Shop Ethicli

Ethicli helps you choose better products.

Problem

People want to shop at ethical businesses.

It’s too hard to keep track of which businesses have better ethical practices than others.

Projected User Base

Current Products in the Market

Ecosia

User base - 8 million users
Income - $2.4 million income/month

Impakt

Proves the business concept is desirable
Income - Raised $31,214 on kickstarter
How they compare to Ethicli - Very similar product but no longer in operation

User Analysis

More than Half of Consumers Would Pay More for Sustainable Products.

72% of respondents said they're currently buying more environmentally friendly products than they were five years ago*

*Accenture Survey 2019

Projected User Base

Primary User Base

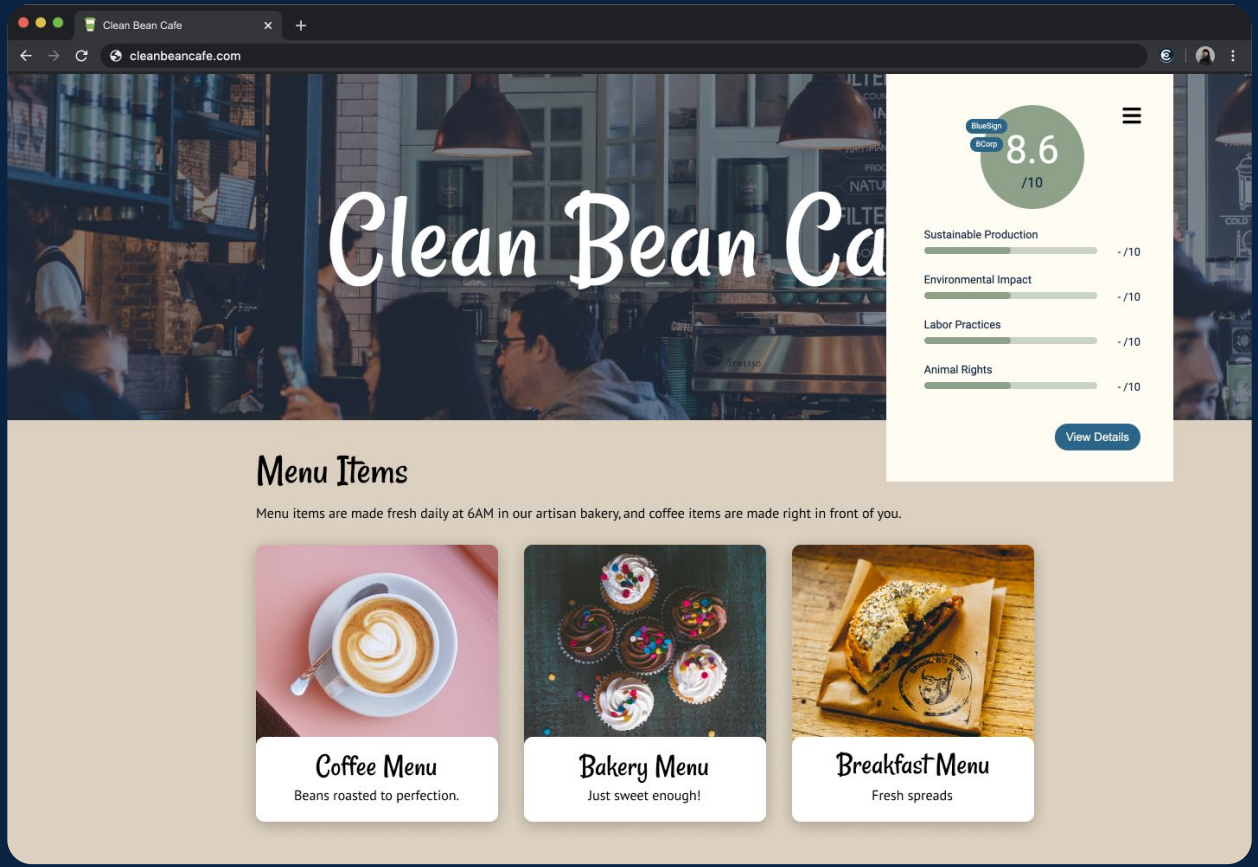
People who actively pursue more ethical companies online. Companies who are founded with ethical missions who want to advertise on the extension.

Secondary User Base

People who want to buy from ethical companies but don't actively pursue them. People who want to know how companies are rated. Companies founded on ethical production, but don't necessarily actively want to advertise their products on Ethicli.

