incognito mode or as a ...

Missing: greencap | Must include: greencap

## People also ask

How can I add IDM extension in Chrome?

How do I enable avast in Chrome?

<https://chrome.google.com/webstore/detail/greencap/chnnolnfpigipgndpcmimdeabjnabl>



# BACK-END SOFTWARE



# THE ALGORITHM



**60+ INDICATORS**

Data Scraping

Analyst Research



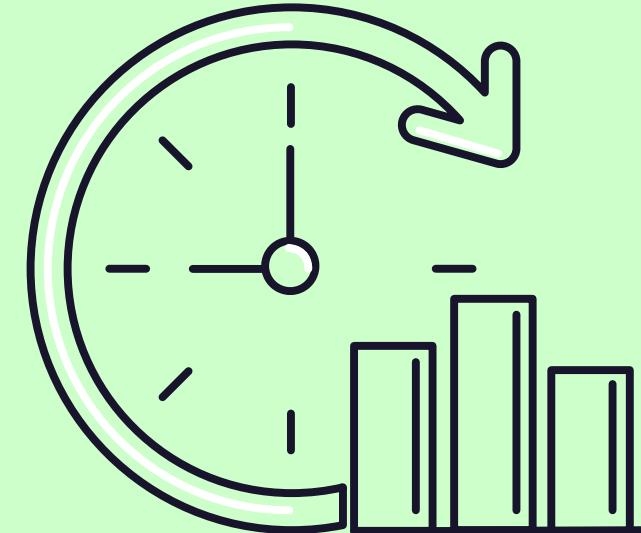
# THE ALGORITHM



**60+ INDICATORS**

Data Scraping

Analyst Research



**500+ DATA POINTS**

Internal Validation

Analyst Review



# THE ALGORITHM



## 60+ INDICATORS

Data Scraping

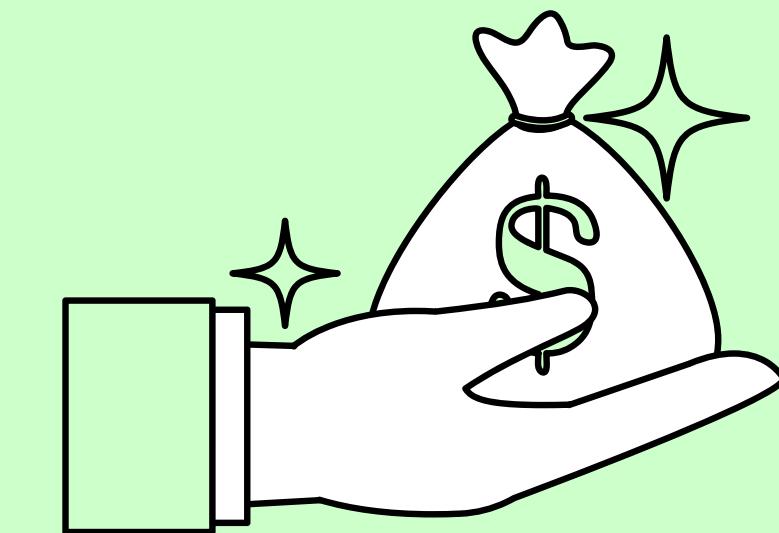
Analyst Research



## 500+ DATA POINTS

Internal Validation

Analyst Review



## PRODUCT

Pricing

Quality



# THE ALGORITHM



## 60+ INDICATORS

Data Scraping

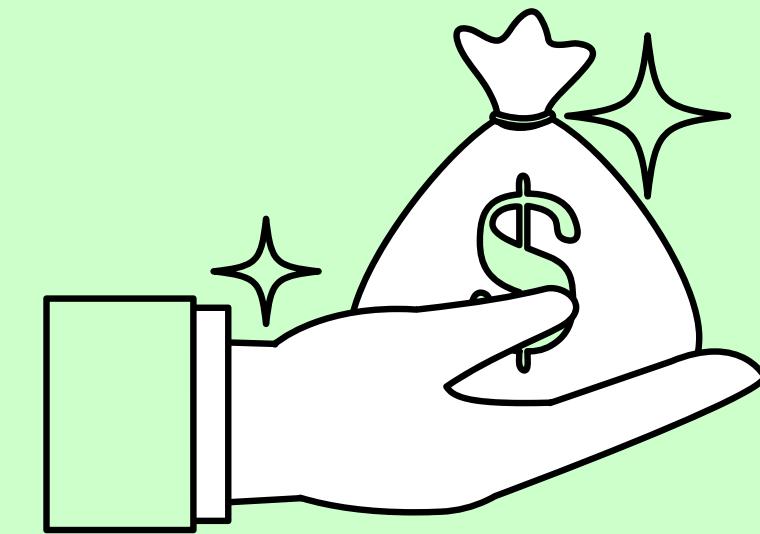
Analyst Research



## 500+ DATA POINTS

Internal Validation

Analyst Review



## PRODUCT

Pricing

Quality



## RECOMMENDATION

GreenCap Database

Periodic Reviews



# ESG INDICATORS



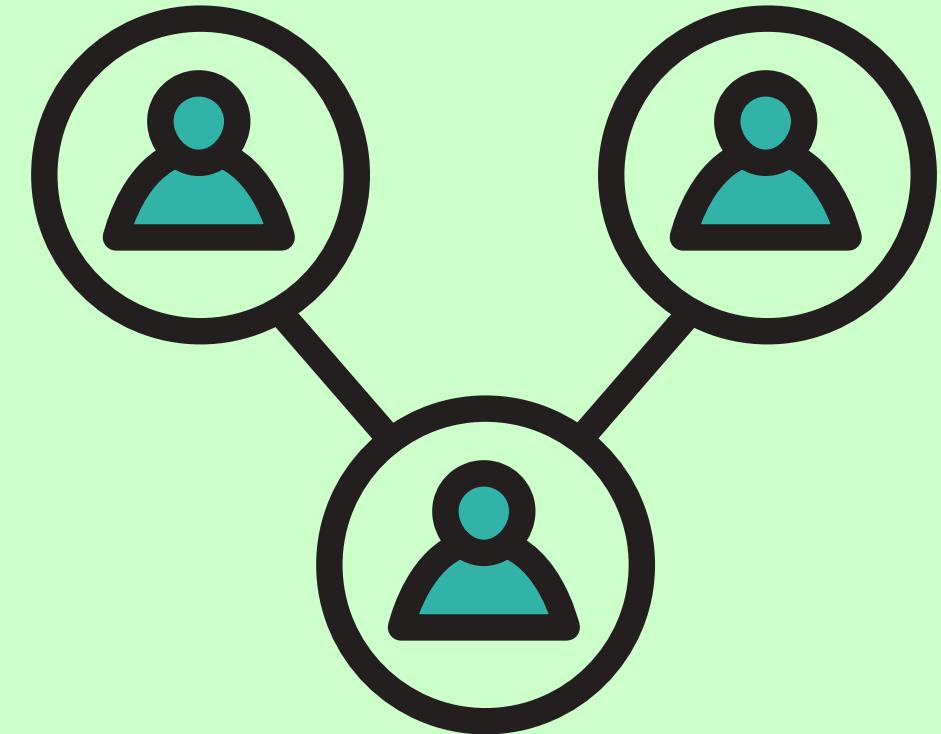
## ENVIRONMENT

Resource management  
Energy use  
CO2 emissions



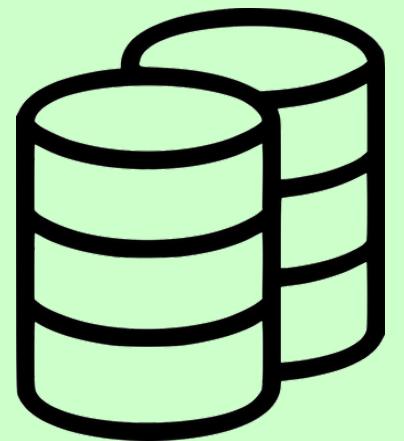
## ANIMALS

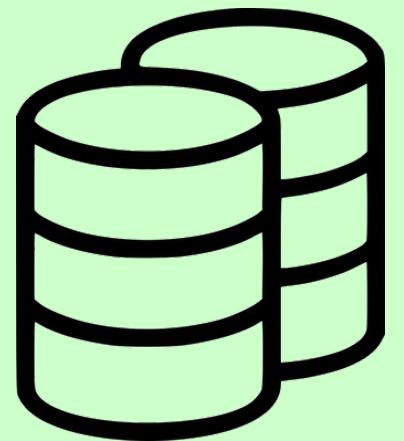
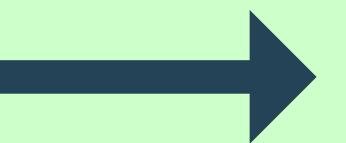
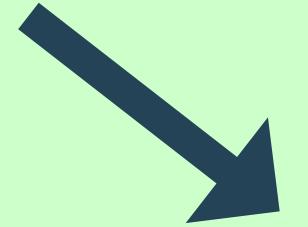
Product Use  
Policy  
Fur, Leather

