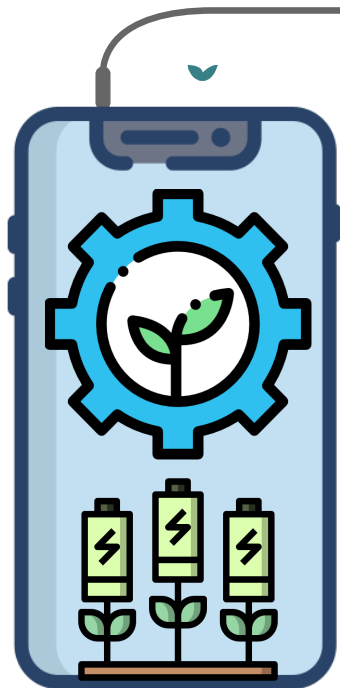


GREEN PHONE APPLICATION



Turn down your phone
Turn on your world
Less for phone, more for world!

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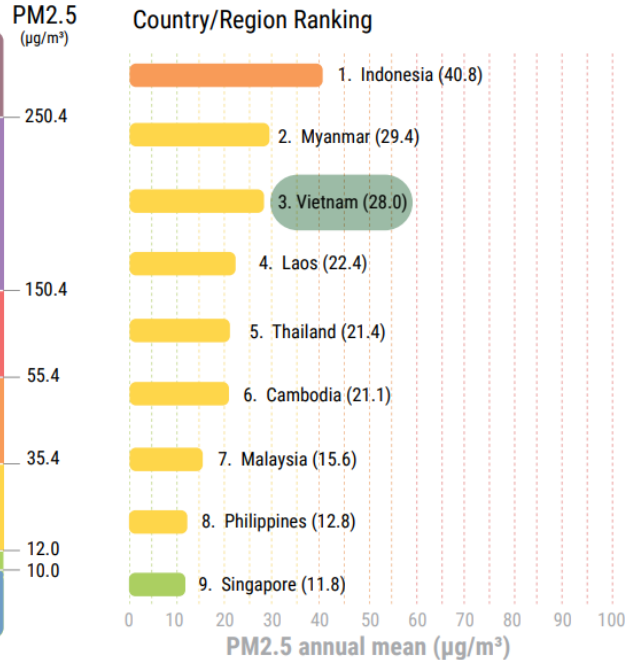
Financial
Execution

04

Impact

Direct/Indirect
Impact on the
society

Problem



Sources: IQAir 2020

Southeast Asia air pollution rank

In 2020, Vietnam ranked 3rd among air-polluting countries in Southeast Asia, which not only contributes to **global warming** but also poses environmental **risks to health**.

60,000

deaths by air pollution
in Vietnam



Stroke



Heart disease



Lung cancer, and both chronic
and acute respiratory diseases,
including asthma

Sources: World Health Organization n.d, World Health Organization 2019

However

Thousands of people share about the CO2 emissions effects and wonder if they can possibly make any difference?



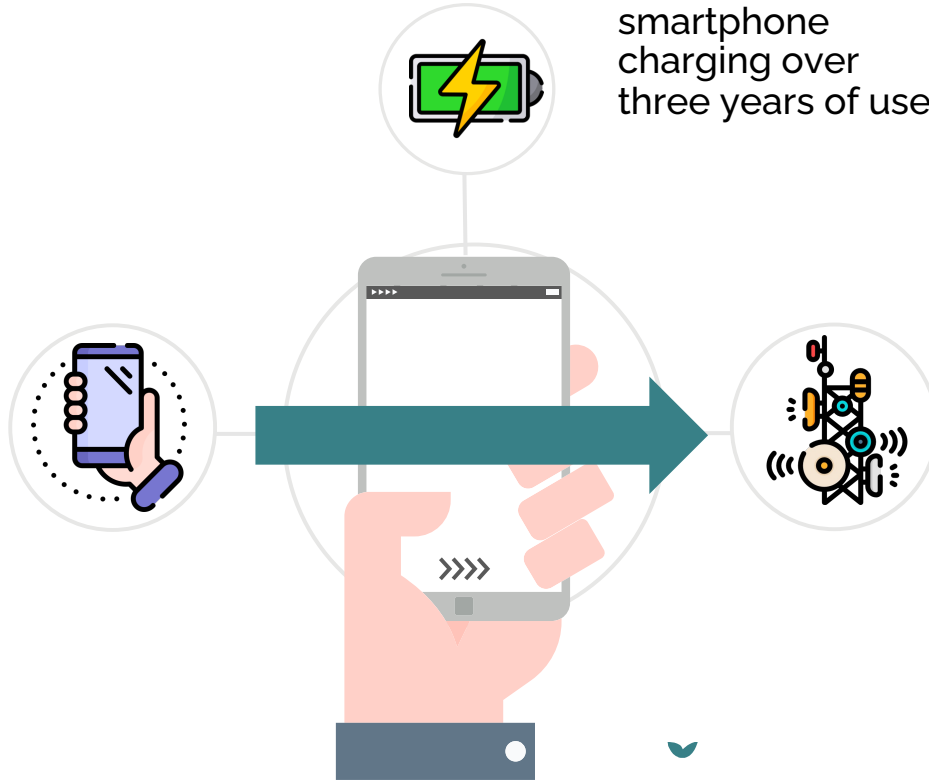
While the problem is in their hand!

