
Business Case Study



FIRST STEP TOWARDS GREEN EDUCATION

Semi- Finals Panasci Competition '24

EXECUTIVE SUMMARY

The sustAIN app ingeniously transforms sustainability and environmental knowledge into a captivating, gamified experience. By incorporating interactive challenges, rewards, and a levelling system, sustAIN turns the often-mundane task of learning and implementing actions over complex topics like climate change into an enjoyable adventure. This gamification not only fosters a sense of accomplishment and progress but also introduces an element of friendly competition, both with oneself and others, through leaderboards and point systems. The app's social connectivity further enhances the community by allowing users to compete with friends and create a supportive network of environmental enthusiasts. sustAIN's gamified method makes sustainable and climate information more effective by applying cognitive science concepts, while also ensuring that users find joy and happiness in improving their green commerce purchasing habits.

Additionally, sustAIN addresses the disconnect between good intentions and practical action in combating climate change. By gamifying sustainability education, we engage users with quests and leaderboards while offering eco-friendly alternatives in daily life. Our unique approach differentiates us from competitors, targeting Gen Z consumers and CSR-focused companies. With a subscription model for organizations and freemium for users, plus ad revenue, we aim to revolutionize green education. Seeking investment for content generation and app development, our experienced team of UB students is committed to making a significant impact on sustainability education.

VALUE PROPOSITION

sustAIN offers a compelling value proposition for its users, including:

- **Learnings on sustainable lifestyle:** Access to free learning courses on environment and sustainable lifestyles
- **Gamification:** Engaging and interactive sessions through gamified elements.
- **Accessibility:** Availability on various devices, including smartphones and computers.
- **Progress Tracking:** Tools to monitor and track sustainable lifestyle like carbon tracking tool.
- **Community Interaction:** Opportunities to connect with other people and share sustainable practices together.
- **Cost-Efficiency:** Providing free access to most content with optional premium features.
- **Personalization:** Tailoring interactions to individual stand on climate change and current sustainable lifestyle.
- **Offline Learning:** Offline mode for learning without an internet connection.

CORE PRODUCTS/SERVICES

sustAIN offers a comprehensive array of products and services designed to empower individuals and organizations to embrace sustainable lifestyles and practices:

Educational Resources	<ul style="list-style-type: none"> ○ Content on sustainable lifestyles: From basic sustainable practices to understanding how to make a global impact, sustAIN provides informative and engaging content tailored to various levels of knowledge and interest. ○ Gamified Lessons: Interactive sessions incorporate gamification elements such as rewards and challenges, making learning about sustainability enjoyable and motivating.
Subscription	<ul style="list-style-type: none"> ○ sustAIN Plus: A premium subscription service offering exclusive thematic content, offline learning capabilities, and additional features for users seeking a deeper dive into sustainability. Free gamified learning experience content for users with Ad revenue. ○ sustAIN for corporates: Tailored content and tools for corporations, facilitating employee engagement, progress tracking, and community building around sustainability initiatives. Example: Utilizing company mascot, to develop gamified content tailored to corporate social responsibility themes. White labelled premium content for B2B
Technological Platforms	<ul style="list-style-type: none"> ○ Mobile App and Website: Accessible via both a mobile app and a web platform, ensuring users can engage with sustAIN's resources anytime, anywhere.
Progress Tracking and Skill Development	<ul style="list-style-type: none"> ○ Skill Tree: Content organized in a structured tree format, allowing users to progress through different levels of sustainability knowledge and action at their own pace. ○ AR Badges – Virtual badges integrated with augmented reality technology, allowing users to showcase their sustainability milestones in their surroundings and share their achievements with others.
Community Engagement and Empowerment Initiatives	<ul style="list-style-type: none"> ○ Community Forums: A platform for like-minded individuals to interact, share ideas, practice sustainable habits, and seek guidance from experts and peers. ○ Eco Incubator: A program empowering volunteers to contribute to the sustainability movement by creating and organizing eco-friendly events and initiatives within their local communities.

CUSTOMER SEGMENTS

- **Individual Learners:** People of all ages and backgrounds interested in sustainable living or with similar attitudes towards it.
- **Parents:** Seeking ways to instil climate-conscious lifestyles in their children and educate them about environmental sustainability.
- **Mobile Users:** Smartphone users seeking language learning apps and other educational resources on sustainability.

