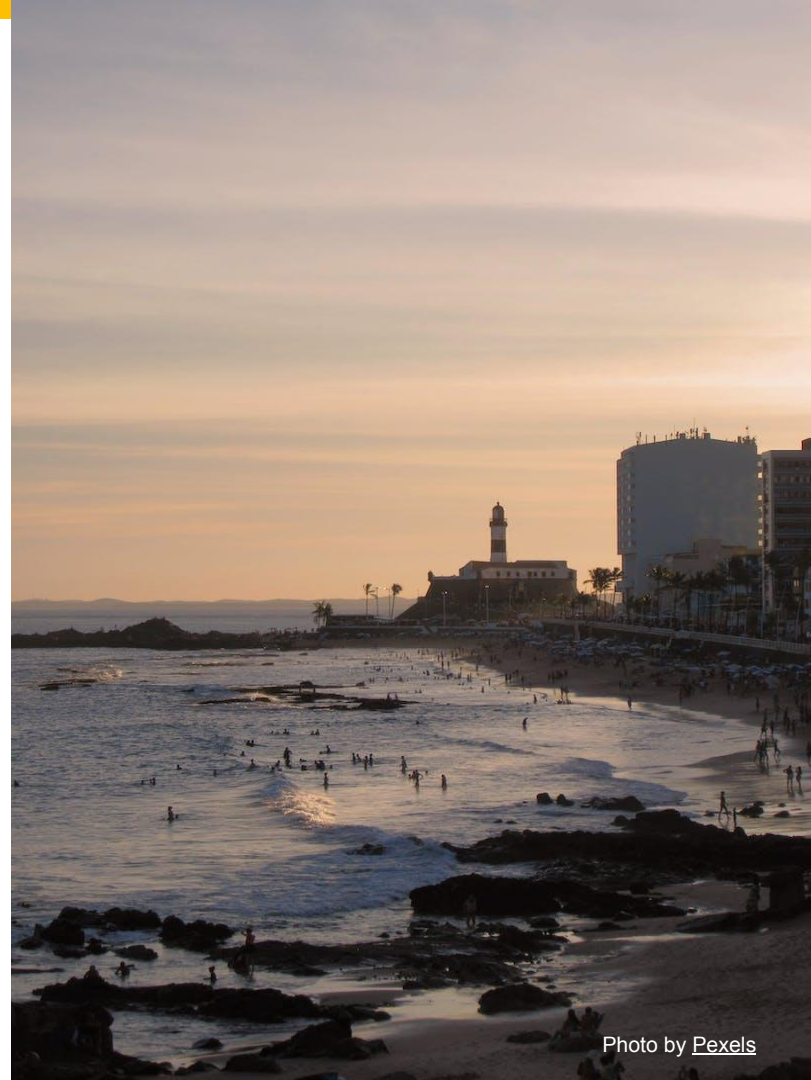


# **POPULAEASE**

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



# Target Audience

- People living in urban areas in developing countries





# Top Three Problems and Challenges

- Lack of affordable and sustainable housing options
- Poor public transportation infrastructure and inadequate access to sustainable mobility solutions
- Inefficient and unsustainable waste management practices