Phone's Emission

With 1GB consumed on a user's phone, 3kg of CO₂ is emitted

Charging

57kg of CO₂ emissions from smartphone charging over three years of use.



Telecom

The emission comes from the telecom running when people use their phones

Smartphone GB consumes CO2 Emissions

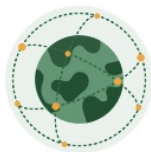
Finding 2

38,44 million in 2020



Number of
smartphone
users in VN

10 GB in 2020



Average GB
consumption per
month in VN

0,003 tonnes



Amount of
CO2/GB

× 12 months

A remarkable fact is that every time a phone consumes 1 GB, it emits 0,003 tonnes of CO2 into the air, which comes from the electricity-generated process. That means each hour of Netflix you watch in HD results in almost 10 kg of CO2 emissions. For Vietnam, we conducted a simple calculation as below to estimate CO2 caused by smartphones' data and compare it with the overall amount of CO2 and CO2 coming from transportations in 2020. The result was surprising, which became the motivation for us to encourage people to consume data more responsibly.

CO2 emission by mobile
phone accounts for

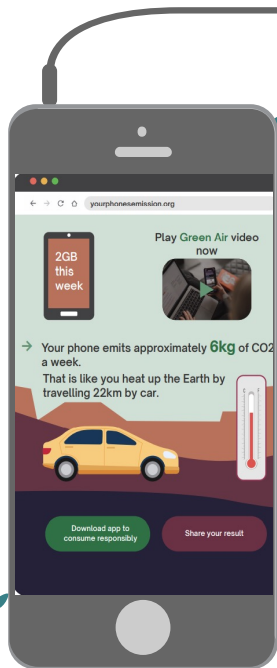
≈ **37,5%**

CO2 emission from
transportation in Vietnam,
and **5%** of total emission
in Vietnam.

Sources: Statista n.d
Pacheid J 2020
Data Reportal 2020
Tefficent 2020

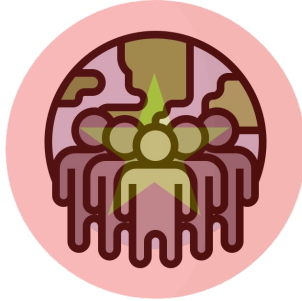
Total of CO2 emission from transportation in Vietnam

36,954.5 thousand tonnes in 2020



While Vietnamese using smartphone irresponsibly

Vietnam total
population



97.75
Million

Mobile
connection



154.4
Million

↑
Annual Growth
0.9%

Number of Mobile connection in Vietnam is exceeding the population and continues to increase while users are not aware of cell phone emission

How Can We Encourage Smartphone Users To Be More Environmentally-Friendly?



Solutions

Raise awareness through viral campaigns and encourage people to use the “green phone” application with NGO – social media partnership to consume more responsibly



STEP 1

Run a raising awareness TVC for downloading the app



Step 2

Save GB and energy for users and the environment



Step 3

Cooperate with NGO and other social media and entertainment platforms to protect the environment

Target Customer

INCOME

4.000.000 ~
20.000.000 VND.

Smart phone usage

Consumes 30GB per
month

Personal Characteristics

Smartphone Heavy user
Love the environment

DEMOGRAPHIC

15~30 years old.

