



Stay local, live sustainably

Objective:

GreenStreet is an aggregator website and application that points users to local businesses, shops and events in order to promote sustainability and local shopping. GreenStreet will provide the product and location information to allow customers to get in touch with their local businesses and encourage sustainable practices. The app will also include ethically made GreenStreet merchandise, a premium version of the app and a reward system.

Main Strategy:

College students and young adults are busy and on the go, often with tight budgets. This leads to a reliance on online shopping rather than purchasing from the local community. These online products are often produced quickly in environmentally harmful ways with unethical working conditions. Our services will bring the community together by pointing people to local businesses and shops. This website and application aggregator will provide the resources to make it easier for people to shop more sustainably and connect with small businesses and others in their area. Although apps such as Yelp and Amazon provide a similar service, none have our focus on sustainability and local businesses, and none are targeting students.

Timeline:

Our application, GreenStreet, plans to launch on May 15, 2022 to the public and will be available on both the Apple app store and the Google play store. Summer 2022 will be spent working on improving the app based on the feedback from users. By Fall 2022 we plan to have a new and improved app for the students coming back from summer break to use and enjoy. In the next five

years, we will expand to other cities near college campuses in order to further target our audience. Our future cities include Boulder, Colorado, Ann Arbor, Michigan and Bloomington, Indiana.

Audience:

GreenStreet is designed primarily for students, young adults and families in the wider Madison community. After conducting an online survey, our team found that:

- About 81% of respondents who responded they were extremely likely to use a website like GreenStreet are between the ages of 18-34.
- About 68% of respondents report they are likely to buy merchandise made from recycled and sustainable materials.

Based on this data, we have initiated stories in motion that align with our target audience's needs and interests.

Stories in motion:

1. Economic barriers of Farm to Table businesses in Madison
2. The evolution of thrifting in the 21st century
3. Interactive videos and cooking tutorials promoting healthy lifestyles
4. Promotion of local Madison businesses that sell jewelry, beauty products and cleaning supplies

Revenue:

Tier One

1. Website Advertisement

Since GreenStreet is a sustainable resources aggregator, the search function of our website is very important. Brands/companies can pay for an advertising plan where their name and website will be pinned to the top of the search results page. Brands/companies can also pay to be “store/vendor of the week,” which would give them increased visibility.

2. Freemium version of the app

GreenStreet plans to launch a freemium version of the app one to two months after the basic app launch. This pricing strategy allows users to pay a monthly fee of \$0.99 for additional features, including points that they collect by shopping at partnering stores which would then make them eligible for discounts on GreenStreet merch and subscription boxes and at our partnering stores. Premium app users will also get early access to product drops and exclusive GreenGift boxes. After three years, the monthly fee will be raised to \$1.99 a month.

Tier Two

1. Merchandise

GreenStreet will sell merchandise designed by GreenStreet on the website. The merchandise will be made with recyclable materials and delivery and packaging will be environmentally friendly. To minimize the delivery impact, we will also sell our merchandise in partner stores. We will offer products such as water bottles, t-shirts, tote bags, scrubs, produce bags, storage boxes and buttons.

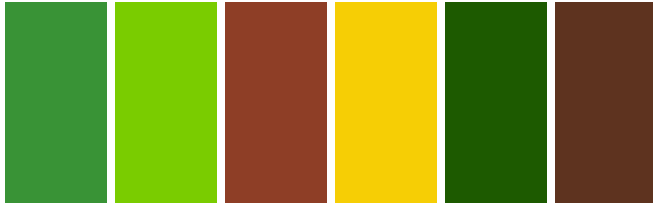
Tier Three

1. Subscription boxes

GreenStreet will launch subscription boxes after one year of the app launch in every location where GreenStreet is established. Users can subscribe to various subscription plans ranging from a one time purchases for \$25 to a six month plan for \$18 and a 12 month plan for \$15. They will

receive monthly boxes that give them exclusive products with different themes (food products, skin products, etc). All boxes will use environmentally friendly packaging and materials.

Branding:



Color Choices: We used earthy and natural colors in order to further indicate that our brand is all about being green and helping the environment.

Social Media: GreenStreet will use various social media platforms including Instagram, Facebook, Tiktok and Twitter having a uniform username across all four accounts, being @greenstreet306. In addition to this, we will also have a hashtag, #GSChallenge, which will encourage people to go out and get sustainable in their own communities. Each week the social media team will choose one person to highlight who used the hashtag #GSChallenge