

EcoKnow

Category - Wildcard
Team Parmessan



Introduction

In a world where global warming and its accompanying disasters make the headlines every two days...

It is unsurprising that you might feel **paralysed at the scale** of the problem at hand - what can us **small, insignificant** individuals do?

When it comes to everyday living that we've fallen habit into, there is often more motivation to do the **easier and often less environmentally friendly thing** - choosing the comfort of the car rather than squeeze with the crowd on a bus, switching on the aircon rather than the less power-consuming fan on a hot summer day.

Problem Statement

As the effects of **climate change** become increasingly severe,

each of us, as global citizens, need to take individual action in our daily lives to

reduce our **carbon footprint** to produce **collective, palpable impact** on the fight for our environment

Persona/Target Audience

Environmentally Conscious

Wants to make a difference/impact by doing his/her part in saving the environment but needs more guidance on concrete actions they can take in their everyday lives to go green.

City Dweller

Lives in a developed city like Singapore. These world's most advanced cities are also topping the charts in carbon footprints per capita.

Economical

Wants to reduce wastage/expenditure and steps taken to reduce carbon footprint help do the same



Existing Solutions

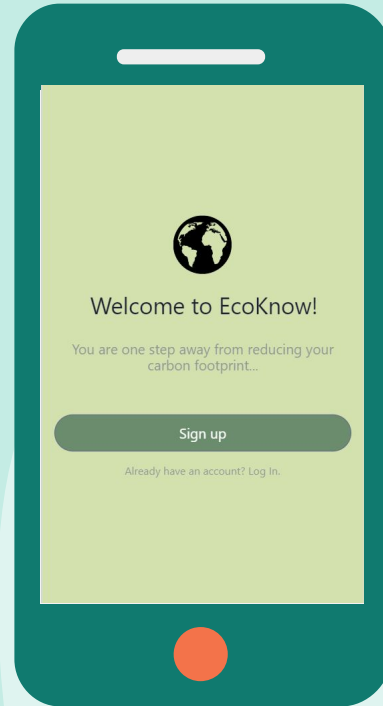
We think people need more incentive to feel like their efforts are making a change, and they need a way to track it effortlessly, not via 20 questions-long carbon footprint surveys. Going-Green advices for individuals, like “take shorter showers”, or “eat less meat” are also too vague and slip our minds all too often.

We need a solution that makes individual efforts visible, so that there is sustained motivation to keep taking these actions to be kinder to our planet.

Something that works on the same principle as being more conscious of our finances when we start tracking our expenses.

