

# SDG Passport

HELIX Genesis Venture Portfolio

**Founder:** Duane "DJ" Bromfield

**Date:** January 2025

## Table of Contents

- Workbook 0: Strategic Context (The Perfect Storm)
- Workbook 1: Ideation (The Engagement Gap)
- Workbook 2: Personas (Director vs. Student)
- Workbook 3: Market Research (AASHE STARS)
- Workbook 4: Business Model (SaaS + Sponsorships)
- Workbook 5: Marketing (Gamification as Strategy)
- Workbook 6: The Pitch (Structure)

---

# HELIX Genesis Workbook 0: STRATEGIC CONTEXT

---

## The "Perfect Storm" & The Strategic Reality

**Prepared by:** Duane "DJ" Bromfield

**Date:** January 2025

**Context:** Institutional Survival & Differentiation

---

## 1. The Crisis Context (2024-2025)

Seneca Polytechnic is currently navigating a "Perfect Storm" of challenges:

- Enrollment Crisis:** The cap on international students has impacted revenue streams.
- Financial Pressure:** Projected deficits limit capital expenditure.
- Post-Strike Recovery:** The institution is rebuilding student morale and trust.

### Strategic Reality Check:

SDG Passport **does not** solve the enrollment crisis. To claim otherwise would be irresponsible. However, it addresses a specific, measurable gap that persists despite the crisis.

## 2. The Specific Pain Point: EN-13

While the institution fights for survival, the **Office of Sustainability** faces its own crisis:

- AASHE STARS Score:** Seneca currently scores **0.01/5.00** in Credit EN-13 (Student Sustainability Engagement).
- The Cause:** Disconnected data. Thousands of student volunteer hours go unverified because they live in spreadsheets, not systems.

- **The Cost:** This low score drags down the institution's overall ranking at a time when reputation is critical.

## 3. The Value Proposition Pivot

**Old Pitch:** "We act as a Recruitment Differentiator." (Unsubstantiated).

**New Pitch:** "We solve the EN-13 Data Gap while rebuilding Student Engagement." (Proven).

We offer a **Targeted Solution**:

- **For Administration:** We automate the data collection specifically for AASHE EN-13, moving the score from 0.01 → 4.00.
- **For Students:** We provide a "Gamified Impact Transcript" that validates their volunteer work for employers.

## 4. The Ask: Low Risk, Measured Reward

We are asking for a **\$5,000 Catalyst Grant**.

- **Cost:** 0.1% of the projected deficit.
- **Risk:** Zero infrastructure required (runs on students' phones).
- **Reward:**
  1. Fix a specific reporting gap (EN-13) - **Phase 1 MVP**.
  2. Provide a morale boost for students post-strike.
  3. Validate a "Living Lab" model for future curriculum integration (**Phase 2**).

---

### Strategic Conclusion:

This pilot is not a silver bullet for enrollment. It is a **Cost-Effective Efficiency Tool** that solves a lingering data problem while supporting student culture during a difficult period.

---

# HELIX Genesis Program - Workbook 1: IDEATION

---

## SDG Passport - Completed Workbook

**Prepared by:** Duane "DJ" Bromfield

**Business:** SDG Passport (SDG Innovation Labs Inc.)

**Date:** January 2025

**Program:** HELIX Genesis Program (Pivot Update)

---

## LEARNING OUTCOMES - IDEATION

- Empathize and define problems
  - Create ideas for solving the problems
- 

## IDEATION PROCESS

### Question 1: What problem do you want to solve?

**Describe the problem:**

Higher Education Institutions (like Seneca) are facing a "**Sustainability Reporting Gap**":

1. **The Data Gap:** We spend millions on sustainability, but our AASHE STARS score for Student Engagement (EN-13) is **0.01/5.00** because we lack data.
2. **The Engagement Gap:** Students volunteer for clubs and events, but their impact is not tracked centrally, leaving them with "blank resumes."

3. **The Efficiency Gap:** Sustainability staff are overwhelmed with manual reporting and cannot verify data for rating agencies.

### Core Problem Statement:

Colleges have a "Data Black Hole" regarding social impact. They cannot prove their engagement numbers to rating agencies (AASHE), resulting in lower rankings. Meanwhile, students do the work but get no verifiable credit.

---

## Question 2: Who does the problem affect?

### Group 1: The Administration (Office of Sustainability)

#### Demographics:

- Directors of Sustainability.
- AASHE STARS Reporting Officers.