Solution

Easy to access browser extension that displays a simple ethical rating of a shop site.



Competition

Done Good

Hand selects and recommends highly ethical companies
How they compare to Ethicli:
Very few brand partners. Clunky extension. Manual ratings

DoneGood

Good on You

Rates fashion brands and promotes ethical brands via blog
How they compare to Ethicli:
Only targets fashion brands. Have to use app or website to access info. Manual ratings

good on you

B Corporation

Highly respected and robust rating system
How they compare to Ethicli:
Difficult to access.
Not consumer oriented.
Manual ratings

Certified B Corporation

Product

Easy to use: next to your browser’s search bar

Totally comprehensive automated brand analysis

All brands, not just fashion brands

Don’t have to use any site or app to view rating

Business Model

How we Produce Revenue

Sell ads to companies with ethical products

Direct Product Targeting → Higher value for ads

Ads will only show when the advertising company has a higher score than the shopping page company

Ads **ADD** value to users by suggesting alternatives from BETTER companies

Market Adoption

Advertise to **internet communities** around environmentalism on FaceBook, Instagram, and Youtube

Advertise to **users** who have already installed an extension related to **social good**.

Engage with college **environmental and sustainability clubs**

Speak in highschool and college **classes**

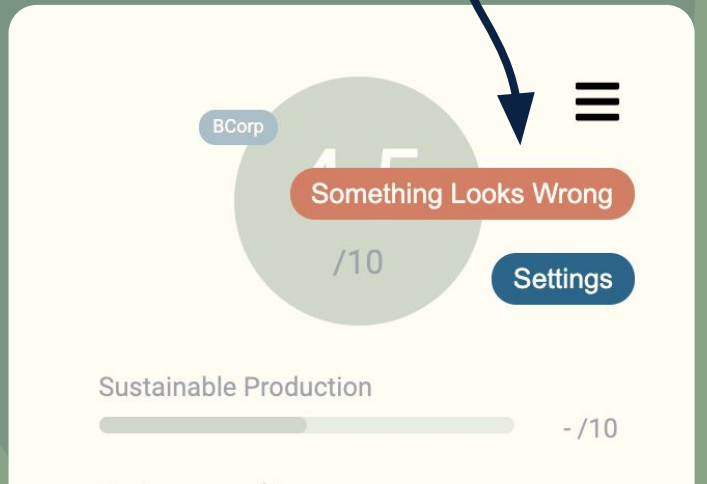
Obstacles (and how to overcome them)

Technical Obstacles

- Finding clean, reliable data - Overcome by using verified balanced and unbiased news
- Company name overlap - Overcome by allowing users to report when something is wrong
- Reaching total coverage - Overcome by developing an on-demand rating algorithm

Legal Obstacles

- Companies may sue if they have a low rating:
  Overcome by using concrete data to produce ratings



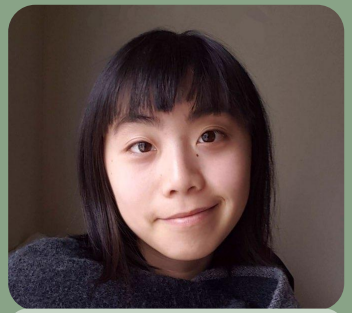
Team

Billy T. Hernandez

Computer Science Major at Sacramento State University with a passion for the environment. Manages process, timeline, and contributes to the full code stack.

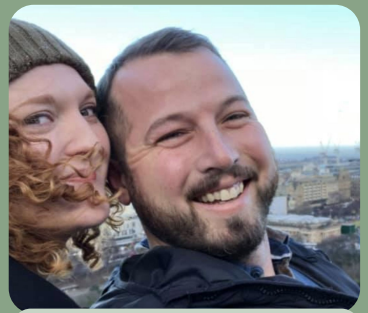
Amy Tims

Conservationist focused on Indigenous studies and resource equity. Helps decide how data are weighed in the overall score, and liasons with ethical companies and users.



Linda Huang

Web and graphic designer interested in sustainability. Develops website and front-end extension design.



Cosmo Stevens

Computer Science Major at Sacramento State University. Develops data retrieval algorithms and backend.

Milestones, Next Steps, and Budget

Milestones

- Launched Beta test with over 40 users
- Launched Ethicli.com
- Potential Investor

Budget and Expenditures

- Advertising
- Merch
- GCP (hosting)
- APIs

Future Goals

Phase 2 - Incorporate advertising to continue to fund our initiative
Phase 3 - Rate products

Thank You!