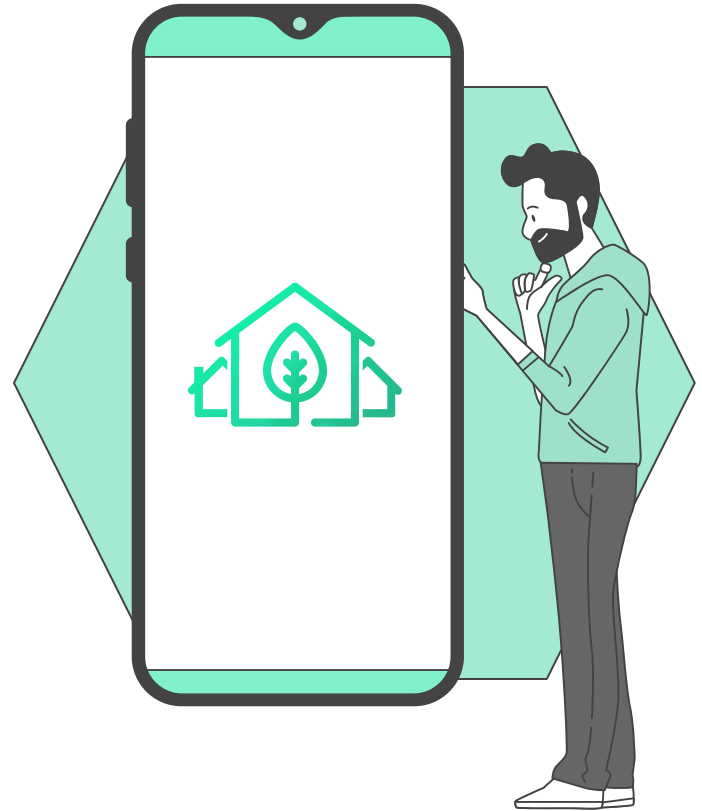


EcoSystem LLC.



Who Are We?

#1

Our mission

To foster strong and sustainable communities in an accessible, user-friendly and engaging format.

#2

Our vision

Reimagine a world where everyday people are incentivized to actively engage in sustainable practices within their homes.

