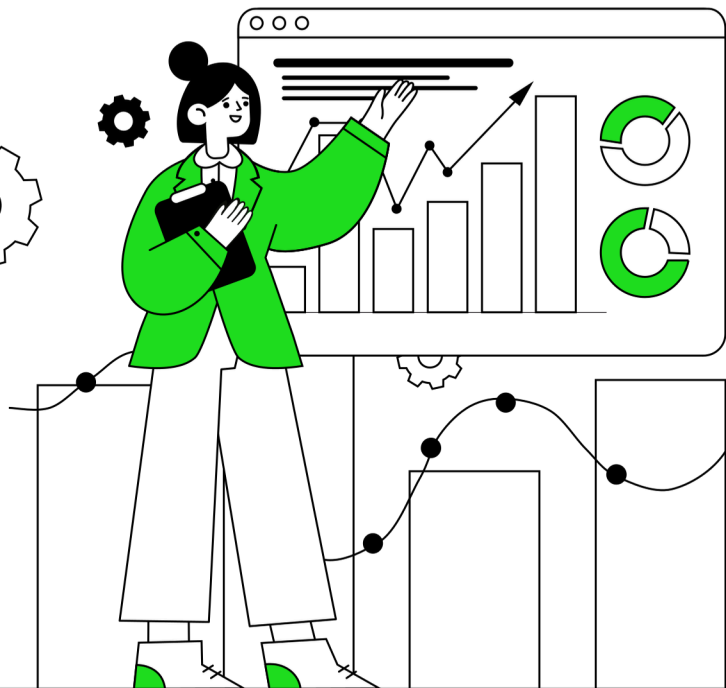
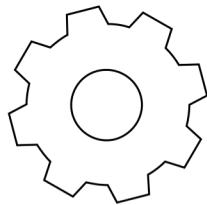


# ECOMI

# STARTUP

# BUSINESS PLAN



POLSKO-UKRAIŃSKA RADA  
WYMIANY MŁODZIEŻY

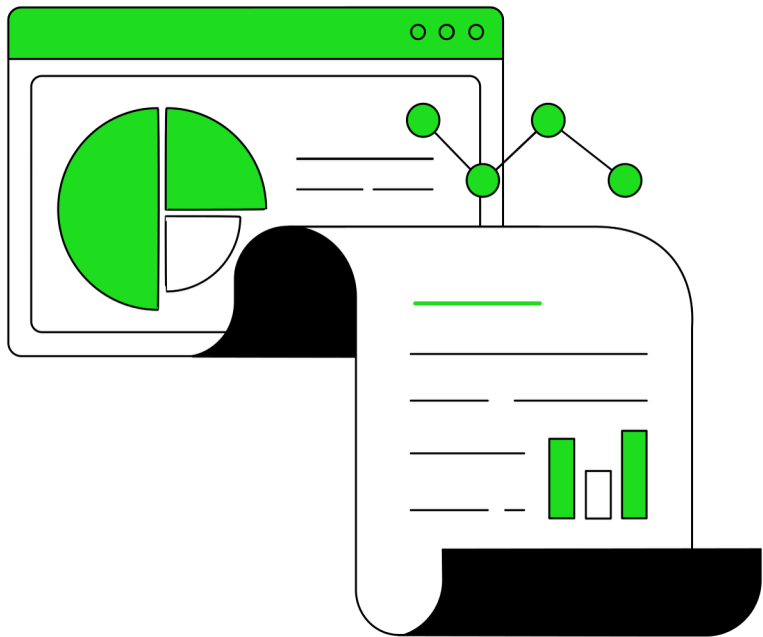
ПОЛЬСЬКО-УКРАЇНЬСКА РАДА  
ОБМІНУ МОЛОДІЮ



Ministerstwo  
Edukacji Narodowej

Projekt został sfinansowany ze środków  
Polsko-Ukraińskiej Rady  
Wymiany Młodzieży z dotacji MEN





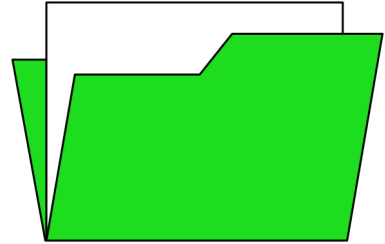
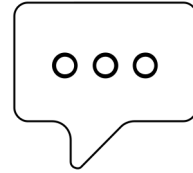
# WHAT PROBLEM ARE WE FACING?

