

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)

#I used the rest of the peanut butter. So I take the empty container and scan it before I throw it in the recycling. The app then automatically adds it to the list.

*why

#this issue is important because

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