

FootPrint



Mark your impact

We are over-consumers and
we know it



Americans consume

5x

more resources than the average
person

And yet

46%

Of Americans are willing to make
changes toward sustainability



But how do we change this?



UN SDG 13.3

Improve **education**, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning



Introducing FootPrint

Your Personal Climate Suggestion Engine



FootPrint gives you daily suggestions on how to reduce your environmental footprint



Key functionalities

- After the intake, you get personalized recommendations to improve your sustainability score
- Logging your sustainability related acts will lead to an increase in your score
- You can share your score with your friends and earn prizes for high scores



Tech Specs

- Frontend: Next JS, React, Typescript
- Backend: Groq, NeonDB, StackAuth (User Management), Typescript, Neo4jx, Quadrant
- We use a Vector DB and a GraphRAG to connect similar users to provide better suggestions for both
- We used FreePik to generate our logo



GTM

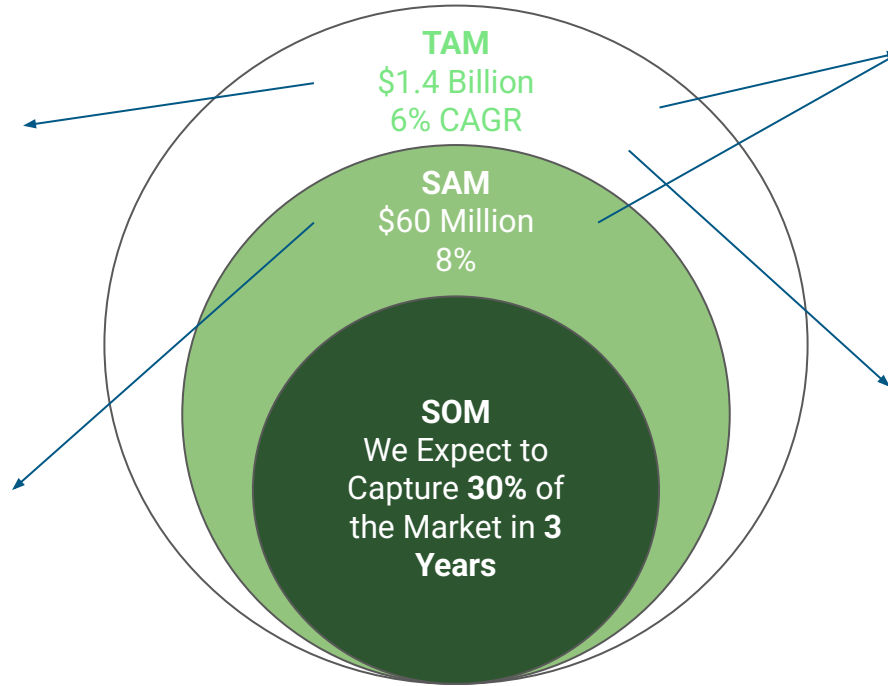
- The initial target market is Bay Area college students.
- Marketing will incentivize early adoption and score sharing.
- A "hard and fast" approach will be used initially.
- Platform percentage of CO2 saved is the main metric.
- Strategic partnerships will drive profitability later on.



Market Sizing

There are 145M
Households in the US
and 260M adults

There are 3M
Households in the
Bay and about 7M
adults



We expect the ARPU
to hover around \$15

About 70% of Bay
Area residents
believe that climate
change is an
actionably major
concern



Next Steps

- Bug Fixes, further testing
- Iterate Iterate Iterate
 - We want our first users to have an almost perfect initial experience, even if it means we are manually comparing their scores with climate research to find their expected CO₂ emissions
- Start building more features
 - Pipeline for Paid Partnerships and Prizes
 - Social Integration to share what you are doing



Sources

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