

GROUP 4 PRESENTS

# Carbon Footprint Monitor

Reduce carbon emissions by Measure and Control

CARBON FOOTPRINT MONITOR



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# Group Members

**Phoebe Jin**

**Nikita Shetty**

**Manoj Kumar Varanasi**

# Agenda

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**CARBON FOOTPRINT MONITOR**

# Executive Summary

Climate change is a severe problem, and action is needed now. We all share a common goal to track and reduce carbon emissions at source and compensate for unavoidable emissions. This can be achieved through a "Carbon Footprint Monitor."

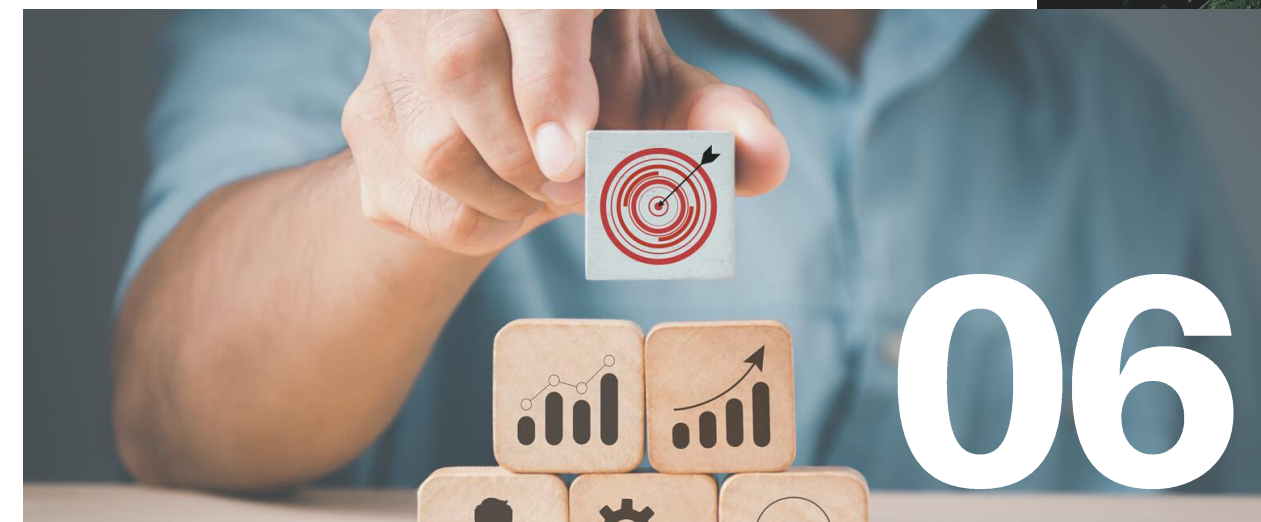
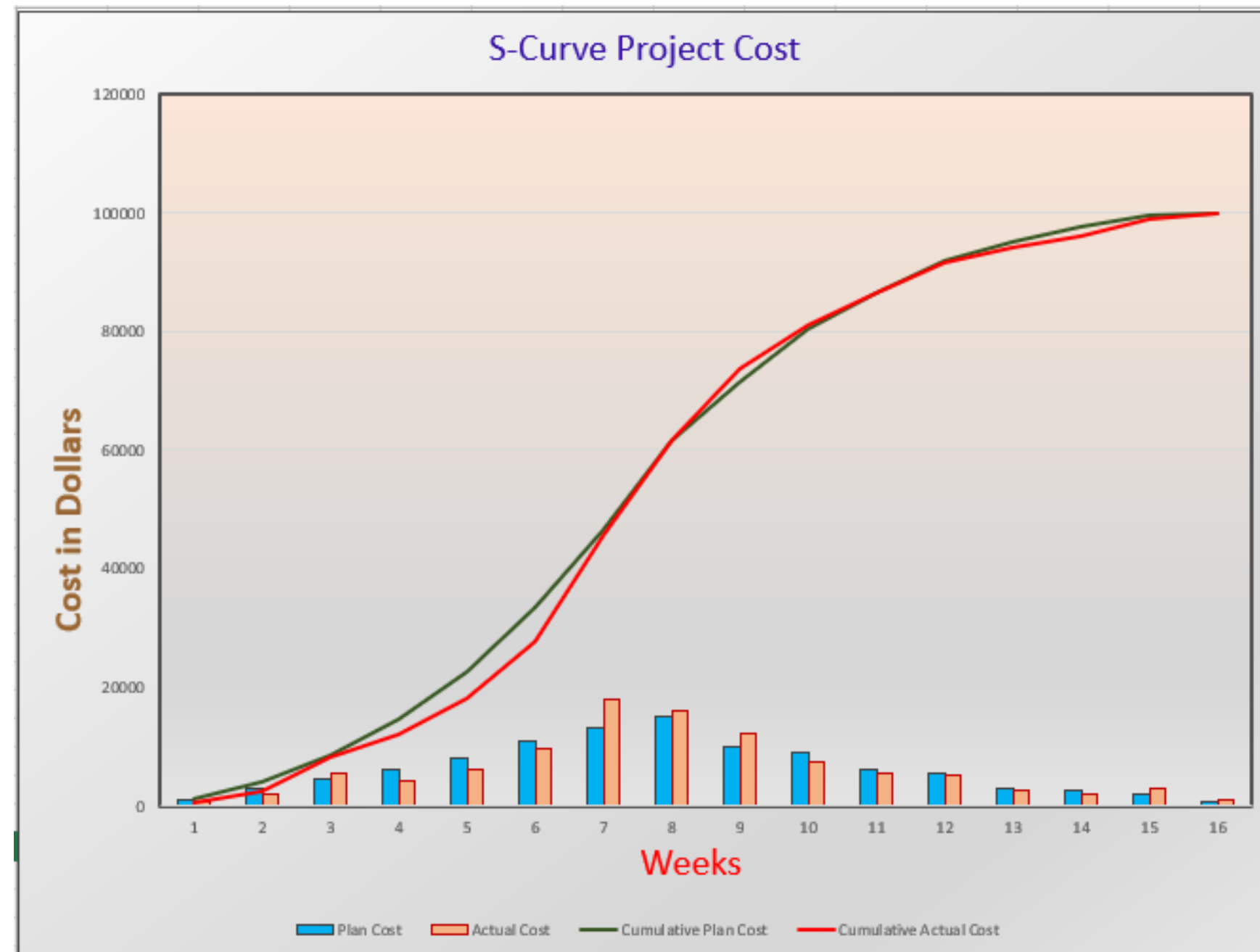
It is easy to use and cost-effective solution. This product creates an opportunity to build an entirely new business. The company could see exponential growth in green business and get chances to develop more innovative products and services for green businesses.

