



POPULAEASE

A COMPREHENSIVE PLATFORM FOR SUSTAINABLE URBAN LIVING



INITIAL SITUATIONS



World population projected to reach 9.7 billion by 2050, with most of the growth occurring in urban areas

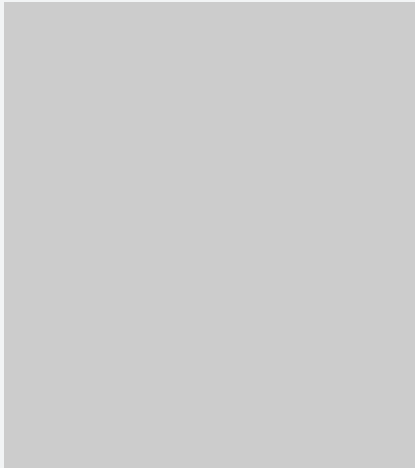


Urgent need for sustainable solutions in urban living, such as housing, transportation, and waste management





PERSONAS

- **City dwellers who are environmentally conscious and interested in living a sustainable lifestyle.**
 - **Urban planners and policymakers looking for sustainable solutions for their cities.**
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TOP THREE PROBLEMS AND CHALLENGES

Problem 1

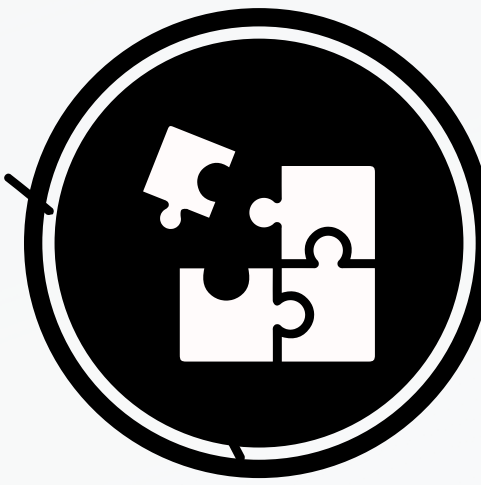
Lack of affordable
and sustainable
housing options

Problem 2

Poor public transportation
infrastructure and inadequate
access to sustainable mobility
solutions

Problem 3

Inefficient and
unsustainable
waste
management
practices



FOCUS OF MVP

- Addressing lack of affordable and sustainable housing, promoting sustainable transportation options, and facilitating efficient waste management practices
- Providing a platform for sustainable urban living



CUSTOMER JOURNEY AND USE CASES

A user searches for affordable and sustainable housing options in their city.

The platform provides a list of available housing options and allows the user to book a visit to the properties they are interested in.

The platform provides resources and tools to help users adopt sustainable waste management practices, such as composting and recycling.



PLAN: ROADMAP

- Develop a database of affordable and sustainable housing options in urban areas.
- Build partnerships with sustainable transportation providers.
- Create resources and tools for waste management practices
- Expand the platform to more cities and countries

TOP THREE FEATURES



Database of
affordable and
sustainable
housing options

FEATURE 1



Integration with
sustainable
transportation
providers

FEATURE 2



Waste
management
resources and
tools

FEATURE 3

LEARN AND BUILD: COST AND MEASURES

Budget of
₹500,000 and
timeline of 12-
18 months

Measuring success
through user
engagement,
adoption rates,
and environmental
impact

Gathering user
feedback to
inform future
improvements
and iterations

THANK YOU

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