#3

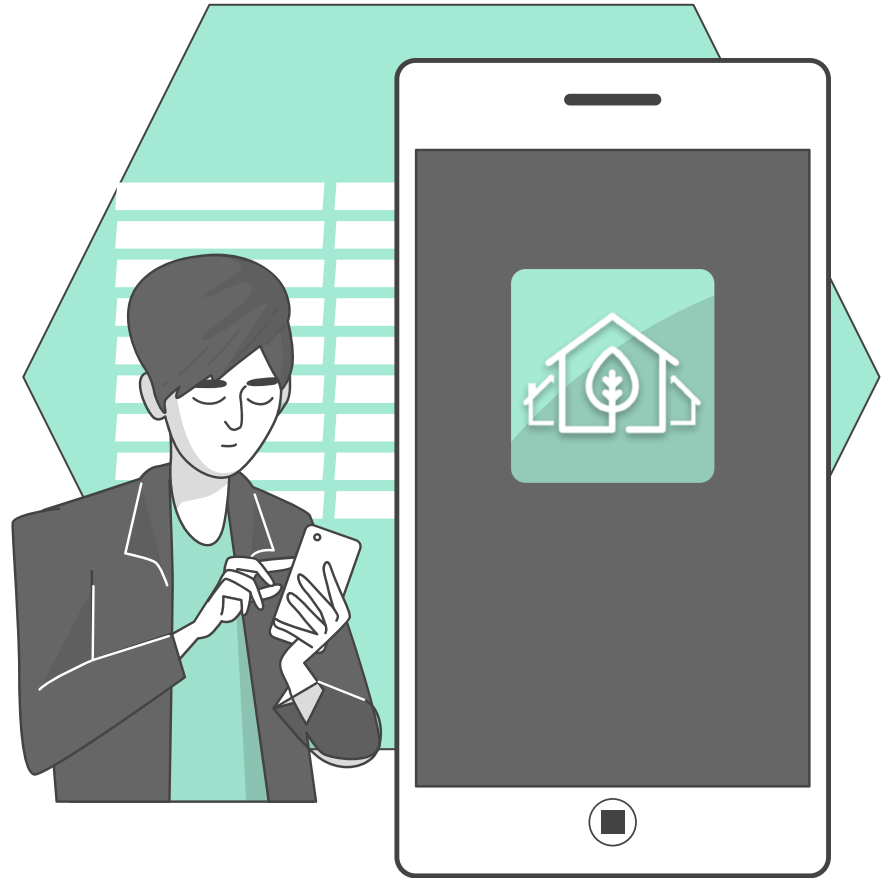
Our values

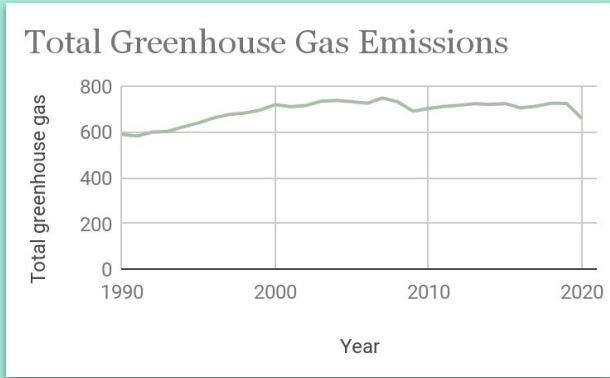
Quality, accountability, adaptability, and convenience



1. The Problem

“Canadian residents lack **motivation** to monitor and incorporate **sustainable** practices in their homes and broadly their **communities**.”





Why now?

Climate Change

Rising environmental concerns

Tech is Big

The pandemic lead to an increase usage and reliance on technology

GHG Emissions

Buildings contribute to a large percentage of Canadian greenhouse emissions

Previous Attempts

- Luskin Center for Innovation
- Monetary incentive to reduce energy
- Brighton Study

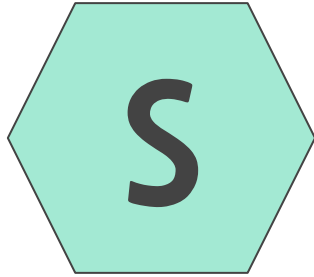


What Do We Do?

- Competitive and engaging platform
- Track utility usage
 - Hydro, electric, natural gas
- Offer premium services and personalized suggestions
 - AI + ML Integration

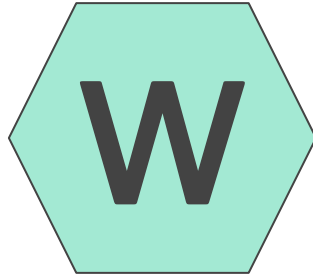


SWOT analysis



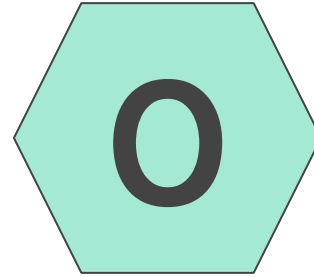
Strengths

- Goal Setting
- Share Statistics
- Monetary Incentives
- Referral Rewards



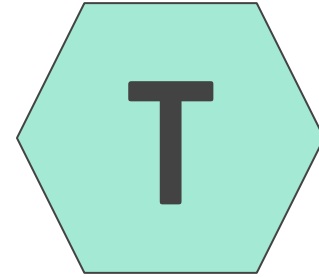
Weaknesses

- Reliant On User Engagement
- Advanced Features Behind Paywall
- Privacy Concerns



Opportunities

- Consumer Awareness
- Concerns of Increasing Demand for Power
- Partnerships

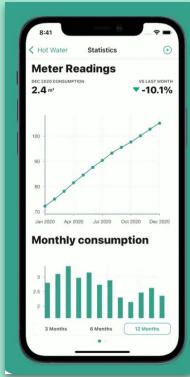
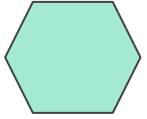


