

NEXT STEP

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INTRODUCTION

An application that promotes the use of greener mobility options for a healthier lifestyle.

Background & Scope

01

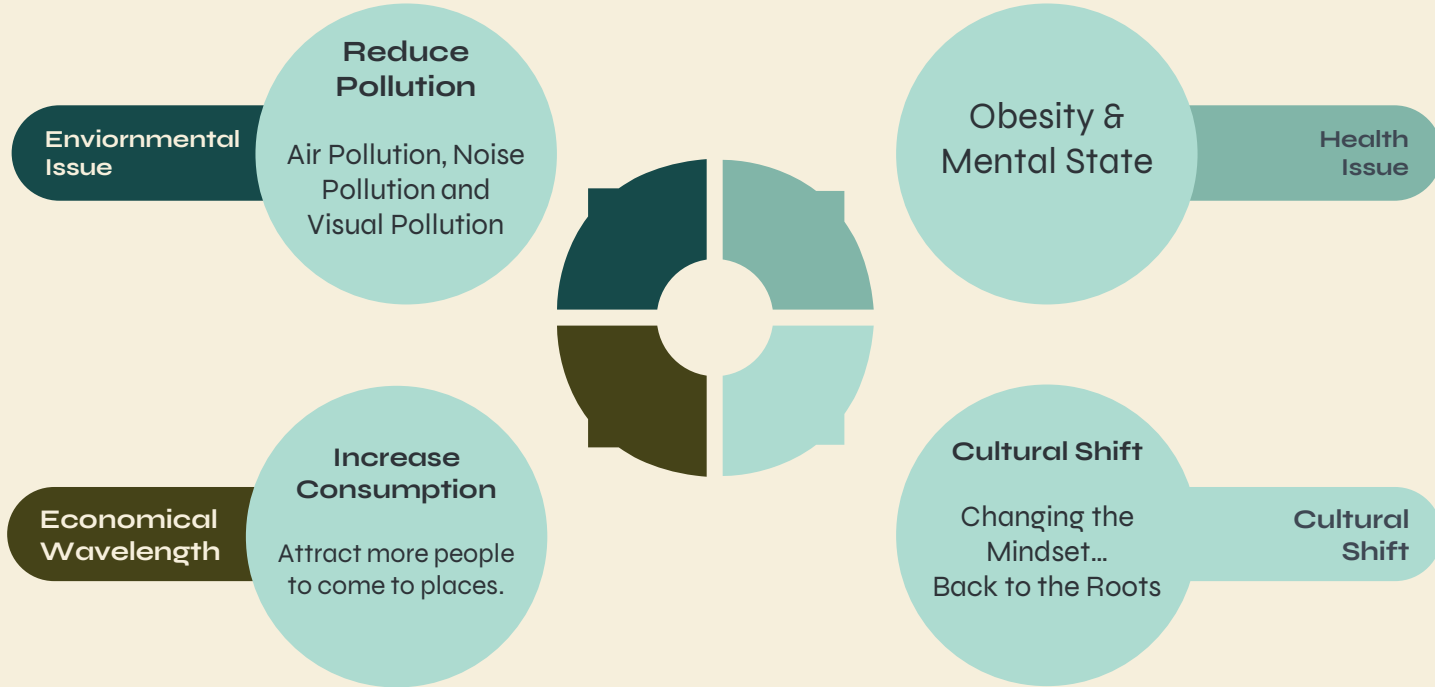
SUSTAINABILITY PROJECTS PROBLEM

Why most sustainable projects fail?

1. Changing the Lifestyle is very difficult.
2. Very Expensive. (In Millions)

With this project we are going to mitigate the above problem.

Project Targets



Idea & Implementation

02

2 Main Pillars of the Application

- Geo Location Tracking
- Choosing the mobility option
 - Walking, Running, Cycling, Scooter

BUILD IN FEATURES



Activity Type

- Solo Tracking
- Group Activity Tracking



Special Events

To attract new and existing users to reuse the application for charity events



Difficulty Level

Different Maps have different difficulty level



Rewards

- Discounts from various shops
- Trophy System
- Physical Medals to buy



Special Features

- Treasure Hunt
- Sustainable Feature
- Safety Feature
 - Out of Field Warning
 - Stopping Warning

Budget/Funding & Source of Financing

03

BUDGET

01

Application Build

Currently discussing with 3 software developers.

