

GreenDodo



Country: Malaysia

Team: ThinkAFeature

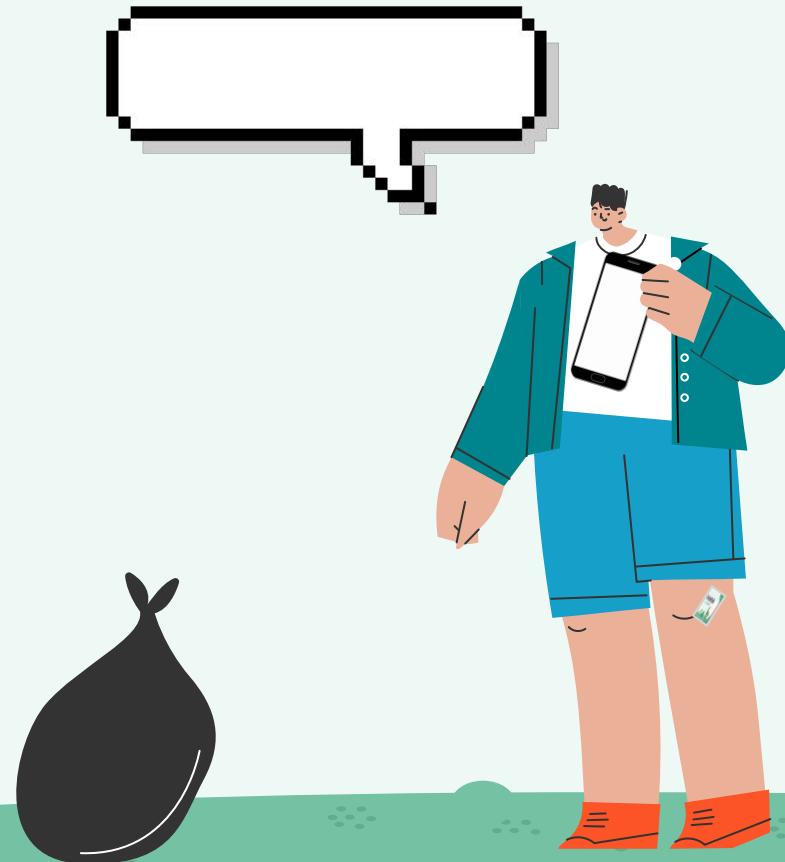
Tan Jing Jie, Universiti Tunku Abdul Rahman

Jacynth Tham Ming Quan, Universiti Tunku Abdul Rahman

Yam Zi Ying, Universiti Tunku Abdul Rahman







GreenDodo

Your One Stop **Sustainability** Solution





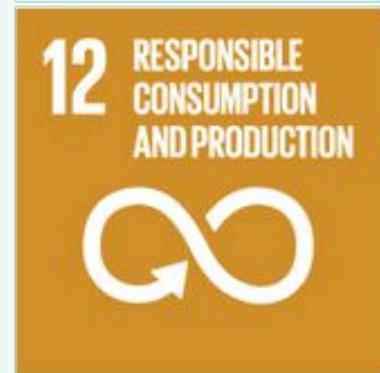
SUSTAINABLE DEVELOPMENT GOALS

1 NO POVERTY 	2 ZERO HUNGER 	3 GOOD HEALTH AND WELL-BEING 	4 QUALITY EDUCATION 	5 GENDER EQUALITY 	6 CLEAN WATER AND SANITATION
7 AFFORDABLE AND CLEAN ENERGY 	8 DECENT WORK AND ECONOMIC GROWTH 	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE 	10 REDUCED INEQUALITIES 	11 SUSTAINABLE CITIES AND COMMUNITIES 	12 RESPONSIBLE CONSUMPTION AND PRODUCTION
13 CLIMATE ACTION 	14 LIFE BELOW WATER 	15 LIFE ON LAND 	16 PEACE, JUSTICE AND STRONG INSTITUTIONS 	17 PARTNERSHIPS FOR THE GOALS 	 SUSTAINABLE DEVELOPMENT GOALS

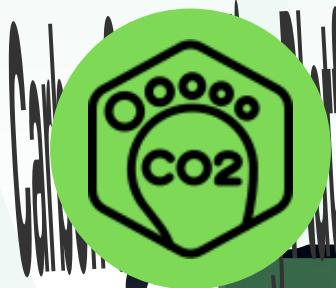


Problem Statement:

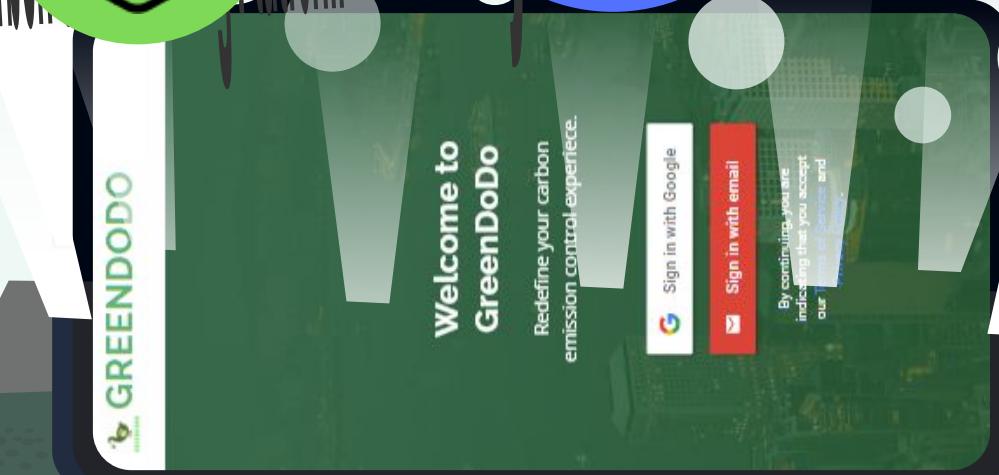
SDG12 (Sustainable Waste Management)