Threats

- Several Direct Competitors
- Regulations and Policies



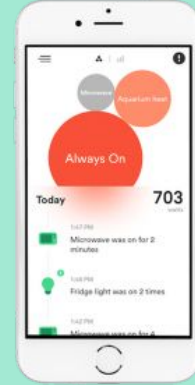
Our Competitors



Meterable



Consumptions



Sense



App Features

01

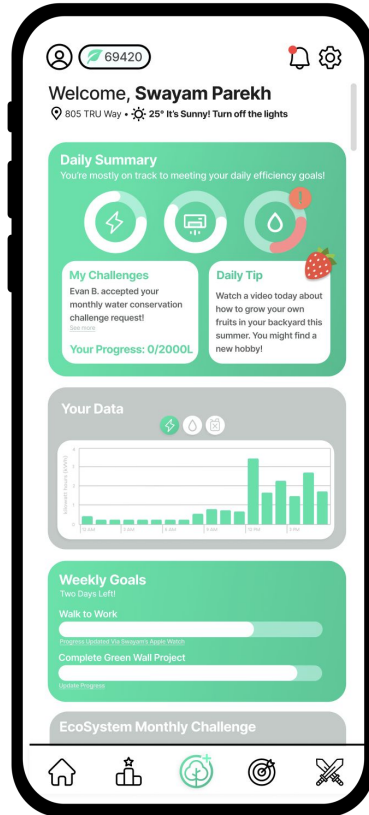
EcoPoints

Earn and redeem more points than your friends that can be used in the real world

03

Goal Setting

Set personal and communal goals



02

Competition

Join your friends, region, and country in some friendly competition

04

Tips


Learn how you can make your space more sustainable and eco-friendly



Prototype Flowchart

App Prototype

Sign-up Page



Create Your Account

Name

Address

Email

Password

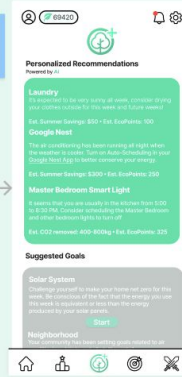
Re-enter Password

Select Smart Home Device

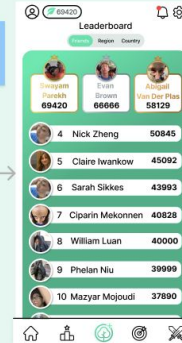
Home



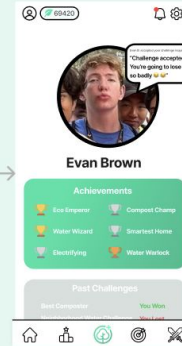
EcoSystem Pro




Leaderboard



User Profile



EcoSystem

Create Your Account

Name

Swayam Parekh

Address

805 TRU Way Kamloops, BC, Canada

Email

[Continue with Google](#) [Continue with Facebook](#) [Continue with iCloud](#)

swayam.parekh@thompsonrivers.shad.ca



Password

Re-enter Password

Select Smart Home Device

Google Nest

Sign Up


69420


Welcome, Swayam Parekh


📍 805 TRU Way 🌞 25° It's Sunny! Turn off the lights

Daily Summary

You're mostly on track to meeting your daily efficiency goals!

Energy

TV

Water

My Challenges

Evan B. accepted your monthly water conservation challenge request!


[See more](#)

Your Progress: 0/2000L

Daily Tip

Watch a video today about how to grow your own fruits in your backyard this summer. You might find a new hobby!

Your Data



Weekly Goals

Two Days Left!



Walk to Work

Progress: Updated Via Dashboard's Daily Photo

Complete Green Wall Project


[View Progress](#)


EcoSystem Monthly Challenge


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
Leaderboard



Friends Region Country


Swayam Parekh
69420

Evan Brown
66666

Abigail Van Der Plas
58129

| | | |
|---|--------------------|-------|
|  | 4 Nick Zheng | 50845 |
|  | 5 Claire Iwankow | 45092 |
|  | 6 Sarah Sikkes | 43993 |
|  | 7 Ciparin Mekonnen | 40828 |
|  | 8 William Luan | 40000 |
|  | 9 Phelan Niu | 39999 |
|  | 10 Mazyar Mojoudi | 37890 |
|  | 11 Eric Huang | 33983 |


69420





🗣️ "Challenge accepted. You're going to lose so badly 😏"


Evan Brown


Achievements


Eco Emperor

Compost Champ

Water Wizard

Smartest Home

Electrifying



Water Warrior


Past Challenges

Best Composter

You Won

[View Past Challenges](#) [View Leaderboard](#)

69420



Personalized Recommendations

Powered by AI

Laundry

It's expected to be very sunny all week, consider drying your clothes outside for this week and future weeks!

Est. Summer Savings: \$50 • Est. EcoPoints: 100

Google Nest

The air conditioning has been running all night when the weather is cooler. Turn on Auto-Scheduling in your Google Nest App to better conserve your energy.

Est. Summer Savings: \$300 • Est. EcoPoints: 250

Master Bedroom Smart Light

It seems that you are usually in the kitchen from 5:00 to 8:30 PM. Consider scheduling the Master Bedroom and other bedroom lights to turn off.