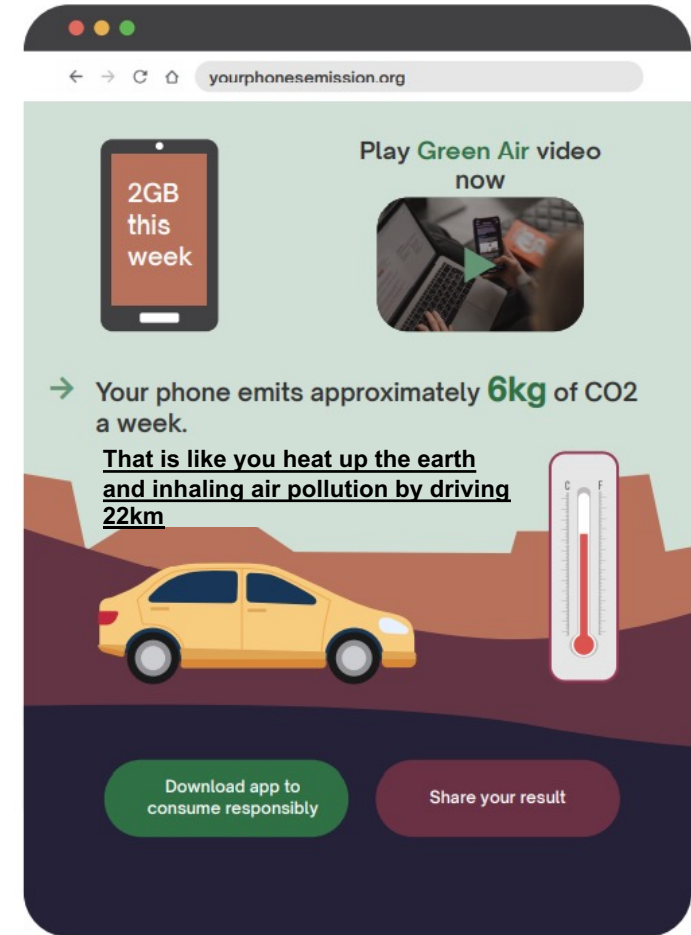


Millennials &
Gen Z

Step One

Raise awareness

The CO2 emission from smartphones is a concern that should be **raised awareness** among society, especially for those who watch or play games with unnecessarily high quality. First, we will launch the “**Green Air**” campaign on our website, which offers mobile users raising-awareness videos, along with the calculation of CO2 emission from their phones via their data usage and compare it with the amount of CO2 from other air pollutants such as cars. Furthermore, there will be one button to **share the result** through social media and the other to download our application, “Green Phone”