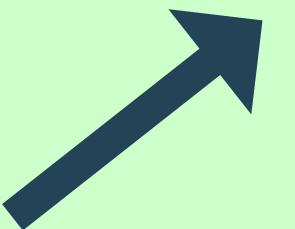
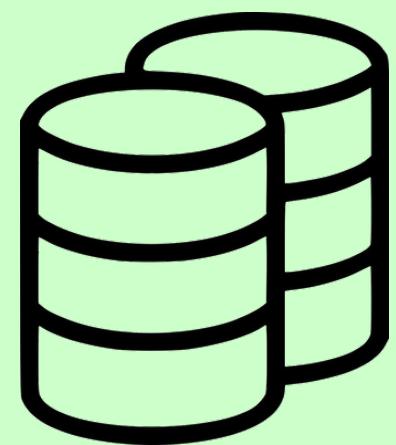
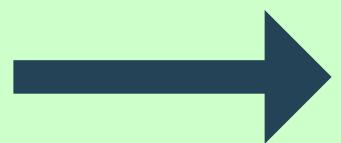
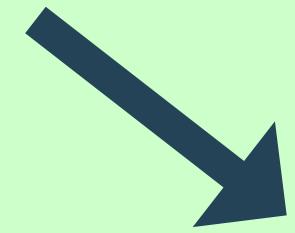


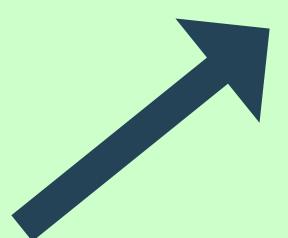
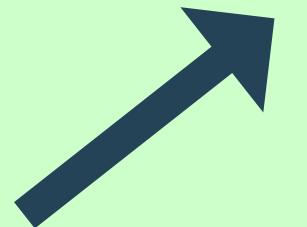
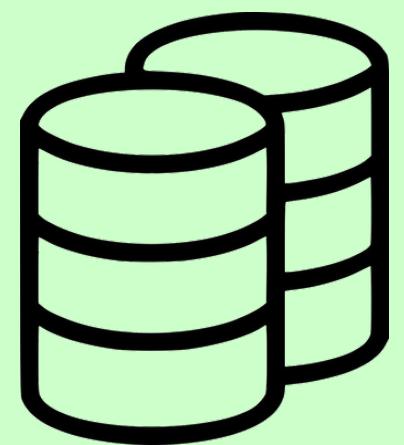
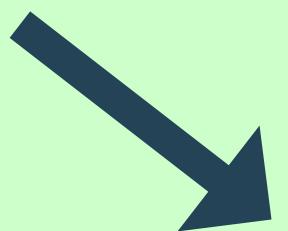
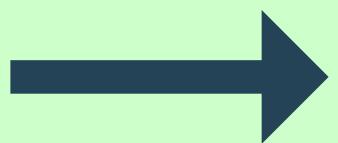
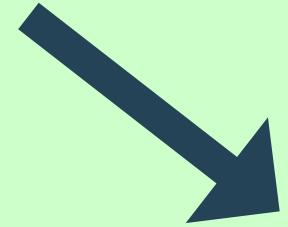
## PEOPLE

Gender Equality  
Living Wage  
Production Risk



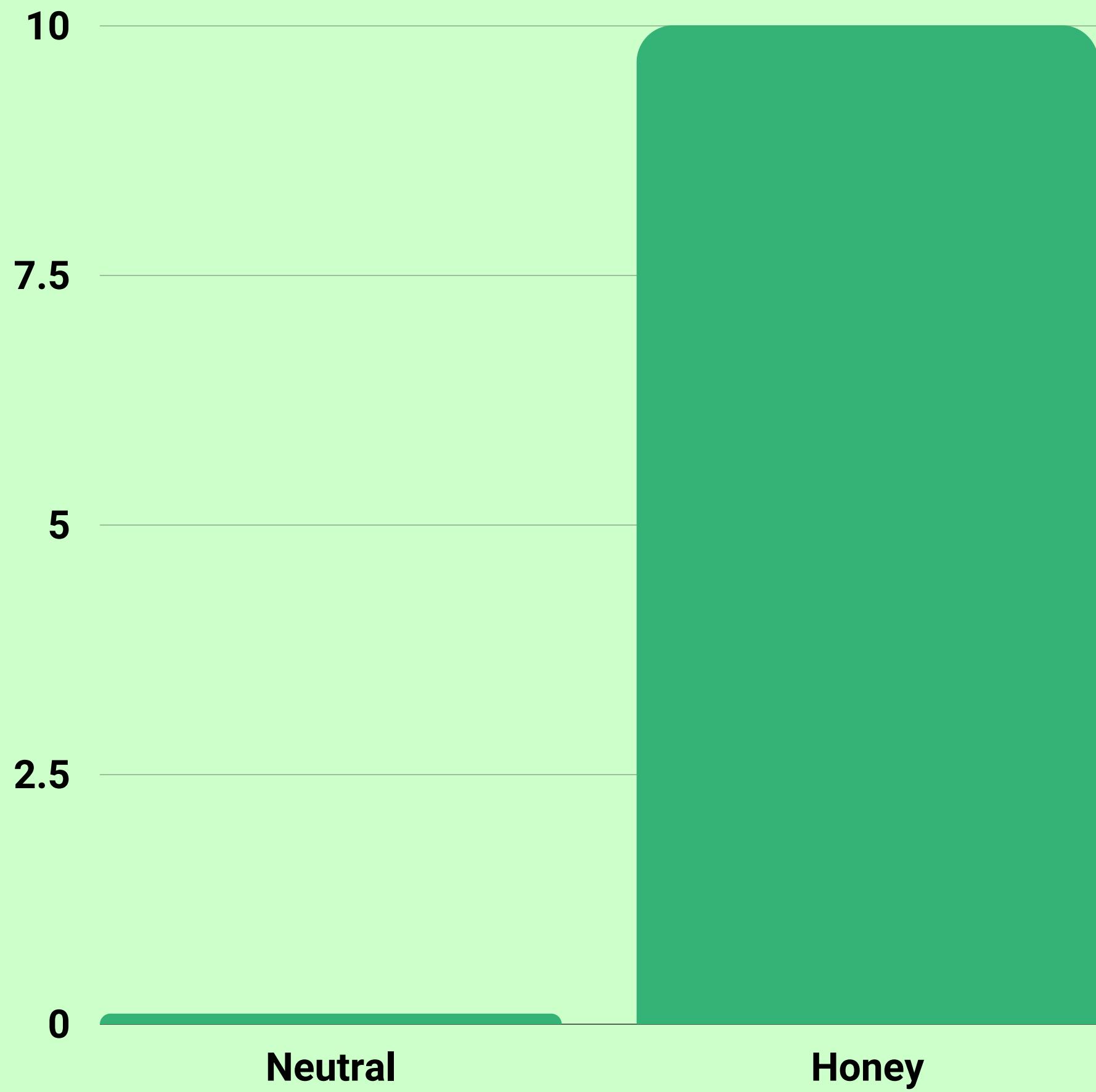








# COMPETITIVE ANALYSIS





# Neutral

Acer Aspire 5 Slim Laptop, 15.6 inches Full HD IPS Display, AMD Ryzen 3 3200U, Vega 3 Graphics, 4GB DDR4, 128GB SSD, Backlit Keyboard, Windows 10 in S Mode, A515-R19L, Silver

Visit the Acer Store

★★★★★ 23,703 ratings | 1000+ answered questions

Amazon's Choice for "laptops"

Price: \$364.99 + \$70.73 Shipping & Import Fees Deposit to Canada [Details](#)

**Carbon Impact Report** [Learn More](#)

- 117.5 lbs of CO<sub>2</sub>
- 212.3 mi of driving emissions
- 1762.2 lbs of glacial ice melted

[Fill Your Wallet to Offset Now](#)

Available at a lower price from [other sellers](#) that may not offer free Prime shipping.

