



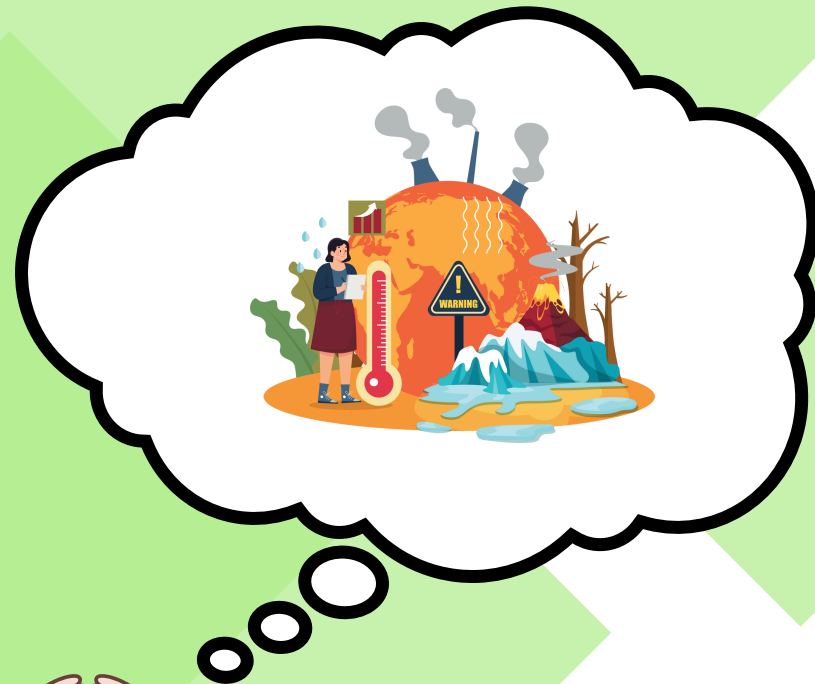
# CARBON CTRL

Application



# PROBLEM

92%



Many youth care about climate change

but feel stuck. Carbon