

FootPrint

Your Personal Climate Suggestion Engine

46% of Americans want to be more sustainable, but many don't know how.

UN SDG 13.3: Improve education... on climate change mitigation, adaptation, impact reduction and early warning.

FootPrint gives you daily tips on how to reduce your environmental footprint.

Key Features:

- 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 Features:

- 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: We are starting with Bay Area college students, focusing on a hard and fast approach to early adoption and score sharing. Our North Star metric is Platform Percentage of CO₂ Saved. As network effects set in we will use strategic partnerships to work towards profitability

Market Opportunity: We are operating in a \$1.4 Billion dollar market in the US with a SAM of \$60 Million in the Bay Area. We are looking to acquire 30% of the market in the next 3 years.

Next Steps: Bug Fixes, Iterating based on user feedback and building more features