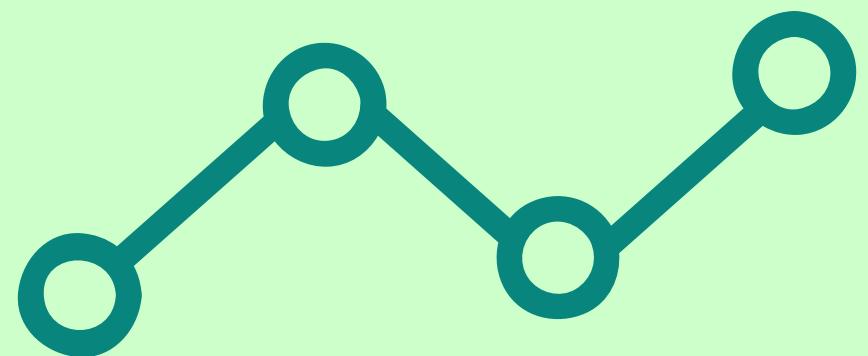
CPU: **AMD Ryzen 3 3200U-Series**

[AMD Ryzen 3 3200U-Series](#) [AMD Ryzen 5 3500U-Series](#) [AMD Ryzen 7 3700U-Series](#)

Capacity: **4GB/128GB**



# Neutral

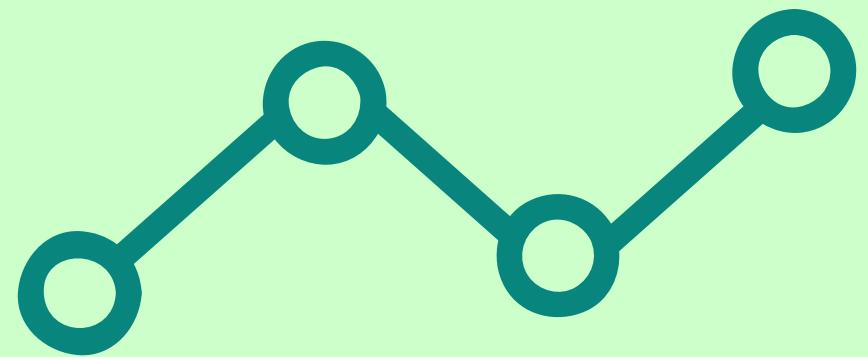


# Many Middle-Men

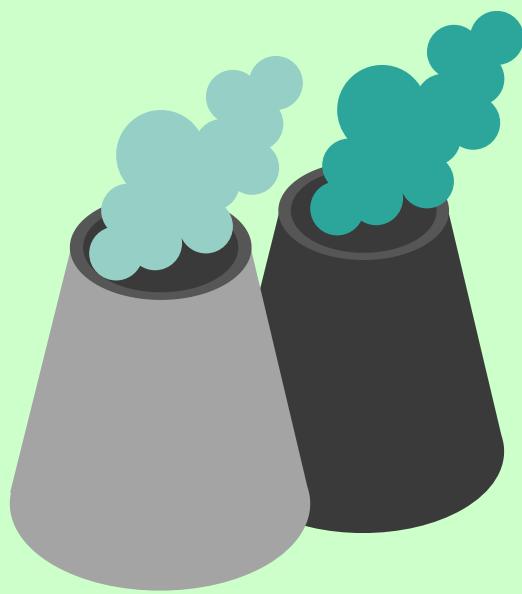
# GreenCap



# Neutral



**Many Middle-Men**

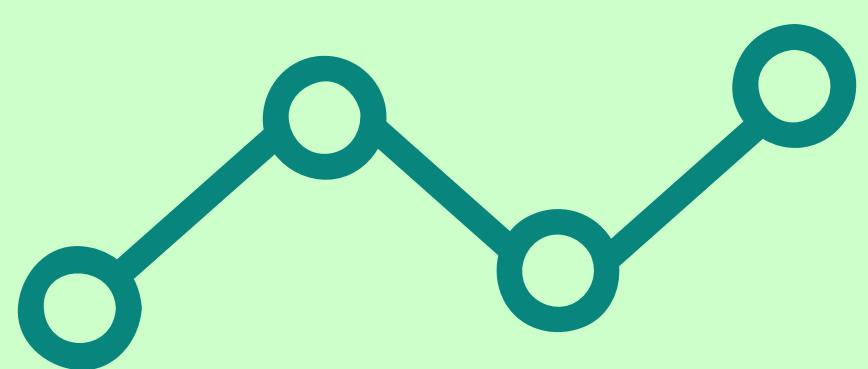


**Lack of Environmental  
Impact**

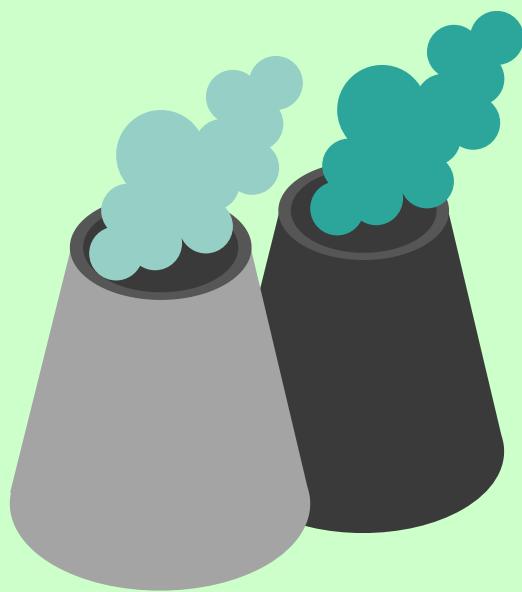
# GreenCap



# Neutral



Many Middle-Men



Lack of Environmental  
Impact

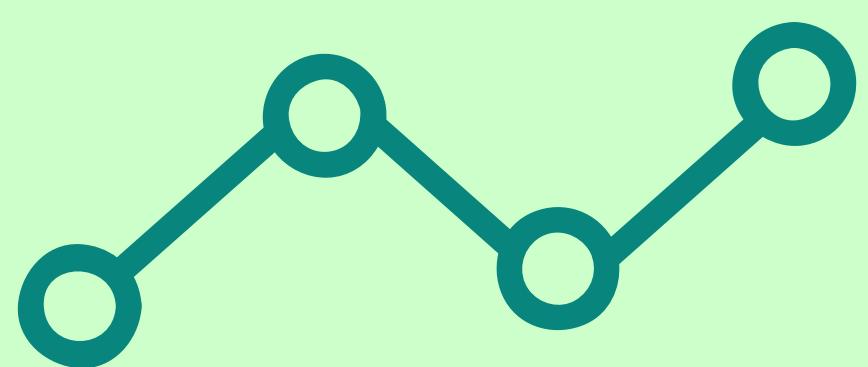
# GreenCap



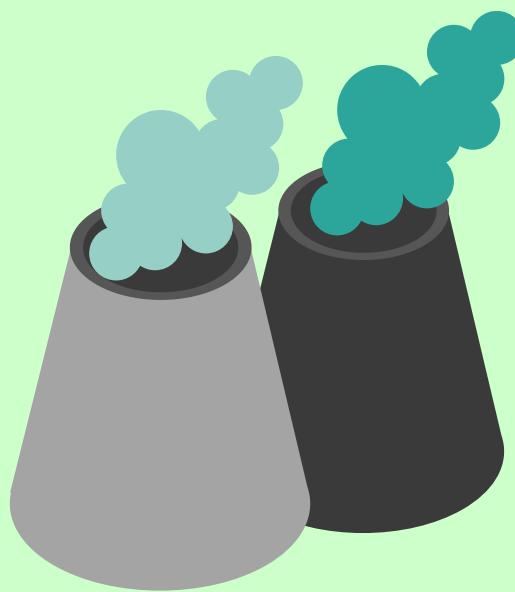
No Cost to Consumer



# Neutral



Many Middle-Men



Lack of Environmental  
Impact

# GreenCap



No Cost to Consumer



Direct Environmental  
Impact



# FINANCIALS



# REVENUE STREAM - AFFILIATE MARKETING

- 1 Affiliates promote **3rd parties'** products to potential customers.
- 2 When GreenCap **recommends** a product, it is essentially marketing it
- 3 Improves **user experience** instead of hindering it.



