



# IC HACK 2.0

## Open Innovation Panel 2

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# Idea Overview



To build a mobile application designed to empower Micro, Small, and Medium enterprises (MSMEs) by integrating carbon labels with their products. This initiative aims to promote green finance by providing consumers with transparent information about the environmental impact of their purchases, while simultaneously supporting and elevating eco-conscious SMEs. The project encompasses the development of separate buyer and seller applications to create a seamless and eco-conscious marketplace.

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# Market Prospectives



Our innovative approach of connecting sellers to investment funds for low-carbon footprint products not only benefits businesses but also fosters a community dedicated to environmental responsibility. This unique model position at the forefront of the green finance movement, offering a win-win solution for sellers and conscious consumers alike.

# Technical Overview

## Frontend Framework

React Native is a JavaScript framework for building mobile applications. It allows developers to create cross-platform apps with a single codebase, ensuring consistent performance and user experience on both iOS and Android platforms.

## Backend Framework

Express.js is a lightweight and flexible Node.js web application framework. It provides a robust set of features for building web and mobile applications, including routing, middleware support, and easy integration with databases.

## Server

MongoDB is a NoSQL document-oriented database that stores data in flexible, JSON-like documents. It is designed for high availability, scalability, and ease of use.





# Future Scope

## **Ecosystem Expansion and Integration:**

Green Finance is getting more popular. It can start doing new things like hosting online events about being eco-friendly and working with companies that are good for the environment. This will make Green Finance better and offer more to people who want to help the environment.

## **Community in Green Finance:**

Community plays a vital role in green finance by raising awareness, advocating for sustainability, pooling resources, sharing information, providing support, fostering innovation, and influencing the market, all of which contribute to the promotion and success of environmentally responsible financial practices and investments.

## **Eco-Conscious Shopping and Investing:**

Green e-commerce, sustainable products, and green finance are thriving. Expect more options and personalized eco-conscious experiences, as consumers increasingly prioritize environmental responsibility and financial sustainability.

# Execution

## Development and Implementation

The team will commence with the creation of separate buyer and seller applications, leveraging the React Native framework for seamless cross-platform compatibility. The buyer app will feature an intuitive interface allowing users to view detailed product listings, complete with carbon label statistics. Concurrently, the seller app will be designed to enable micro, small, and medium enterprises (MSMEs) to effortlessly list their products, emphasizing the eco-friendly attributes. Integration with a reputable payment gateway like Stripe will ensure a reliable and secure payment process. The robust backend will also manage the storage and retrieval of extensive data related to product carbon footprints.

## Financial Integration and Support

To benefit both buyers and sellers, we incorporate a sophisticated financial framework. Sellers will be incentivized with monetary advantages, receiving a percentage of each transaction, which, in turn, encourages the listing of products with lower carbon footprints. Moreover, a streamlined process for investment funds will be established, allowing sellers to access capital for the development and expansion of eco-friendly product lines. Overall, the execution of the project combines cutting-edge technology with a robust financial ecosystem, creating a platform that benefits both buyers and sellers in the pursuit of a more sustainable future.