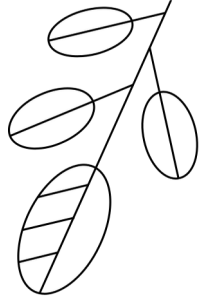
We are **EcoMi**, a carbon point app. We are responding to growing environmental concerns, regulatory pressure and **consumer demand for sustainable living**. We want to help people track and reduce their **carbon footprint** by rewarding them with different incentives.

# HOW DOES IT WORK?

## ECOMI

1. The app is tracking the carbon footprint **by following your route of travel** (using GPS and other apps like for ex. Google Maps)
2. You can also **add other travels** using buses, trains, trams, bicycles - any **eco-friendly alternatives**
3. With every travel and route you are **gaining points** that later can be exchanged for **discounts and prizes**
4. The goal is to **engage people in choosing eco-friendly alternatives** by gamifying their daily actions and providing incentives





# MARKET

Individuals between the ages of 18-50  
that are eco-conscious or want to be  
more sustainably friendly

- We are focusing on **Poland** as our first implementing location
- We are especially targeting **university students** - universities = development and conscious, educated individuals
- **Ecology is the future** as many companies, especially in Europe are refocusing their actions towards it



# COMPETITORS AND COMPETITIVE ADVANTAGE



	Freemium model	Subscription tier	Real world rewards	Gamification	Brand reputation
EcoMi	✓	✓	✓	✓	✗
AWorld	✓	✓	✗	✓	✓
Klima	✗	✓	✗	✗	✓
MyEarth	✓	✗	✗	✓	✓
Green Karma	✓	✗	✓	✗	✗

# IMPLEMENTATION, SALES AND MARKETING STRATEGY

## IMPLEMENTATION:

- We are looking for **partnerships and sponsors**, so that the users could enjoy all the rewards from the start (we would be focused on **eco-friendly, sustainable companies**)
- Focus on Poland, especially bigger cities like Warsaw, Cracow, Gdańsk.

## SALES AND MARKETING:

- Our sales strategy is strongly intertwined with **built partnerships**
- **Digital marketing** drives our brand awareness and user acquisition
  - TikTok, Instagram, LinkedIn (paid campaigns, targeted ads)
- **Reward system** when sharing the app with friends (additional points to exchange for rewards)





# REVENUE MODEL

## FREEMIUM

A free version of the app with basic features (tracking, basic rewards)

