**PROJECT NAME: URBANLY GREEN**

**Solution roadmap:** The app is currently is in its initial stages of development with the basic flows implemented using IBM Cloudant DB and IBM functions. We plan to upgrade the trading platforms with a photo upload section using the IBM Cloud Storage solution whilst completing the end to end flow for the other features mentioned as part of the app.

**Business Model:** The app ‘s trading platform and the ease of finding resources to implement the sustainability solutions provide an opportunity to monetize and benefit both the customer and us.

Subscription model:

An individual user has two options for subscription:

* Free for 1 month and then paid use per monthly or yearly
* Paid subscription per month or yearly

A Service Provider or an eco-friendly product vendor is proposed a tie up with a fixed percentage of servicing profit. The percentage of trading profit varies if the user is a service provider or an individual or an eco-friendly product vendor. Referral Marketing and Rewards based model to improve customer engagement to be implemented.

Plan to propose our idea and vision to angel investors and venture capitalists to develop and propagate our vision in empowering individuals in tackling climate change.

**Sustainability Plan:**

* Increase customer interaction with Rewards and Referral marketing by issuing Green Points which can be utilized to trade or use a service.
* Create content on choosing seasonal plants/fruits/handy gardening tools, DIY videos and posts for best art out of waste, reuse garden waste material
* Channelize social influencers for advertising on being eco conscious and using Urbanly Green to get started with
* Hire horticulturists to evaluate products that customer can use safely in their garden
* Increase customer interaction with virtual sessions or in person sessions on Gardening lessons, choosing your garden tool, expert analysis for individual issues, how to take care of your garden
* Conduct community events such as plantation drives, green walkathon/marathon to increase awareness, conduct best out of waste competition etc.,
* Tie ups with Delivery partners
* Tie ups with Payment partners
* Enable intercity trading

**Ideated and developed by:**

**Team Name: Green Warriors**

**Team members:**

Urmila Gumata(urmila.gumata@infosys.com)

Shefin Mohammad(shefin.mohammed@infosys.com)

Vishnuvardhan(vishnuvardhan.b01@infosys.com)

Shubham Kumar(shubham.kumar28@infosys.com)

Rohit(rohit16@infosys.com)