

# SCAN OR DIE

THE CLOUD BASED APP

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# WHAT IS THE PROBLEM?

01

UNAWARE DAILY  
CHOICES

02

GREENWASHING

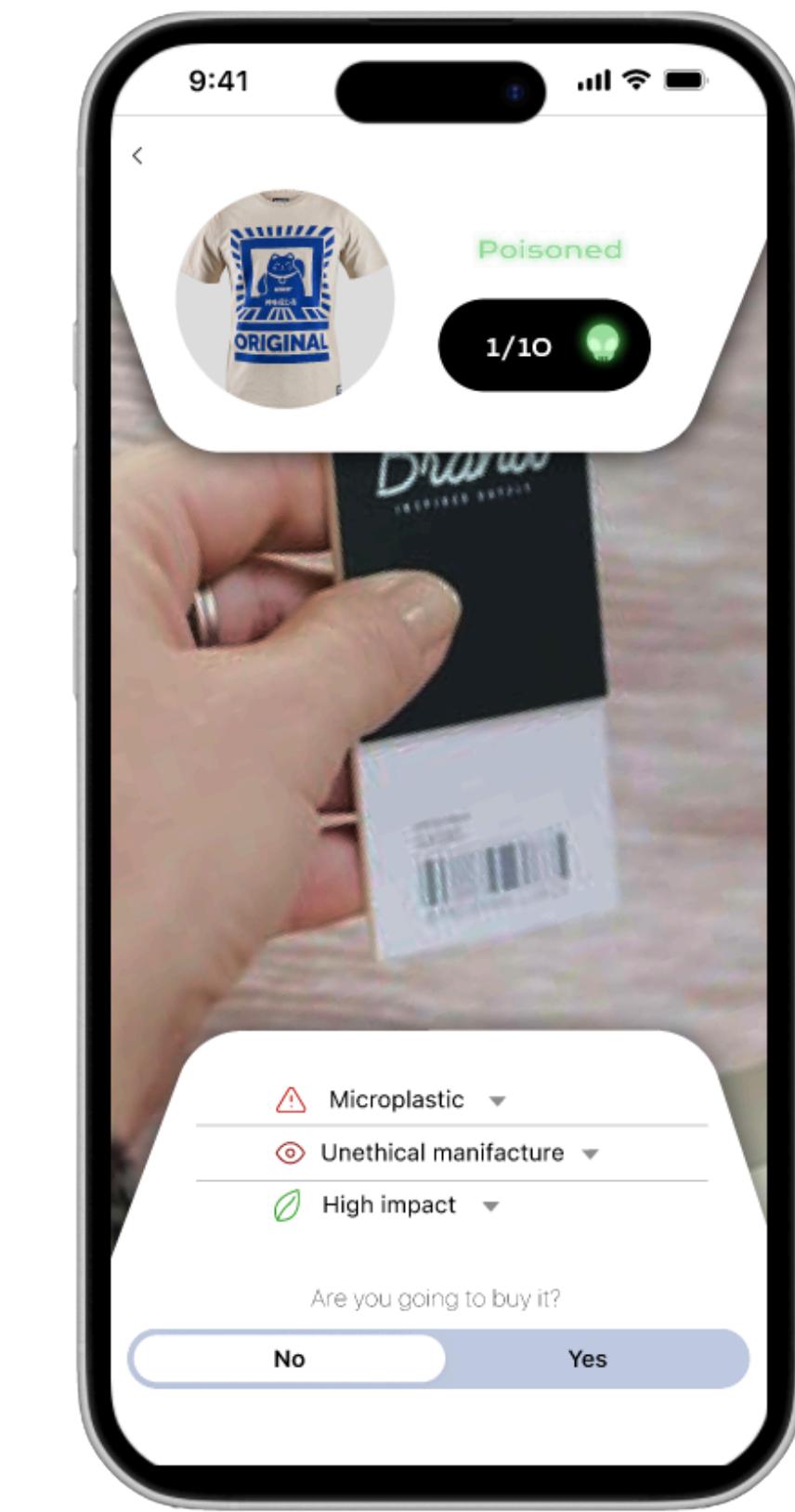