**FREE**

## PREMIUM

Contains all the app features as well as exclusive discounts and prizes

**6-10€**

## BUSINESS

B2B partnerships, which guarantees to have their offers featured in the app

**75-140€**

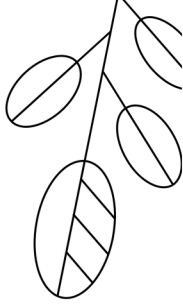
## OTHER

Sponsored content and commission revenues by app usage

**1000-2000€  
1-2€**



# REVENUE SOURCES - LAST QUARTER OF FIRST YEAR

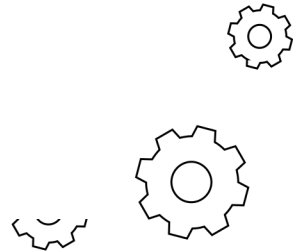
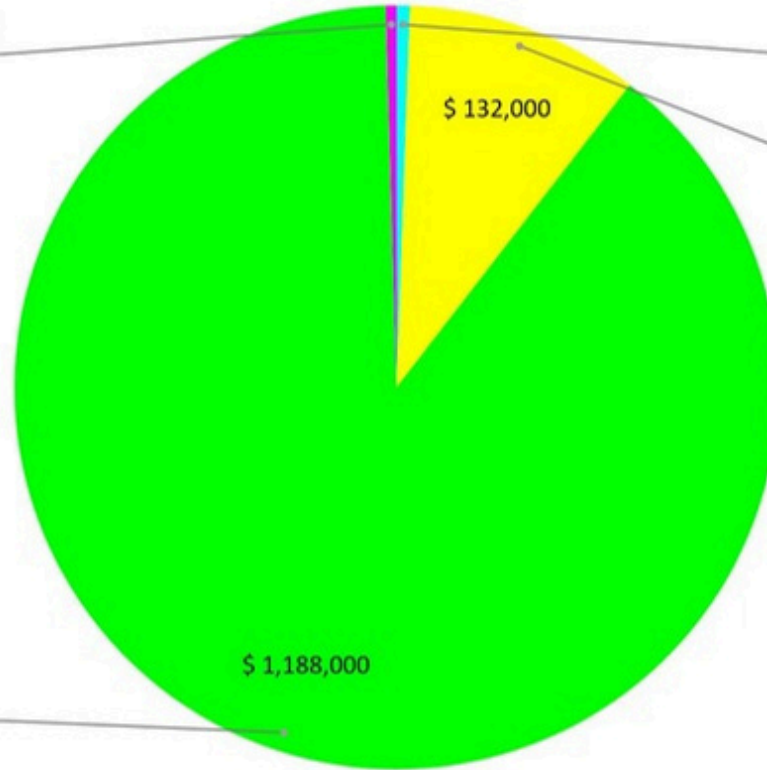


Sponsored content  
0.4%

Partnerships  
0.6%

Subscription fee  
9.9%

Commissions  
89.1%







# FINANCIALS

**Contribution: 20 000€(either own capital or sponsored)**

Cash flows by Quarter		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
		Year 1	Year 1	Year 1	Year 1	Year 2	Year 2	Year 2	Year 2
	<b>Operations</b>								
	Receipts from customers	\$ 100,500	\$ 490,500	\$ 913,500	\$ 1,333,500	\$ 1,501,250	\$ 1,741,250	\$ 1,881,250	\$ 1,993,250
	Cash paid for:								
	Purchases of raw materials	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
	Salaries	\$ 170,190	\$ 242,190	\$ 342,990	\$ 428,790	\$ 512,825	\$ 575,225	\$ 606,425	\$ 640,745
	Other variable production costs	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
	Rents	\$ -	\$ -	\$ -	\$ -	\$ 812	\$ 812	\$ 812	\$ 812
	Advertising materials	\$ 5,000	\$ 5,000	\$ 5,000	\$ 8,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
	Supplies	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
	Total cash paid	\$ 175,190	\$ 247,190	\$ 347,990	\$ 436,790	\$ 523,637	\$ 586,037	\$ 617,237	\$ 651,557
A	<b>Net cash flow from operations</b>	<b>\$ 18,310</b>	<b>\$ 246,310</b>	<b>\$ 565,510</b>	<b>\$ 896,710</b>	<b>\$ 977,613</b>	<b>\$ 1,155,213</b>	<b>\$ 1,244,013</b>	<b>\$ 1,341,693</b>
	<b>Investing activities</b>								
	CAPEX	\$ 47,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
B	<b>Net cash flow from investing activities</b>	<b>\$ (47,000)</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>
A + B	<b>Free cash flow</b>	<b>\$ (28,690)</b>	<b>\$ 246,310</b>	<b>\$ 565,510</b>	<b>\$ 896,710</b>	<b>\$ 977,613</b>	<b>\$ 1,155,213</b>	<b>\$ 1,244,013</b>	<b>\$ 1,341,693</b>
	<b>Financing activities</b>								
	Capital contributions	\$ 20,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
C	<b>Net cash flow from financing activities</b>	<b>\$ 20,000</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>
D	<b>Opening cash balance</b>	<b>\$ -</b>	<b>\$ (8,690)</b>	<b>\$ 237,620</b>	<b>\$ 803,130</b>	<b>\$ 1,699,840</b>	<b>\$ 2,677,493</b>	<b>\$ 3,832,666</b>	<b>\$ 5,076,678</b>
A + B + C + D	<b>Closing cash balance</b>	<b>\$ (8,690)</b>	<b>\$ 237,620</b>	<b>\$ 803,130</b>	<b>\$ 1,699,840</b>	<b>\$ 2,677,453</b>	<b>\$ 3,832,666</b>	<b>\$ 5,076,678</b>	<b>\$ 6,418,371</b>