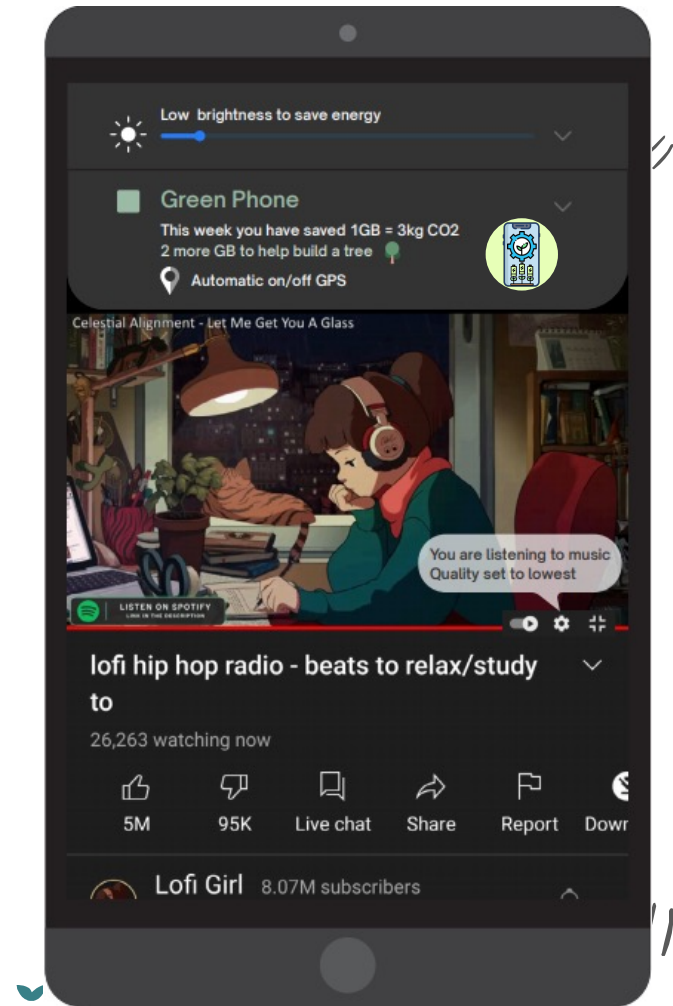
Step Two

Reduce Mobile Co2 emissions application

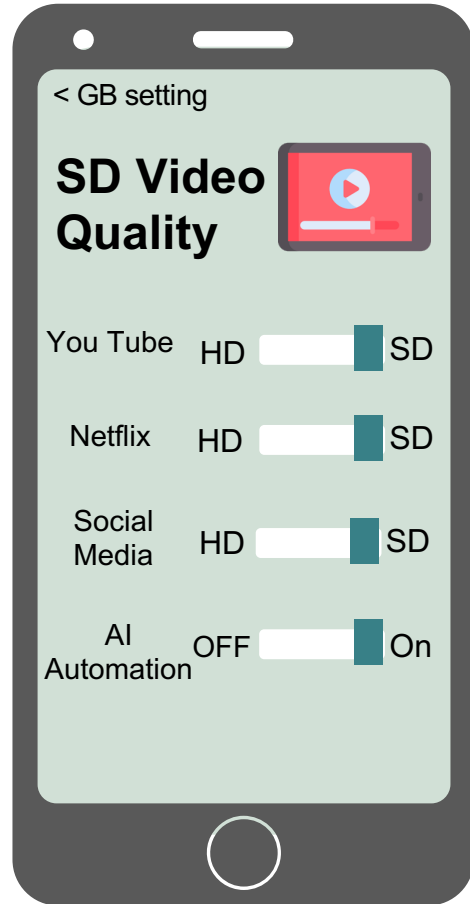
The “**Green Phone**” application aims to reduce emissions, first by setting smartphones into the black mode with low brightness to save energy and lower damage from the blue light.

The application will set the quality of videos and games into SD-Standard definition instead of full HD to save the amount of GB consumed. Especially, “**Green Phone**” will detect when users listen to music on YouTube and recommend them to use the lowest video quality setting but still does not affect the quality of music.

Moreover, to encourage users to save the environment, this mobile app will notify the amount of CO2 they have reduced by calculating the amount of database and energy they use daily.

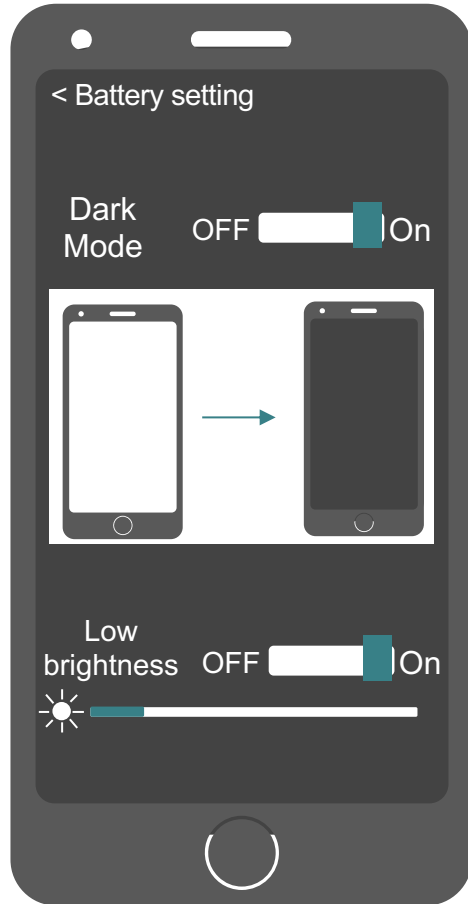


Application saving GB Feauters



The application will set the quality of videos and games into SD-Standard definition instead of full HD to save the amount of GB consumed. Especially, “**Green Phone**” will detect when users listen to music on YouTube and recommend them to use the lowest video quality setting but still does not affect the quality of music.