#### Characteristics:

- **Reporting:** Drowning in spreadsheets; needs automated data for AASHE credits.
- **Efficiency:** Needs to do more with less budget (fix the 0.01 score without hiring staff).
- **Verification:** Needs "audit-proof" data to survive a STARS review.

### Group 2: The Students (Gen Z)

#### Demographics:

- Age 18-25, "Digital Natives."
- Values-driven but resume-focused.

#### Characteristics:

- **Validation:** Need "Micro-Credentials" to distinguish themselves in the job market.
- **Experience:** Want to participate in "Living Lab" projects, not just passive lectures.
- **Gamification:** Motivated by visible progress (Streaks, Badges).

### Group 3: Student Unions (SSF)

#### Demographics:

- Club Managers and Finance VPs.

## Characteristics:

- Want to fund successful clubs but lack visibility on ROI.
  - Need a way to track attendance without paper fraud.
- 

## Question 3: How are they affected?

- **Administration:** Loses AASHE points (EN-13) and institutional prestige due to poor data.
  - **Students:** Graduate without a verified record of their soft skills and volunteer impact.
  - **SSF:** Cannot optimize funding because they lack real engagement data.
- 

## SOLUTION: SDG PASSPORT

### How SDG Passport Solves These Problems

#### For Administration (B2B):

- **Automated Reporting:** "Turn Student Action into AASHE Points." Specifically fixing EN-13.
- **Living Lab Data:** Verifies student contributions to campus sustainability goals.
- **Cost Efficiency:** Replacing manual data entry with user-generated verification.

#### For Students (User):

- **"The Game of Good":** Turning volunteering into an RPG. Earn XP, level up, and unlock rewards.
- **Digital Portfolio:** A permanent "Impact Transcript" they can show employers on LinkedIn.
- **Social Currency:** "Badges" that prove they are an "Ocean Guardian" or "Zero Hunger Hero."

## Innovative Features

1. **Hybrid Intelligence:** Integrating AI to help students "co-create" solutions for SDGs.
  2. **The "Live" Dashboard:** Replacing annual reports with real-time data streams.
  3. **Universal Wallet:** One "Passport" for all clubs, not just one.
- 

## NEXT STEPS

## Immediate Actions (HELIX Genesis Program):

1. **Complete Workbook 1: Ideation** (DONE)
2. **Move to Workbook 2: Prototyping** (Refine the "Passport Interface" MVP).
3. **Move to Workbook 3: Testing** (Pilot with United Seneca for Sustainability - USFS).
4. **Launch Phase 1** (Web Prototype) for the next major event.

## Business Development:

- Secure "HELIX Venture" status to unlock SSF procurement.
  - Apply for **catalyst funds** to cover Phase 2 server costs.
  - Validate the B2B revenue model with the Office of Sustainability.
- 

## REFLECTION

### What did you learn through this ideation process?

I learned that **Sustainability is a Data Problem, not just a Culture Problem.**

Everybody wants to save the world, but nobody measures it. By pivoting from a "Club App" to a "Compliance Tool" (AASHE STARS), I turned a nice-to-have project into a **Must-Have Business Solution** for the college.

**SDG Passport bridges the gap between Student Passion and Institutional Compliance.**

---

### End of Workbook 1

---

# HELIX Genesis Program - Workbook 2: PERSONAS & VALUE PROPOSITION

---

## SDG Passport - Completed Workbook

**Prepared by:** Duane "DJ" Bromfield

**Business:** SDG Passport (SDG Innovation Labs Inc.)

**Date:** January 2025

---

## LEARNING OUTCOMES - PERSONAS

- Define your Customer Segments
  - Map out the Customer Journey
  - Define the Value Proposition Canvas
- 

## 1. CUSTOMER PERSONAS

### Persona A: "Sustainable Sarah" (The Super-User)

- **Role:** 2nd Year Environmental Tech Student.
- **Motivation:** Wants to save the world, but feels isolated.
- **Pain Point:** Volunteers for 3 different clubs (Eco, Garden, Cleanup) but has no single record of her impact. She feels her work is "invisible."
- **Gain:** A digital portfolio that aggregates all her actions into one "Impact Score" she can put on LinkedIn.

### Persona B: "Director David" (The Buyer)

- **Role:** Director of Sustainability (Seneca).
- **Motivation:** Needs to get Seneca to "Platinum" status on AASHE STARS.
- **Pain Point:** Drowning in spreadsheets. Relies on emails from club presidents to guess how many students attended events. Terrified of an audit.
- **Gain:** A "One-Click Audit" Dashboard. He opens the app, sees "500 Attendees," and downloads the PDF for the rating agency.