# GROWTH STRATEGY

After securing the position in bigger cities, then whole Poland

## FIRST

Germany  
The Netherlands  
Austria

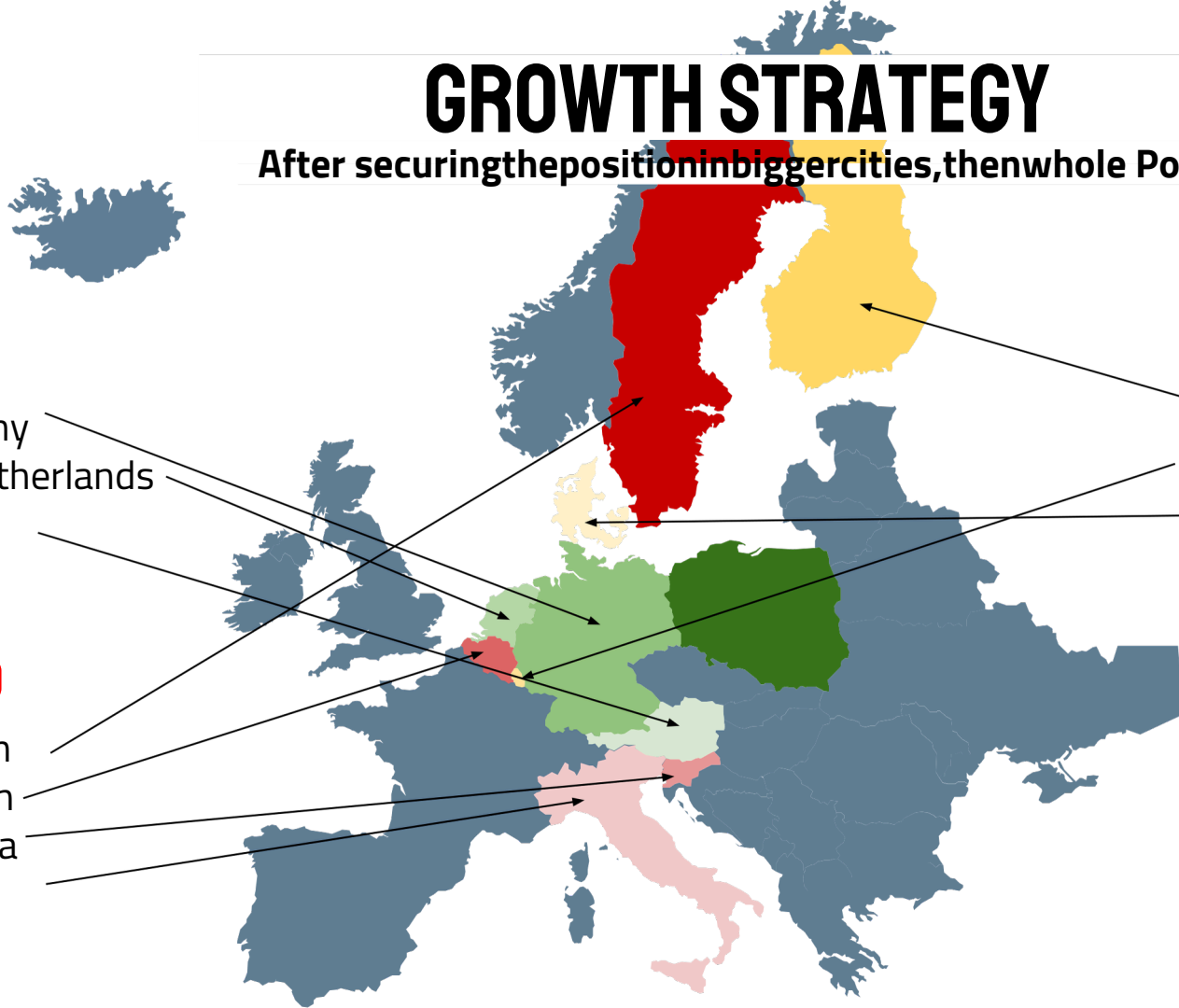
## SECOND

Finland  
Luxembourg  
Denmark

## THIRD

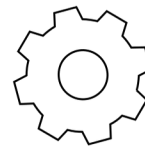
Sweden  
Belgium  
Slovenia  
Italy

WHY?