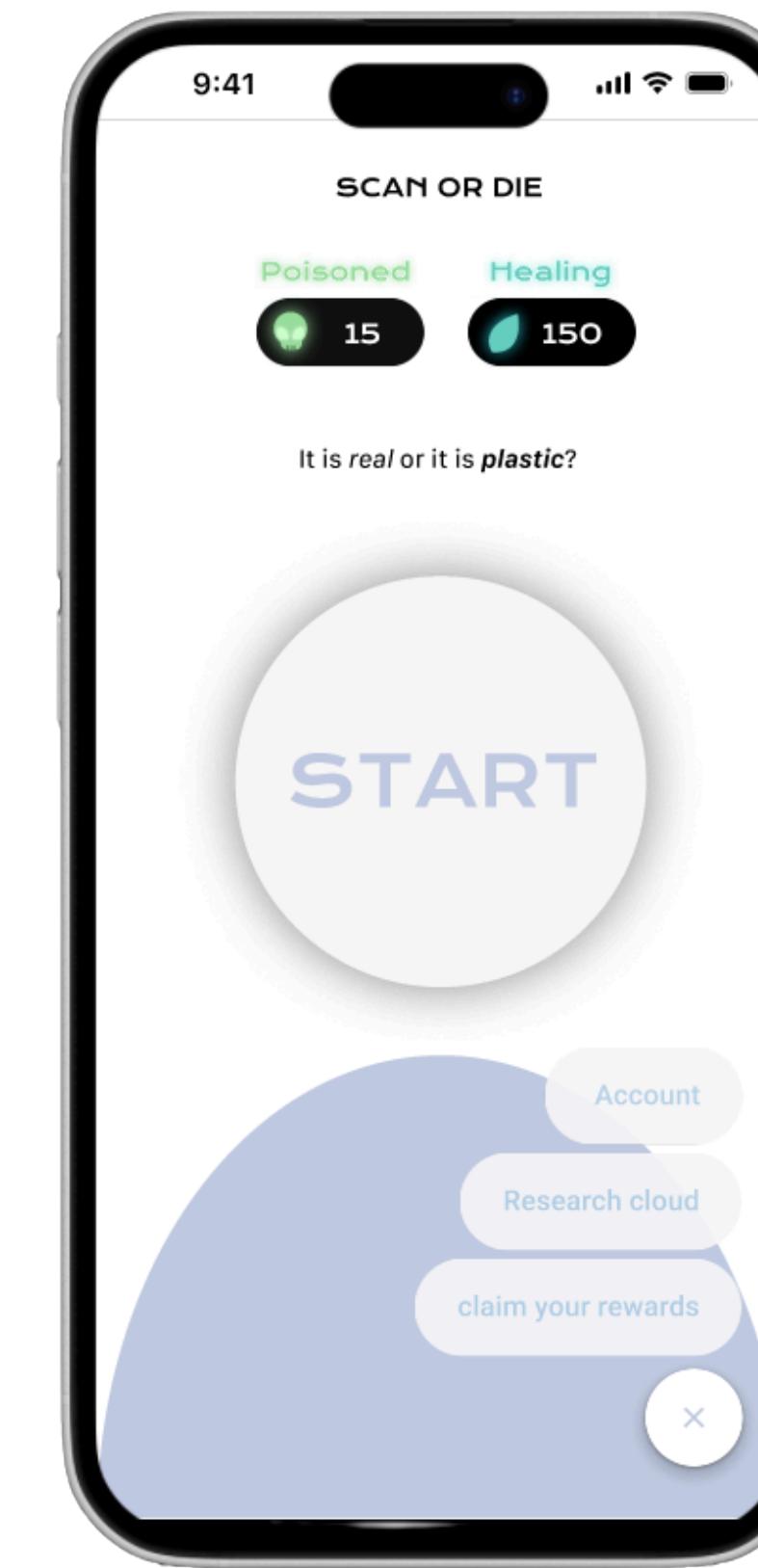
03

UNAFFORDABLE  
ECO-LIFESTYLE





# THE SOLUTION: APP - SCAN OR DIE



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# HOW DOES THE APP WORKS?