# REVENUE ESTIMATE

Annual  
User  
Revenue

**\$1,036**



# REVENUE ESTIMATE

Annual  
User  
Revenue

Projected  
Usage  
Rate

\$1,036

×

20 %



# REVENUE ESTIMATE

Annual  
User  
Revenue

Projected  
Usage  
Rate

Average  
Affiliate  
Commission  
Rate

\$1,036



20 %



3.6 %



# REVENUE ESTIMATE

Annual  
User  
Revenue

Projected  
Usage  
Rate

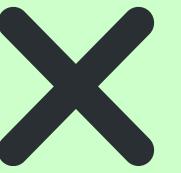
Average  
Affiliate  
Commission  
Rate

Estimated  
Annual  
Revenue Per  
User

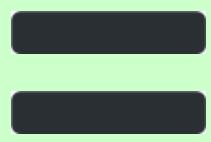
\$1,036



20 %



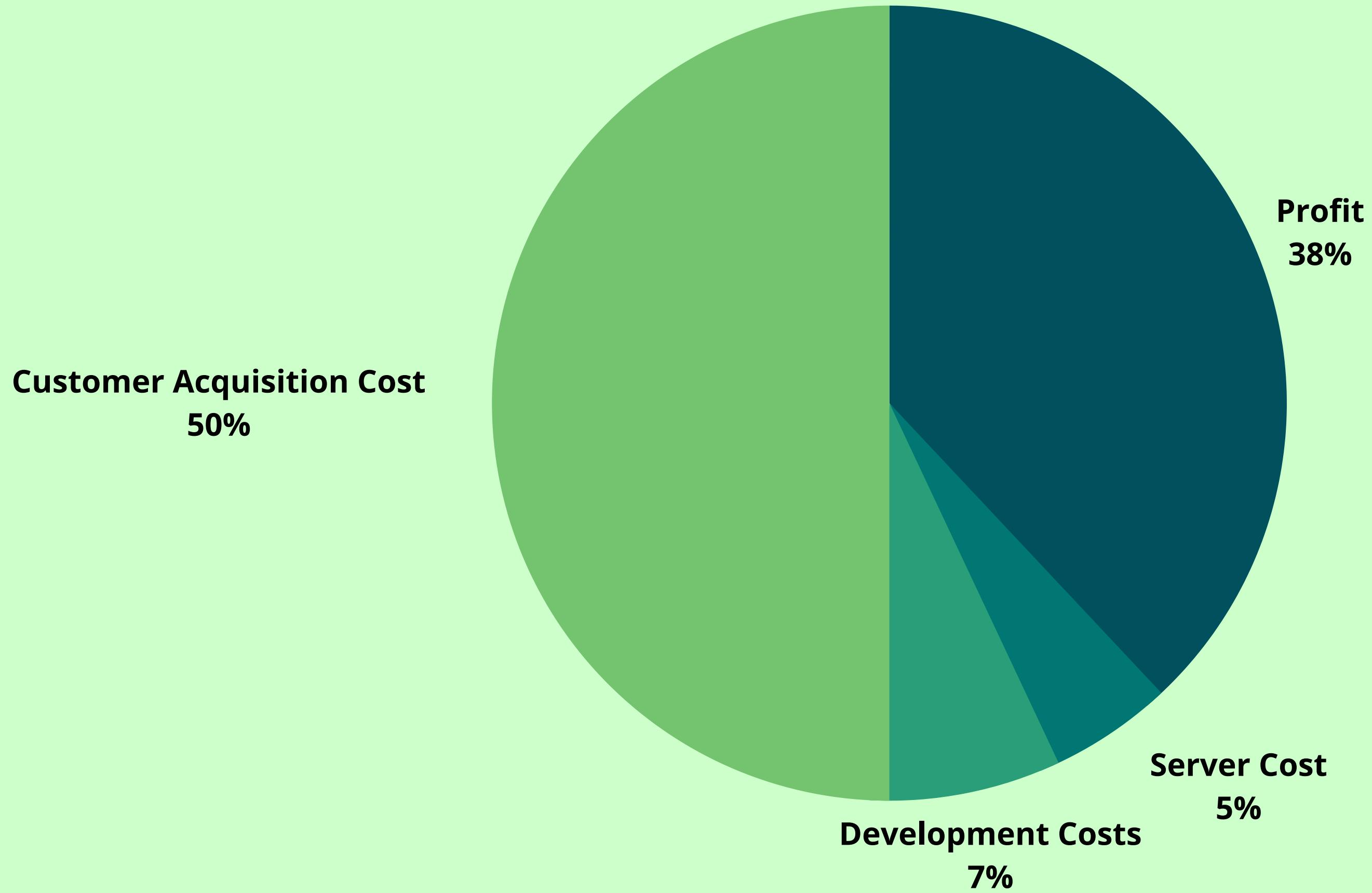
3.6 %



\$7.459



# COST STRUCTURE PER USER





# PROFIT

GreenCap will earn **\$ 2.834** per user



# MARKET SIZING

Total addressable market: **28.1 million** - Canadian eCommerce shoppers



Serviceable addressable market: **12.6 million** - care about environment



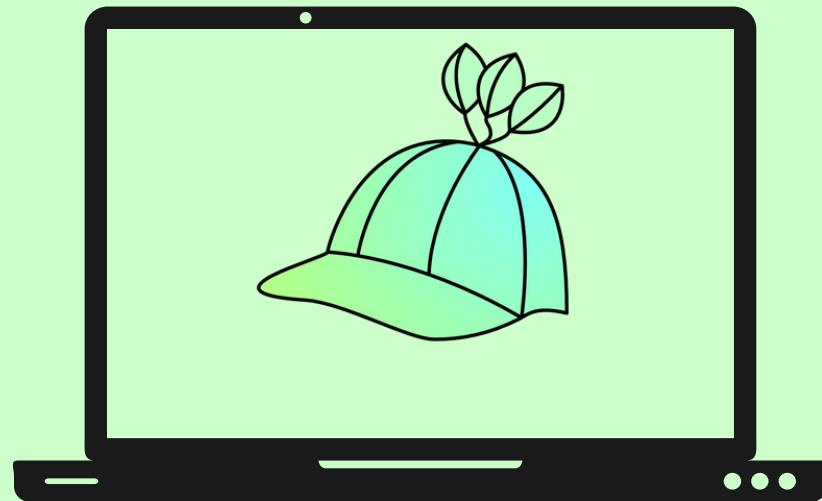
Final serviceable addressable market: **126,000** - Assuming 1% market share