02

Rewards

Discussing with:

- 2 Chinese Suppliers
- 1 Gozitan Supplier

Best Option:

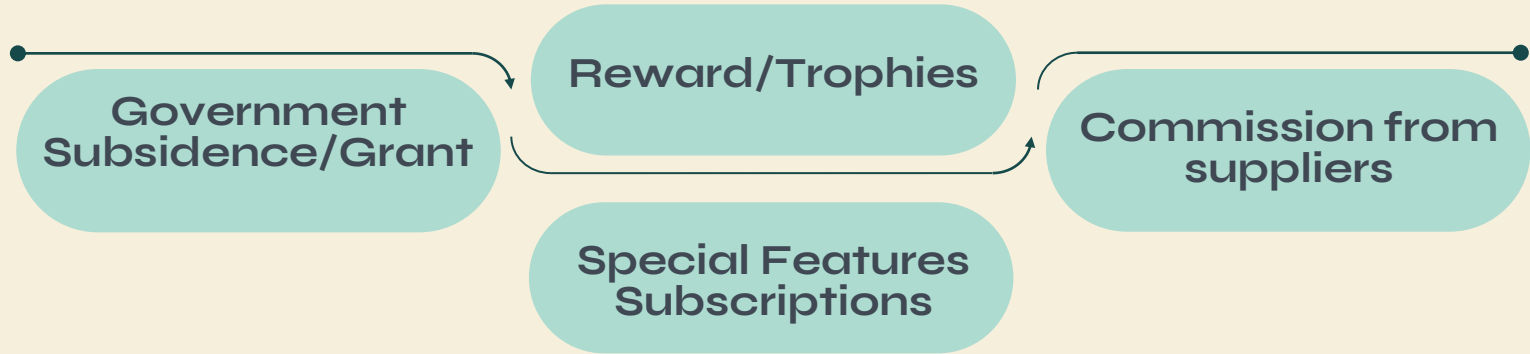
Cost Price = EUR 0.79c including shipping for 1000 piece.

03

Marketing

No Budget yet Allocated.

SOURCE OF FUNDING



FUNDING



Research Stage

Surveys/
Questionnaire are
to be conducted.



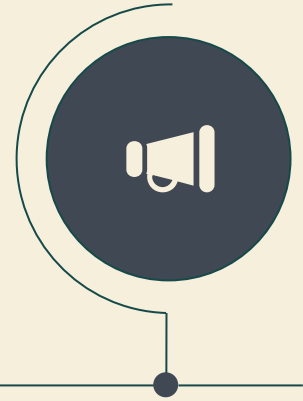
Design Stage

Designing the
application in a
user friendly
manner.



Beta Check

Checking for
Bugs.



Marketing Stage

Reach the
target
audience.

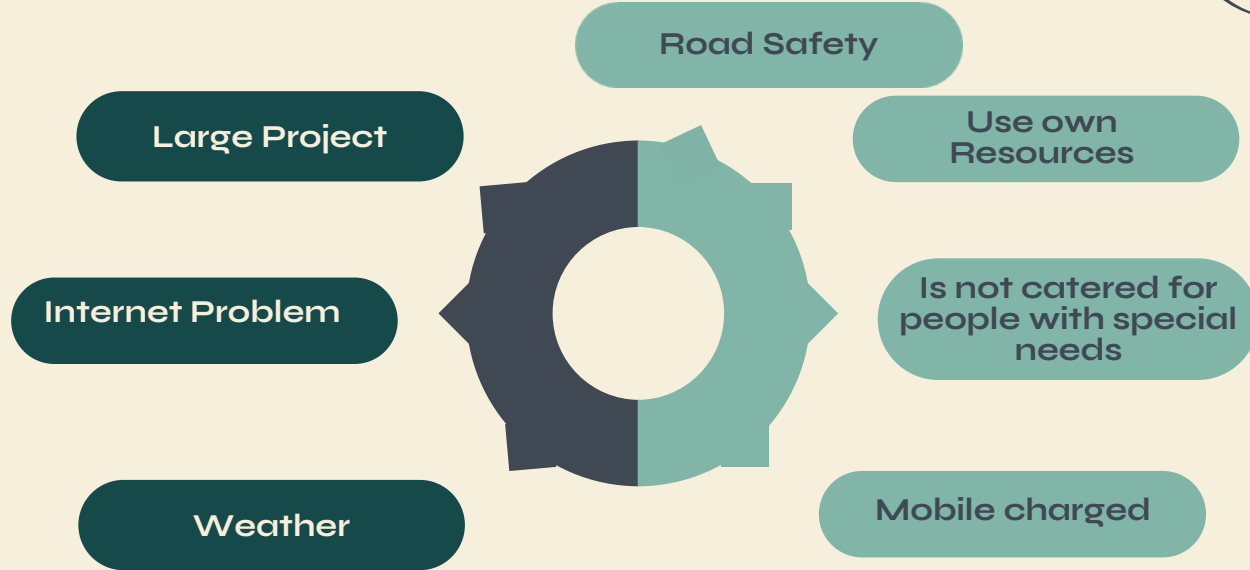


SOLUTION

- Incentivise people by rewards and discounts (Good healthy competition with peers / family)
- Partnering with fitness influencers / gym and fitness organization.

Limitations & Difficulties

04





Thank you!