SUSTAINABLE BRAND PARTNERS

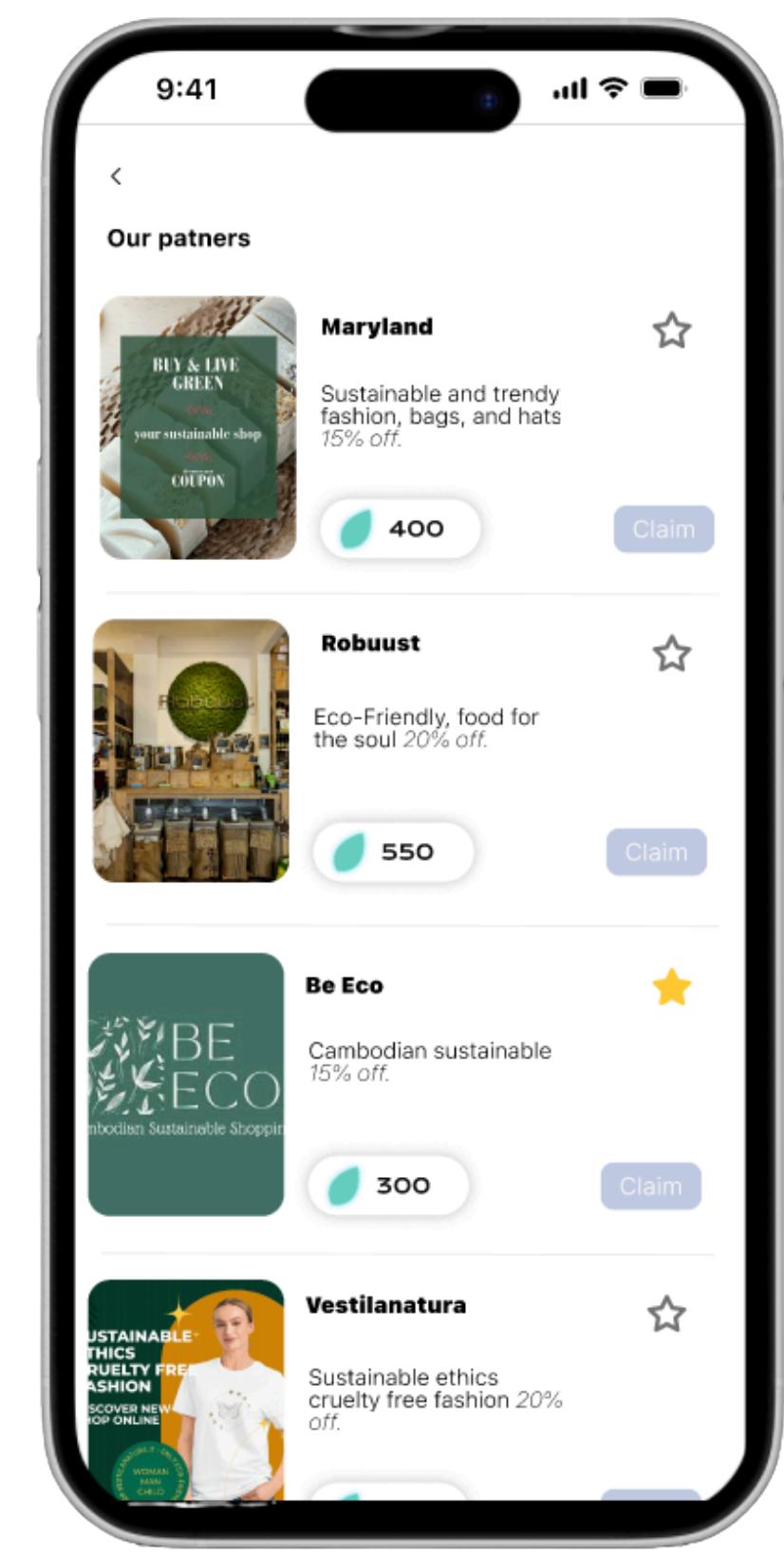