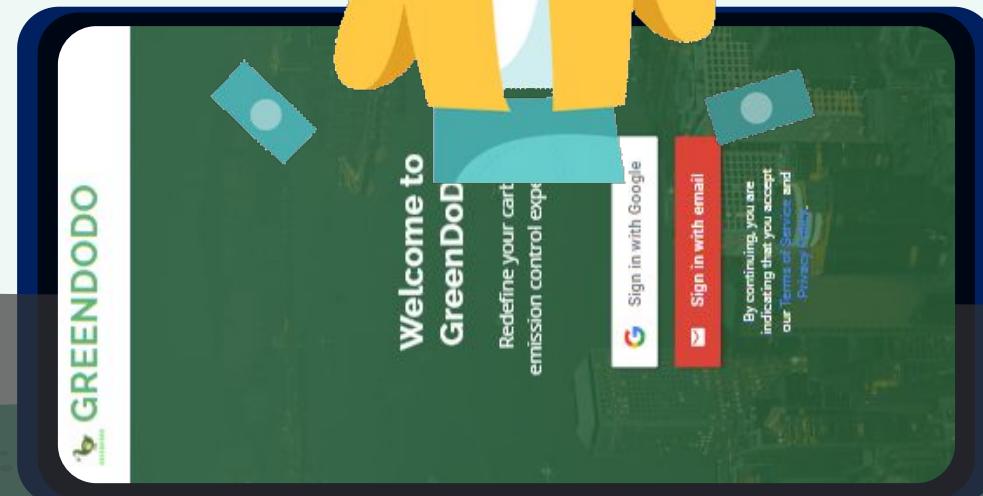


What Offer



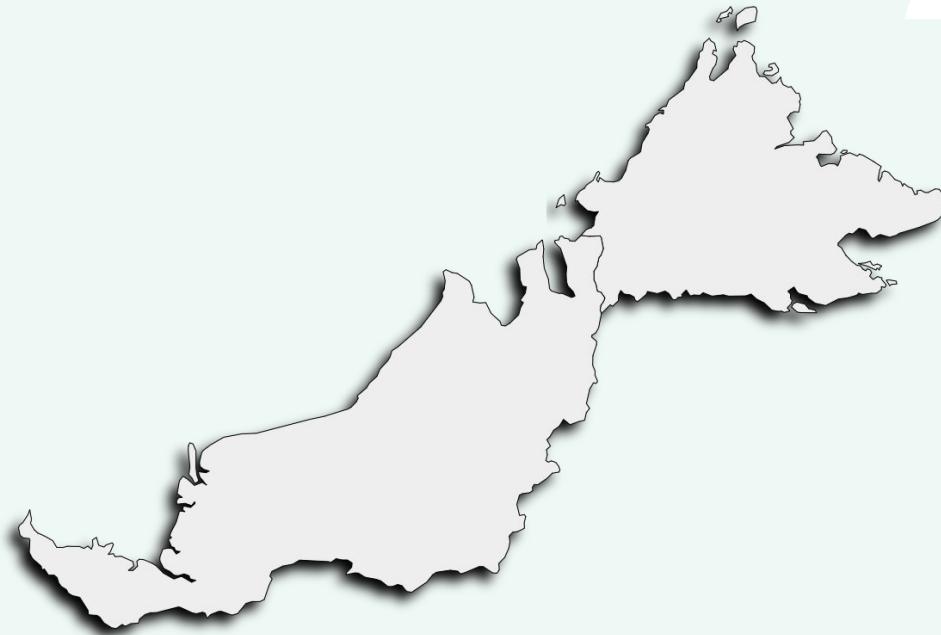
Recycle & Reward





Market Research







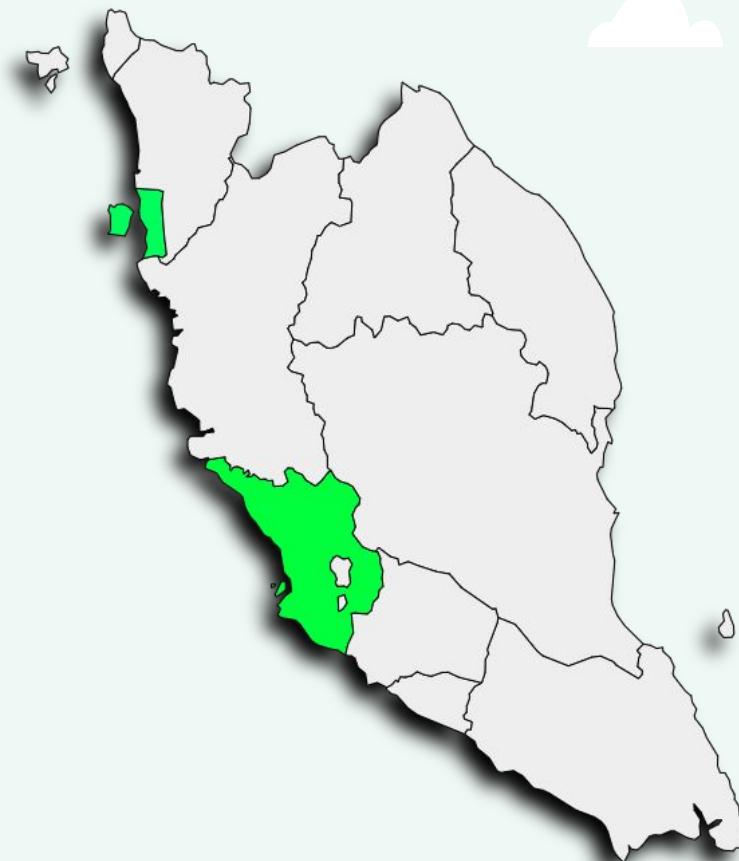
1000



Penang

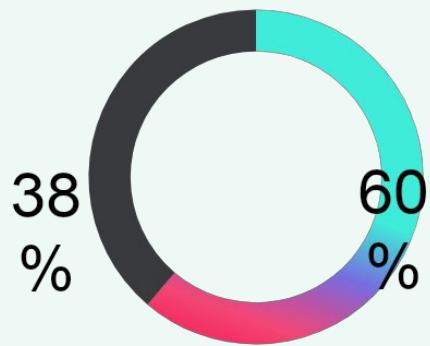


Selangor

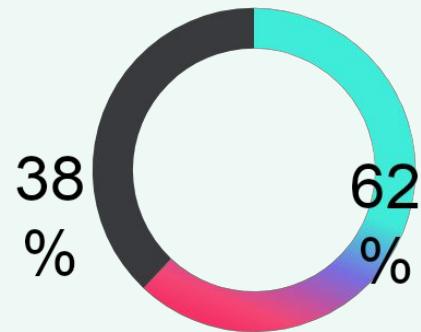




