



SHIFT

begin your shift towards sustainability

AYESHA IMRAN

Problems

- **Environmental Impact:** Many consumers are unaware of the ecological footprint of their purchases, leading to increased waste and pollution.
- **Lack of Information:** Shoppers often lack easy access to detailed sustainability information about products, making informed decisions difficult.
- **Non-Eco-Friendly Alternatives:** Many commonly available products are not environmentally friendly, and users struggle to find greener options.
- **Limited Reach of Sustainable Products:** Eco-friendly products often lack visibility and reach, making it hard for consumers to discover and purchase them.



SHIFT

An effective solution for unsustainable shopping habits

- **Detailed Analysis:** Provides an in-depth analysis of the sustainability and eco-friendliness of products, helping consumers understand their environmental impact.
- **Eco-Friendliness Score:** Rates products on a scale from 0 to 10, allowing users to quickly gauge how sustainable their purchases are.
- **Alternative Suggestions:** Recommends more sustainable alternatives for commonly used products, making it easier for users to switch to eco-friendly options.
- **Increased Visibility:** Highlights eco-friendly products that might otherwise be overlooked, increasing their reach and helping consumers find sustainable options easily.

DEMO

Ease of Use

SHIFT is extremely easy, hassle-free and quick to use

- **Quick Access:** Simply click on the browser extension to instantly analyze the sustainability of any product without navigating away from the shopping site.
- **Instant Results:** Get a detailed eco-friendliness score and analysis in just a few seconds, streamlining your decision-making process.
- **Seamless Integration:** No need for additional apps or extensive research; SHIFT integrates effortlessly into your browsing experience.
- **User-Friendly Interface:** Designed to be intuitive and straightforward, making sustainable shopping easy and hassle-free for everyone.



LANGFLOW

A no-code tool for making generative AI apps, used to create the flows in SHIFT within a few hours.

LLAMA3-70B

The LLM of choice for generating detailed and accurate sustainability analyses and responses.

GROQ API

Provides access to and utilizes the Llama3-70b API for extremely fast and smooth inference.

SEARCH API

Used as an internet search tool to find more sustainable product alternatives, enhancing the user experience.

Tech Stack

SHIFT is powered by cool, cutting-edge tech



Target Market



ECO-CONSCIOUS CONSUMERS

Individuals actively seeking sustainable shopping options to reduce their environmental impact.



ONLINE SHOPPERS

People who prefer the convenience of online shopping and need quick, reliable information on product sustainability.



RETAILERS AND BRANDS:

Businesses looking to promote their eco-friendly products and improve visibility among environmentally aware consumers.



Business Model

how SHIFT plans to generate revenue

- **Sponsorships and Paid Partnerships:** Collaborate with sustainable and eco-friendly brands for targeted exposure and paid promotions, showcasing their green products to our engaged user base.
- **Promoted Listings:** Offer brands the opportunity to have their sustainable products highlighted within SHIFT, driving visibility and sales.


Pricing Plan

- **Completely Free:** SHIFT is available at no cost to ensure everyone can access it without financial barriers.
- **Inclusive Access:** By keeping SHIFT free, we enable users from all backgrounds to make sustainable choices effortlessly.
- **Encouraging Sustainability:** Our goal is to remove any obstacles to adopting eco-friendly habits, making sustainable shopping a seamless experience for everyone.



Future Expansion

we have some ideas for SHIFT's future...

- **Mobile App Integration:** Develop a mobile app version of SHIFT to provide on-the-go analysis and alternatives, making it even more accessible to users.
 - **Personalized Recommendations:** Implement machine learning to offer personalized sustainable product recommendations based on user preferences and past behavior.
 - **User Reviews and Ratings:** Add a community feature where users can share their own reviews and ratings of products based on their sustainability.
 - **Partnership with Retailers:** Collaborate with major retailers to display SHIFT's sustainability scores and alternatives directly on their online platforms.
 - **Sustainability Tips and Articles:** Provide users with regular tips, articles, and updates on sustainable living and eco-friendly practices.
 - **Impact Tracking:** Allow users to track their personal environmental impact based on the sustainable choices they make through SHIFT.
- 

Timing

here's why it's the perfect time to unveil SHIFT

- **Growing Environmental Awareness:** Consumers are more conscious about their impact on the planet and actively seek sustainable products.
- **Demand for Transparency:** People want detailed information about the sustainability of products they buy.
- **Market Shift Towards Green Products:** There is a noticeable increase in eco-friendly alternatives available in the market, making it the right time to introduce a tool that highlights them.





It's time to
SHIFT
towards sustainability