Elevator pitch

Jargon free, what are we offering to humanity? Explain what you are doing? Problem -> solution.

Our goal is to map trade efficiency around the world.

Using a cumulative metric called the Logistics Performance Index (LPI), as reported by the World Bank, we plan to create a visualization that allows us to understand which countries have efficient trade logistics and why.

Our visualization will break out each countries LPI into its 6 different components (customs, infrastructure, international shipments, logistics quality and competence, tracking and tracing, and timeliness), ranking each country’s efficiency by metric and allow us to see the effectiveness of potential trade partners or country’s where trade logistics need to be improved.