## Persona C: "Apathetic Alex" (The Target Growth)

- **Role:** Business Student.
  - **Motivation:** Getting a job. Doesn't care about trees.
  - **Pain Point:** Needs "Leadership Experience" for his resume but thinks volunteering is boring.
  - **Gain:** The "Gamification." He sees his friends leveling up and getting badges. He joins because he wants to win, not because he cares (yet). The app creates the habit.
- 

## 2. THE PROBLEM-SOLUTION FIT

<b>Customer Job</b>	<b>Pain (Why it's hard)</b>	<b>Gain (What they want)</b>	<b>SDG Passport Feature</b>
<b>Prove Student Impact</b>	Data is scattered across papers, emails, and discords.	A clean, verifiable report for AASHE accreditation.	<b>Real-Time Dashboard:</b> Automated collection of every scan.
<b>Boost Engagement</b>	Students don't show up to events because there is no incentive.	Higher attendance numbers and buzz on campus.	<b>Gamification:</b> XP, Leaderboards, and Digital Badges.
<b>Prevent Fraud</b>	Students sign in for friends who aren't there.	Actual, honest attendance numbers.	<b>Geofencing &amp; Rotating QR:</b> Anti-cheat technology.

---

## 3. THE "MINIMUM VIABLE ECOSYSTEM" (MVE)

We are not just building an "App." We are building a **Feedback Loop**.

1. **The Event (Physical)**: Student attends a cleanup.
  2. **The Trigger (Digital)**: Student scans the Geofenced QR Code.
  3. **The Reward (Psychological)**: Phone vibrates. "Badge Unlocked." XP Bar goes up.
  4. **The Report (Institutional)**: Director David's dashboard updates instantly.
- 

## REFLECTION

### How has your understanding of the customer changed?

I realized that "**Apathetic Alex**" is actually my most important user.

"Sustainable Sarah" will join anyway.

But if I can make the app cool enough for "Alex" (the business student) to care, then we have truly solved the engagement crisis. **Gamification isn't a toy; it's the bridge for the unconverted.**

---

### End of Workbook 2

---

# HELIX Genesis Program - Workbook 3: MARKET RESEARCH & COMPETITORS

---

## SDG Passport - Completed Workbook

**Prepared by:** Duane "DJ" Bromfield

**Business:** SDG Passport (SDG Innovation Labs Inc.)

**Date:** January 2025

---

## LEARNING OUTCOMES - MARKET RESEARCH

- Identify your Competitors (Direct & Indirect)
  - Define your Total Addressable Market (TAM)
  - Conduct Primary Research (Sensing)
- 

## 1. MARKET SIZE ( The "Why Now")

- **The Crisis:** The 2025 international student cap has created an "Enrollment Emergency."
  - **The Need:** Differentiation. Institutions can't compete on price (cuts) or scale. They need **Unique Value Propositions** (UVPs).
  - **The Opportunity:** Sustainability credentials are the #1 requested new feature by Gen Z applicants.
  - **The Stats:** 1,200+ Institutions need this, but 80% lack the tools.
- 

## 2. COMPETITOR ANALYSIS

## Direct Competitors (The Incumbents)

1. **Modern Campus (Presence)**: The big player.
  - *Strength*: Deep integration with university systems.
  - *Weakness*: Boring UI. Students only log in when forced. Low engagement.
2. **Volgistics / Better Impact**: Volunteer management software.
  - *Strength*: Good for scheduling.
  - *Weakness*: It's just a digital timesheet. No gamification. No "social currency."

## Indirect Competitors (The Real Enemy)

1. "**The Clipboard**": Manual sign-in sheets.
  - *Strength*: Free. Everyone knows how to use it.
  - *Weakness*: Illegible handwriting. Data entry takes hours. Fraud is rampant.
2. "**Apathy
- *Weakness*: Seneca loses ranking points.**

## Why SDG Passport Wins (Differentiation)

We operate in the "**Blue Ocean**" between "Fun Game" and "Boring Compliance Tool."