tools are too complex and not made for them.

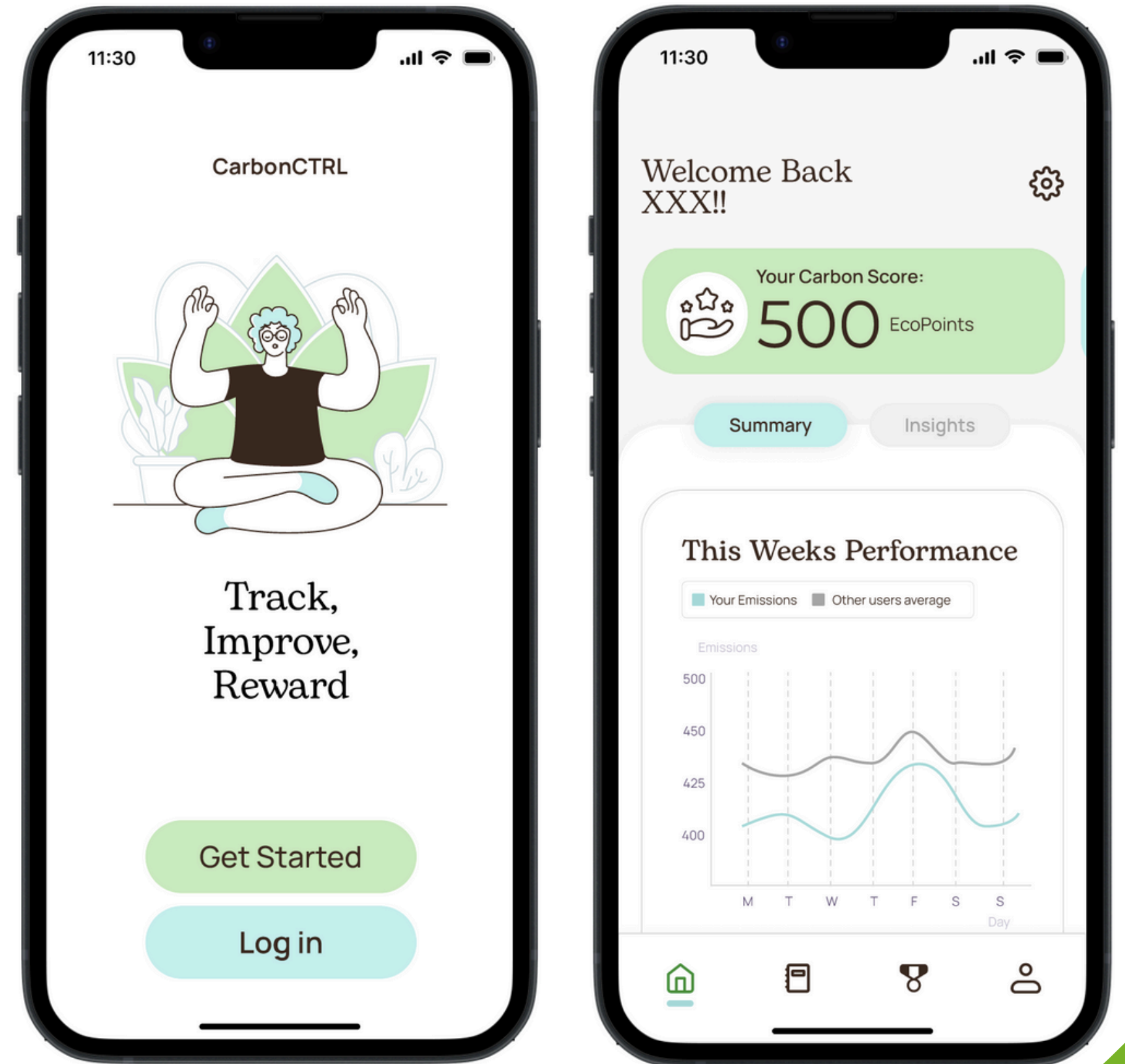
of young people in Malaysia think that climate change is a crisis.

