The Business Case

Surveys show that sustainability sentiment among consumers has risen sharply [Refer: Capgemini2020]

The report estimates that **38% of consumers** in India would be more inclined to purchase **sustainable** products

With this, the **total market** comes to a whopping **15 million customers** pan India (Ref)

Assuming a conversion of just 1% with **100k customers**, the **yearly cost per customer comes at just ₹63**, less than 1 dollar (Ref)

The **yearly profits** amounts to a little over **₹4 million** taking a conservative estimate (Ref)

Roadmap

Contribute Module

- Create Event Scheduler Interface
- Gated community release

Marketplace Phase 2

- Identify premium features
- Introduce subscription model (₹100 per year)

1st Jan 2022

1st Mar 2022

1st Jul 2022

1st Sept 2022

1st Dec 2022

Purchases Module

- Architecture finalization for 100k users
- Gated community release

Marketplace Phase 1

- Onboard vetted eco-companies
- Cloud architecture for 100k users
- Gated community release

Community Module

- Discussion forum
- Gated community release

Appendix

Total Market Estimation

ltem	Figure	Source
India Population	1,350,000,000	Census
%Population in 19-45	36%	Census
Literacy rate	70%	Census
Literate at higher sec+	12%	Census
%People towards sustainability	38%	CapGemini
Estimated Green pan	15,513,120	Sum-prod

Cost Components

Item	Assumption	Monthly Cost (₹)
ESG Score/ Brand-wise research	Assuming 5 subscriptions worth 3k/ year (Eg. Ethical Consumer)	1250
Tech Costs	Discovery, Db, Website hosting	1,80,500
HR- Cost: Research Analysis	2 people	60,000
HR Cost: Tech maintenance	1 person	30,000
HR Cost: Marketing	1 person	50,000
Advertisements	Influencer, marathon etc.	2,00,000
Total Costs		5,21,750

Cost per customer =
Total Yearly Cost/100k =
₹ 63 (< 1USD)

Tech Cost Breakup

Watson Discovery Monthly Charges			
Queries/ user/ day	12		
MAU @ 60% with 100k user base	60,000		
DAU @ Dau/Mau = 20%	12,000		
Monthly Queries	43,20,000		
New brand Queries	2%		
Chargeable Queries (Monthly*New brand)	72,000		
First 10,000 query charge	₹ 37,500		
Remaining query Cost	₹ 93,000		
Total Discovery Cost	₹ 1,30,500		

Other Costs	
IBM Cloudant (300GB) +	
Hosting + Security + Payment	₹ 50,000

Total tech costs	₹ 1,80,500
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Revenue & Profit

Item	Yearly Revenue (₹)	Monthly (₹)
	1 00 00 000	0.00.000
Membership (@ ₹ 100)	1,00,00,000	8,33,333
Partner (20 companies @ ₹	2 00 000	16 667
10,000 / year)	2,00,000	16,667
Ad-revenue	-	
Merchandise (₹ 500 per piece	2 50 000	20 022
@5% margin, 10% conversion)	2,50,000	20,833
Total Revenue		8,70,833
Total Profit (Revenue – Cost)	41,89,000	3,49,083