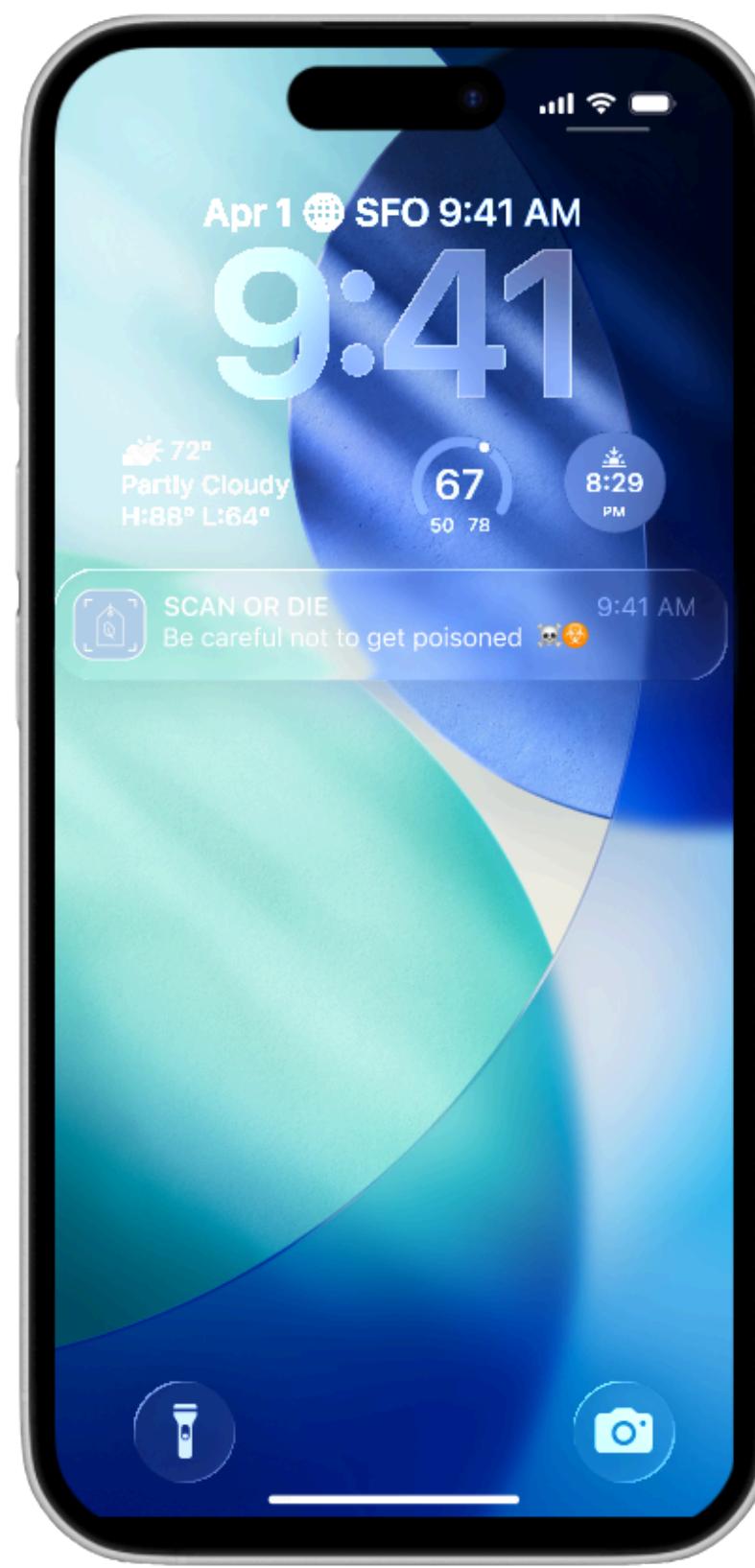