Feature	GivePulse	Modern Campus	SDG Passport
<b>Volunteer Tracking</b>	✓	✓	✓
<b>QR Check-in</b>	✓	✓	✓ (+Geofencing)
<b>Gamification</b>	Limited	Limited	🎮 Core Mechanic
<b>AASHE Integration</b>	Manual Export	Limited	✓ Native EN-13
<b>Sustainability</b>	✗ (General)	✗ (General)	✓ SDG Mapping
<b>Living Lab Missions</b>	✗	✗	✓ (Phase 2)

- We are the only tool that Satisfies BOTH Personas.

### 3. PRIMARY RESEARCH (What we found)

We interviewed:

1. Lillia (USFS President)
2. Agatha (USFS HR)
3. Seneca Students (Random Sampling)

Key Insight:

- **Agatha's Fear:** "What if people cheat?" -> Validation for our Geofencing Feature.
  - **Lillia's Fear:** "We need to look professional." -> Validation for our "Dark Mode/Premium" Aesthetic.
  - **Student Feedback:** "I'll do it if I get something for my resume." -> Validation for the "LinkedIn Export" feature.
- 

## REFLECTION

**Is there a market for this?**

Yes. The market is not "Students buying an app."

The market is "**Universities buying a Compliance Tool that students actually like.**"

Institutions have the budget (Sustainability Funds). They just lack the vendor.

---

**End of Workbook 3**

# HELIX Genesis Program - Workbook 4: BUSINESS MODEL CANVAS 2

---

## SDG Passport - Completed Workbook

**Prepared by:** Duane "DJ" Bromfield

**Business:** SDG Passport (SDG Innovation Labs Inc.)

**Date:** January 2025

**Program:** HELIX Genesis - Business Model Canvas 2

---

## LEARNING OUTCOMES

- **LEARN:** Understand the business side of the Business Model Canvas
  - **BUILD:** Complete business model infrastructure
  - **MEASURE:** Resource requirements, activities, partnerships, costs, and revenue streams
- 

## REFLECTIVE EXERCISE 1: IDENTIFY KEY RESOURCES

### RESOURCE 1: Intellectual Property (The Tech)

- **SDG Passport App:** React Native Mobile App (Frontend).
- **Admin Dashboard:** Web-based AASHE reporting tool.
- **Geofencing Algorithm:** Security tech to prevent fraud.

### RESOURCE 2: Human Resources (The Team)

- **Founder (DJ):** Creative Director & Product Lead.

- **Marketing Lead:** Social Media & Club Relations.
- **Tech Lead:** Full-stack developer (Database/API).

## RESOURCE 3: Partnership Network

- **Seneca HELIX:** Providing legal structure and grants.
- **United Seneca for Sustainability (USFS):** Providing the initial user base.
- **Office of Sustainability:** Providing the data requirements.

## RESOURCE 4: Financial Resources

- **Catalyst Grant:** \$5,000 target.
  - **Sponsorship Revenue:** \$10,000 target (Year 1).
- 

## REFLECTIVE EXERCISE 2: DEFINE KEY ACTIVITIES

### ACTIVITY 1: Product Development (R&D)

- Building the "Stamp" mechanism (Phase 1).
- Developing the Geofencing Security (Phase 2).
- API Integration with AASHE reporting standards.

### ACTIVITY 2: Business Development (Sales)

- Pitching to Club Presidents ("The Trojan Horse").
- Negotiating Corporate Sponsorships for Badges.
- Presenting impact reports to the Dean.

### ACTIVITY 3: Student Success (Operations)

- Managing the Discord community.
  - Troubleshooting app bugs during events.
  - Onboarding new clubs.
- 

## REFLECTIVE EXERCISE 3: MAP KEY PARTNERSHIPS

### PARTNER 1: Seneca Polytechnic (The Buyer)

- **Role:** Institutional Client.
- **Value:** Provide the "Credit EN-1" data for rankings.

## PARTNER 2: Student Federation (SSF)

- **Role:** Distribution Channel.
- **Value:** Mandate the app for all funded clubs.

## PARTNER 3: RBC / Corporate Sponsors

- **Role:** Revenue Source.
  - **Value:** Pay for "Sponsored Badges" to reach Gen Z.
- 

## REFLECTIVE EXERCISE 4: ANALYZE COST STRUCTURE

### STARTUP COSTS (Year 0-1): \$1,500

- **Production Server:** \$600/year.
- **App Store Fees:** \$125/year.
- **Incorporation:** \$200.
- **Marketing:** \$0 (Viral).
- **Excluded Costs:** Founder Labor (Sweat Equity).
- **Legal & Compliance (Phase 2):** FERPA/PIPEDA compliance review and data security audit to be handled by HELIX legal support.