Est. CO2 removed: 400-800kg • Est. EcoPoints: 325

Suggested Goals

Solar System

Challenge yourself to make your home net zero for this week. Be conscious of the fact that the energy you use this week is equivalent or less than the energy produced by your solar panels.

Start

Neighborhood

Your community has been setting goals related to air



Target Market

Canadian Residents who are

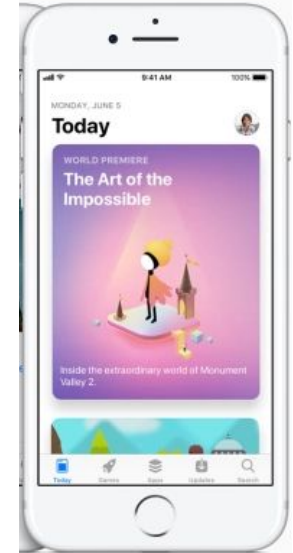
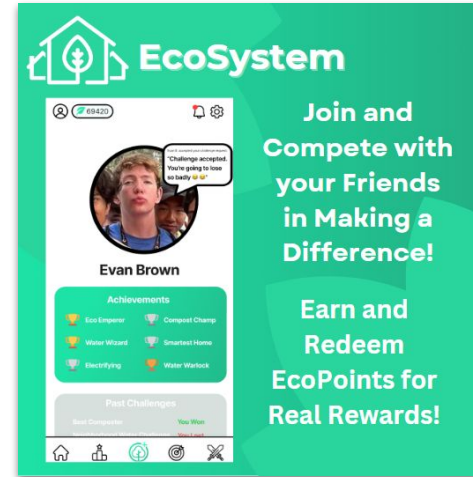
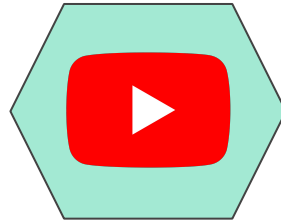
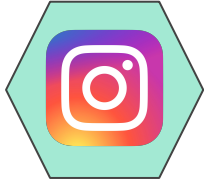
- Able to track energy usage
- Looking to save money
- Competitive



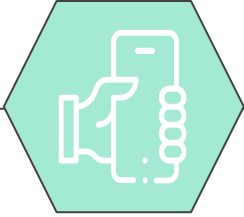
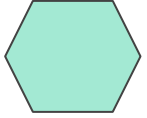
Marketing Strategies

Outsource to marketing firm

- Sponsorships with content creators
- Social media ads
- Referral program
- Feature on the App Store and Google Play
- Partnerships
- Endorsements



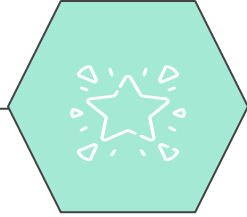
Our plans



EcoSystem

Basic free, most features are accessible and ads are kept to a minimum.

FREE



EcoSystem+

No ads, Can connect to 5+ smart home applications, Custom app themes

\$8.99/mo



EcoSystem Pro

Everything from EcoSystem+, Personalized Suggestions and Smart Home Management powered by AI & ML

\$15.99/mo



Finance

| Funding Source | Date of Expected Funding \$ Amount Expected |
|----------------------------|--|
| Kickstarter Funding | \$8,000 |
| Owner Funds | \$10,000 |
| Investor Rounds/Networking | \$25,000 |
| Bank Loans | \$50,000 |



