A DIVERSE TEAM THAT IGNITES GREEN ACTIONS

TAMMY
TALENT DEVELOPMENT

HEINRIK
INDUSTRIAL PRODUCT DESIGN

BEN
IT CONSULTANT

CINDY
EXPERIENCE & COMMUNICATION DESIGN
A REWARD SYSTEM TO MOTIVATE GREEN ACTIONS
OUR CURRENT SYSTEM PUSH GREEN ACTION BY PUNISHMENT
CAN WE IGNITE GREEN ACTION BY REWARD INSTEAD?
INTRODUCING: GREEN COIN AS REWARD
WHEN I AM HUNGRY

HOW TO BEGIN

Bring Your Own Container
Choose Green Food/ Product
Reduce Single Use Utensils
NO “GAO”
Go Green!
WHEN I PAY

ACCOUNT INFO

HOW TO SCAN
WHEN I REDEEM

HOW TO REDEEM
WHEN I SHARE

MY REWARDS

CODE:

T5Q03

EXPIRY DATE: 03-09-2019

HOW TO TRACK
MINIMUM Viable PRODUCT
MVP

**SEGMENT**
TERTIARY STUDENT

**STRATEGY**
CREATE A NEW GREEN BRAND IMAGE FOR THE FUTURE

**BENEFITS VS COST**

- CUSTOMER ENGAGEMENT IN CSR
- SOCIAL MEDIA COVERAGE (FREE MARKETING)
- COST TO DEVELOP NEW PRODUCT LINE

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**Diagram:**
- Public Cloud
  - Public Subnet
    - Web Server
    - POS
  - Private Subnet
    - Application Server
    - Database

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**Expansion Roadmap**

<table>
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<tr>
<th>Segment</th>
<th>Strategy</th>
<th>Benefits vs Cost</th>
<th>Rewards</th>
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<tbody>
<tr>
<td>Tertiary Student</td>
<td>Create a new green brand image for the future</td>
<td>Customer engagement in CSR</td>
<td>Tree planting</td>
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<td>Social media coverage (free marketing)</td>
<td>Meals for homeless</td>
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<td>Cost to develop new product line</td>
<td>Donate to farmer</td>
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<td>20-40 Emerging Professionals</td>
<td>Develop a new green product and service line</td>
<td>Green product purchasing habit</td>
<td>Exclusive event</td>
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<td>Word of mouth about new experience</td>
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<td>40+ Professionals</td>
<td>Convert physical store to e-commerce</td>
<td>Online shopping</td>
<td>Coupon for other business</td>
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<td>Rent</td>
<td>Free delivery</td>
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<td>Labour</td>
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<td>Profit margin</td>
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PROPOSAL SUMMARY

SHORT TERM BENEFITS

TO ENVIRONMENT: REDUCE CARBON FOOTPRINT

TO RETAIL BUSINESS: YOUNGER BRAND

TEST NEW PRODUCT LINE AND EXPAND BUSINESS LINE

LONG TERM BENEFITS

TO ENVIRONMENT: EMPOWER GREEN ACTION

TO RETAIL BUSINESS: INCREASE BRAND LOYALTY

PROJECT POSITIVE BRAND IMAGE
THANK YOU!
APPENDIX
Cloud resources are available on demand

No Hardware & No Maintenance

“Pay as you use” model

As low as few thousands dollars per month for IT Infrastructure

Support Basic Authentication, Authorization and Accounting

High Availability & Reliability, Highly Resilient

Low RTO (Recovery Time Objective) & RPO (Recovery Point Objective) in case of Disaster Recovery