Application saving energy Feauters



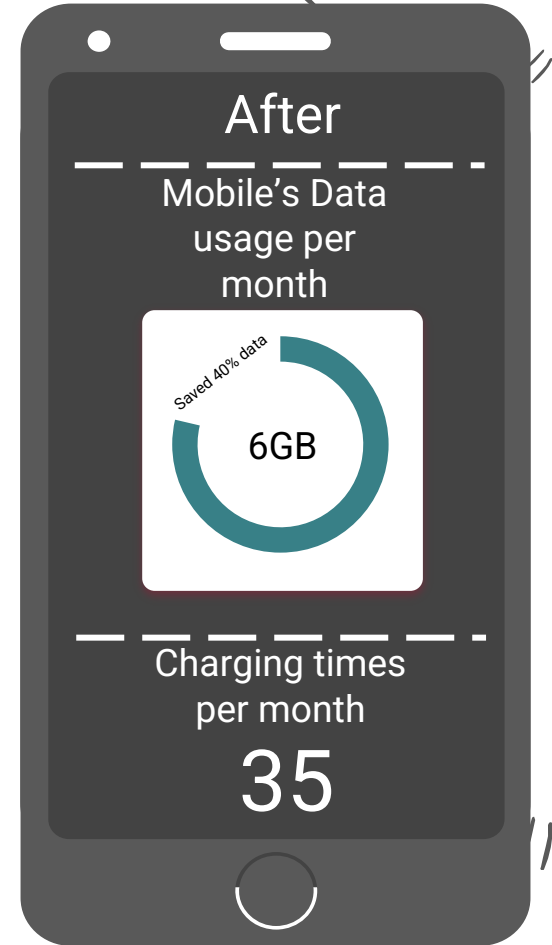
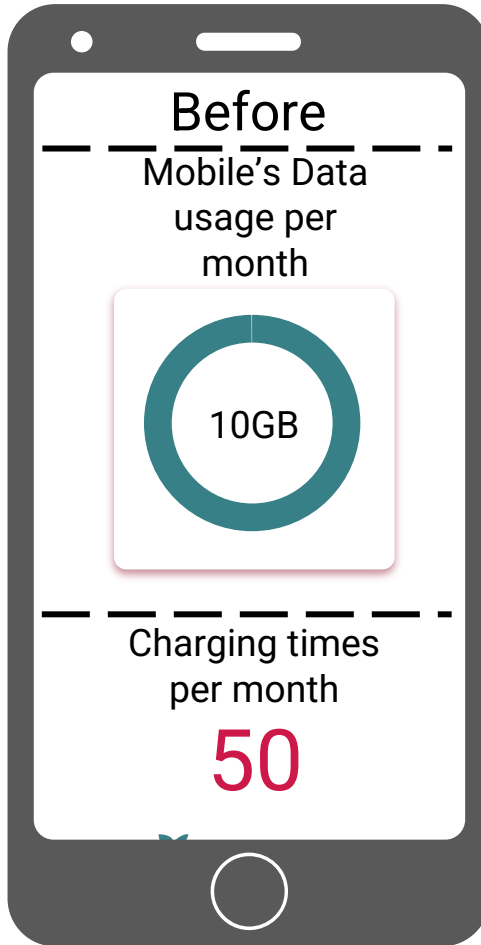
In the battery setting option, the **“Green Phone”** application will switch smartphones into black mode with low brightness to save energy and lower damages from the blue light.

Application Value Proposition

Through our calculation and research, the users can save up to 40% on phone data usage and 30% of their smartphones' energy



This will reduce smartphone emissions from their phone by approximately 45%



Application Value Proposition For Users

One-Click button unlock all features

Saved Energy

Protect the phone with Longer battery life



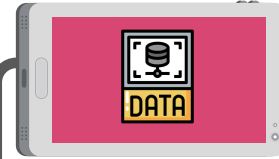
Environment News

Pop up interested new from NGO, BBC, NYT etc.



