

# Value Proposition for Eco-Switch

The Great Transition: Responsibility, Innovation, Commons

Group 55: Eco-Switch

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# I. Overview

During this presentation our aim is the value proposition of Eco-Switch, a plug-in for the webshop of large grocery stores (hypermarkets) that aims at making customers more responsible and pushing for environmentally-friendly consumption.

The key aims of our product-service are multi-faceted and are as follows:



**Environmental:** Incentivize the purchase locally-produced, low-carbon products relatively to their cheaper, industrially-made and environmentally-unfriendly counterparts



**Educational:** Making consumers aware that they are responsible of their environmental impact through their consumption (disrupt the “Alone, I am too insignificant to make a difference” mindset)



**Customer-User-orientated:** the most impactful target is the customer through their purchasing behaviour



**Democratic:** being responsible is not a monetary question! Budgeting grocery-shoppers need to be part of the fight for sustainability!

- Increasing access and creating monetary incentives to choose the environmentally-friendly equivalent

## II. Why is this issue important?

### Sustainability

Today, food production accounts for a large portion of global carbon-emissions, contributing to Climate Change  
On the other hand, very little has been done to decrease these emissions.

### Innovate and Impact

There is a need for innovation when it come to making the user-experience of customers friendlier and aimed at sustainability

### Activation

There is a clear sign that people want and need more sustainability, meaning that there is untapped potential to reduce emissions.  
This project enables customer-users to do so and to fight the “I am insignificant to have an impact” mindset and individually contributing to lowering consumption-based climate impacts

### Location and Centralisation

Targeting online platforms is key when they are the fastest growing industry  
Big distributors represent our target (their website) due to their dominant position



# III. Key considerations

## The Global Picture

There needs to be a clear image of the global situation in order to impact and create change effectively



## Making the project feasible

Through market study and research the project needs to be viable in order to be effective



## Measuring impact and Adapting accordingly

If impact decreases, need for strategy to be revised to implement corrections



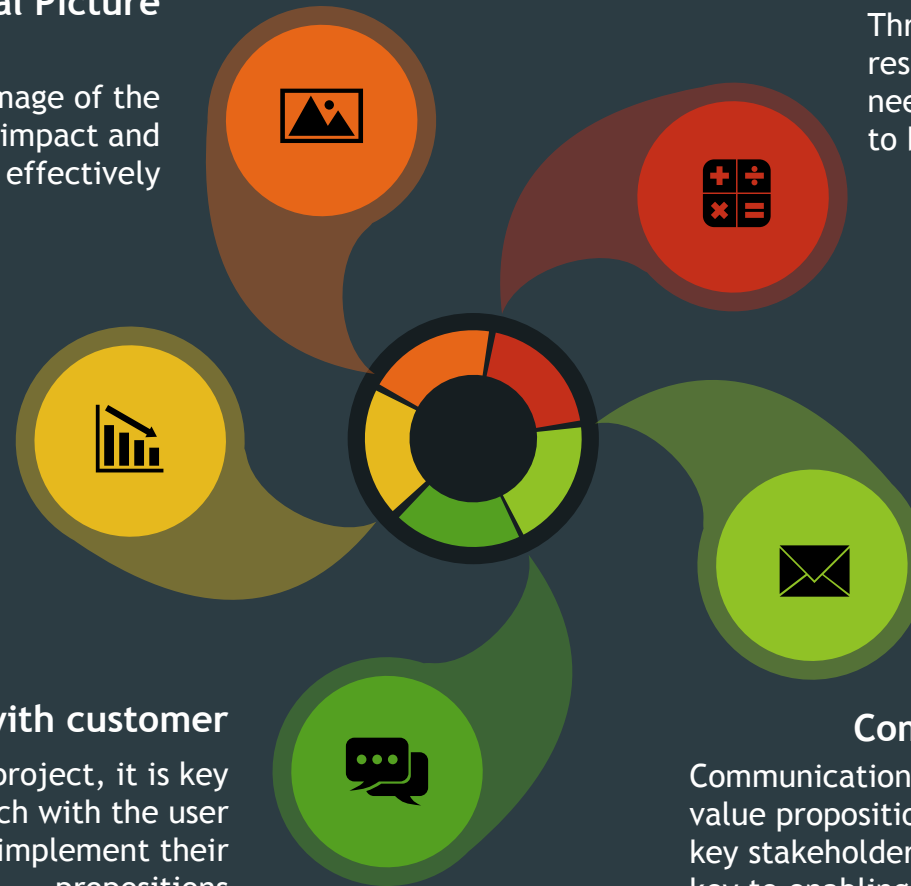
## Create links with customer

While implementing the project, it is key to keep in touch with the user community and implement their propositions



## Communication

Communication of the value proposition to key stakeholders is key to enabling the project



# IV. Deployment Stages and Strategy

The following infographic shows the major milestones of the deployment strategy as well as the corresponding measures to take



## 1. MARKET STUDY

Talk to online shoppers, get data from supermarkets and producers



## 2. FEASIBILITY TESTING

Talk to distributors (big supermarket brands) would they be interested in the project? Would they agree to give us their distributors list, would they allow us to use their website to test our project?