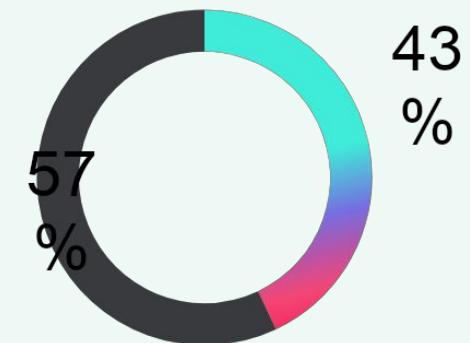
Market Research



Age: 18 ~ 25

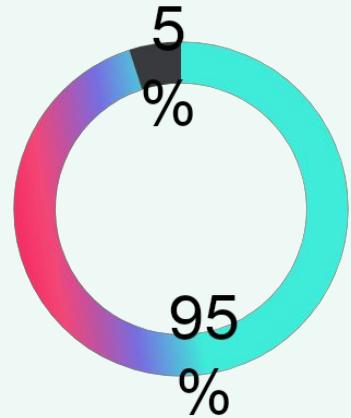


**Aware of
Sustainable
Activities**

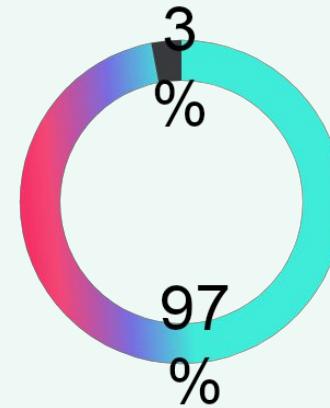


Understand SDGs

Market Research



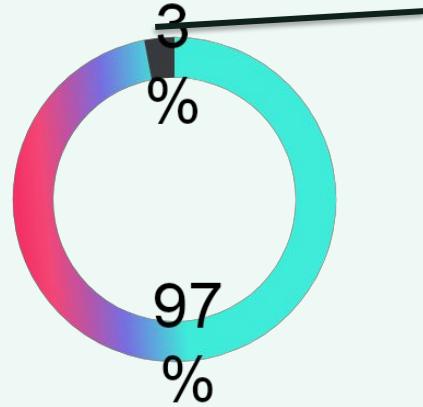
**Will Support
Sustainability
Given Incentives**