# GROWTH PLAN



# Growth Timeline



## Q1: 50 Users

- Student Clubs
- YouTube demo

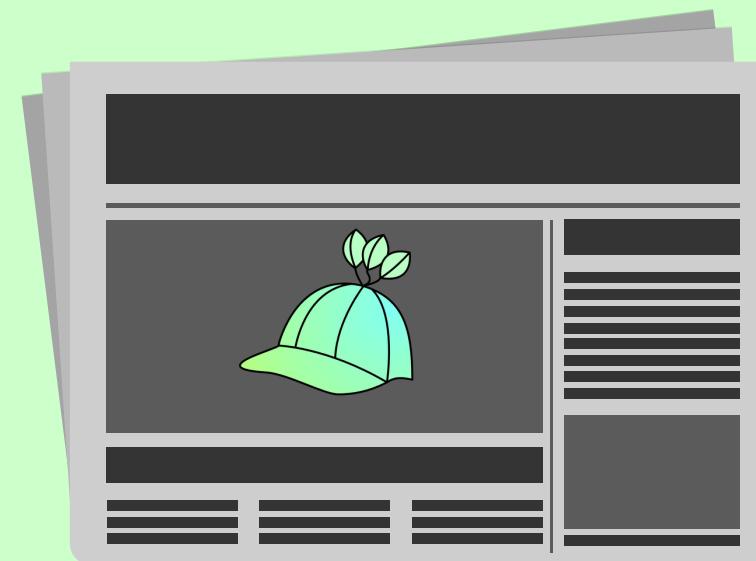


# Growth Timeline



## Q1: 50 Users

- Student Clubs
- YouTube demo



## Q2: 150 Users

- Website
- Industry blogs

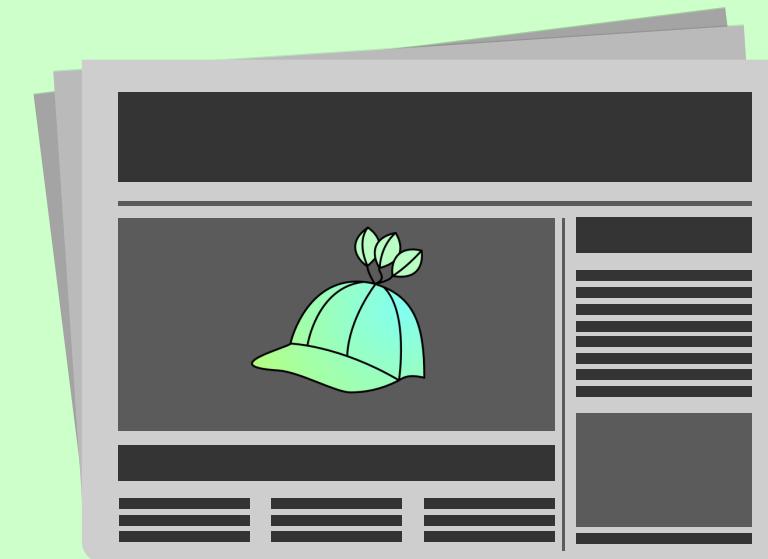


# Growth Timeline



## Q1: 50 Users

- Student Clubs
- YouTube demo



## Q2: 150 Users

- Website
- Industry blogs



## Q3: 300 Users

- Influencers
- TikTok account



# Growth Timeline



## Q1: 50 Users

- Student Clubs
- YouTube demo



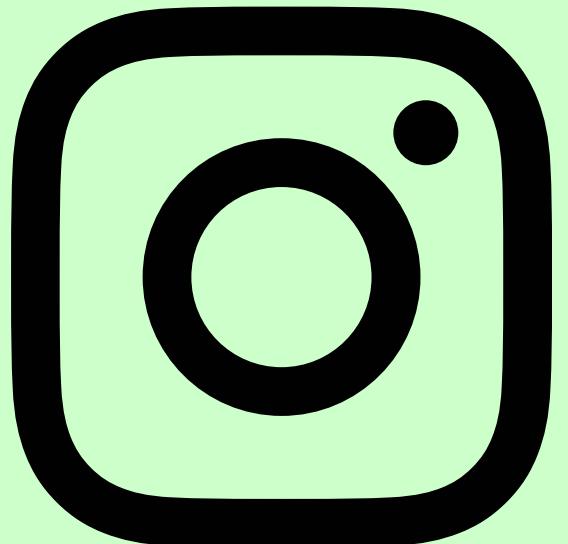
## Q2: 150 Users

- Website
- Industry blogs



## Q3: 300 Users

- Influencers
- TikTok account



## Q4: 500 Users

- Paid Instagram ads
- Cause Marketing



# MARKETING STRATEGY



## CAUSE MARKETING

Environmental movements

Real-world issues



## SEGMENTATION

Differentiating target market

Tailored marketing campaign



## PARTNERSHIPS

Grassroots organizations

EnviroWestern and WaterAid



green.capp

Edit Profile



3 posts

174 followers

1,042 following

GreenCap

The greenest solution to online shopping!

[docs.google.com/forms/d/e/1FAIpQLSeLFfrfB1s6TfbX-hBEKN30L370ul9FUhryrQKn...](https://docs.google.com/forms/d/e/1FAIpQLSeLFfrfB1s6TfbX-hBEKN30L370ul9FUhryrQKn...)

POSTS

IGTV

SAVED

TAGGED

## How GreenCap works

1 Download on  
Chrome Store

amazon

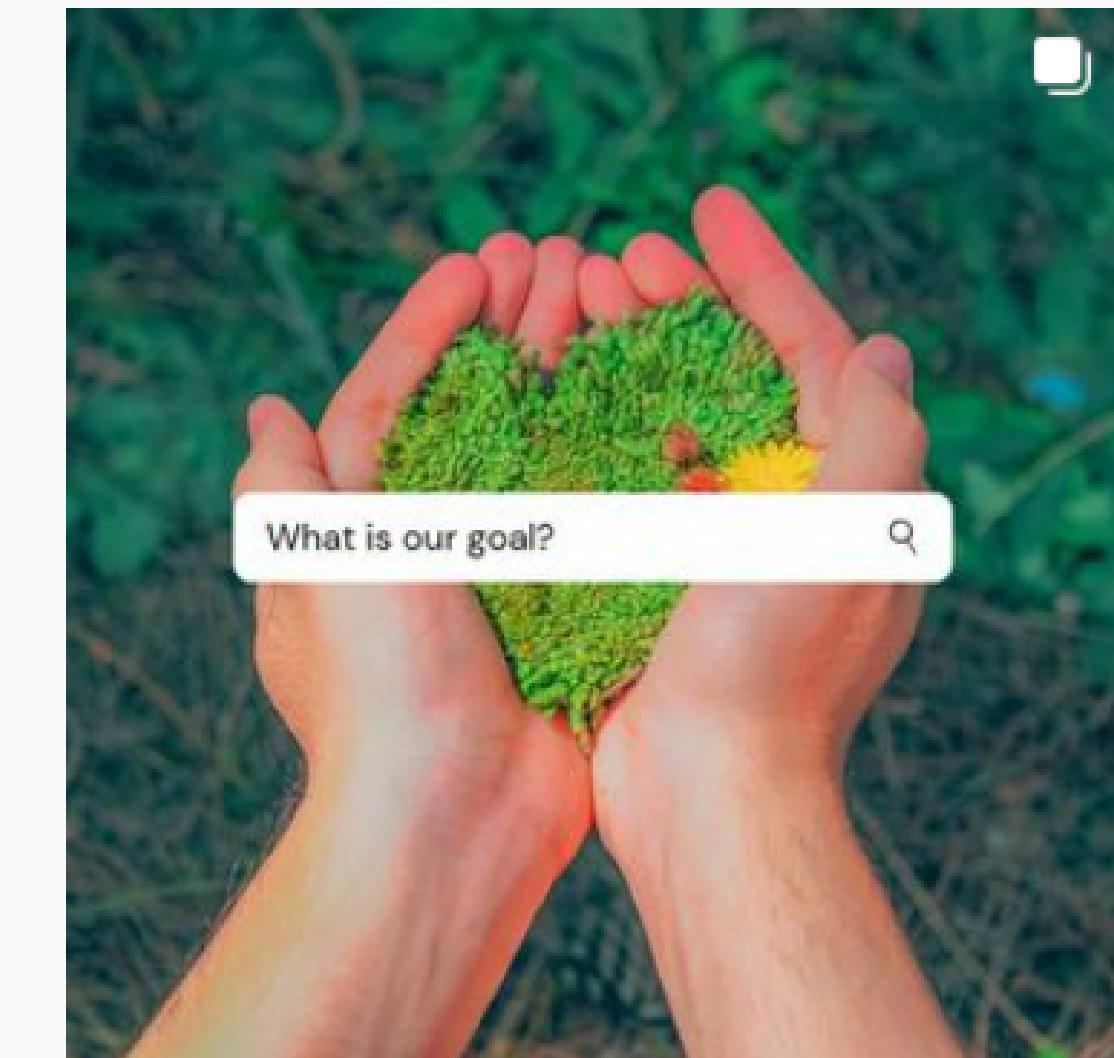
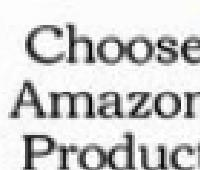
2 Choose  
Amazon Product