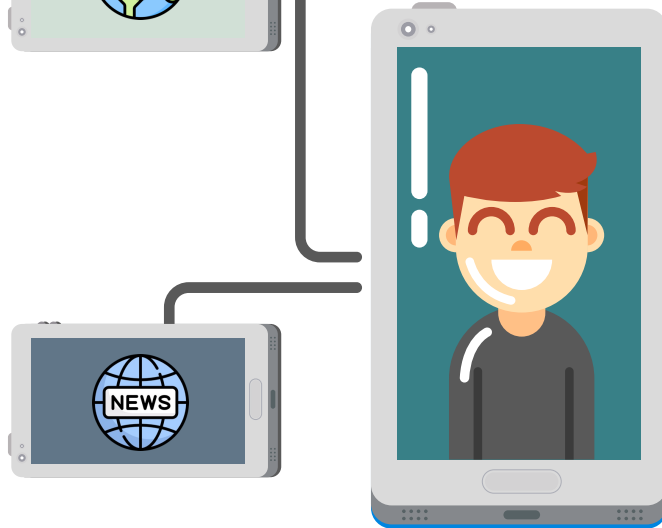
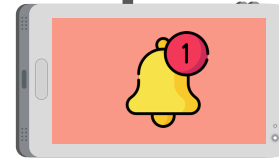
Saving GB

Saving GB for suitable/emergency moment



Notification

Notification on how much you save your GB, energy and for the environment



Step Three

Partnership for the goal

1080p

720p

Green Definition →

480p

360p

240p

NETFLIX



- Suitable quality
- Low data consumption
- Save the environment

With the view to outspreading the application and its message of reducing air pollution, first, we will build partnerships with environmental NGOs in Vietnam. By promoting their events and funding's on “Green Phone”, we can offer people more information and guidelines on how to protect our air and our planet. In return, they will become our sponsors to raise funds every time our “Green Phone” users save a specific amount of CO2. In other words, when a user saves, for example, 9kg of CO2, 10.000 VND will be funded for a project focusing on air pollution such as planting trees, building a fresh-air system, ...

Furthermore, social media and streaming platforms such as Netflix, YouTube, Facebook, Tik Tok, etc. are also our potential partners, as we all head to a sustainable image for a better world. Together, we can produce a new video resolution called “Green Definition” setting, which offers the finest videos but consumes little data. In this way, we are not only reducing air emissions but also change the mindset and the way society uses their smartphones.



NGO's sponsor



Why They Should Partnership With Us?

Video Application Platform

Enviromental Image

Environmental image in users' eyes

Suitble video option

Provide better customer experience

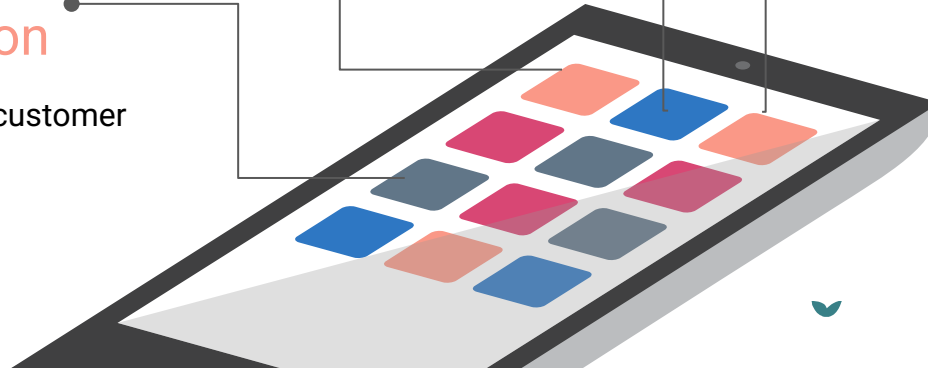
Non-Government Organization

NGO's News

Pop-up NGO's enviroment news on phone to potential audiences

Raising awreness





Saturn is the ringed one. It's a gas giant, composed mostly of hydrogen and helium



	BUSINESS PLAN	CUSTOMER INTERACTION
1st year	<ul style="list-style-type: none"> Raise awareness campaign "Green Phone" Application Have acceptance in Cooperating with "Môi Trường nhân đạo" 	<p>Share on social media through phone emission campaign</p> <p>Social media Ads publish raising awareness campaign: Facebook, YouTube.</p> <p>Use of KOLs.</p>
2nd - 3rd year	<ul style="list-style-type: none"> Expanding market size by cooperating with video platform applications and NGOs: WWF, Escosia, etc. Cooperating with smartphone producers: Samsung, Apple, etc. to produce environmentally-friendly setting on phones 	<p>Publish awareness campaign on WWF, Escosia, etc.</p>