<b>Project Name</b>	<b>Home Carbon Footprint Monitor</b>
<b>Project Budget</b>	<b>\$100,000</b>
<b>Project Deadline</b>	<b>09/01/2022 to 12/31/2022</b>
<b>Project Sponsor</b>	<b>Carbon Footprint LLC</b>
<b>Project Manager</b>	<b>Nikita Shetty</b>
<b>Project Core Team</b>	<b>Manoj Kumar Varanasi, Phoebe Jin</b>
<b>Product Price</b>	<b>\$9.99</b>
<b>Customer</b>	<b>House Hold and commercial</b>

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# Project Overview

# Project Performance



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CARBON FOOTPRINT MONITOR



**07**

# Product Vision & Mission

**Vision:** To improve the environment through efficient technology.

**Mission:** To enable consumers to minimize their carbon emissions. We believe everyone is responsible for caring for the environment, and we are committed to providing the tools and resources necessary to become carbon neutral.

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### SIZE OF MARKET

The global carbon footprint management market was valued at USD 9.5 billion in 2020.

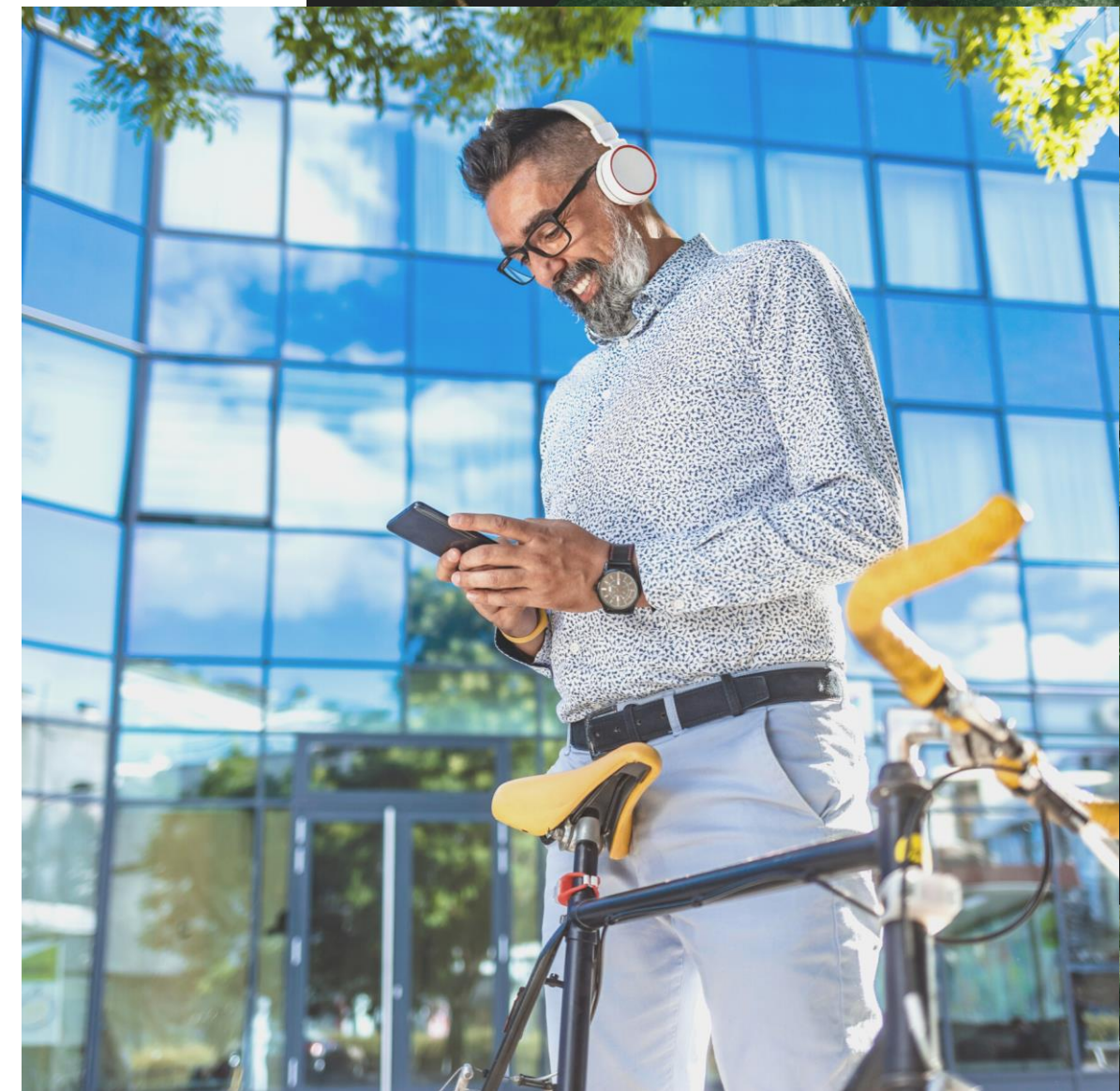
### GROWTH RATE OF MARKET

The market is forecasted to surpass 13.7 billion USD by 2028, exhibiting a CAGR of 6.1% during the forecast period 2022-2028.



# Target Consumers

- Environment Conscious Customers
- Millennial Women
- Eco-friendly Consumers





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# SWOT Analysis



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## Strengths

- The first product of its kind; first mover's advantage.
- Combats environmental issues, which has vast market growth.



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## Weaknesses

- A bit expensive to make.
- Consumers require some technical knowledge to be able to use this monitor efficiently.



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## Opportunities

- Gen Z is becoming more environmentally conscious.
- Customers are more willing to buy from eco-friendly companies.



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## Threats

- Big companies that are in carbon emissions management can copy our products.



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# Product Specifications

A carbon footprint monitor targets residential consumers, providing an easy-to-use and cost-effective solution to meet counting and reporting needs. It is adaptable and can grow with more requirements. It can simplify tracking and reporting progress against KPIs such as energy, greenhouse gas emissions, and other sustainability targets.