### GO-TO-MARKET TIMELINE ("The Trojan Horse")

1. **Phase 1 (Jan-Mar):** Grassroots adoption via United Seneca for Sustainability (USFS). 20 Clubs, 500 Students.
2. **Phase 2 (Apr-Jun):** "Shadow Report." We show the Office of Sustainability the EN-13 data we collected for free.
3. **Phase 3 (Jul-Sep):** Institutional Pitch. Convert the pilot into a paid license for the official academic year.

### COST DRIVERS

- **Fixed:** Hosting fees (low).
- **Variable:** None (software scales for free).

## REFLECTIVE EXERCISE 5: DESIGN REVENUE STREAMS

### REVENUE STREAM 1: Corporate Sponsorships (Tiered)

- **Model:** Annual Badge Sponsorship.
- **Price:** \$1,000 (Silver) - \$5,000 (Gold) per badge.
- **Target:** 3 Sponsors in Year 1 (\$5k total).

### REVENUE STREAM 2: B2B Licensing (Secondary)

- **Model:** Annual SaaS Fee for Dashboard.
  - **Price:** \$5,000/year per campus (Comparable to AASHE fees).
  - **Target:** Seneca + 2 other colleges in Year 2.
- 

## REFLECTIVE EXERCISE 6: VALIDATE BUSINESS MODEL VIABILITY

### REVENUE vs. COST

- **Year 1 (Pilot):** Revenue \$5k (Sponsors) | Cost \$1.5k | **CASH FLOW POSITIVE**
- **Year 2 (Growth):** Revenue \$50k (Licensing) | Cost \$5k | **HIGH MARGIN**

### KEY SUCCESS FACTORS

1. **Compliance Need:** Seneca *needs* the data for rankings.
  2. **Viral Loop:** Clubs force members to join, doing our marketing for us.
  3. **Low Cost:** No physical inventory, no logistics.
- 

**Completed by:** SDG Passport Team

---

# HELIX Genesis Workbook 5 – Customer Validation (SDG Passport)

---

## 1. Interview Question Bank

Goal: Confirm the "Sustainability Engagement Gap" and the need for Automated Data.

### A. Foundational Warm-Up

1. **For Students:** "When was the last time you volunteered on campus? Did you get any credit for it?"
2. **For Directors:** "How do you currently track student attendance at events? Is it accurate?"
3. **For Club Leaders:** "What is your biggest pain point when trying to get students to show up?"

### B. Segment-Specific Probes

#### Students (The User)

- "Would you care more about volunteering if you got a digital 'Badge' you could put on LinkedIn?"
- "Do you know what the UN SDGs are? Do you care?"
- "If an app gave you free coffee for attending 5 events, would you download it?"

#### Directors (The Buyer)

- "Do you struggle to get full points for AASHE STARS Credit EN-13 (Community Service)?"
- "How many hours a week do you spend manually entering data from sign-in sheets?"
- "If we could give you an 'Audit-Proof Report' instantly, what would that be worth to you?"

#### Sponsors (The Revenue)

- "Is reaching Gen Z students a priority for your brand?"

- "Would you sponsor a 'Financial Literacy Badge' inside a student app?"
- 

## 2. Target Segments & Outreach Channels

Customer Segment	Outreach Channels	Interview Goal
<b>Students</b>	Campus Hallways, Club Meetings, Discord	Validate if Gamification drives behavior.
<b>Directors</b>	Office of Sustainability (Email/Visit)	Validate the "Pain of Reporting."
<b>Club Leaders</b>	SSF Meetings, WhatsApp Groups	Validate distribution strategy.

---

## 3. Validation Results (Simulated)

### Key Findings

- 1. The Pain is Real:** The Director admitted that AASHE reporting takes "weeks of manual work."
- 2. Students Want Credit:** 90% of students said they volunteer *less* because "it doesn't help my resume."
- 3. Clubs need Tools:** USFS leaders confirmed they have no way to verify who actually attends events.

### Pivot Decision

- **Original Idea:** Just a "Club Website."
  - **Feedback:** "Nobody visits websites anymore."
  - **New Idea: SDG Passport App** (Mobile + Gamified).
  - **Feedback:** "I would download that for the rewards." -> **Stronger Value Prop.**
- 

## 4. Next Actions Checklist

1.  **Survey Distributed:** Talked to USFS Executive Team.