## 3. PRODUCT DEVELOPMENT

Creation of the plugin, incorporation of the plugin to a supermarket's website, test the project, find the potential buyers of the plugin



## 5. TRACK THE IMPACT

KPI'S, follow habits and correct accordingly



## 4. LAUNCH THE PRODUCT

Track the usage, does it impact the shoppers decision?



# V. Canvas Business Plan

<b>Key Partners:</b> <ul style="list-style-type: none"> <li>- Supermarkets and their online platforms</li> <li>- Distributors</li> <li>- Producers</li> <li>- Consumer-Users</li> </ul>	<b>Key Activities:</b> <p>Our main activity is the creation and implementation of a plugin <b>suggesting</b> and rating items based on their environmental cost (sustainability), on online supermarket platforms.</p>	<b>Value Proposition:</b> <p>Our activity is aimed at making incentives for consumers to choose their products according to environmental costs and for producers to reduce their environmental impact, while making sustainable food more affordable, accessible.</p>	<b>Customer Relationship:</b> <p>User-customer orientation + Partnerships (supermarkets (how to offer better products) and customers (what matters more to them)) by learning their habits and how to help them best.</p>	<b>Customer Segment:</b> <p>In a first place, supermarkets wanting to improve their customer's experience online and online shoppers interested in their carbon footprint. Then can expand to other segments.</p>
<b>Key Resources:</b> <ul style="list-style-type: none"> <li>- The plugin</li> <li>- Algorithm created to rank items based on their eco footprint (Sustainable Vs. not sustainable)</li> <li>- The team in charge of plugin development</li> </ul>				
<b>Cost Structure: (cf Cost simulation, next slide)</b> <ul style="list-style-type: none"> <li>- The creation, development, constant monitoring and updating of the plugin</li> <li>- Marketing and communication of the plugin</li> <li>- HR, the development team and the data team in charge of the installation and personification. Eventually a commercial team in charge of developing our customer base.</li> </ul>		<b>Revenue Streams:</b> <p>Firstly, it would mostly come from shareholders and fundraisers, then partnerships, advertising and our clients.</p>		<b>Channels:</b> <p>Supermarkets online shopping websites, ad campaigns on social media.</p>
<b>Social and Environmental Benefits:</b> <p>Incentives to consume and produce better, reduce environmental and social impact of supermarkets and food shopping. Reduce costs of ethical food sourcing, reduce packaging, chemical farming, distance travelled by food. <b>Make sustainable shopping EASY.</b></p>		<b>Social and Environmental Cost:</b> E-pollution linked to the development and running of our plugin. Delivery footprint & privacy.		

# VI. Economic simulation of the activity

SYNTHESE DES TRESORERIES MENSUELLES D'EXPLOITATION ET D'INVESTISSEMENTS	
LIBELLES	ANNEE 1
Investissements Incorporels <b>TTC</b>	15 906 €
FONDS DE COMMERCE ...	11 724
LICENCES - MARQUES - BREVETS..	4 182
Investissements Corporels <b>TTC</b>	5 394 €
INFORMATIQUE - NTIC	5 394
<b>DECAISSEMENT IMPOTS (I.S) ANNEE 1</b>	<b>20 228 €</b>
<b>DECAISSEMENT TOTAL ENTREPRISE</b>	
ENCAISSEMENT DES C.A <b>TTC</b>	85 000
Mode de remboursement de TVA oublié	
CREDIT TVA GLOBALE	941 €
<b>SYNTHESE DE</b>	
LIBELLES	ANNEE 2
<b>Total décaissement des impôts Année 1</b>	<b>20 228</b>
Investissements Incorporels <b>TTC</b>	15 654 €
FONDS DE COMMERCE ...	11 724
LICENCES - MARQUES - BREVETS..	3 930
<b>DECAISSEMENT IMPOTS (I.S) ANNEE 2</b>	<b>27 774 €</b>
ENCAISSEMENT DES C.A <b>TTC</b>	105 000 €
<b>SYNTHESE DE</b>	
LIBELLES	ANNEE 3
<b>Total décaissement des dettes d'investissement Année 2</b>	<b>5 862</b>
<b>Total décaissement des impôts Année 2</b>	<b>27 774</b>
Investissements Incorporels <b>TTC</b>	15 654 €
FONDS DE COMMERCE ...	11 724
Investissements Corporels <b>TTC</b>	3 930
TVA sur encais. CA	15 833 €
<b>DECAISSEMENT IMPOTS (I.S) ANNEE 2</b>	<b>23 700 €</b>
ENCAISSEMENT DES C.A <b>TTC</b>	95 000 €



# VII. Visualization of Eco-Switch


Carrefour rayons

Pain, oeufs, jeux-vidéo, ampoules, ...