National Youth Climate Change Survey (NYCC), Change for Climate by UNDP and UNICEF.

# Solution:

# CarbonCTRL

a Friendly and Intuitive  
Carbon Emission Tracker app



# VALUE PROPOSITION

## USER

- Earn points by tracking habits
- Redeem at partner cafés and shops
- Stay engaged by weekly challenges

## PARTNER

- Boost sales
- Increase brand visibility
- customer loyalty
- Free marketing

## PLATFORM

- Win-win ecosystem for users and partners
- Scalable reward system drives growth and retention
- Sponsorship and collaboration

# SWOT Analysis

## Strengths

- User-friendly interface designed for youth
- Quick and intuitive (under 3 minutes)
- Personalized tips and feedback
- Gamified features increase engagement

## Weaknesses

- Simplified calculations may lack precision
- Limited feature set compared to enterprise tools
- Dependent on user honesty and consistency

## Opportunities

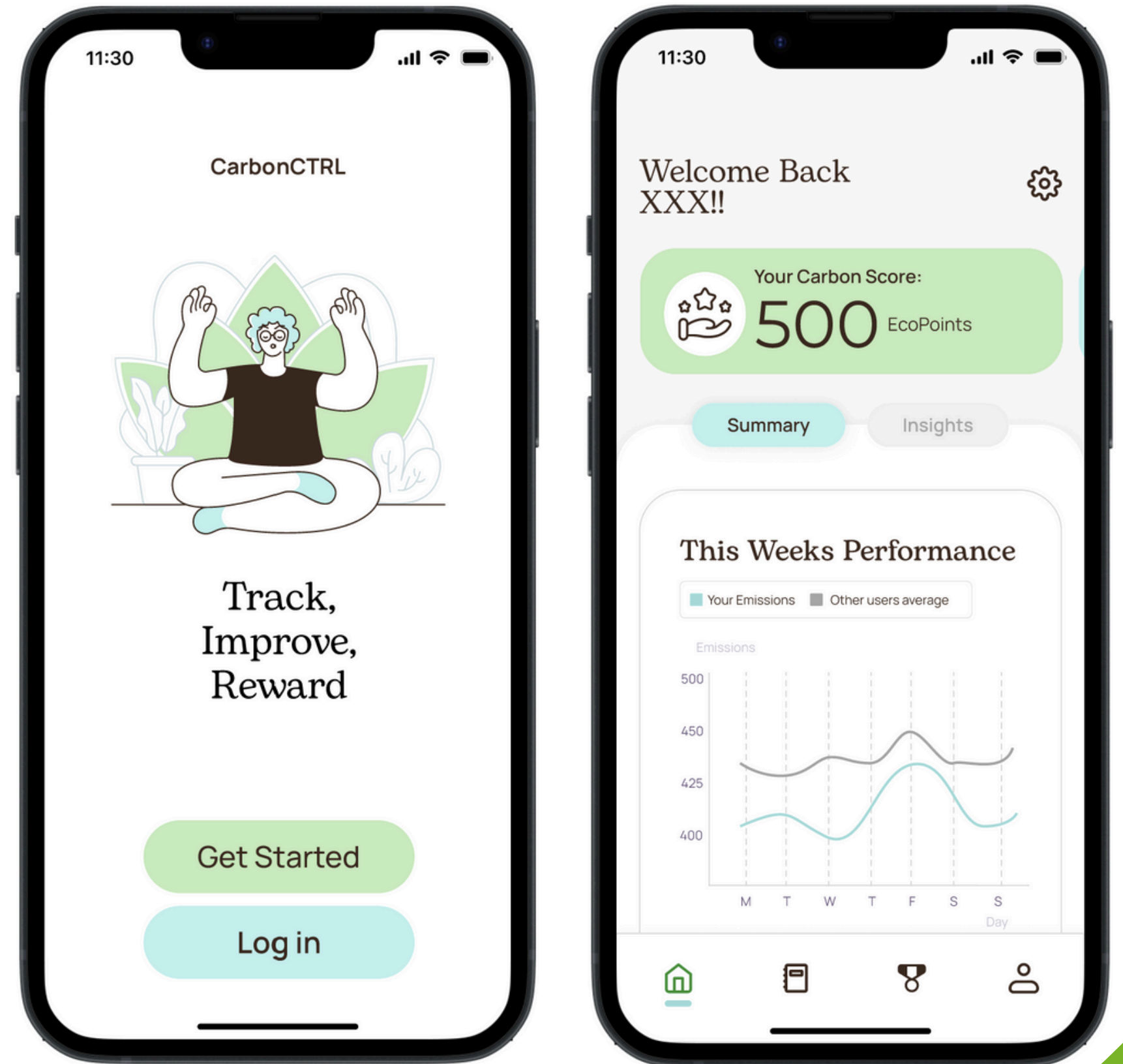
- Partnering with schools and youth organizations
- Expansion into reward-based environmental challenges
- Data insights for policy and education

## Threats

- Competition from better-funded environmental apps
- Potential user fatigue without fresh content
- Perception as non-scientific due to simplicity