Supports



Market Research

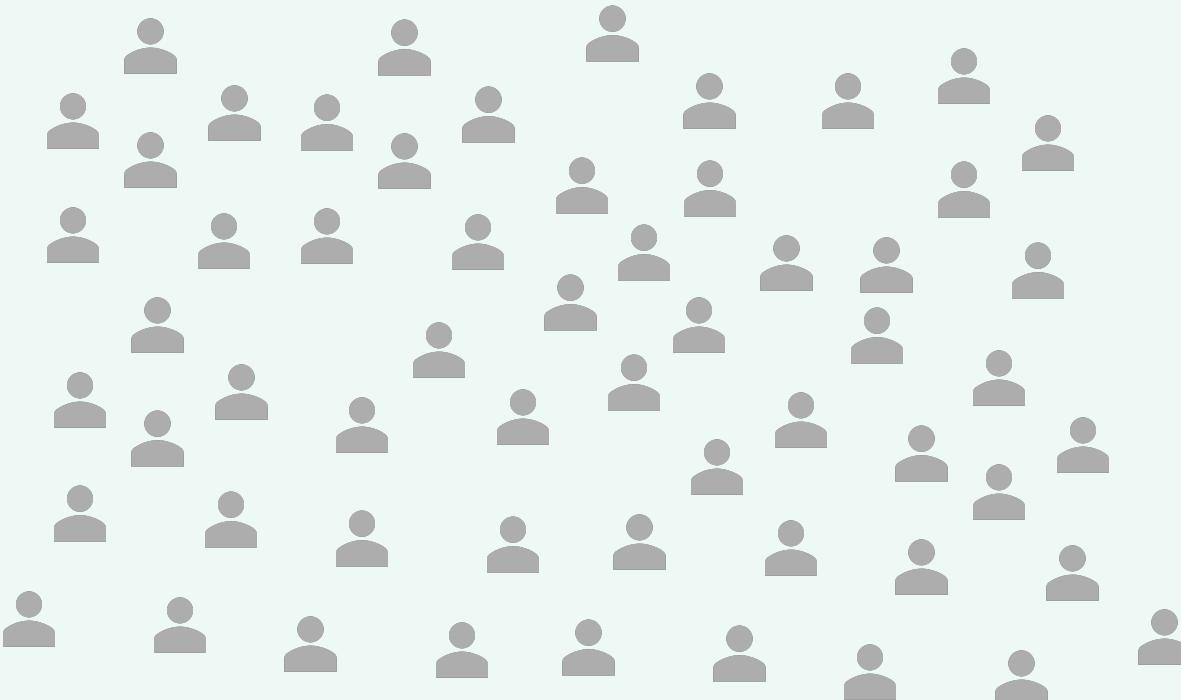


Supports



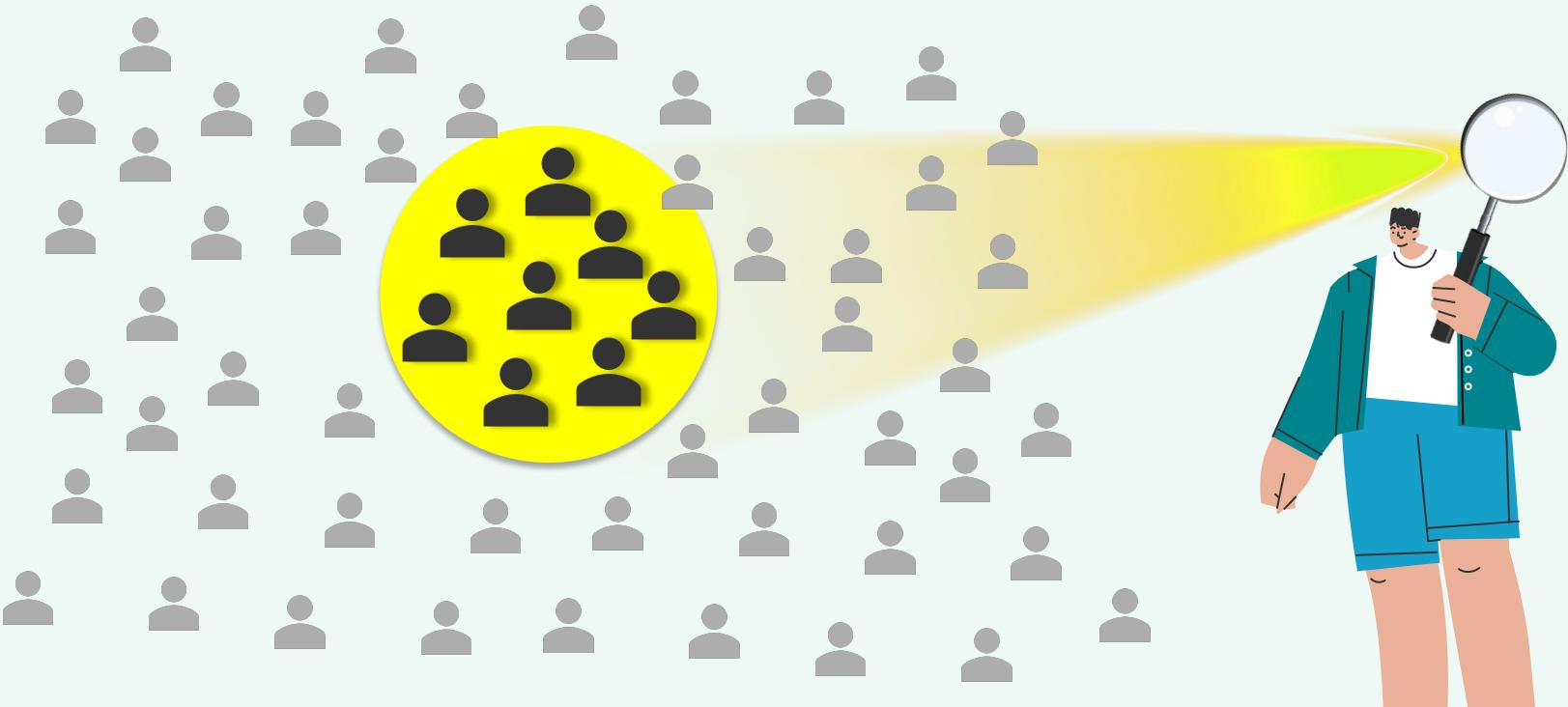


Target Audience



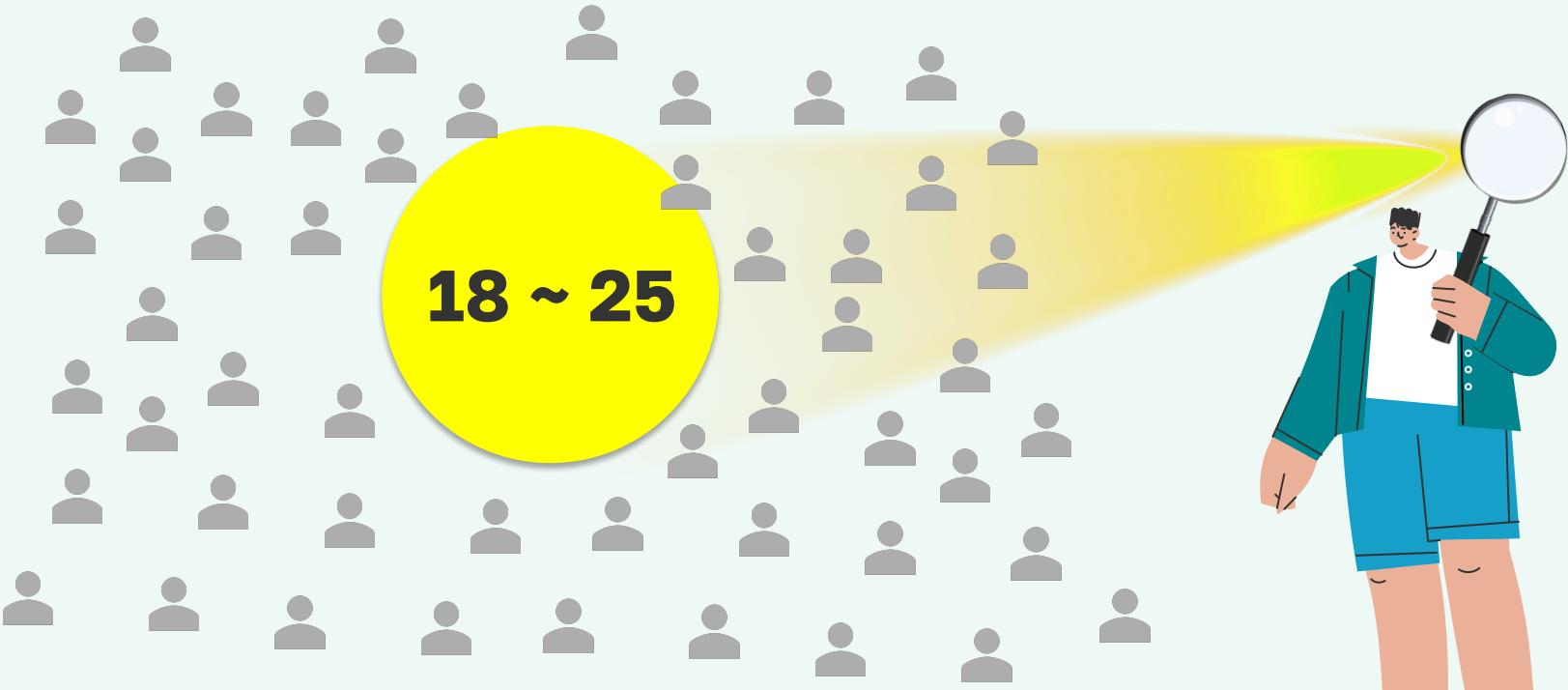


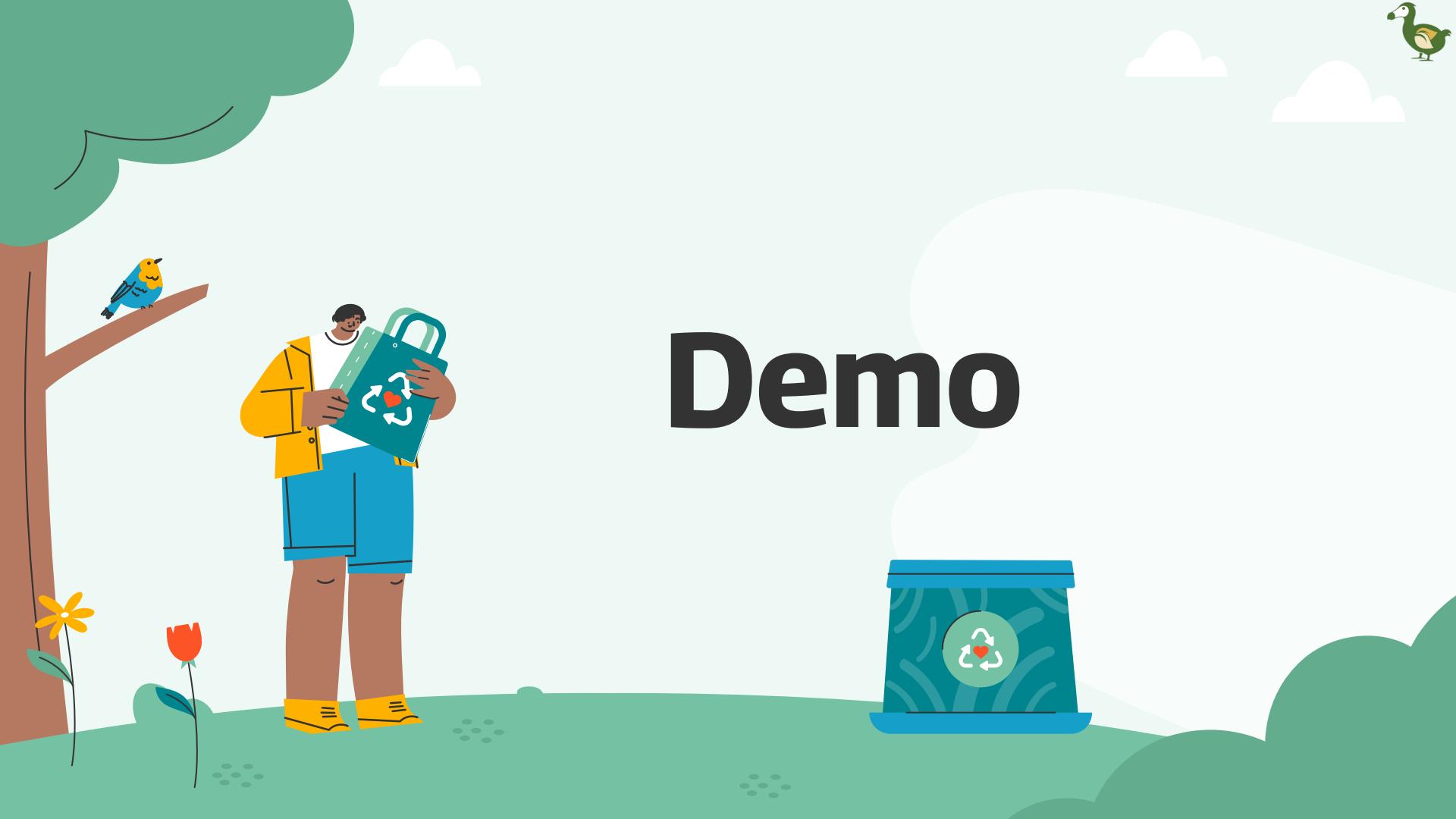
Target Audience





Target Audience





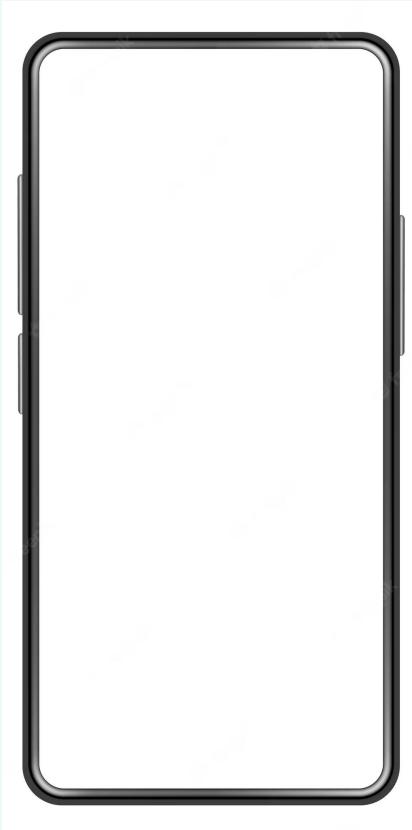
Demo



Live Website



<https://greendodo.jingjietan.com>





Short & Long Term Goals