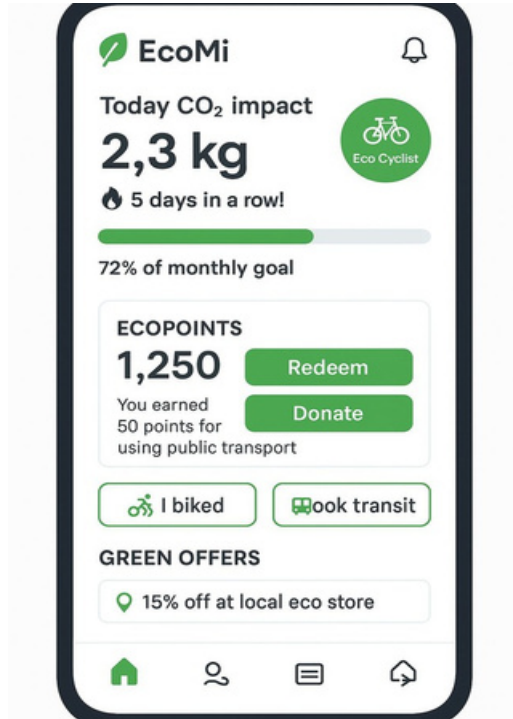
# WHY?



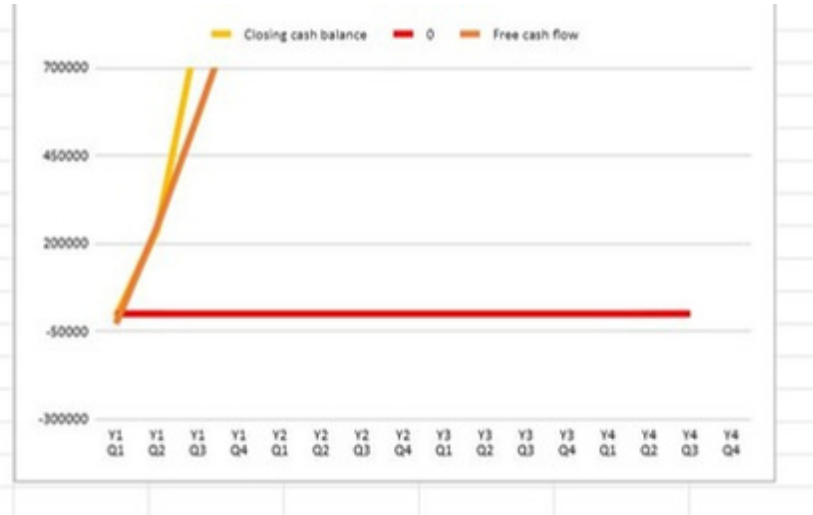
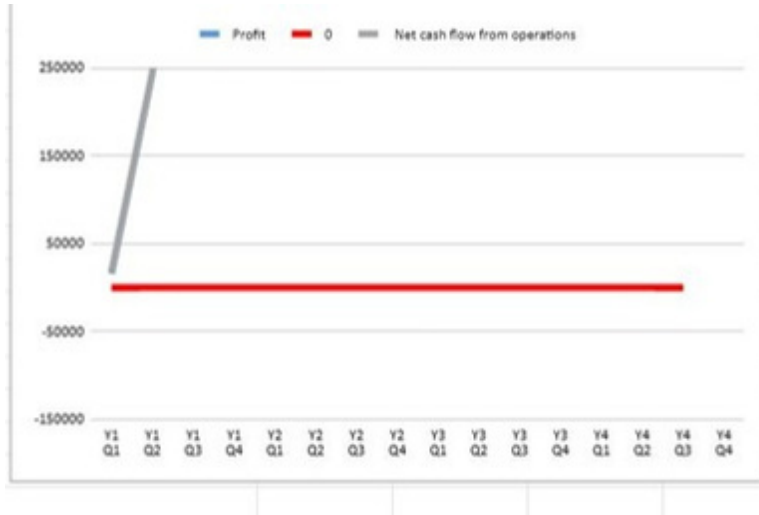
To effectively identify countries with the highest potential for the success and adoption of our carbon points app, we have developed a comprehensive scorecard that evaluates both key opportunities and potential barriers. The opportunities section includes metrics such as total population, the quality of the public transportation system, and the adoption of carbon-neutral transport options like bicycles, all of which contribute to a favorable environment for sustainable lifestyle initiatives. Additionally, the number of universities and the region's SDG (Sustainable Development Goals) Index for 2020 indicate a strong presence of environmentally conscious and tech-savvy youth.