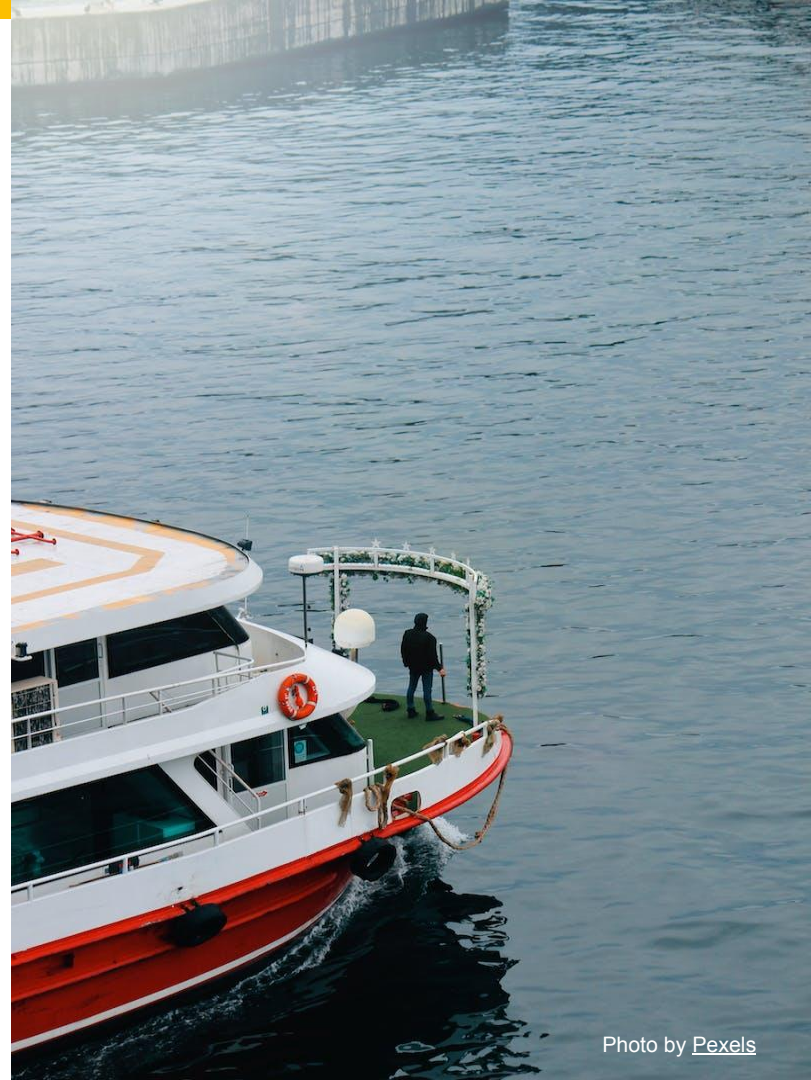
## Focus of MVP

- 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

- User searches for available housing options and can book visits
- Platform provides information on sustainable transportation options
- Platform provides resources and tools for sustainable waste management practices



## Plan: Product Vision

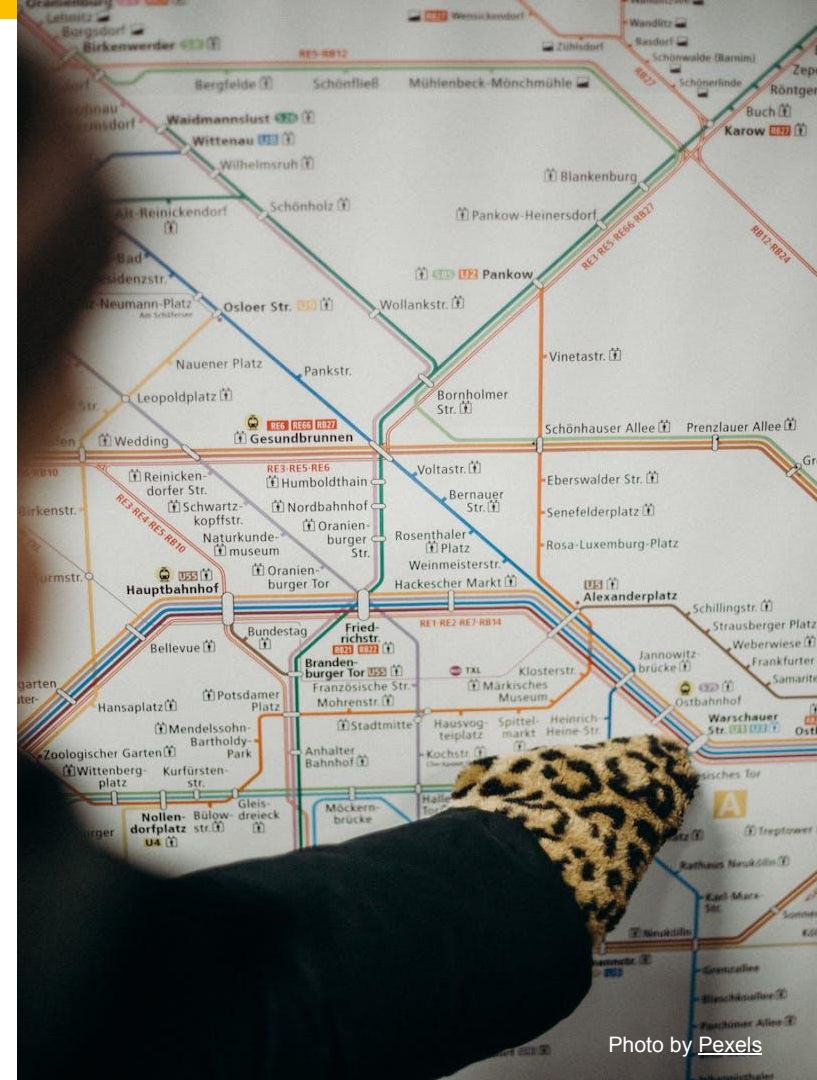
- All-in-one platform for sustainable urban living
- Offering affordable and sustainable housing options, sustainable transportation solutions, and waste management tools and resources





# 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



## Plan: Top Three Features

- Database of affordable and sustainable housing options
- Integration with sustainable transportation providers
- Waste management resources and tools



## 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