Goals

Short Term



Increase User Base
>10,000 active users in Malaysia



Forge Partnerships
20 leading sustainable businesses in Malaysia



Long Term



Premier Platform

Become Malaysia's No. 1 Carbon Stock Trading platform with 70% market share



Nationwide Reward Program

Extend "Recycle & Reward" program nationwide



Sustainable Living

Drive 40% increase in sustainable living





Revenue



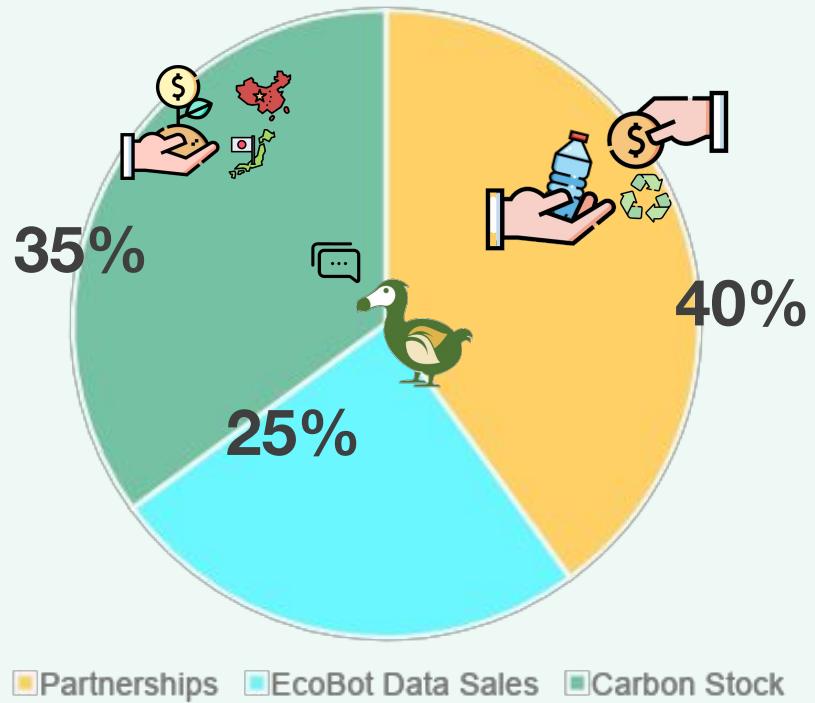


Revenue





Revenue



Impact

BREAK
BAD
HABITS

BUILD
GOOD
HABITS

!



Impact



Carbon Trades
=
Cleaner Air



"Recycle & Reward"
=
Daily Habit







Challenges



Challenges

**That's not
how we do it.**

**That's too large
of a change!**

**That's so
troublesome!**

It's too risky!

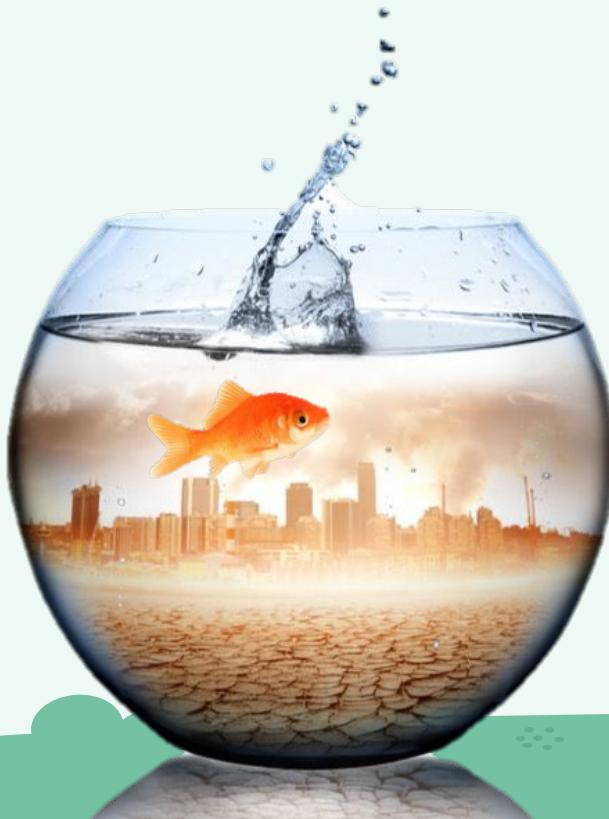
**Can
sustainability
earn?**

**Nobody has
tried it yet.**





Challenges





We Need a Change In Mindset!

Let's give it a shot!

I want to try!

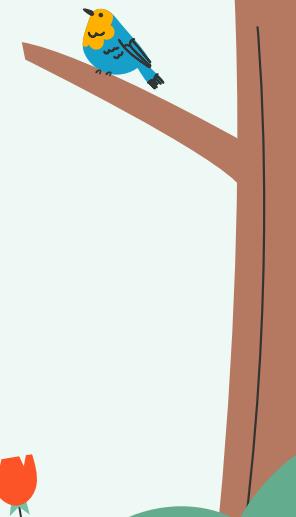
Sustainability is trendy!

GreenDodo rules!





Partnerships





Partnerships

5 Top Sustainable
Companies In
Malaysia



L'Occitane
EN PROVENCE



Government
Grants





“Your
One
Stop
Sustainability
Solution”



Q & A

