



TIERRA

EARTHLINGS

WHY TIERRA?



WHAT ARE WE BUILDING?

Tierra is a portal for small businesses to connect with raw material providers and customers to upcycle as much materials as one can. Think of how many zippers from broken/torn purses can be put to use! All of these were just a few examples. Another initiative to recycle materials is thrifting, which means that people can sell items they no longer need. The platform will also accommodate thrifting solutions for people who are willing to buy reusable stuff in a good condition.

PROBLEM WE ARE SOLVING

The idea focuses on the part where even a common man can make a difference by including sustainability in their day to day lives. It will not just help in sustaining nature but, it will also give small-scale businesses a platform that appreciates their efforts and helps them rise. When people shop an upcycled product, they prevent extra manufacturing. When people create an upcycled product, they put our resources to better use. When they do this regularly, they bring a change.

WHY IT MATTERS?

We believe that nature preservation isn't limited to curbing pollution and minimizing global warming. Even the most ordinary efforts can contribute towards building a more sustainable Earth and our solution is proof of it. Tierra is a platform that will help Making sustainability a habit by encouraging upcycling and building a more beautiful Earth

ABOUT TIERRA

We believe that nature preservation isn't limited to curbing pollution and minimizing global warming. Even the most ordinary efforts can contribute towards building a more sustainable Earth and our solution is proof of it! Tierra is a portal for small businesses to connect with raw material providers and customers to upcycle as much materials as one can. Think of an invitation card vendor and a small business that makes handmade gifts. Beautiful left-over papers at the vendor could serve as raw materials for the handmade gifts business. Now, think of a dress maker who has leftover cloth pieces that have no use. Now, there are small businesses who make beautiful hair bands out of torn clothes. A cherry on top is that some of them add a small zipper in the hair band which creates a place to keep money and other small things. Think of how many zippers from broken/torn purses can be put to use! All of these were just a few examples. Another initiative to recycle materials is thrifting, which means that people can sell items they no longer need. The platform will also accommodate thrifting solutions for people who are willing to buy reusable stuff in a good condition. The idea focusses on the part where even a common man can make a difference by including sustainability in their day to day lives. It will not just help in sustaining nature but, it will also give small scale businesses a platform that appreciates their efforts and helps them rise. When people shop an upcycled product, they prevent extra manufacturing. When people create an upcycled product, they put our resources to better use. When they do this regularly, they bring a change.



SOLUTION ROADMAP

The website is almost functional with a few logically critical features to be added like a payment gateway and a delivery service provider. We also need to create an organizational and financial structure once we decide to launch it. We intend to launch a beta version first to gather the responses and remove any issues that might arise.

	USER EXPERIENCE	MARKETING	MERCHANDISING	INFRASTRUCTURE
JUNE	LOGIN	PUBLIC RELATIONS		
JULY	EMAILS	SEO AUDIT	REPORT	DATABASE IMPROVEMENT
AUGUST	ACCOUNTS	FB ADS PRODUCT AD	COMPLIANCE	ORGANIZE BACKUP STACKS
SEPTEMBER	LIVE CHAT	SEO OPTIMIZATION	AUTOMATION	ORGANIZE SERVER SERIALIZATION
OCTOBER	TRANSFERS	A/B TEST CREATIVE	DIGITAL ANALYSIS	
NOVEMBER	RECEIPTS		PERSONALIZATION	
DECEMBER			SUPPLIED EVALUATION	

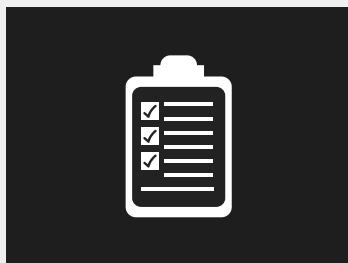
SHOP / SELL



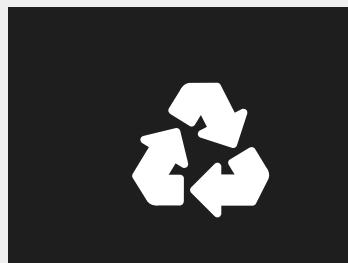
PROCESS



WHAT DO CUSTOMERS GET?



LIVE ORDER
TRACKING

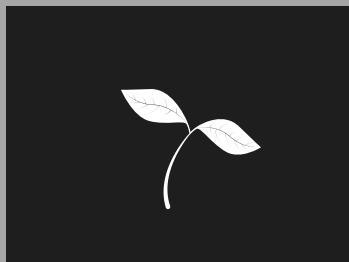


REUSABILITY



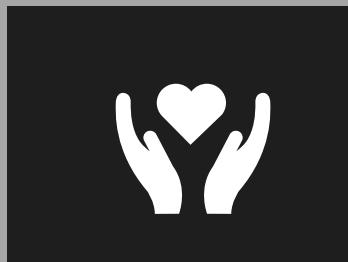
LIGHTENING
FAST DELIVERY

WHY SHOP WITH US?



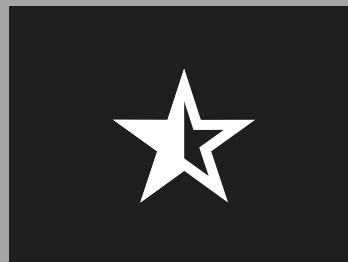
PLANT A TREE

FOR EVERY 10 ORDERS PLACED,
WE WILL PLANT A TREE



HELPING NATURE

BUSINESSES WOULD CONTRIBUTE
1% OF THEIR REVENUES TOWARDS
PRESERVING NATURE.



WARRIOR POINTS

GET 10% OF THE COST AS EARTH
WARRIOR POINTS

OTHER DETAILS

IBM SERVICES USED

01 Cloudant: Server of NoSQL

02 Cloud Foundry: Cloud to host website

TEAM DETAILS

01 Shruti Gangwar

02 Nehal Gupta

03 Isha Srivastava

04 Kajal Kukreja

05 Anvesha Dubey



1

LINK TO GITHUB REPO

<https://github.com/isha-sri/Tierra>

2

LINK TO DEMO VIDEO

https://www.youtube.com/watch?v=qwEW4K0dW_w