

## Who Are We?

GreenStreet is an aggregator website and application that points users to local businesses, shops and events in order to promote sustainability and local shopping. Our target audience is college students, young adults, and families on the go. This site directs people toward eco-friendly businesses and events in their communities like thrift stores, co-ops and farm-to-table restaurants. This resource aggregator reinforces community relationships and encourages sustainable practices.

## Why Choose Us?

Our target audience is made up of people who are busy and on the go, often with tight budgets. They have little time to shop or plan, which can lead to a reliance on online shopping for clothes, home goods and groceries rather than shopping in the local community. Although apps such as Yelp provide a similar service, none have our focus on sustainability and local businesses, and none are targeting students.

After conducting an online survey, our team found that:

**81%** extremely likely to use a website like GreenStreet are between the ages of 18 and 34.

**3/4** are likely to buy merchandise made from recycled or sustainable materials.

## Revenue Opportunities

- Ad space on the website and app for local businesses
- Service fee for “store of the week” or “vendor of the week” promotions
- \$0.99 fee for premium version of the app
- Merchandise designed by GreenStreet on the website
- Subscription box plans

## Promotional Opportunities

- Ads on student radio and local newspapers
- Social media – Facebook, Instagram, Twitter and TikTok
- Ads through local businesses

## Why will our service blossom?

GreenStreet has created a website that makes students and families’ shopping experiences more convenient. As more people care about sustainability, GreenStreet promotes a sustainable life by offering eco-friendly by getting people to choose local products and local products.

## TAKEAWAYS

- Provides platform for college students, young adults and families with tight budgets
- Promotes local businesses
- Encourages sustainable practices
- Sells GreenStreet merchandise made from recycled or recyclable materials