Finance

| EcoSystem - Year 1 Cash Flow | | | | | | | | | | | | |
|---|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|-------------|-------------|--------------|--------------|
| | Month 1 | Month 2 | Month 3 | Month 4 | Month 5 | Month 6 | Month 7 | Month 8 | Month 9 | Month 10 | Month 11 | Month 12 |
| Operating Activities | | | | | | | | | | | | |
| Cash Inflows | | | | | | | | | | | | |
| Advertisements | \$1,523.32 | \$1,875.33 | \$2,143.50 | \$2,850.99 | \$4,022.01 | \$5,085.99 | \$5,350.51 | \$5,385.99 | \$4,670.50 | \$8,171.01 | \$10,036.50 | \$11,296.53 |
| EcoSystem+ Subscription | \$2,697.00 | \$3,371.25 | \$4,207.32 | \$5,370.27 | \$7,678.36 | \$9,709.20 | \$10,554.44 | \$11,574.98 | \$13,850.71 | \$16,182.51 | \$19,550.55 | \$22,961.18 |
| EcoSystem Pro Subscription | \$1,599.00 | \$1,998.75 | \$2,494.44 | \$3,183.93 | \$2,761.77 | \$5,756.40 | \$6,257.53 | \$6,862.59 | \$8,211.82 | \$9,594.30 | \$11,591.15 | \$13,613.25 |
| Anonymized Data Sales | \$6,647.90 | \$8,309.87 | \$10,370.72 | \$13,237.30 | \$18,926.56 | \$23,932.42 | \$26,015.87 | \$28,531.43 | \$34,140.92 | \$39,888.63 | \$48,190.59 | \$56,597.52 |
| Affiliate Marketing w/ Retail Partners (5% Rate Y1-2, 10% Rate Y3-5 per industry standards) | | | | | \$5,338.13 | \$4,750.00 | \$14,675.25 | \$32,188.49 | \$51,355.99 | \$75,002.36 | \$108,735.00 | \$191,556.00 |
| Cash Outflows | | | | | | | | | | | | |
| API Fees (Google Nest, Ecobee, Google Maps) | \$1,012.00 | \$7.00 | \$7.00 | \$7.00 | \$7.00 | \$7.00 | \$7.00 | \$7.00 | \$7.00 | \$7.00 | \$7.00 | \$7.00 |
| Product Manager Salary (1) | \$8,861.67 | \$8,861.67 | \$8,861.67 | \$8,861.67 | \$8,861.67 | \$8,861.67 | \$8,861.67 | \$8,861.67 | \$8,861.67 | \$8,861.67 | \$8,861.67 | \$8,861.67 |
| Full Stack Developer Salaries (2) | \$19,533.83 | \$19,533.83 | \$19,533.83 | \$19,533.83 | \$19,533.83 | \$19,533.83 | \$19,533.83 | \$19,533.83 | \$19,533.83 | \$19,533.83 | \$19,533.83 | \$19,533.83 |
| Front End Developer | \$18,211.67 | \$18,211.67 | \$18,211.67 | \$18,211.67 | \$18,211.67 | \$18,211.67 | \$18,211.67 | \$18,211.67 | \$18,211.67 | \$18,211.67 | \$18,211.67 | \$18,211.67 |
| UI/UX Designer | \$19,385.67 | \$19,385.67 | \$19,385.67 | \$19,385.67 | \$19,385.67 | \$19,385.67 | \$19,385.67 | \$19,385.67 | \$19,385.67 | \$19,385.67 | \$19,385.67 | \$19,385.67 |
| CEO Base Salary | \$12,500.00 | \$12,500.00 | \$12,500.00 | \$12,500.00 | \$12,500.00 | \$12,500.00 | \$12,500.00 | \$12,500.00 | \$12,500.00 | \$12,500.00 | \$12,500.00 | \$12,500.00 |
| Marketing Firm | \$4,300.00 | \$4,300.00 | \$4,300.00 | \$4,600.00 | \$6,300.00 | \$6,300.00 | \$6,300.00 | \$6,300.00 | \$6,300.00 | \$6,300.00 | \$8,300.00 | \$8,300.00 |
| Amazon AWS Hosting (Averaged) | \$280.00 | \$280.00 | \$280.00 | \$280.00 | \$280.00 | \$280.00 | \$280.00 | \$280.00 | \$280.00 | \$280.00 | \$280.00 | \$280.00 |
| Customer Support | \$4,012.08 | \$4,012.08 | \$4,012.08 | \$4,012.08 | \$4,012.08 | \$4,012.08 | \$4,012.08 | \$4,012.08 | \$4,012.08 | \$4,012.08 | \$4,012.08 | \$4,012.08 |
| Human Resources | \$5,590.50 | \$5,590.50 | \$5,590.50 | \$5,590.50 | \$5,590.50 | \$5,590.50 | \$5,590.50 | \$5,590.50 | \$5,590.50 | \$5,590.50 | \$5,590.50 | \$5,590.50 |
| Senior Accountant (1) | \$6,998.42 | \$6,998.42 | \$6,998.42 | \$6,998.42 | \$6,998.42 | \$6,998.42 | \$6,998.42 | \$6,998.42 | \$6,998.42 | \$6,998.42 | \$6,998.42 | \$6,998.42 |