# A Glimpse into EcoMi's Interactive Dashboard



Graphs illustrate the projected financial stability and growth of our company over the first year of operation



# Graphs illustrate the projected financial stability and growth of our company over the first year of operation



The financial projections demonstrate a positive trend in both operational cash flow and overall liquidity. In the first chart, we observe that the net cash flow from operations grows steadily from the first quarter of Year 1, indicating early-stage financial efficiency and increasing customer receipts. Although net profit is not yet reflected in growth during the early quarters, operational performance remains stable. The second chart highlights a sharp rise in free cash flow and closing cash balance, particularly after Q4 of Year 1, suggesting strong financial resilience and controlled expenditure. This performance reflects a sound cash management strategy that allows the business to remain solvent and scalable through organic cash generation, without recurring reliance on external financing.



# EcoMi Business Model Canvas

## Value

### Key partners

Sponsors, partners, investors, tech providers.

### Key activities

Developing an app, searching for sponsors, building partnerships, user testing marketing campaigns, sales calls, customer support, surveys for improvement.

### Key resources

Human resources (Development of an app, PR team, servicing-IT team, accounting). Physical resources like servers, technical equipment. Softwares, content, patents, capital-sponsors.

### Proposition

carbon app connects eco-conscious students (customers) and businesses to create a rewarding sustainability ecosystem. Students earn Carbon Points, discounts, and perks by tracking eco-friendly actions like recycling, walking, and reducing energy use. These rewards can be used to purchase eco-friendly items or access exclusive offers from businesses.

For eco-conscious businesses, our app offers a platform to engage with environmentally aware students, advertise their sustainable products, and build brand loyalty by rewarding users for

their green habits.

### Customer relationship

EcoMi is designed with gamification and social features to boost user engagement and retention. Users can join challenges, compete on leaderboards, and share achievements with friends or groups. Email follow-ups with new offers and loyalty bonuses (when logged daily)

### Channels

Searching for partnerships and sponsors. Sales and marketing is strongly intertwined with build partnerships (Promotions, shared word etc.) Digital marketing that drives the brand awareness and user acquisition

(TikTok, Instagram, LinkedIn, paid campaigns, targeted ads). App offers reward system-when shared with friends you receive bonus points.

### Customer segment

Individuals aged 18-50 that are Eco-conscious or want to be more sustainability friendly.

Targeting students universities=development and conscious, educated individuals.

Businesses willing to invest in sustainability ecosystem and creating eco-friendly background.

## Cost structure

Total costs for developing and implementing an app is 103 448\$ including engineering expenses (salaries, depreciation), sales and marketing expenses and general and administrative expenses (salaries, depreciation, rent, supplies).

## Revenue streams

4 primary streams that reflect our diversified business model. First, B2B partnerships represent a stable income source, with sponsoring companies expected to contribute a monthly fee of €75. The second stream is premium subscriptions at €6/month (10% of SOM). Additionally, affiliate and commission-based earnings. Lastly, sponsored content and in-app advertising for a fee of €600 per month.

# THANKS!



Do you have any questions?

information@ecomi.com

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