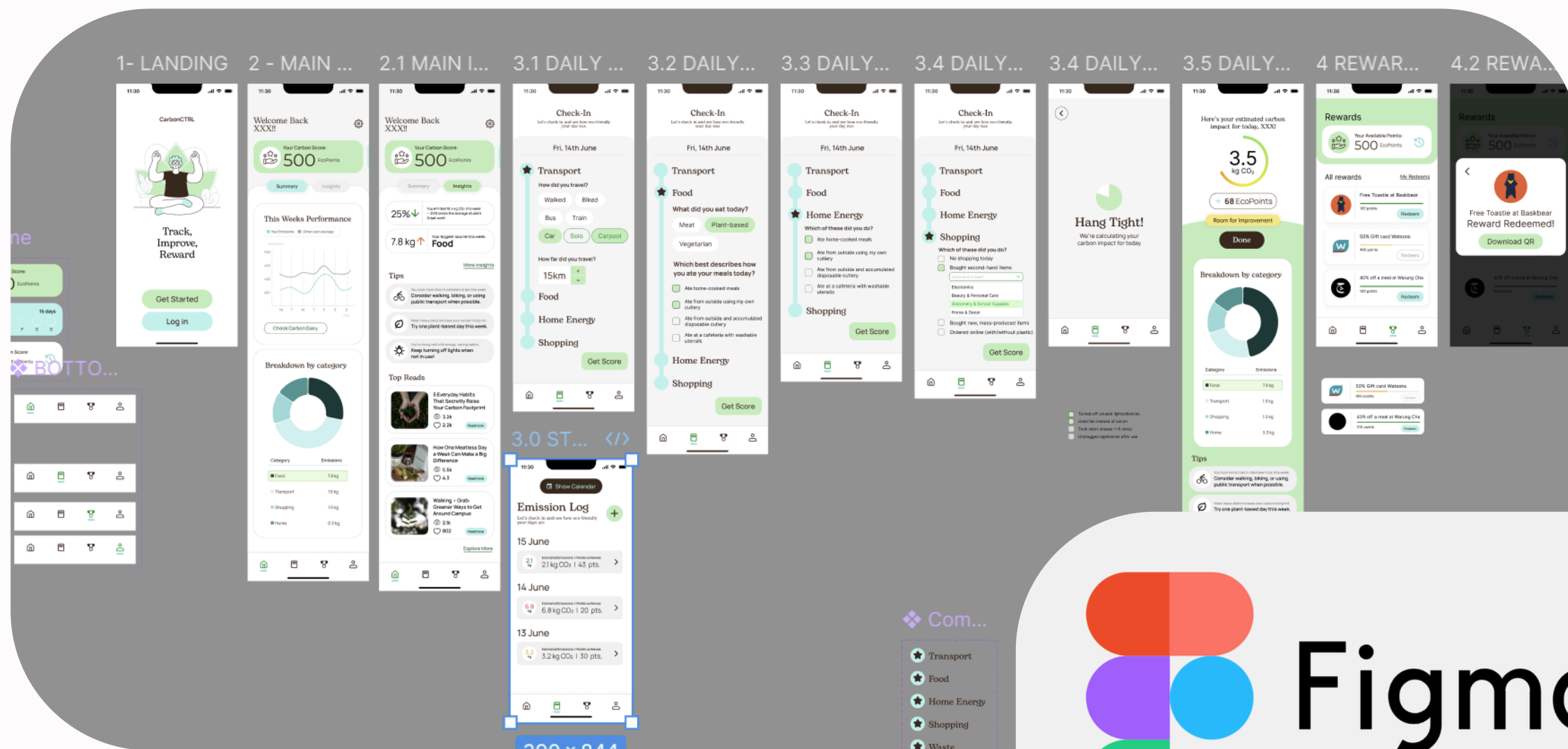
# Features:

- Complete the carbon daily check-in in simple and relatable questions.
- Receive personalized tips to reduce carbon emissions.
- Earn points by making low-carbon choices in transport, food, and energy use
- Join challenges and redeem points for real rewards from partnered brands
- Track the progress through a clean visual dashboard.



# Product Demo

## App User Interface Prototype designed using Figma



**Scan the QR code  
to access our  
Prototype!**



# BUSINESS MODEL



**USRE-CENTRIC  
DESIGN**



**GAMIFIED EXPERIENCE**



**B2B COLLABS**



**CLIMATE TIPS**

# Financial Stability

1

## Cost Sructure

- **Main Cost:** App Development, Server maintenance, and marketing.
- **Additional cost:** Operational Support & Partnership Management

1

## Break-Even Strategy

Aims to reach 10,000 monthly with 5% conversion rate.

# SUSTAINABILITY & IMPACT



**SDG 13**



**SDG 12**



**SDG 17**

# Team



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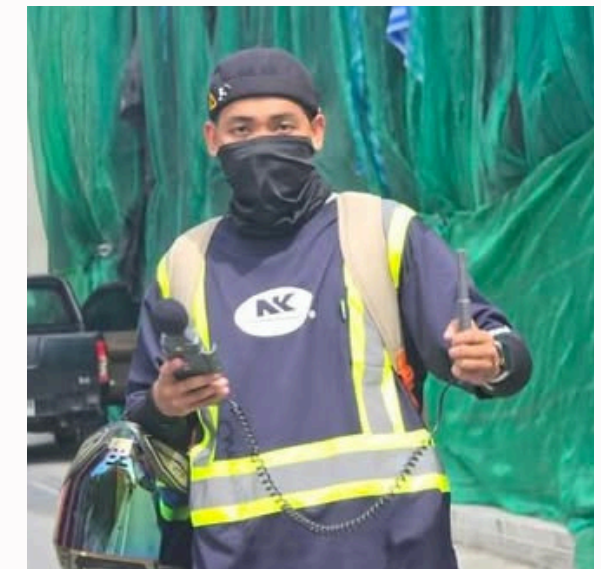
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