

Intended audience

The pitch is centered around potential investment and will have a small number of investors attending it. A secondary purpose for the pitch is to inform and educate the audience of my app and its functions.

OUTLINE FOR PRESENTATIONS

*Who i am and what i do

*pain points

- Peanut butter
- Depending on what brand you choose Mass deforestation in the amazon

#An insight I made is that people need to intentionally look for those environmentally friendly websites/options. And if we are being honest, most people don't

*The problem

Individual food shoppers need to realize the impact of their food choice and its effect on the environment because people don't know what goes into their food and where it comes from.

*The solution

- A way for people to know
- An app that anyone can use and assists them in making better food choices environmentally for them. Scans products barcode using an API and finds the product. Then it uses Ai and a rating system to to give the item a score
 - Transit time
 - Carbon footprint
 - Natural resource use
 - Human cost (slavery/labor)

#this app is not a one time use it is designed to create long term habits

- Additionally, its a list app so it can check your list before you go to the store (also it keeps people using the app as a habit for dual purpose)
- Recommends more environmentally friendly products when you scan
- Has a dashboard showing the amount of co2 emissions you've saved while using the app

*why

#this issue is important because

#If people use this it can change everyone's (small) habits on what they buy and drastically steer the future of the environment for the better

Pre questions

1

Q: Are there any competitors and if so, how are you different from them?

A: There are virtually no competitors in this field as the majority of them are designed for weight loss or are an extension of a website

2

Q: Is there any further development or time needed and if so, what resources would be needed?

A: I currently have a rough prototype available and have plans ready for the frontend and backend of the app. Access to the API is free for testing phases.

3

Q: What are some current challenges and how do you plan to combat them?

A: There are two current challenges. First, I have to make a backend and rating system that works consistently and effectively. To solve it I will work with people who are experienced in backend and make sure the backend is up to my standards before continuing with the rest of the app. Second, is the business model and how it will make money. To solve this I am looking into business models that similar companies are using such as ads, subscription services, or paid apps.

Feedback

Look at apps that use the api and how they make money

Environmentally friendly companies pay for ad space