

SDG Passport

HELIX Genesis Venture Portfolio

Founder: Duane "DJ" Bromfield

Date: January 2025

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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:

1. **Enrollment Crisis:** The cap on international students has impacted revenue streams.
2. **Financial Pressure:** Projected deficits limit capital expenditure.
3. **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
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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.
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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.
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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.
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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.
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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**
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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

Customer Job	Pain (Why it's hard)	Gain (What they want)	SDG Passport Feature
Prove Student Impact	Data is scattered across papers, emails, and discords.	A clean, verifiable report for AASHE accreditation.	Real-Time Dashboard: Automated collection of every scan.
Boost Engagement	Students don't show up to events because there is no incentive.	Higher attendance numbers and buzz on campus.	Gamification: XP, Leaderboards, and Digital Badges.
Prevent Fraud	Students sign in for friends who aren't there.	Actual, honest attendance numbers.	Geofencing & Rotating QR: 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.
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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)**
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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.
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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":** Doing nothing.
 - *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
Volunteer Tracking	✓	✓	✓
QR Check-in	✓	✓	✓ (+Geofencing)
Gamification	Limited	Limited	🎮 Core Mechanic
AASHE Integration	Manual Export	Limited	✓ Native EN-13
Sustainability	✗ (General)	✗ (General)	✓ SDG Mapping
Living Lab Missions	✗	✗	✓ (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.
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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
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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).
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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.
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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.
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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.
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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.
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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
Students	Campus Hallways, Club Meetings, Discord	Validate if Gamification drives behavior.
Directors	Office of Sustainability (Email/Visit)	Validate the "Pain of Reporting."
Club Leaders	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+.
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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