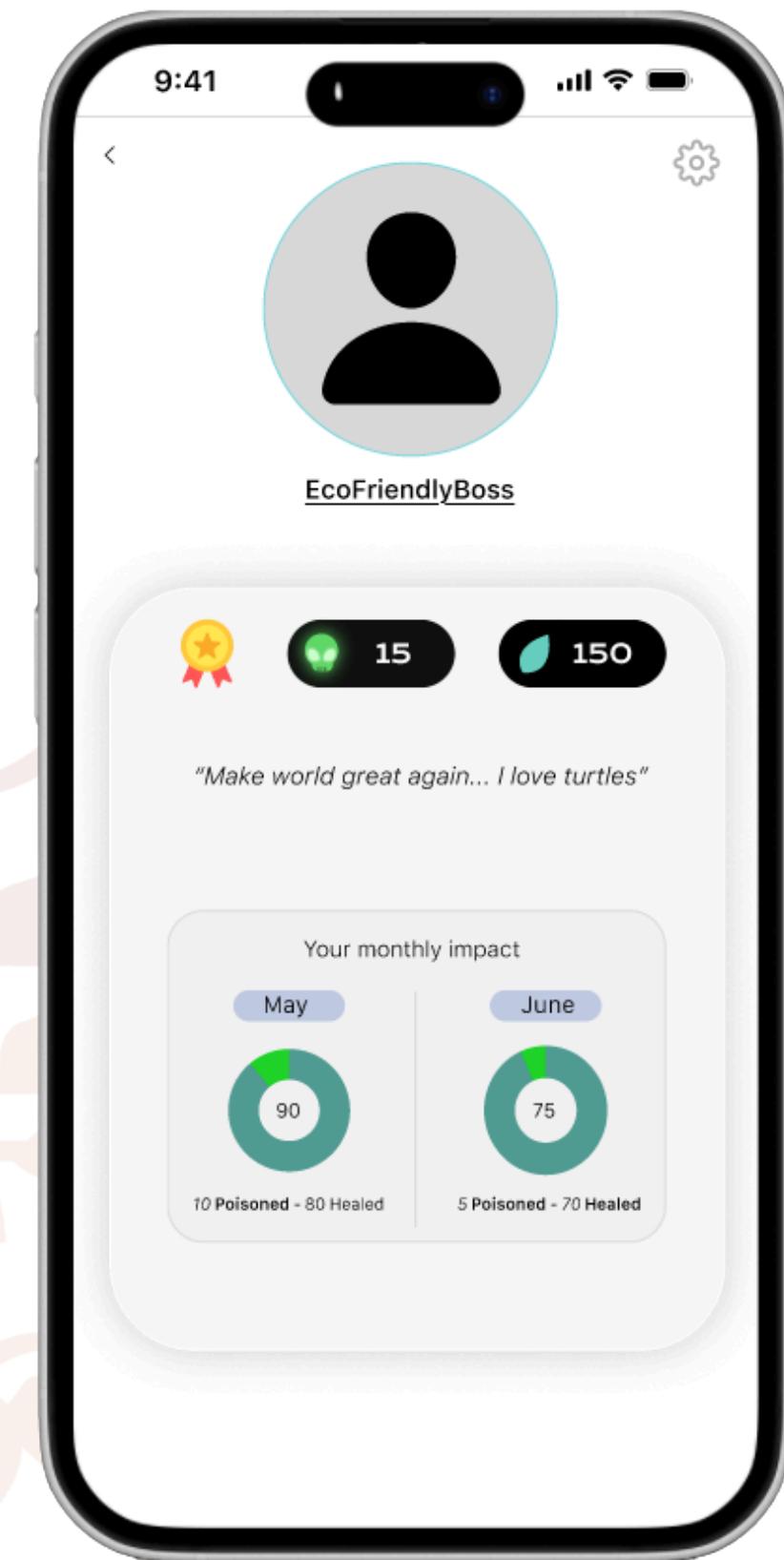
THEY GET DISCOUNT/ ADVANTAGES



