# Round Up to Net Zero

Building a Sustainable Future, One Rounded-Up Purchase at a Time



One of the main challenges SMEs face concerning their journey to Net Zero, is having an insufficient budget. <sup>1</sup>

"Almost 40% of firms cite the costs and fear of low returns on investment as a significant barrier to action." 1

## Solution

Round Up to Net Zero revolutionises sustainable financing by leveraging the power of rounding up transactions.

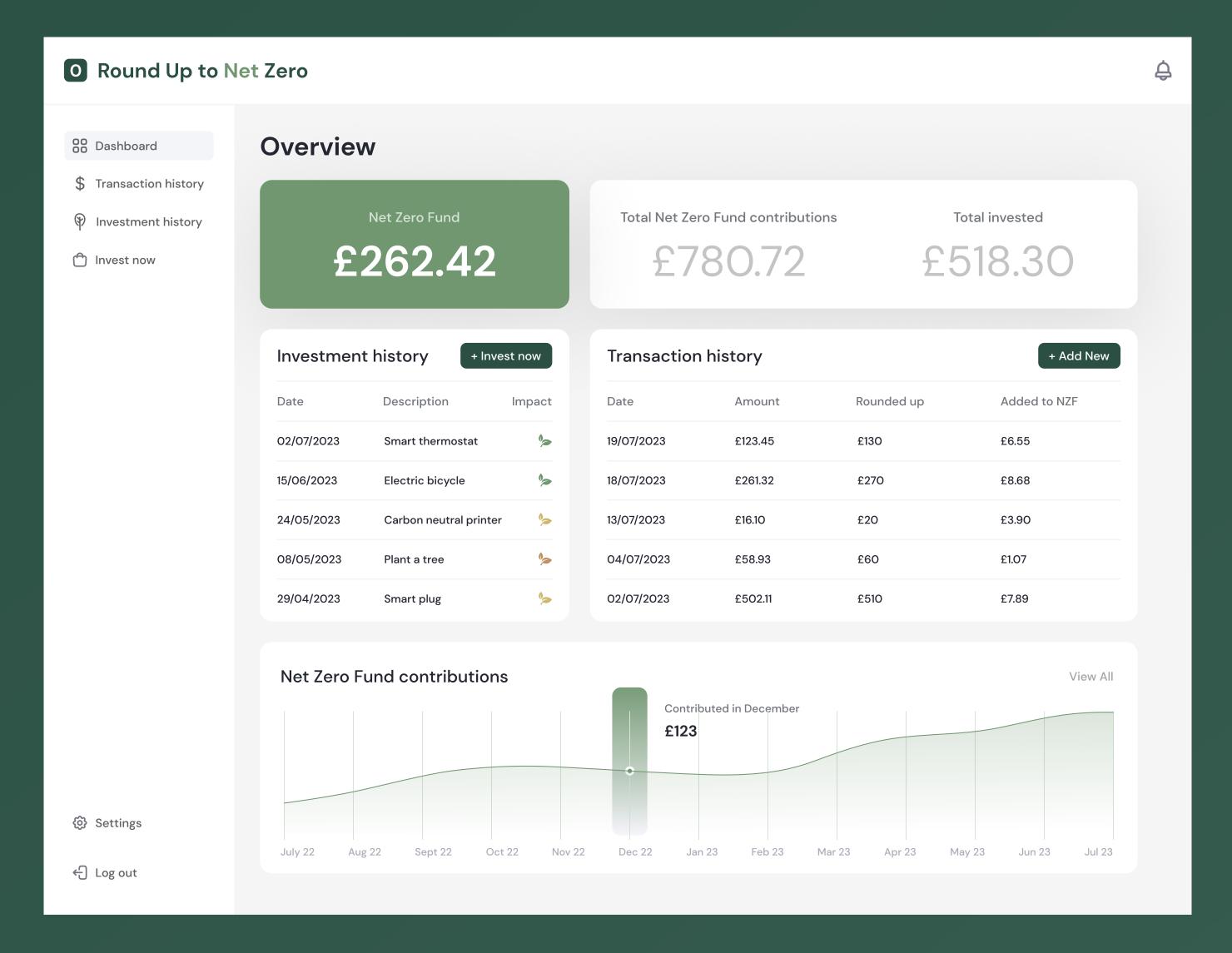
With this innovative program, every purchase becomes an effortless contribution towards a Net Zero future. By rounding up to the nearest 10 pounds, the impact is minimal, but the collective effect is significant.