Courses en ligne : Drive ou Livraison

← RETOUR Accueil > Rayons > Fruits et Légumes > Fruits > Bananes et Kiwis > Bananes Cavendish


**1. The customer has chosen these bananas to purchase**




**2. Next to the usual « Purchase » button, the user will find the « Eco-Switch » button, letting them opt for the sustainable alternative**

Bananes Cavendish  
le sachet de 5 bananes  
ORIGINE PAYS TIERS

**0,73€**  
0.81 € / Kilogramme


ACHETER 

**3. Now they, have the option to buy the sustainable alternative, also showing them the discount linked to their purchase**



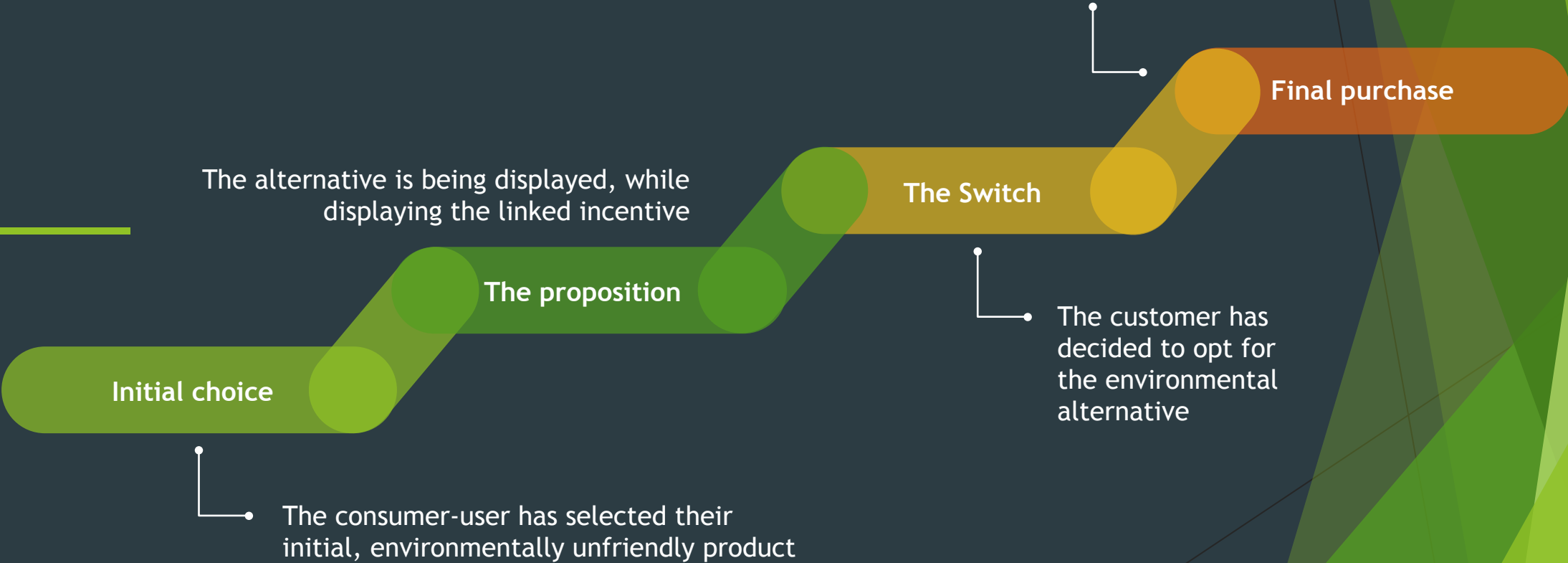
Bananes Cavendish bio  
le sachet de 5 bananes  
PEROU

**1,99€**  
1.99 € / Pièce

Acheter 

# VIII. The mechanism step-by-step

Through the aggregation of the initial process, impact increases and the final basket of the consumer will be potentially composed of a environmentally friendlier basket. Benefits are both environmental and monetary (for the company and the customer as well).



# IX. The Team



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