3 Evaluate  
Product  
rating



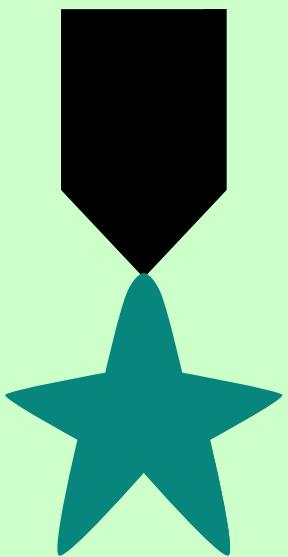
4 Analyze  
recommended  
product

5 Buy the  
product





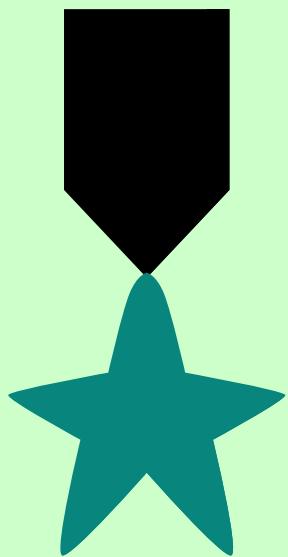
# FUTURE OUTLOOK



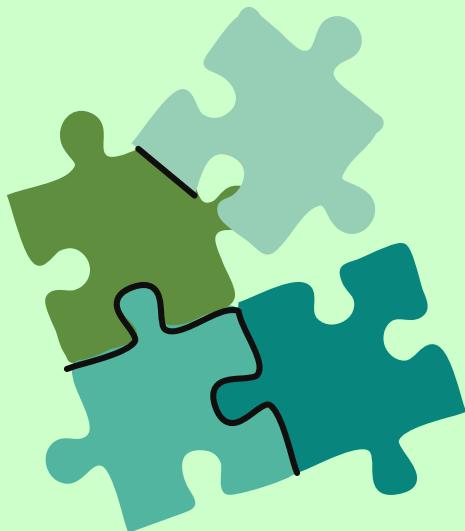
**REWARDS  
PROGRAM**



# FUTURE OUTLOOK



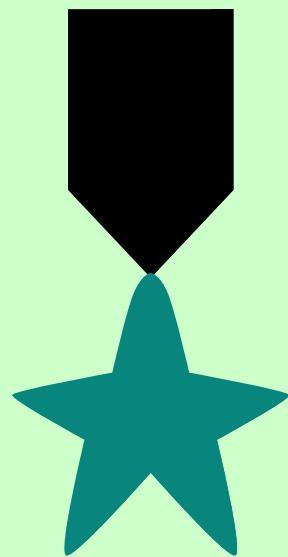
**REWARDS  
PROGRAM**



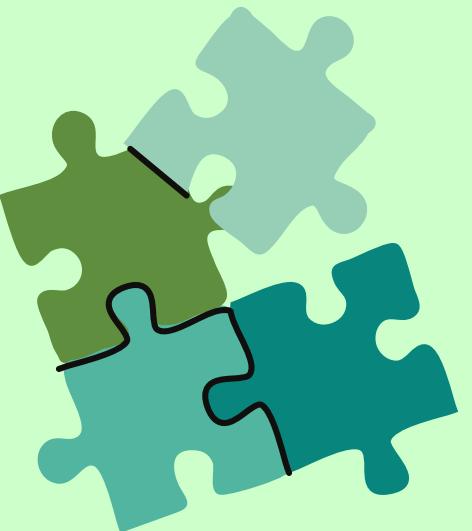
**CUSTOMIZATION**



# FUTURE OUTLOOK



**REWARDS  
PROGRAM**



**CUSTOMIZATION**



**NEW VERTICALS**



# OUR TEAM



# TEAM VALUES

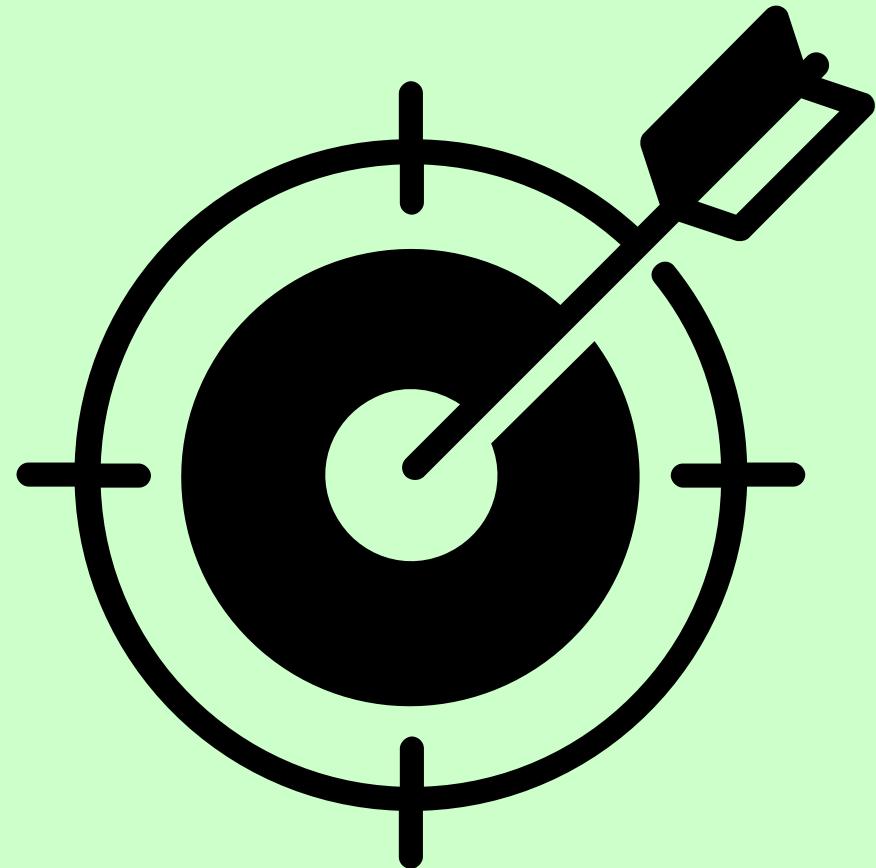
Designing for **Accessibility**





# TEAM VALUES

Designing for **Accessibility**  
Designing for **Reliability**





# TEAM VALUES

Designing for **Accessibility**

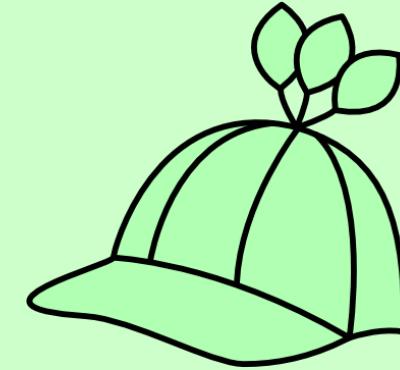
Designing for **Reliability**

Designing for **Usability**





# IDENTITY



# GreenCap

**Current Product**

AstroAI 27" Snow Brush and Detachable Head

**Product Rating**

125 dual band  
1 kg CO<sub>2</sub>  
1/5  
Planet Unknown...  
People 1/5  
Animals 3/5

**Better Alternatives**

Wamdoll 20 inches 51CM Realistic Li...  
10 kg CO<sub>2</sub>  
1/5  
Planet 10 kg CO<sub>2</sub>  
People 1/5  
Animals 3/5

**Current Product**

Deluxe Groomer Rechargeable Pet Hair Remover  
1 kg CO<sub>2</sub>  
1/5  
Planet 1 kg CO<sub>2</sub>  
People 1/5  
Animals 3/5

**Better Alternatives**

LEGO Super Mario Penguin Mario Power Up  
7 kg CO<sub>2</sub>  
4/5  
Planet 7 kg CO<sub>2</sub>  
People 4/5  
Animals 5/5