- **Corporates:** Offering sustAIn as a climate offset partner, providing brand-based content to engage employees and promote sustainability within the workplace as part of their corporate social responsibility initiatives.
- **Companies:** Employers interested in providing language training and sustainability education for their employees as part of their corporate social responsibility initiatives.

- **Climate Enthusiasts:** Individuals passionate about living sustainably and contributing to the preservation of our planet.
- **Content Creators:** Experienced individuals creating content across various platforms, interested in utilizing sustAIn's resources.
- **Climate Activists and NGOs:** Individuals and organizations dedicated to saving the planet and hosting workshops and events promoting sustainable practices.

- **Gamers:** Those interested in gamified learning and seeking meaningful content through games that promote sustainability.

REVENUE STREAMS

Subscription Model:

In the B2B model - Employees can access premium branded content and can engage in leaderboards across their organization. (Swag items)

For companies, we offer \$1/employee for the first year and \$4.99/employee. This revenue stream involves offering corporate branded content and leaderboards and content to corporate institutions for a fee. sustAIn provides customized branded content for corporates based on the climate goals, sustainable quests tailored to the company's principles.

For \$5/ user in corporate we get \$300 we get as projected LTV from that employee in B2B.

Freemium Model:

In the B2C model - Customers can access free gamified content on sustainability lifestyles and climate change awareness information with alternative eco-friendly promotions based on their responses.

Two-tiered approach: It includes apps that customers can download and use for free but there is a premium functionality that can only be availed upon payment.

Free model contains limited content and gameplay. In-app purchases for extra-thematic content.

sustAIn plus for Ad-Free content starting from \$4.99 one-time purchase.

Revenue Model



Revenue projected growth from to approx.

Costs are expected to increase from 0 – 33% to (CAGR)

Net profit figures: 12.3M

Ad-Revenue Model:

Ad revenue from 10% of daily active users with 2 Ads/day

Ad Revenue from ecofriendly promotions in app.

Corporate Collaboration	CSR Revenue: Corporate Social Responsibility (CSR) revenue is generated by creating corporate-specific content that aligns with brands' values and engages closed community spaces for corporate clients. This revenue stream involves collaborating with companies to develop tailored content that educates employees and stakeholders about sustainability initiatives and practices.
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Ads and Promotions	B2C Ad revenue from google ads and ad - revenue generated from promoting alternative ecofriendly suggestions for users.
Crowdsourcing	sustAIn leverages volunteer contributions for course creation, guided by legal content guidance. This revenue stream involves engaging the community in the creation of new courses and content, tapping into the expertise and passion of volunteers to enrich the platform's offerings.
Sponsorship & Donation	Eco Incubator Sponsorship: Partnering with organizations to sponsor the development of sustain able and climate-focused courses. This revenue stream involves collaborating with eco-conscious organizations to support the creation of educational content that promotes environmental sustainability and climate action. Donations: sustAIn accepts voluntary donations from users to support the platform's growth and sustainability. This revenue stream relies on the goodwill and generosity of users who believe in sustAIn's mission and want to contribute to its continued success and development.
Affiliate Marketing	sustAIn earns commissions through affiliate marketing by recommending eco-friendly products within the app. This revenue stream involves partnering with sustainable brands and promoting their products to users, earning a commission for each sale made through the app.
Premium Subscriptions	This revenue stream involves charging users a subscription fee for access to premium features and an ad-free experience. Users who opt for sustAIn Plus gain access to exclusive content, advanced features, and a seamless, uninterrupted user experience.

DISTRIBUTION STRATEGY

sustAIn employs a strategic distribution strategy to effectively reach and engage learners:

- **Mobile App and Website:** Providing access to eco-friendly gamified content through a user-friendly app and web platform, ensuring accessibility across different devices.
- **App Stores:** Distributing the sustAIn app on major platforms like Google Play and the Apple App Store, increasing visibility and accessibility to potential users.
- **User Engagement:** Encouraging daily practice and interaction through notifications and reminders, fostering consistent engagement with the app's content.
- **Social Sharing:** Allowing users to share their milestone AR (in progress) badge achievements on social media platforms, promoting user-generated content and organic growth.
- **Word-of-Mouth:** Leveraging satisfied users who recommend sustAIn to others, capitalizing on positive experiences and testimonials to expand the user base.
- **Community Building:** Fostering a community of climate enthusiasts through community quests, discussions, and interactive features, creating a supportive environment for learning and collaboration.
- **Partnerships:** Exploring potential integration of platforms like Ecology into sustAIn to promote tree plantations for premium users, enhancing the app's value proposition and impact.
- **sustAIn for Corporates:** Offering tailored content and solutions for corporate clients to promote their brand and commitment to climate goals, addressing the specific needs and objectives of businesses.
- **Focus on Organic Traffic SEO:** Optimizing content for search engines to increase visibility and attract new users organically, improving the app's discoverability online.
- **Localized Content:** Providing courses in various languages to cater to a global audience, ensuring inclusivity and accessibility for users worldwide.
- **Participating in Global Summits**
- **Target Specific Audience by Google Ads**
- **Focus on the Corporate Sector Through Email Marketing Campaigns**
- **Create Fact-Based PR**

