



ecl – Your Partner in Sustainable Living

AI-powered insights



Problem Statement:




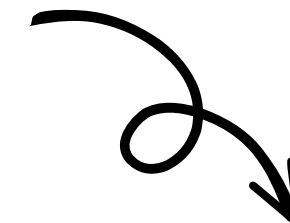
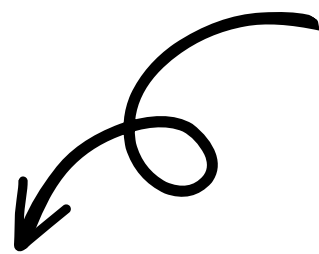
Consumers often find it challenging to determine the ecological and social impact of their lifestyle choices and purchases, from the foods they eat to the products they buy. This difficulty is compounded by the overwhelming amount of information, varying degrees of reliability, and the complexity of understanding the true sustainability of products and practices.

As a result, there's a critical need for a platform that empowers individuals with actionable insights.




How it Works?


Sustainable Consumption & Eco Footprint Tracer Assistant ChatBot:
Either get onboarded or use it as Guest anonymously.




Personalized Sustainability



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Upon signing up, users undergo an interactive onboarding process where Generative AI tailors a sustainability journey based on their goals



Real-Time Shopping Advisor



Integrates with users' shopping habits by analyzing purchases and suggesting sustainable and ethical alternatives in real-time.



Sustainable Products



Features a curated section showing top sustainable and ethical products/companies, backed by transparent supplier practices and product life cycle analysis.

Business Modal



Subscription Service: Premium subscriptions offering advanced features, such as personalized coaching sessions, detailed impact reports, and exclusive access to sustainability events.



Corporate Sustainability Solutions: Businesses are increasingly under pressure to demonstrate their commitment to sustainability. ECL could offer services to help businesses.



Corporate Sustainability Solutions: Offering businesses insights into consumer sustainability trends and employee engagement programs for corporate sustainability efforts.



Educational Partnerships and Licensing: Collaborate with educational institutions to integrate ECL's platform into their sustainability curricula.



Affiliate Marketing and Partnerships: Revenue from sustainable brands featured in the app's recommendations and marketplace. Rigorous vetting ensures alignment with sustainability goals.



Data Insights Service: With user consent, anonymized data collected from the platform could be valuable for policymakers, and companies interested in sustainable consumer behaviors.

THANK YOU!

~ Excited to Hear From You