Our Solution

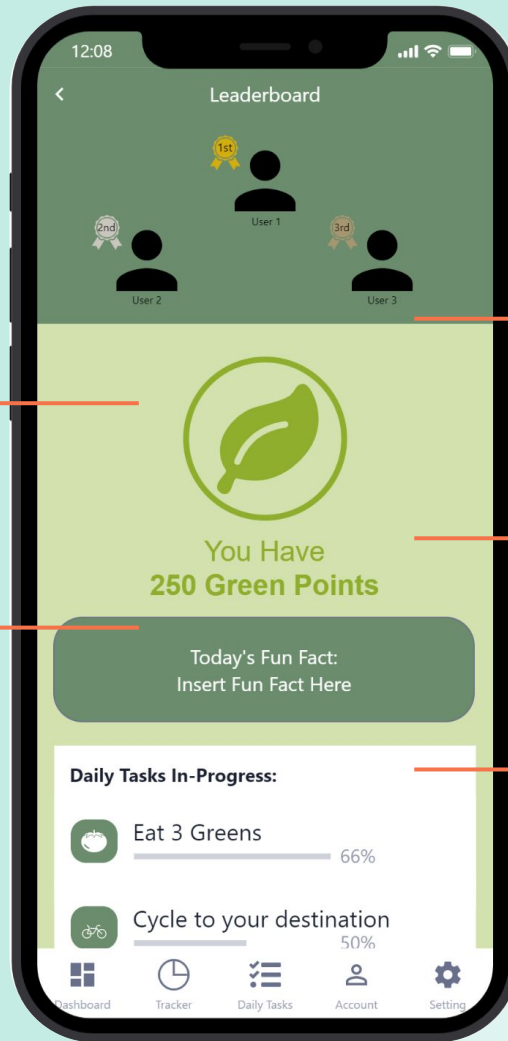
A personalized carbon
footprint tracker



Our Features

Gifts to be
Redeemed with
Points

Daily Carbon
Footprint Fun
Facts



Leadership
Board

Point System
& Redeemable
Gifts

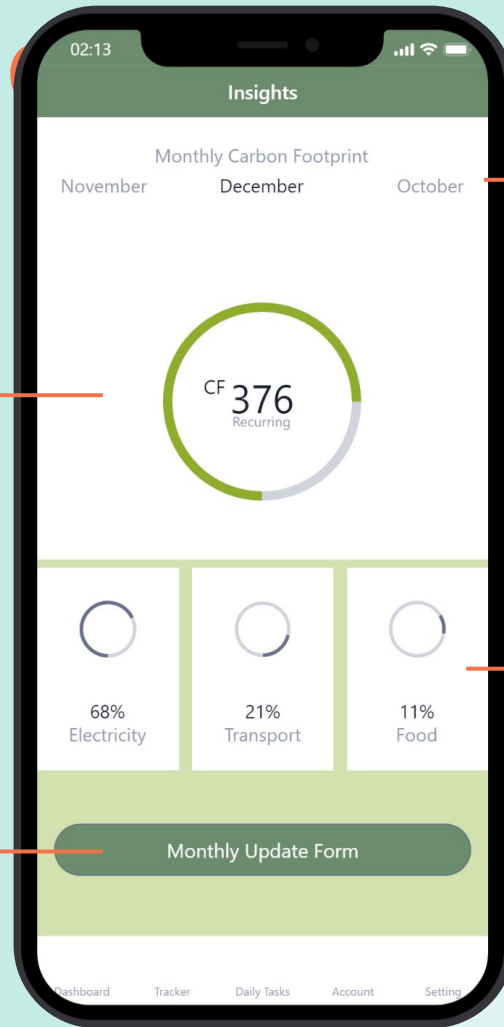
Daily Goals



Our Features

Personalized
Carbon Footprint
Tracker

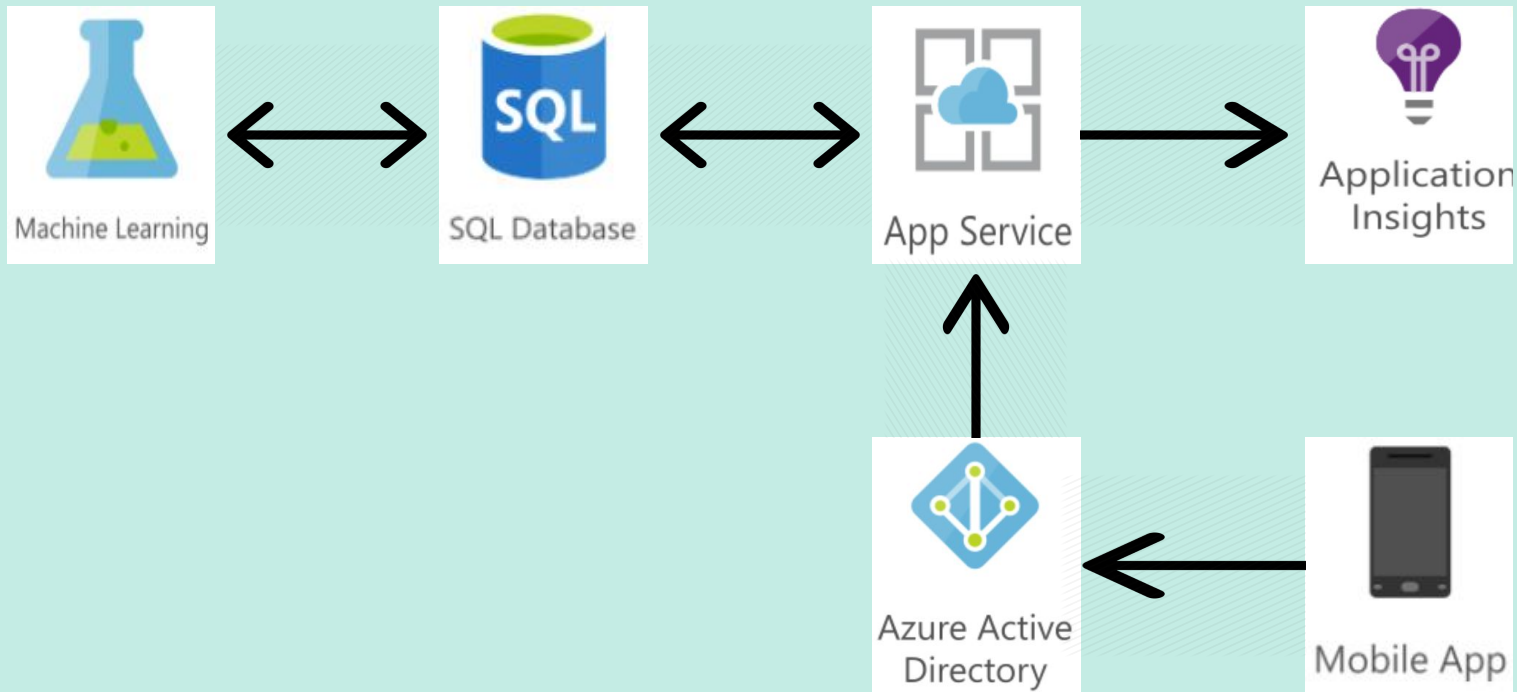
Form for Monthly
Carbon Footprint
Input



Monthly
Performance
Review

Break-up of
Carbon Footprint
Production

Tech Stack



Thank You!

For joining us in our journey of making
our world a better place!

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