CONTRIBUTION TO CLOUD-BASED RESEARCH

GROW GETTING EXPOSURE AS ALTERNATIVES TO PRODUCTS

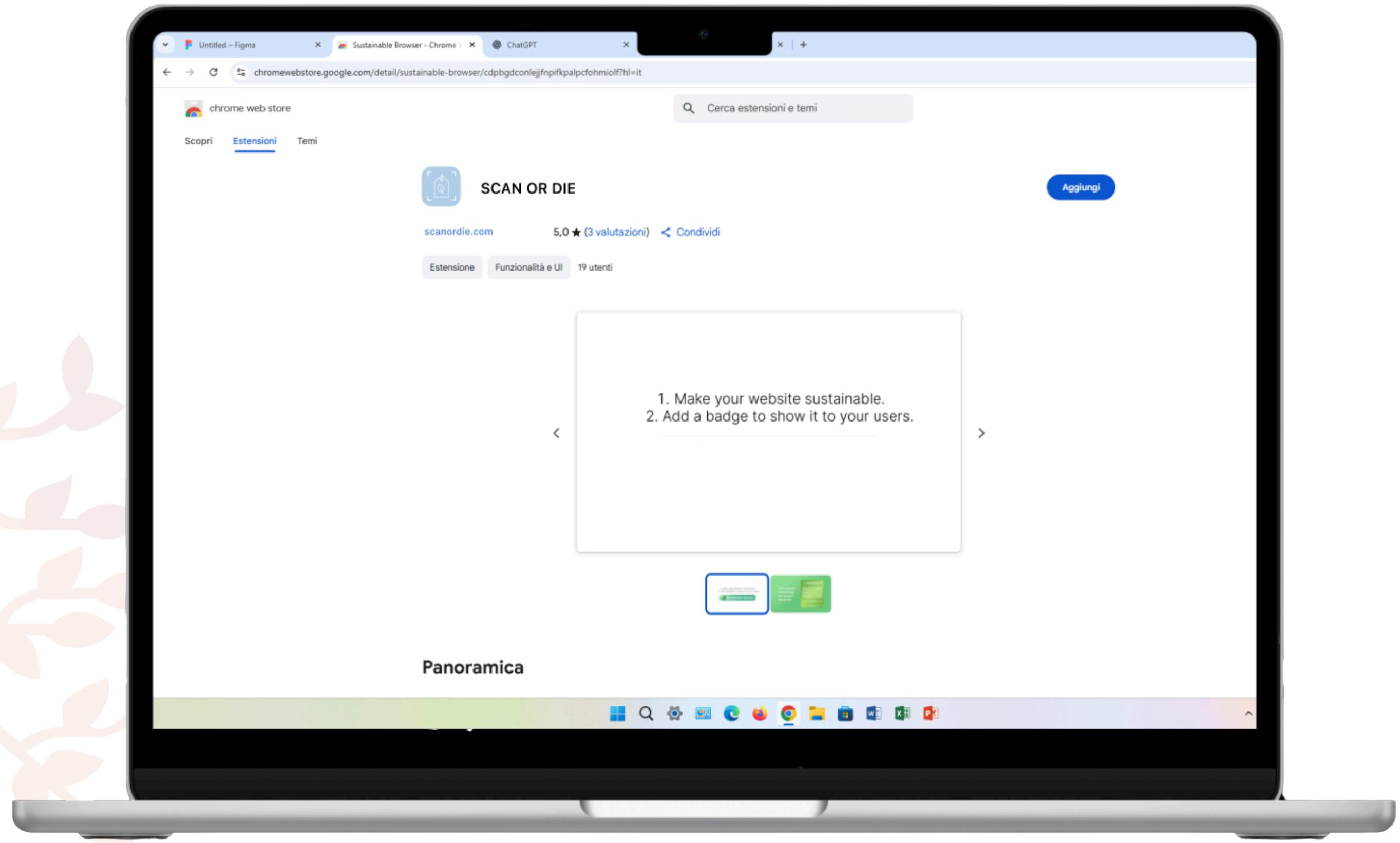
USERS



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# BUSINESS PLAN

AND

# PHYGITAL STRATEGY

01

THE FIRST 3 MONTHS  
**BUILDING THE  
FOUNDATION**

02

AFTER 6 MONTHS  
