

## **Company Name:** Nuclear Energy – The Better Energy

Company overview: Nuclear Energy - The Better Energy is a website designed for a non-science population to create awareness about the benefits of Nuclear Energy and to help the society get rid of the fears and misconceptions related to this environment friendly source of energy.

Problem/Opportunity: Our planet is currently in the middle of a climate crises. Excessive dependence on fossil fuels, increasing energy demands, population explosion and increasing global temperatures call for a paradigm shift to an energy source which in addition to fulfilling our increasing demands, is also environment friendly. Nuclear power has proved to be that option which has the ability to meet all our demands and at the same time is also cleaner than any other available energy source. The problem, however, lies in the limited knowledge and awareness about Nuclear Energy within the society. Irrational fears and false impressions abound within the public and pose the greatest obstacle to this absolutely necessary transformation within the society. For the validation of the aforementioned problem, I had created a Nuclear Energy Awareness Survey which received a total of 88 responses from people in the age group of 18 – 72. While 99% of the participants believed in climate change, only 71% supported the use of Nuclear power as an environment friendly source of energy and 23% were unsure. It is this difference in numbers that my website intends to change. The survey further showed that 59% of the participants rely on general discussion for information about nuclear energy. While general discussion platforms are helpful in various situations, the lack of facts and reliable information can further spread misconceptions amongst the general public.

Solution: My solution to the aforementioned problems is to create an interface that connects the general public with reliable information from experts in the field. Keeping that in mind, a comprehensive website aiming to inform people about the importance and benefits of using nuclear power has been developed. The website has been designed specifically for a non-science population, to introduce them to Nuclear physics, starting from its basic applications to nuclear power production being the need of the day. The website has been divided into three major sections – The Health impacts of radiation, Nuclear Power Production and Nuclear Reactor Safety. Each section has three articles and has been created to tactfully deal with one particular aspect of Nuclear Energy that the general public is usually concerned about. To engage public in a more interactive way, a quiz section with fun questions about Nuclear Energy has also been created. One of the latest features of my website includes ‘*Article of the Month*’ where every month, I post a new article related to Nuclear Energy and its consequences in our everyday life. Regular newsletters to keep the public up-to-date with the recent advancements in the nuclear industry have also been included in the website. The uniqueness of my product lies in the fact that it comes from the point of view of a PhD student. This site is a journey through everything that Nuclear science has to offer in the present age.

Marketing/Sales: While my website is open to anyone and everyone who is interested and wants to know more about Nuclear Energy, the monetary aspects would focus on middle/high school teachers and other educational institutions. My website would provide a reliable source for teaching students of various age groups about Nuclear Energy. Another marketing strategy includes providing access to highly specialized content focused on nuclear power production through webinars and seminars. To further spread the word and reach more customers, I organize and lead outreach events and science fairs at local middle/high schools, where I use my website as a resource to educate people about Nuclear Energy.

Competition: My top competitors are established informational websites like that of the Nuclear Regulatory Commission of the US (US NRC). Most people these days find information on any topic

via random net surfing. The primary aim of my product, therefore, is to provide all the relevant information in a concise manner, on a single website through the use of interactive quizzes and easy to read and understand articles.

Business/Operational Model: The current operational costs of my website include only the site hosting and the domain name fees amounting to approximately \$300 per year. This would be covered by providing lesson plans for middle/high school teachers. Moreover, I would be using the content of my website to give webinars/seminars at various institutions and outreach events. I would also accept donations to support my writing on the website. Moving forward, the operational costs would increase to account for methods to include search engine optimization on my website. I am also currently working on monetizing my product by including advertisements on the website.

Management Team: Currently, I am the sole owner and manager of the website. I am a fifth year graduate student in the Nuclear Physics department of the University of Notre Dame. I was born in a small town in India but grew up in Delhi for the most of my life. I have an undergraduate degree in Physics followed by a Master's in Nuclear Science and Technology, both from the University of Delhi. I have done various projects and internships at some of the premier Nuclear Physics institutions including two nuclear power plants in India. Having gained some experience in this field, I became an ardent supporter of Nuclear power. I, therefore, intend to use my expertise and knowledge to advocate the use of nuclear power as the cleanest source of energy. And now that we are face-to-face with a climate emergency, this is the perfect time to start my initiative and convert it into a full-blown venture.

Traction/Milestones: My website has been up and running for over a year now and I have had up to 300 unique visitors per month. In December last year, I created a FaceBook page to advertise my website and it has garnered about 180 followers so far. Very recently, I have also started sending out bimonthly newsletters to the followers of my website. Some of my milestones over the next six months would be to prepare lesson plans for high school students and sell them at local schools. Simultaneously, I would also be using my website to give webinars at various educational institutions. Within the next year, I would like to create a reliable customer base with a set number of lesson plans to be sold every year and turn the website into a self-sustaining venture.

ND Force for good/Social impact: My vision behind developing 'Nuclear Energy - The Better Energy' is to bridge the gap between my research as a nuclear scientist and my responsibilities towards the society. Spreading awareness is the only way to counter the fear and stigma associated with Nuclear Energy. In the present age of technology, our society is constantly evolving and moving towards advancement. To fight the current climate crises, we need to cut down our carbon emissions and find a way to progress using resources that are sustainable. Embracing Nuclear Energy is the step that will take us closer to a safer environment. It is this faith and belief in using Nuclear Energy for a better and safer tomorrow, that I wish to achieve through my website. Moreover, the use of my website for educational purposes can help the society make well-informed decisions about the future of nuclear power, which, in itself has the potential to positively impact our planet's climate.

Challenges: Currently, one of the major challenges faced by my product is inadequate advertising. Getting support for applying search engine optimization and enabling ads on my website would prove extremely beneficial for the promotion of my website. Also, I intend to use the resources available at the Idea Center to help me tackle these technical challenges of running a website. Closely working with other local groups and outreach departments will also help me get in touch with people and institutions who would benefit from using my product and be willing to pay to utilize all the resources it has to offer.