# Product Functionalities

Home carbon footprint monitor counts emissions of carbon dioxide from electricity, natural gas, heating oil, LPG, propane, wooden pellets, flight travel, car use, motorbike, food & drink consumption, pharmaceuticals, clothes, textiles, and shoes, paper-based products, computer and IT equipment, television, radio, phone, and mobile.



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## Product Features

The Amazon Echo connects to the Internet via your home's Wi-Fi network and is connected to appliances across your rooms.

- Users can access carbon emissions information about all their appliances through Amazon Echo by asking Alexa.

As an intended user, I want to be able to turn the household carbon emissions monitor on and off, so I can have control of when I want to use it.

As an intended user, I want to be able to connect my Alexa to the monitor, so I can use Alexa to know what my emissions are.

# Use Cases

As an intended user, I want to use Wi-Fi to connect all my appliances to the monitor to keep track of all their emissions.

As an intended user, I want to be able to enter the carbon emissions data to the monitor manually, so I can manually configure the data.

As an intended user, I want the monitor to be configurable for my household appliances and equipment so I can personalize it.

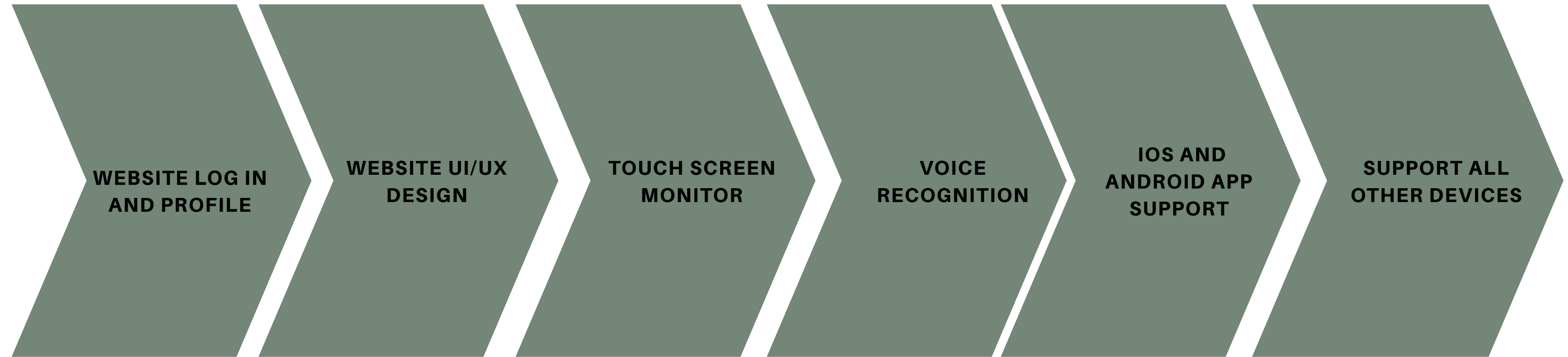


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# Product Manual

- Compact Smart speaker and display with voice control.
- Controls compatible smart home devices.
- Get an indication of your CO2 emissions.
- Helps manage your home bound Carbon Footprint of appliances.
- Designed to protect Privacy.
- Climate friendly monitor.