| Employee Benefits | \$2,082.50 | \$2,082.50 | \$2,082.50 | \$2,082.50 | \$2,082.50 | \$2,082.50 | \$2,082.50 | \$2,082.50 | \$2,082.50 | \$2,082.50 | \$2,082.50 | \$2,082.50 |
| Professional Liability Insurance | \$500.00 | | | | | | | | | | | |
| Cyber Liability Insurance | \$145.00 | \$145.00 | \$145.00 | \$145.00 | \$145.00 | \$145.00 | \$145.00 | \$145.00 | \$145.00 | \$145.00 | \$145.00 | \$145.00 |
| Misc. Expenses | \$10,000.00 | \$10,000.00 | \$10,000.00 | \$10,000.00 | \$10,000.00 | \$10,000.00 | \$20,000.00 | \$20,000.00 | \$20,000.00 | \$20,000.00 | \$20,000.00 | \$20,000.00 |
| Net Cash Flow from Operations | \$100,946.12 | \$96,353.13 | \$92,692.36 | \$87,565.84 | \$55,181.51 | \$62,674.32 | \$61,054.73 | \$39,364.86 | \$9,678.39 | \$24,930.48 | \$72,195.46 | \$170,116.14 |
| Investing Activities | | | | | | | | | | | | |
| Cash Inflows | | | | | | | | | | | | |
| Sale of Some Hardware Post-Depreciation | | | | | | \$5,000.00 | | | | | | |
| Cash Outflows | | | | | | | | | | | | |
| Patents | \$31,500.00 | | | | | | | | | | | |
| Corporate Lawyer Retainer | \$5,000.00 | | | | | | | | | | | |
| Hardware Budget | \$15,000.00 | | | | | | | | | | | |
| Development costs | \$40,000.00 | \$20,000.00 | \$5,000.00 | \$10,000.00 | \$10,000.00 | \$8,000.00 | \$3,000.00 | \$3,000.00 | \$3,000.00 | \$3,000.00 | \$3,000.00 | \$3,000.00 |
| Net Cash Flow from Investing | \$-71,500.00 | \$-20,000.00 | \$-5,000.00 | \$-10,000.00 | \$-10,000.00 | \$-3,000.00 | \$-3,000.00 | \$-3,000.00 | \$-3,000.00 | \$-3,000.00 | \$-3,000.00 | \$-3,000.00 |
| Financing Activities | | | | | | | | | | | | |
| Cash Inflows | | | | | | | | | | | | |
| Startup Loan (Assuming 27% Interest) | \$50,000.00 | | | | | | | | | | | |
| Crowdfunding | \$8,000.00 | | | | | | | | | | | |
| Investor Rounds/Networking | \$25,000.00 | | | | | | | | | | | |
| Owner Funds | \$10,000.00 | | | | | | | | | | | |
| Cash Outflows | | | | | | | | | | | | |
| Bank Loan | \$4,884.60 | \$4,884.60 | \$4,884.60 | \$4,884.60 | \$4,884.60 | \$4,884.60 | \$4,884.60 | \$4,884.60 | \$4,884.60 | \$4,884.60 | \$4,884.60 | \$4,884.60 |
| Net Cash Flow from Financing | \$88,115.40 | \$-4,884.60 | \$-4,884.60 | \$-4,884.60 | \$-4,884.60 | \$-4,884.60 | \$-4,884.60 | \$-4,884.60 | \$-4,884.60 | \$-4,884.60 | \$-4,884.60 | \$-4,884.60 |
| Cumulative Cash Flow | | | | | | | | | | | | |
| Net increase (decrease) in Cash | \$84,330.72 | \$121,237.73 | \$102,576.96 | \$102,450.44 | \$70,066.11 | \$70,558.92 | \$68,939.33 | \$47,249.46 | \$17,562.99 | \$17,045.88 | \$64,310.86 | \$162,231.54 |
| Opening Cash Balance | \$0.00 | \$84,330.72 | \$121,237.73 | \$102,576.96 | \$102,450.44 | \$70,066.11 | \$70,558.92 | \$68,939.33 | \$47,249.46 | \$17,562.99 | \$17,045.88 | \$64,310.86 |
| Closing Cash Balance | \$84,330.72 | \$205,568.45 | \$223,814.69 | \$205,027.40 | \$172,516.55 | \$140,625.03 | \$139,498.25 | \$116,188.80 | \$64,812.45 | \$517.11 | \$81,356.75 | \$226,542.41 |



Why Us?

Effective

- Wide reach
- Efficient
- User friendly
- Feasible to implement while tackling the right issues

Marketable

- Incentives & Rewards
 - EcoPoints
- Easy to share through social media platforms
- Word of mouth Marketing

Accessible

- New buildings don't solve broader challenges with residential spaces
- Works with existing infrastructure
 - Benefits as many Canadians as possible



Thank You!

Any Questions?