Financial Model

		2024	2025	2026	2027	2028
Figures in USD	Unit	Year 1	Year 2	Year 3	Year 4	Year 5
Income Statement						
Revenue	\$	690,000	1,219,600	2,553,000	5,963,000	16,239,250
Variable Cost	\$	300,000	300,000	300,000	400,000	400,000
Marketing	\$	120,000	180,000	250,000	250,000	250,000
Servers, Hosting	\$	2,000	10,000	10,000	10,000	20,000
Total COGS	\$	422,000	490,000	560,000	660,000	670,000
Gross Profit	\$	268,000	729,600	1,993,000	5,303,000	15,569,250
Gross Profit Margin	%	39%	60%	78%	89%	96%
Operating Expenses(Fixed)						
Office Rent	\$	25,000	30,000	50,000	80,000	100,000
Design & Development	\$	400,000	600,000	1,200,000	1,500,000	1,500,000
Operations	\$	200,000	200,000	300,000	300,000	300,000
Total Operating Expenses	\$	625,000	830,000	1,550,000	1,880,000	1,900,000
Operating Profit	\$	(357,000)	(100,400)	443,000	3,423,000	13,669,250
Operating Profit Margin	%	-52%	-8%	17%	57%	84%
Tax	\$	0.00	0.00	119610.00	924210.00	3690697.50
Profit / (Loss)	\$	(357,000)	(100,400)	323,390	2,498,790	9,978,553

Assumptions						
Revenue (B2B)						
Number of companies	#	10	17	43	128	446
Order Growth Rate	%		70%	150%	200%	250%
Average Order Value	\$	600.00	800.00	3,000.00	4,000.00	5,000.00
Cost of Goods Sold (per order)						
Servers, Hosting	\$	2,000.00	10,000.00	10,000.00	10,000.00	20,000.00
Operating Expenses						
Office Rent	\$	25,000	30,000	50,000	80,000	100,000
Salaries & Payroll	\$	400,000	600,000	1,200,000	1,500,000	1,500,000
Marketing	\$	120,000	180,000	250,000	250,000	250,000
Other	\$	200,000	200,000	300,000	300,000	300,000
Corporate Tax Rate	%	27%	27%	27%	27%	27%
Revenue (B2C)						
Number of Users	#	12,000	18,000	31,500	63,000	138,600
Order Growth Rate	%		50%	75%	100%	120%
Average Order Value	\$	55.00	65.00	75.00	85.00	100.00
Ad-Revenue	\$	24,000	36,000	63,000	98,000	148,000

CAC: ~\$10/user

Avg LTV = ~\$119.5

Market Opportunity:

Focussing on GenZ and CSR focussed companies with community features – the direct linkage between learning and Practical ecofriendly alternatives.

Distinctive Competence/IP:

Gamified approach to sustainability education, leveraging cognitive sign to make learnings stick.

Management Capability/Team:

Combined skills in app development, gamification in edtech, project management, Global Strategy-Brand and Marketing.

Past achievements in team/advisors: Designed and developed mobile apps with gamified content for kids in edtech.

Team members with experience on project management Ex-IBM, Operations management experience: Ex-Amazon, Product Designer- Supervex, Co-Founder of My pre-school app.

Customers

Individual customers and corporate employees. Target customers are 15-35 age users and corporate employees. Distribution strategies like app store optimization, participating in Global Summits.

Successful Business:

With successful launch, there will be approximately 50 potential job opportunities over 5 years in roles like, App development designers, content writing, marketing, and business development, working closely with environmental science and CS department interns in UB and Buffalo state university, Designers from different parts of Western New York.

Commitment to Launching the Business:

With experienced and passionate team members/advisors that have founded a successful startup in the edtech space and led many technological projects, we are totally committed to launching this app and following expert advice as we expand.