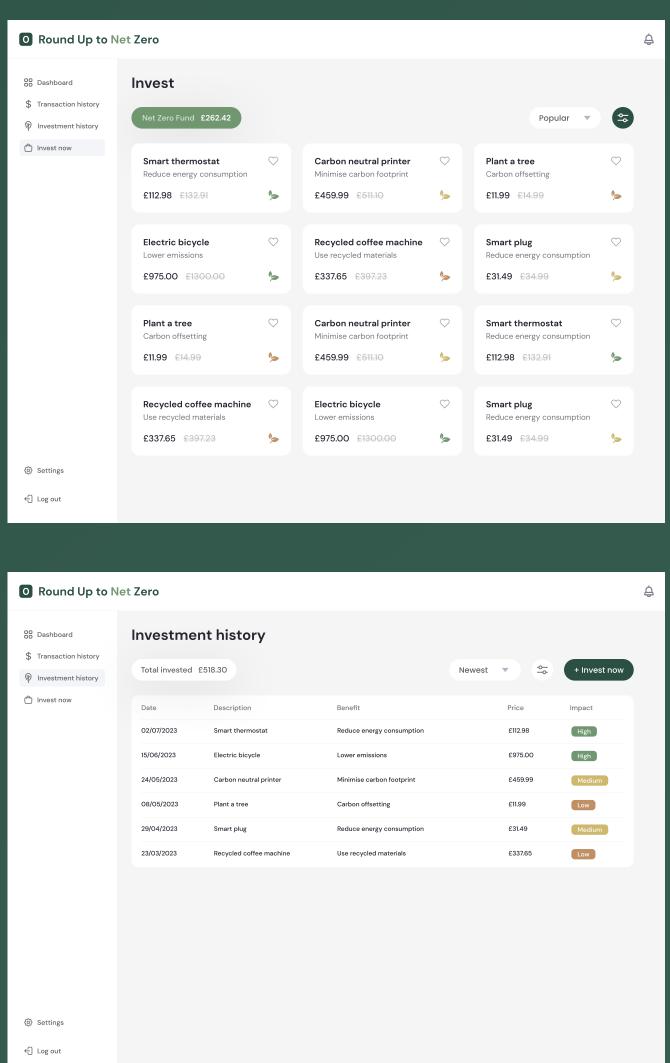
With Round Up to Net Zero, SMEs can drive positive change without feeling a heavy financial burden.

[1] "From Now to Net Zero, A Practical Guide for SMEs" (Lloyds Bank, 2021)

#### Figma prototype | GitHub repo

## Round Up to Net Zero





## **Business** model

#### **Feasibility**

- Easy, free, and beneficial for SMEs to participate due to incentives such as discounts, when purchasing investments through the platform
- Revenue through sponsored investment products
- MVP is easy to develop due to minimal features, but extra focus on security is necessary due to the storing of payment methods

### Scalability & future opportunities

- Able to handle increased traffic and data
- Unlimited partnership possibilities with sustainable businesses to advocate more products and services
- Partner with financial services companies to integrate the program into their products (potentially taking a commission)
- Add additional features like goal setting, report generation and networking and collaboration with other users

#### Impact & potential

- Help SMEs become more sustainable and move towards Net Zero
- Discovery and promotion of sustainable products and services (connection sustainable businesses with their target audience)