Empowering consumers to make sustainable and ethical purchasing decisions

Global Product Impact Rating Organisation

www.impactwala.org
**THE PROBLEM**

1. There is a shift towards ethical purchasing
2. Most information portals do not simultaneously provide impact information and enable consumers to buy ethically
3. Consumers are compelled to make suboptimal choices

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60% Indians trying to reduce negative impact on environment

75% Europeans agree to pay more for environment friendly products

68% Americans are confused of the meaning of certain ethical icons

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Impactwala intends to provide environmental, social & health information of all products.

These are in the form of customisable composite impact ratings* at the point of purchase thus, enabling the consumers to buy ethical products.

*prioritise impact areas based on individual preferences
CUSTOMISED IMPACT RATINGS

Adjust Your Impact Profile

Sneha Shah
25, India

Water
Fresh water used during extraction, manufacturing, use & disposal

Eco-System
Direct & indirect impact on the complex systems that support life

Human Rights
Violation of human rights as stipulated by the UN

Climate Change
Fossil fuel used during extraction, manufacturing, use & disposal

Diversity of Life
Negative impact on the diversity of species present in the eco-systems

Personal Health
Impact on the personal health of the user of the product

Pollution
Air, water & soil pollution produced due to extraction, manufacturing, use & disposal

Apply
1. Search for Products

2. Get Impact Ratings
3. Compare Options

4. Buy Better
VALUE FOR PRODUCERS

Real time tracking of consumer preferences on sustainability and ethics

Consumer driven transformation instead of regulation driven

Innovations will open new opportunities and markets

Driving innovation in sustainable producers through advisory and consulting services
HOW WE WORK

1. Use technology such as AI & Blockchain to scale & automate the rating
2. Enroll experts & institutions for evaluation & validation of data
3. Collate information from rating labels, research institutes & experts
4. Collaborate with government on information sharing policy

Watch the video to know more
# Landscape Analysis

<table>
<thead>
<tr>
<th>GOOD GUIDE</th>
<th>ewg</th>
<th>wegreen®</th>
<th>rankabrand</th>
<th>POSEIDON</th>
<th>BETTERWORLD Shopper</th>
<th>IMPACT wala</th>
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</thead>
<tbody>
<tr>
<td><strong>Geography</strong></td>
<td>USA</td>
<td>USA</td>
<td>Germany</td>
<td>Global</td>
<td>Global</td>
<td>USA</td>
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<tr>
<td><strong>Impact Categories</strong></td>
<td>Health impact of products</td>
<td>Health &amp; environment impact</td>
<td>Overall sustainability</td>
<td>Carbon emissions, environment policy &amp; fair trade</td>
<td>Carbon emission</td>
<td>Human rights, environment, animal protection, social justice</td>
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<tr>
<td><strong>Product categories</strong></td>
<td>Personal care, household chemicals &amp; food products</td>
<td>Consumer products, energy, farming &amp; children's health</td>
<td>All retail products</td>
<td>Brands only</td>
<td>All retail products</td>
<td>Brands only</td>
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<td><strong>Enabling Purchase</strong></td>
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<td><strong>Customisable Rating</strong></td>
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<td>No</td>
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</tr>
</tbody>
</table>
PARTNERS INCLUDE

- UN 10-Year Framework of Programmes on Sustainable Consumption and Production
  Focus on the UK

- epeat
  Focus on electronics

- eco-SAPIENS.com
  Focus on France

- ethical consumer
  Focus on Health and Beauty

- rank abrand
  Focus on brands
COMPETITIVE ADVANTAGE

Rapid Implementation
Multinational Product Rating
Understandable Impact Ratings
Customisable

Multiple Product Categories
Ease Of Use
Compare Products
In-built Buying Option
MARKET SIZE

$566 Billion for Sustainable goods in a global market of $24 Trillion

21%
Global consumers unable to purchase green products due to lack of knowledge and inconvenience

40%
Indians willing to spend 15% or more on Ethical Products

56%
Americans stop buying from companies they believe to be unethical

1 https://docs.google.com/spreadsheets/d/1CY308GdzzoYPCUf89gylHhoo_nw4z57xjvl1xhdg_A/edit?usp=sharing  
2 Global retail consumers segmented by willingness to pay for products with environmental & social benefits – Survey of consumers in Brazil, Canada, China, France, Germany, India, the UK and the US. The McKinsey Quarterly, March 2008.  
SUSTENANCE MODEL

$13 Million
Estimated Profitability*
Sales commission from e-commerce
Every purchase generates revenue

Consultancy & Training to Manufacturers to improve their impact ratings

UN EP funding for such initiatives

CSR funding from PSUs

*This represents estimated 0.1% of the 323 billion US$ global market share comprising online sales by millennials using price comparators and preferably opting for sustainable goods. (Source www.statistica.com)
Directly addresses the Sustainable Development Goals set by the UN, primarily goal number 12
TARGET AUDIENCE

Reasonable Purchasing Power

Awareness of Sustainability

Digitally Connected

Millennials
MARKETING IMPACTWALA

Informational Blogs and Videos

Champions

Influential leaders act as advisors and ambassadors of Impactwala!
**ROAD MAP**

- **Mar. 2018**: Conceptualisation
- **Sep. 2018**: Fund Raising $10,000*
- **Oct. 2018**: Working Prototype $20,000*
- **Dec. 2018**: Launch in Universities and Corporate houses $20,000*
- **Mar. 2019**: Impactwala Beta version $20,000*
- **Jun. 2019**: Full version launch on Environment day $20,000*
- **Dec. 2019**: Impactwala Global $10,000*

*Estimated Budget
We are looking for donor funding of ~100,000 USD to build a beta version of the Application & Website to be launched in the Indian market by September, 2018.

AIM: 10,000 visitors on the Impactwala website in order to receive and analyze consumer feedback to enhance later versions.
TEAM

- Over 10 years of research into rating systems
- Extensive local and global partner network including reputed Indian Institutes

Minhaj Ameen
Co-founder
Entrepreneur & Innovator. Founder, earth&us, an environmental consultancy based in Auroville. MBA graduate from Manchester Business School, London.

Allen Francis
Co-founder
Researcher & Partner liaison. Holds a masters in Sustainable Development from TERI School of Advanced Studies, Delhi.

Dr Bakul Rao
CIO | Impact

Baptiste Rabourdin
CTO
Founder, eco-SAPIENS, a co-operative society promoting sustainable consumption & speaker for négaWatt, a French independent think-tank

Aromi Salot
Researcher
Researcher in bringing about a systems change towards sustainable living. Holds a bachelors in Energy-Water-Environment Sustainability from the University of Illinois at Urbana-Champaign.
Minhaj Ameen
Ph: +91 94867 50671
Email: min@impactwala.org
Website: www.impactwala.org
Social: www.facebook.com/impactwala