Competitive Analysis

	1 st Mover for the environment!	Direct Competitors		
	Green Air 	Data eyes 	Data Saver Plus 	My Data Manager 
Application for the environment	✓			
AI automatic setting to music video to lowest quality	✓			
Saving phone battery feature	✓			
One Click button setting all the application features	✓	✓		
App allows/not allows to access mobile data/Wi-Fi	✓	✓	✓	
Read and compare data usage	✓	✓	✓	✓
Saving Data	High	Medium	Low	Low

Go to Market

Revenue Streams

- NGO & Government sponsors (60%)
 - Social media & movie platform sponsors (20%)
- Advertising on the application (20%)

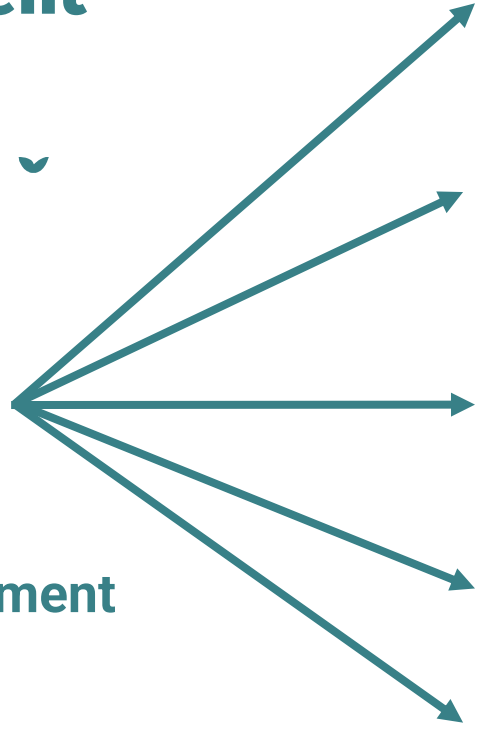
Cost Structure

- Application development (40%)
 - Website development (20%)
 - Employee Wages (10%)
- Marketing & Advertising (30%)

First-year Initial Investment



Initial Investment



First year experience of application development: 16 million VND/month

Marketing and advertising on social media: 11 million VND/month

Graduated website development: 10 million VND/month

One social media employee's management for feedback & customer service: 5 million VND/month

Developer account for CH Play (600K VND) and Apple store (2.4 million VND)

X Tax

Financial Plan



Initial Investment

598.000.000 VND

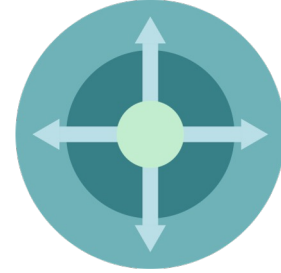
Investing on website and application development, marketing campaigns.



R&D

40 Million VND

Open-innovation competition for application development
-> new saving data and battery feature



Expansion

Cooperate and sponsored with NGOs: WWF, Escosia, etc. to raise awareness in global scale.

Social Impact

Direct Impact	Long-term Impact
<ul style="list-style-type: none">• Raise awareness about consuming more responsible• Saving data usage and energy for users.• Improve air pollution .	<ul style="list-style-type: none">• Extend battery life – Sustainable consumption• Leverage smartphone/service providers industry more friendly to the environment

Long-term indirect impact

By raising social awareness with a solution application and “Green definition” video resolution will change the mindset of smartphone users to save their phone data not only for their benefits but also for the environment.

Worldwide raising awareness mobile emission campaign

Due to the environment protecting trend from smartphone users, smartphone/application industry is encouraged to adapt more friendly technology to the environment by providing saving data usage setting option for users.

Smart Phone Users



Smartphone/Applica
tion industry



How our solutions
motivate Vietnam to
innovate, change the
quality of people's
life of as well as
environment in a
better way?

Impact on SGDs

Raise awareness

For consuming data more responsible for protecting the environment



Step 1

Green Phone Application

An application that provides an opportunity to take action to protect the environment on a user's smartphone.

By adjusting the appropriate low brightness, not only energy is saved but also protect users' eyes from smartphone's blue light.



Step 2

Partnership

Sponsored from NGOs and social media partnerships to create an environmentally-friendly quality video option.



Step 3

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THANKYOU!