

The Business Case

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

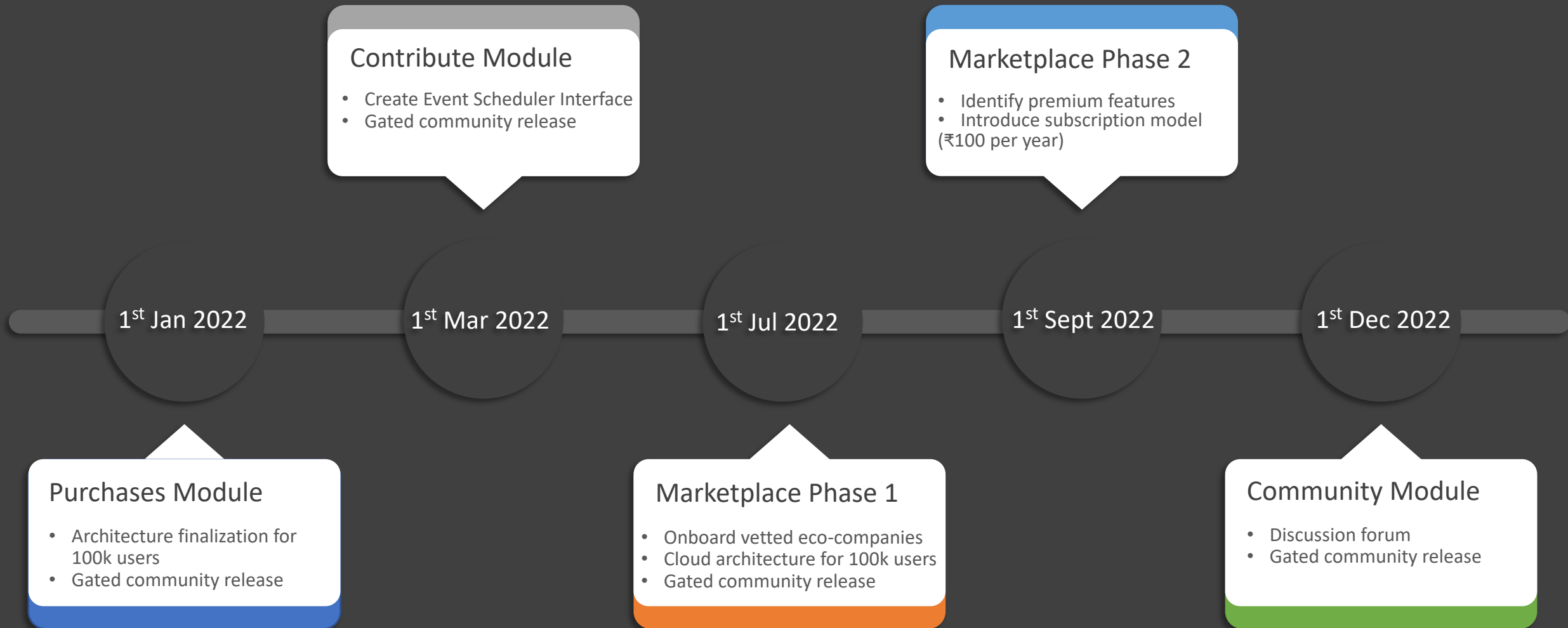
The report estimates that **38% of consumers** in India would be more inclined to purchase **sustainable** products

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



Appendix

Total Market Estimation

Item	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

Revenue & Profit

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