**Better Alternatives**

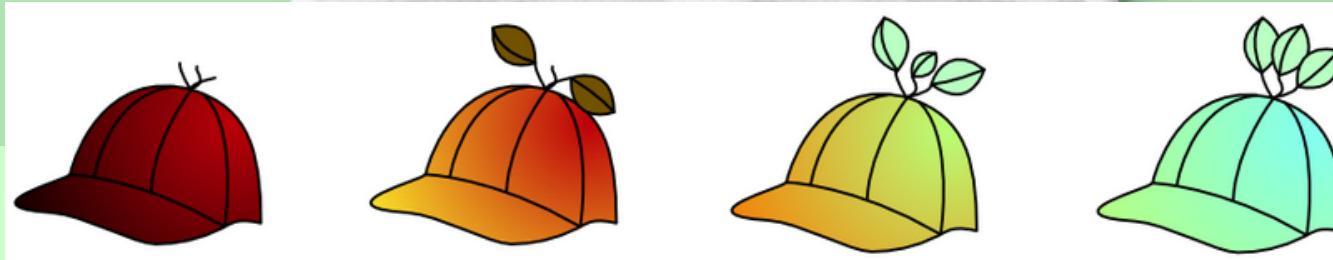
Learn More

Learn More

Learn More

Learn More

Learn More





# WHO ARE WE?

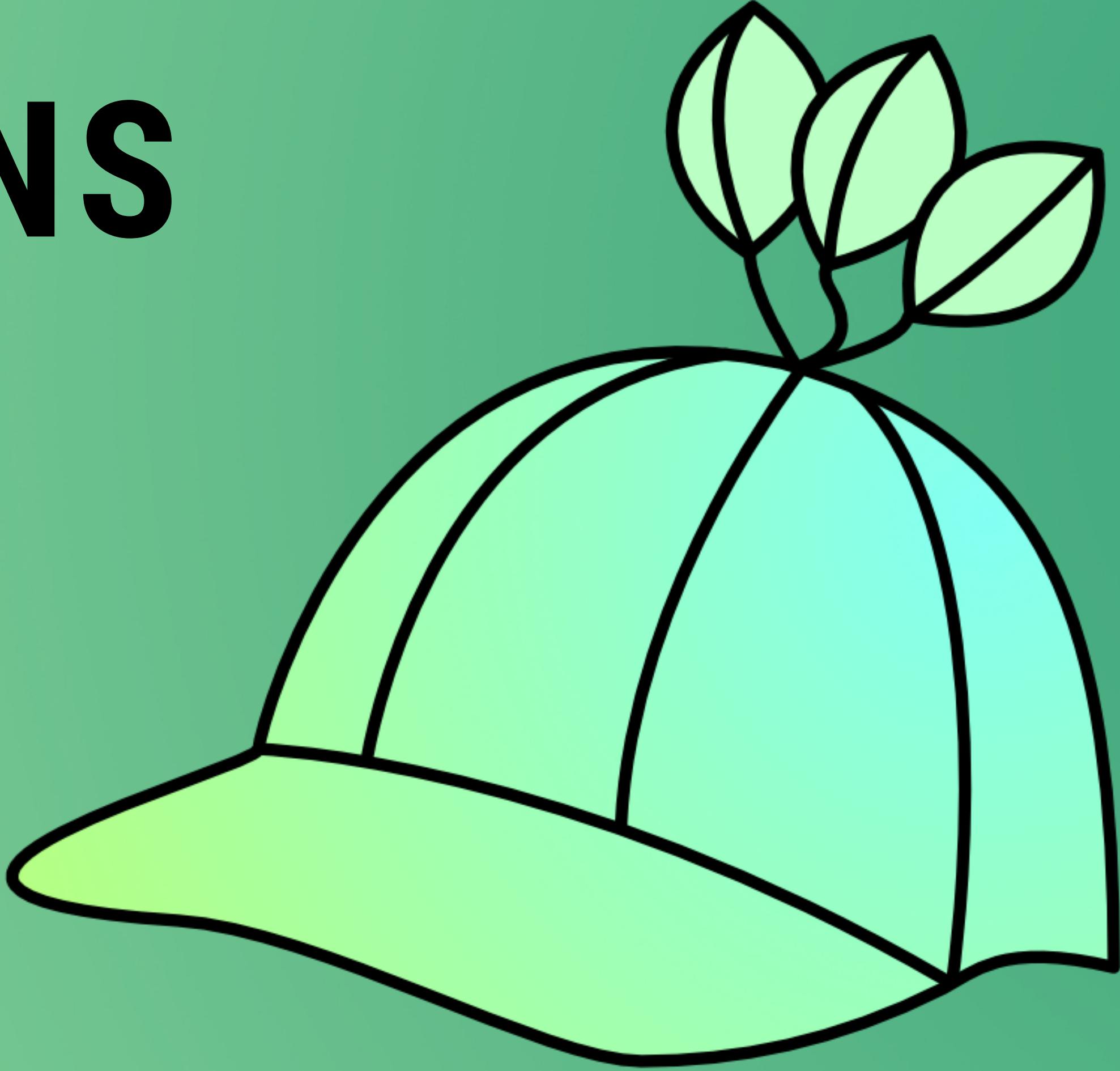


# GreenCap

We empower Amazon shoppers like Cindy to support green and ethical brands.



# QUESTIONS





# APPENDIX



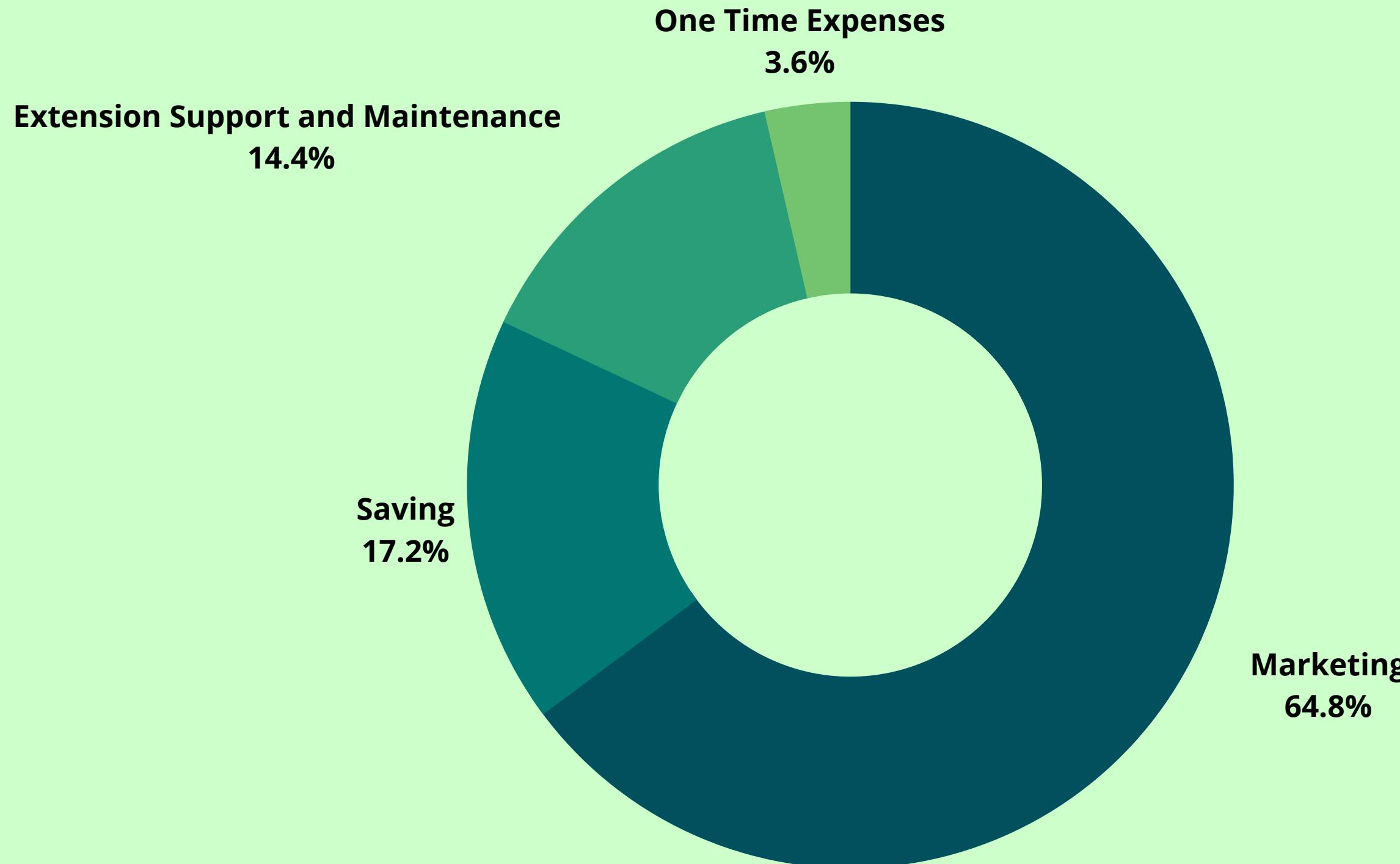


# RESEARCH SOURCES

- Margins Calculations :
- (1) Monetate, E-Commerce Quarterly, 2019
- (2) Average Affiliate Commission Rates of the 5 Largest North American Retailers
- Cost Structure :
- (1) Liftoff, Mobile App Trends Report, 2020
- (2) Statista Survey, 2017
- (3) ServerMania Web Hosting

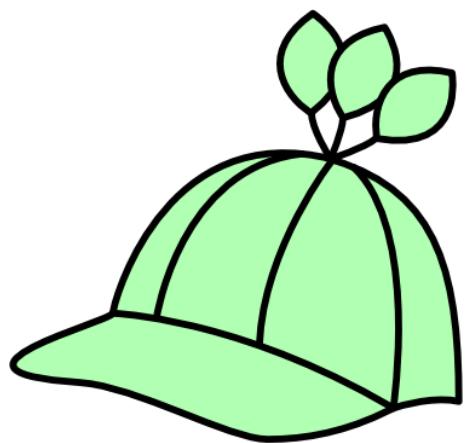
# BUDGET ESTIMATE

W5s' \$500 investment will be spread over the course of **18 months**.





THE BRAND



GreenCap

THE BRAND



GreenCap

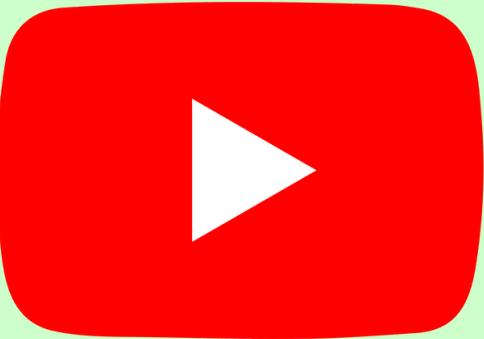


# MARKETING PLATFORMS



**Instagram**

- Raffles
- Advertising
- Polls



**YouTube**

- Interviews with experts
- Documentaries
- Showcases
- Infographics



**LinkedIn**

- Team Growth
- Professional Opportunities



# MARKETING PLATFORMS

## Website and Emailing System



Email newsletters

Blogs and Articles

Point of Sale

Showcasing

Describe the brand/story



# MARKETING STRATEGY

## **Message Strategy:**

"GreenCap empowers you to support green and ethical brands..."

