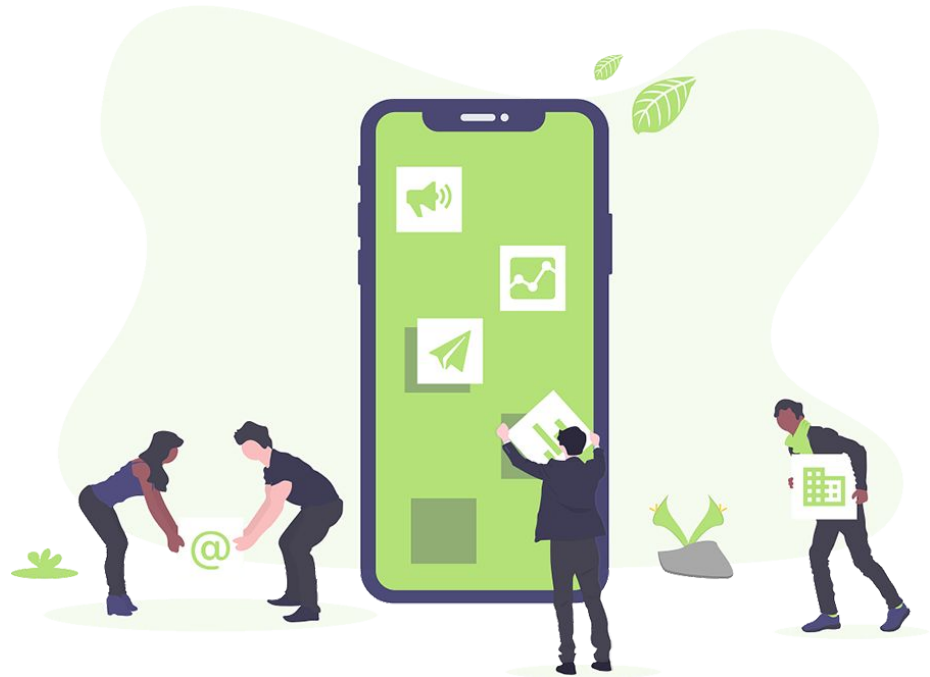


envirome

Jennifer Chen, Dea Gjini, Julia Liu, Tiffany Wang



“ Researchers say consumers are responsible for more than 60% of the world’s greenhouse gas emissions, and up to 80% of global water use.

- Journal of Industrial Ecology

“ Canada ranks 8th highest in the world in terms of energy usage per capita

- Business Insider



Problem



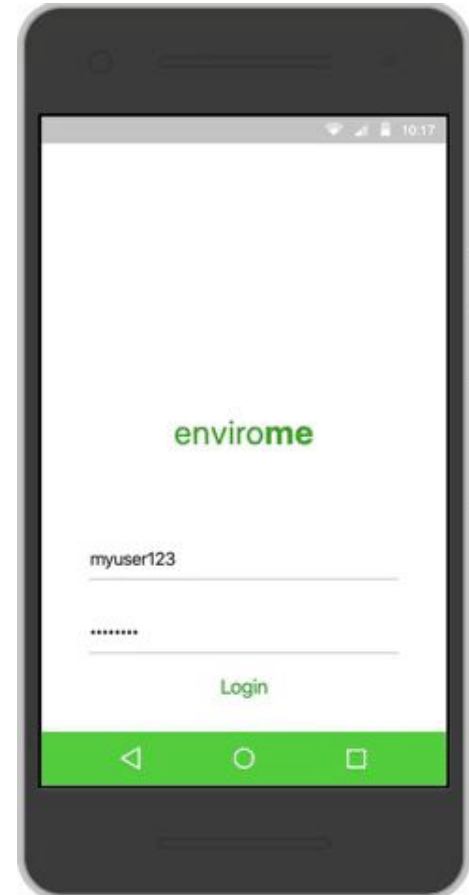
Solution





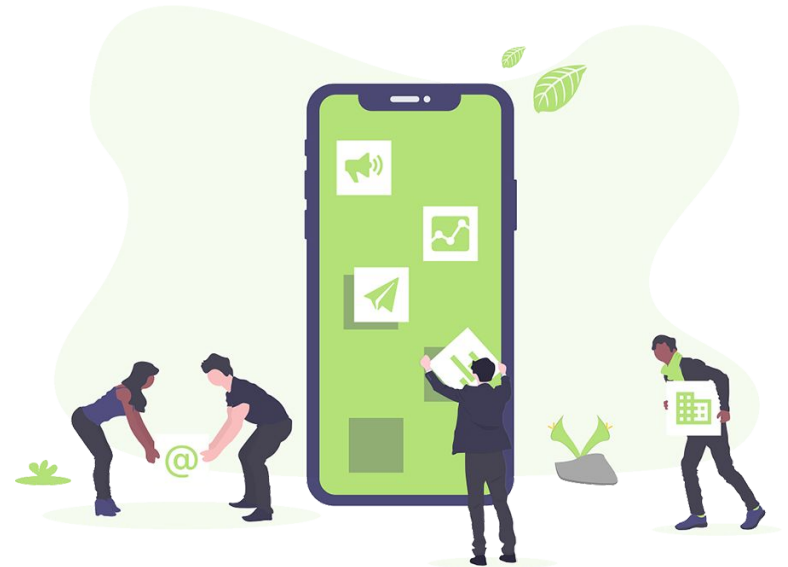
Features

- Scans items and shows users our sustainability ranking for the product out of 5
- Search up products which do not have barcode
- Suggests alternatives for unsustainable products
- Tracks your overall carbon footprint & sets weekly goals



Revenue Stream

- **Freemium**
 - Different layouts to suit individual's needs
 - Download environmental data
 - Analytics
 - Learn more!
- **Advertisement**
 - Higher “Suggested Products” ranking



Why envirome?

- Convenient way to scan products & see their effect on the environment
- Track the impact of individual consumerism
- Learn more about reducing carbon footprint



What's Next?

- Networking aspect : Add Your Friends
 - Compete to reduce carbon footprint
- Connect app to Google Home or manually input data on household appliances
- Rewards program



Thank you