**ENGAGING  
NEW USERS**

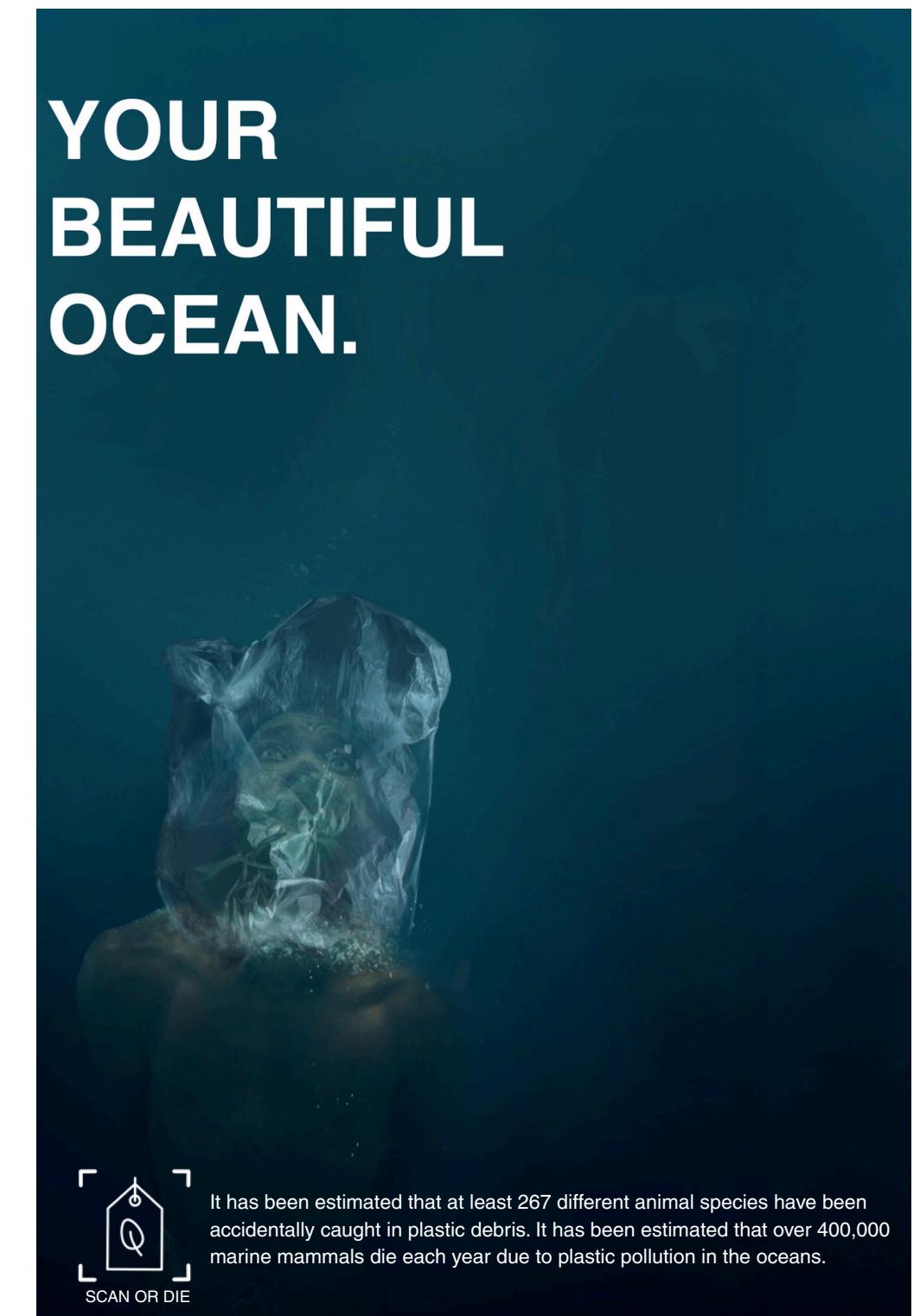
03

AFTER 1 YEAR  
**EXPANSION AND  
SELF-SUSTAINABILITY**

**SOCIAL ADV**

**CONTENT ON APPS AND  
SOCIAL MEDIA**

**PUBLIC BILLBOARDS**





# THE BOOST THAT MAKES THE DIFFERENCE



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