2.  **Problem Validated:** "Data Black Hole" confirmed by Agatha/Lillia.
  3.  **Revenue Validation:** Interview Seneca Facilities/Operations to confirm budget for "Student Researcher" data (Phase 2).
  4.  **Pilot Launch (Jan-March 2025):**
    - **Adoption:** 100+ active users.
    - **Engagement:** 60% Weekly Active Users.
    - **Value:** EN-13 Score improvement from 0.01 → 1.0+.
- 

**Completed by:** SDG Passport Team

**Date:** January 2025

**Program:** HELIX Genesis - Customer Validation

---

# HELIX Genesis Program - Workbook 6: THE PITCH

---

## SDG Passport - Completed Workbook

**Prepared by:** Duane "DJ" Bromfield

**Business:** SDG Passport (SDG Innovation Labs Inc.)

**Date:** January 2025

**Program:** HELIX Genesis - The Pitch

---

## SLIDE 1: THE HOOK

**Visual:** A campus building with lights left on at 3 AM vs. a student needing a project.

**Script:**

"Seneca spends millions on energy, waste, and food. Yet we have no idea what's happening on the ground.

Meanwhile, 30,000 students walk past these inefficiencies every day. This is a massive missed opportunity."

---

## SLIDE 2: THE PROBLEM

**Visual:** "The 15-Point Gap" (Seneca's missing AASHE points in Ops).

**Script:**

"We call this **Operational Blindness**.

1. **Facilities** is understaffed. They can't audit every bin or light switch.
2. **Sustainability Office** loses 15+ points in AASHE STARS because they lack data.
3. **Faculty** struggle to find real-world 'Living Lab' projects for students."

## SLIDE 3: THE SOLUTION

**Visual:** SDG Passport 'Mission' Interface ("Audit the Cafeteria").

**Script:**

"Enter **SDG Passport: The Living Lab Platform**.

We don't just track volunteers; we deploy **Student Researchers**.

Students accept 'Missions' (e.g., Waste Audit, Energy Check) to earn Micro-Credentials.

We turn the Student Body into a distributed **Data Collection Workforce**.

**Why now?** Because 'Audit-Proof Data' is mandatory for funding."

---

## SLIDE 5: HOW IT WORKS

**Visual:** 1. Professor Assigns Mission -> 2. Student Scans/Audits -> 3. Ops Dashboard Updates.

**Script:**

"1. **Assign:** Faculty post a 'Waste Audit Mission'.

2. **Action:** Student audits the bin + snaps a photo.

3. **Verify:** AI verifies the data. Student gets credit. Ops gets the report."

---

## SLIDE 6: MARKET OPPORTUNITY

**Visual:** \$50k Smart Campus vs \$5k App.

**Script:**

"We are moving from 'Student Engagement' (Low Value) to '**Smart Campus Operations**' (High Value).

Every University needs this data to reach Net Zero.

We start with Seneca, then scale to the 1,200 AASHE network."

---

## SLIDE 7: BUSINESS MODEL

**Visual:** Revenue Streams (\$50k License + \$5k Sponsors).

**Script:**

"We have a Hybrid Model:

1. **Dashboard Subscription (\$50k/yr):** Ops Budget (pays for itself in energy savings).

**2. Corporate Sponsorships (\$5k/badge):** Partners fund the student rewards.

We prioritize the \*\*Ops Budget\*\* because it is 10x larger than Student Life."

---

## SLIDE 8: TRACTION

**Visual:** USFS Logo + HELIX Logo.

**Script:**

"We aren't just an idea.

\* We are the official platform for the **United Seneca for Sustainability (USFS)**.

\* We have **HELIX Venture** status.

\* Our Phase 1 Web Prototype launches next month."

---

## SLIDE 9: COMPETITION

**Visual:** SDG Passport vs. Smart Building Sensors (Expensive) vs. Manual Audits (Slow).

**Script:**

"Sensors are expensive (\$\$\$). Manual Audits are slow.

We use the **Existing Student Workforce** (Free).

We are the **Uber for Campus Audits**."

---

## SLIDE 10: THE ASK

**Visual:** "\$5,000" vs "Deficit Mountain".

**Script:**

"We are asking for a **\$5,000 Catalyst Grant**.

That is **0.1% of the projected deficit**.

For the price of a rounding error, you fix a major reporting gap (EN-13) and engage students.

Let's turn this 'Data Black Hole' into a 'Living Lab'."

---

**End of Pitch Deck**