# Product Roadmap



CARBON FOOTPRINT MONITOR





# Product Pricing

## PRODUCT VALUE

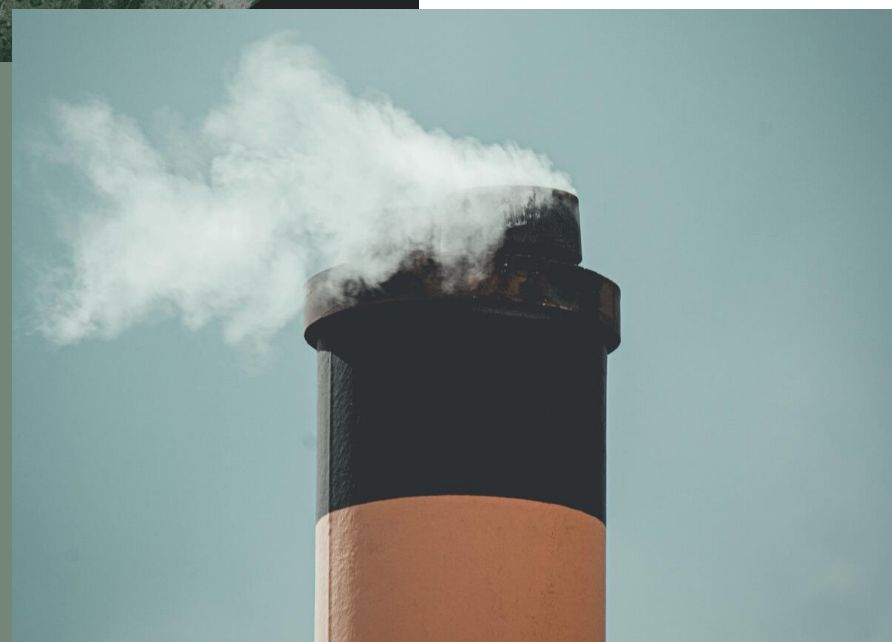
\$15

## PRODUCT DETAILS

MONITOR

CHARGER

USER MANUAL



# Product Distribution

*WHERE TO BUY?*

ONLINE OR IN STORES AT



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# PRODUCT PROMOTION

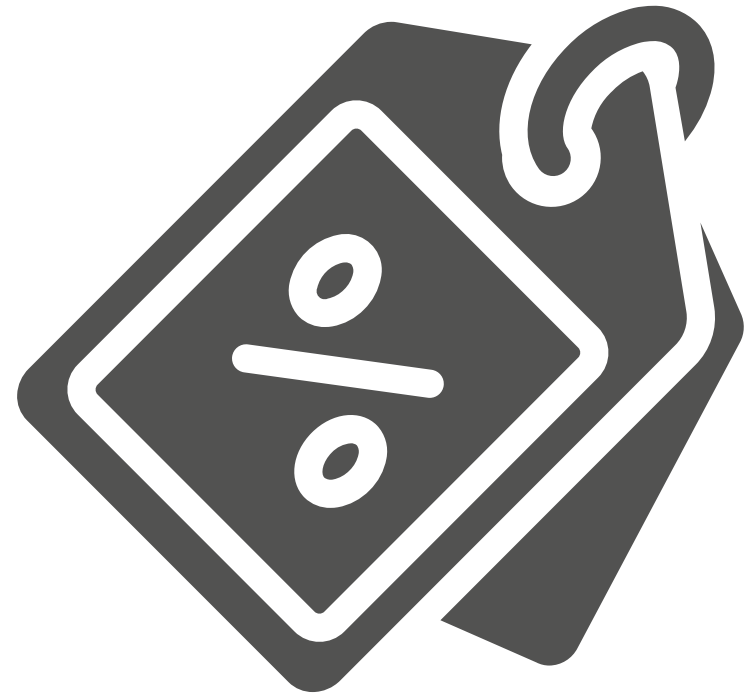
PRODUCT LAUNCH PROMOTION

**\$5 OFF**

**SIGN UP IN OUR WEBSITE AND GET A  
PROMO CODE**

**EFFECTIVE PRICE OF THE PRODUCT \$10**

*PROMOTIONS VIA EMAIL, TEXT AND ALL SOCIAL  
MEDIA PLATFORMS*



# Future Outlook

## MANAGE ALL THE APPLIANCES

Effectively track all your devices at home and Control wasteful consumptions.

## INDUSTRY WIDE CARBON EMISSION CONTROL

Suggest improvements on regularly used appliances in industries.

## MONITOR INSIDE AIR QUALITY

Enable air purifier when quality changes.

## INTEGRATION WITH OTHER DEVICES

Manage emissions from mutiple devices effectively.



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**VISIT WEBSITE**

FOR FAQs and Video  
Instructions

**CALL OR EMAIL US**

AT #3456 OR SUPPORT@TECH

**UNDERSTAND THE SITUATION IN DEPTH**

CUSTOMER CARE REPRESENTATIVE WILL HELP  
ONLINE FIXING THE ISSUES

**MAINTENANCE DONE**

HAUL BACK SERVICE INCASE OF  
HARDWARE ISSUE

# Product Support

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# Thank You!