## **Channel Strategy:**

- Daily posting
- Calls to action
- Dynamic content
- Content marketing
- Trendy marketing

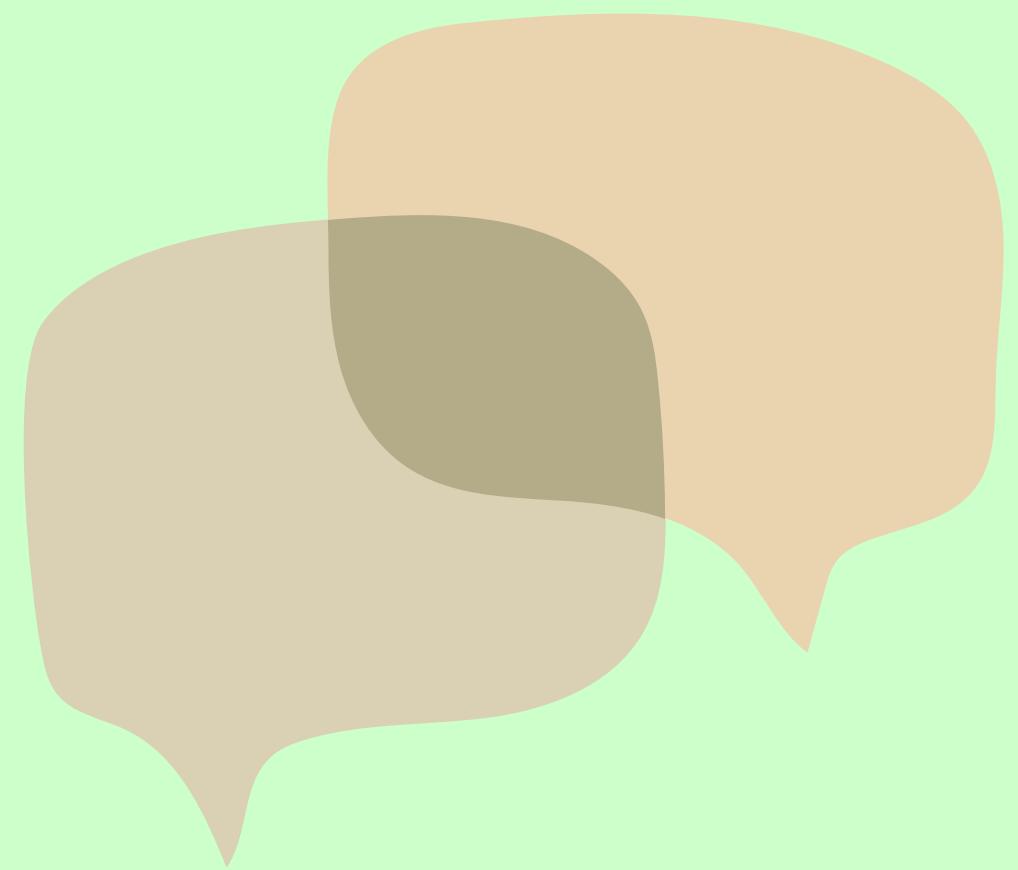
## **Advertising:**

- Google AdWords
- Instagram post boosting
- Natural growth via SEO
- Raffles/giveaways/polls/AMAs



# MARKETING EVALUATION METRICS

- New sponsors
- Demographic analysis of engaging users
- **Percentage impressions**
- Financial profit
- Audience loyalty / costumer attrition
- Audience growth
- **Website attraction (analytics)**
- Conversion rates
- **Instagram polls**
- Forms and surveys
- Testimonials



## Animals



<b>Policy</b>	Implementation of policies to ensure animal welfare
<b>Product use</b>	Commitment to reduce or eliminate specific animal products
<b>Fur</b>	Use of fur, shearling and karakul lamb fur, commitment not to use fur
<b>Leather</b>	Use of leather and if upcycled / recycled
<b>Wool</b>	Use of wool, whether sourced from non-mulesed sheep, whether upcycled / recycled
<b>Down and feathers</b>	Use of down and feathers and how sourced
<b>Angora</b>	Use of angora and commitment not to use angora
<b>Exotic animal hairs</b>	Use of exotic animal hair such as pashmina, cashmere, mohair, alpaca, llama, vicuña and shahtoosh
<b>Exotic animal skins</b>	Use of exotic animal skin such as crocodile and alligator
<b>Traceability</b>	Animal product traceability to farm level



## Environment

<b>Resource management and disposal</b>	Types of materials used, efforts and commitments to circular economy principles, business model impacts, types of packaging used, management of microplastics, deforestation impacts, product durability and promotion of long-term use, textile waste management and disposal
<b>Energy use and greenhouse gas emissions</b>	Direct and indirect greenhouse gas (GHG) emissions (purchased electricity, emissions generated from the supply chain beyond own operations), setting science based GHG targets, reducing GHG emissions through emissions reduction activities
<b>Chemicals use and disposal</b>	Chemical use and disposal, setting goals to reduce or eliminate hazardous chemicals, adopting alternatives such as plant based or water based dyes
<b>Water usage and effluent</b>	Water usage policies and practices, engagement on water issues, specific targets to improve water stewardship, quality and treatment of wastewater



## Labour

### Worker rights

Policies protecting workers' rights across the supply chain including, child labour, forced labour, freedom of association, collective bargaining, non-discrimination, gender equality, modern slavery, non-excessive hours, ban on sandbalsting, right and capacity to make a complaint

### Living wage

Living wage definition, methodology and implementation across the supply chain

### Gender equality

Pathways and support for women in leadership, child care assistance, parental leave or flexible working arrangements, gender identity inclusion, protections against workplace harassment and violence

<b>Worker empowerment</b>	Adoption of collective bargaining agreements, policies to regularly consult with collective bargaining groups and disclose the outcomes
<b>Knowing suppliers</b>	Supply chain transparency including publishing supplier lists and tracking subcontractors
<b>Supplier relationships</b>	Monitoring health and safety, auditing and assurance practices across the supply chain, public reporting including unannounced visits, off-site worker interviews
<b>Purchasing practices</b>	Transparent procurement practices that provide financial security to suppliers including long-term contracts, labour minute costing, on time payment to suppliers
<b>Production risk</b>	Management of labour abuse risk in supply chains, participation in multi-stakeholder initiatives to improve labour conditions
<b>COVID-19</b>	Policies to protect suppliers and workers in supply chains from the impacts of COVID-19



# DATABASES

- Better Cotton Initiative
- Blue Angel
- bluesign®system
- Business Social Compliance Initiative Code of Conduct (BSCI)
- Canopy Style Initiative
- Carbon Trust Standard
- Caregora
- Clean Clothes Campaign Code of Labour Practice
- Climate, Community & Biodiversity Standards - CCB Standard
- Cradle to Cradle Basic, Bronze, Gold, Platinum and Silver
- Ethical Clothing Australia
- Ethical Trading Initiative Base Code
- EU Ecolabel
- Fair Trade USA
- Fairtrade Textile Standard
- Fair Wear Foundation Code of Labour Practices
- Fairmined Ecological Gold Standard
- Fairtrade International - Small Producers Organizations
- Fedex Members Ethical Trade Audit - SMETA Best Practice Guidance
- Fair Labour Association Workplace Code of Conduct
- Global Organic Textile Standard
- Global Recycle Standard
- Global Traceable Down Standard
- International Labour Organization Labour Standards
- International Wool Textile Organisation standards
- Leather Working Group protocols
- National Wool Declaration Integrity Programme
- Naturland textile standards
- Naturtextil Best
- Nordic Swan

# GreenCap Survey



GreenCap is a browser extension that informs consumers of the environmental and ethical impact of their e-commerce purchases.

How willing are you to spend money to preserve the environment?



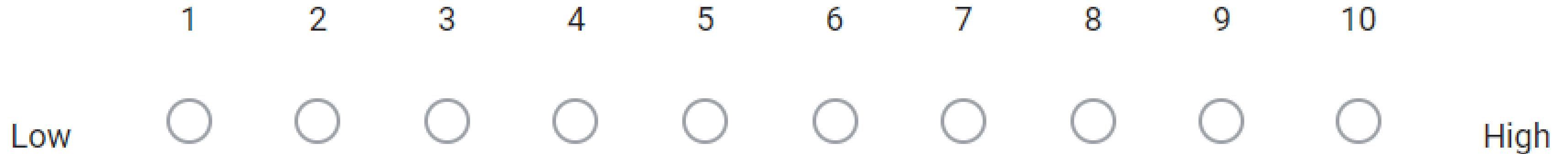
How often do you shop on Amazon?

- Rarely
- Few times a year
- Once a month
- Once a week
- Daily



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How willing are you to download a browser extension like Greencap?



## What features should we implement/change?

## Short answer text



# FINANCIAL PROJECTIONS

<b>Revenue</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>
Sales/Users	500	1,000	5,000
Revenue/user	\$1.8648	\$1.8648	\$1.8648
Total Revenue (\$)	\$932.4	\$1,864.8	\$9,324
<b>COGS</b>			
Customer Acquisition Costs (\$)	466.2	932.4	4,662
Development Costs (\$)	65.268	130.536	652.68
Server Costs (\$)	46.62	93.24	466.2
<b>Total COGS (\$)</b>	<b>578.088</b>	<b>1,156.176</b>	<b>5,780.88</b>
<b>Profit (\$)</b>	<b>354.312</b>	<b>708.624</b>	<b>3,543.12</b>



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# GREENCAP

CAP-TIVATES ALL ECO-LOVERS

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**Zohaib Adnan, Asim Shaikh, Saad Usman, Mustafa Tariq, Hamza Dugmag**  
**Thank you.**