

# YOUTH CLIMATHON

**INNOVATIVE SOLUTIONS FOR THE ACCELERATION OF CLIMATE ACTION  
IN ASIA & THE PACIFIC**

**Collectika**

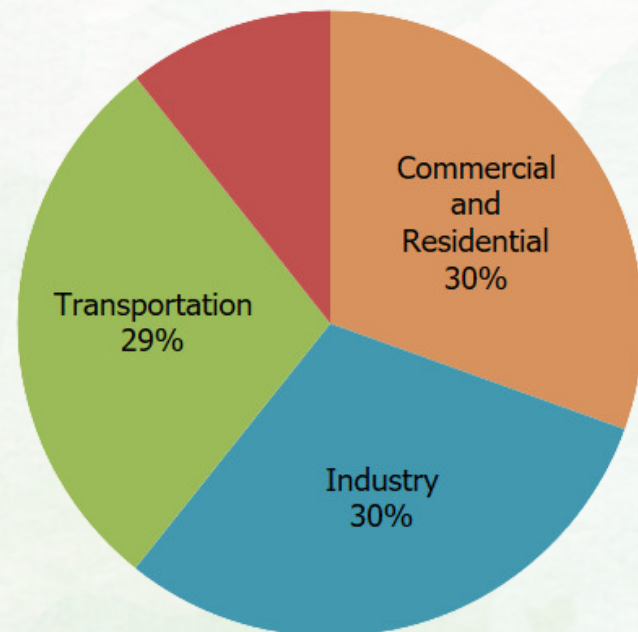
**SHARE THE ROAD, SAVE THE PLANET**



# The Problem

According to World Resources Institute, Fossil fuel-powered vehicles contribute a staggering 75% of all greenhouse gas emissions from the transportation sector globally

According to International Energy Agency (IEA) Transport sector accounts for around 24% of global CO2 emissions from fuel combustion



1. People are still using traditional combustion engine vehicles & there is lack of awareness toward the importance of eco-friendly vehicles



2. Lack of budget for providing EVs and renewable energy charging stations, especially in less developed countries with air pollution issues



# The Solution

- Collectika is a feature for the so-called Uber apps of every country, via which, businesses **share their distribution needs.**
- It means Uber drivers drop packages on their way, & drop-offs are merged together. Therefore, **customers of several businesses share the cost, which saves lots of money.**
- We use the saved amount as **crowdfunding to provide clean vehicles & renewable energy stations.**
- Using machine learning, routes, products & drivers of multiple businesses align together to come up with the maximum **optimized daily driving plan for drivers.**
- Furthermore, we are aiming to connect with fundraising centers; so drivers can **collect donations** like food and other stuff, as well.



## Value Proposition

We use **gamification**; for instance:

- If the drivers and riders register using an eco-friendly vehicle they earn some points on the app.
- For donations, the donor & driver both gain points for further prizes. Using an eco-friendly vehicle, the driver gains added scores.

## Target Group

- All the businesses that require distribution services; like online shops, etc.
- Places that are most likely to make donations, like restaurants with food donations.



# Business Model

- Registration fee** • On behalf of the benefits businesses receive for their distribution needs, we require them to pay a small amount of registration fee, which is defined according to their capacity; the money will be used for providing eco-friendly vehicles, and clean energy stations.
- Investment** • Businesses and individuals can invest and receive profits from the eco-friendly vehicles and the energy stations this movement aims to invest in & support.
- Donations** • Since we are connected with fundraising centers, including NGOs, Orphanages, etc. there is high potential to secure donations.



# Environmental Impact



- Reducing Emissions by 35%.



- Reducing fuel consumption by 20%.



- Raise \$500,000 for clean power charging stations.



- Facilitate the reuse of 1,000 kg of donated items per month, (clothing, household goods, etc.). It is estimated that 40% of these items would have been recycled if not reused. This means a potential reduction of the recycling volume by approximately 400 kg per month.



- Reducing traffic rates by 25%.



- Deployment of 100 clean vehicles in 1st year. (the number varies according to the vehicle type)



- Collect & distribute 500 kilograms of food donations per month. 800 kg/pounds annually.

Estimating reduction rates is relatively possible, and by using valid data we can make it more precise; also considering our scalability and revenue streams other options are rational estimates that were calculated based on market data of similar startups in the same industry.



# Social Impact

## Job Creation

Businesses are expected to share drivers; an estimated 100 direct and indirect jobs for every region/city.

## Loans

Collectika provides loans for businesses that need funding to switch to renewable energy and provide Evs.

## Donations

Aiming to collect 5,000 donations for fundraising centers in the 1st year.

## Cost Reduction

More than 50%-60 % of costs are saved on distribution needs and drop-off services for businesses.

## Workshops

on-site workshops on the procedures in which our revenue is used for EVs and clean energy stations will be held to make it public for investors and interested individuals; thus, an exchange program allows developing regions to cooperate with developed ones regarding this purpose.



# Cost Considerations

Project and Initiative	Value	Percentage
<b>Initial Investment</b>		
ML Engineers and Developers	\$456,000	43%
Web hosting	\$70	0.1%
Domain	\$70	0.1%
Business Email	\$200	0.2%
<b>Second Stage</b>		
Social Media Paid Campaigns	\$3000	2%
Google Adwords	\$1800	1.4%
On-site Advertisement	\$1500	1.2%
<b>Third Stage</b>		
Content and marketing for per office	\$456,000	43%
Human resources for per office	\$123,000	11.7%
<b>TOTAL</b>	<b>\$1,044,000</b>	<b>100%</b>

# ROI:

Collectika is expected to have a very high ROI of 200%. This means that for every \$100,000 invested, the company is expected to generate \$200,000 in profit. The payback period is also very short, at just 0.416 years. This means that investors can expect to recoup their investment in less than half a year.

Feature	Value
Initial investment	\$100,000
Annual profit	40% of the initial investment
Payback period (in years)	0.416667 years
Expected ROI	200%



## Implementation Stages

JUNE 2024

- Development of the feature
- Pilot Launch

DEC 2025

- Launch of the renewable energy station and EVs' basement execution
- Launch of the Workshops

DEC 2030

- Launch of heavy EVs for long-distance distribution

JAN 2024

- Research and Planning
- Call for ML & Software Engineers

DEC 2024

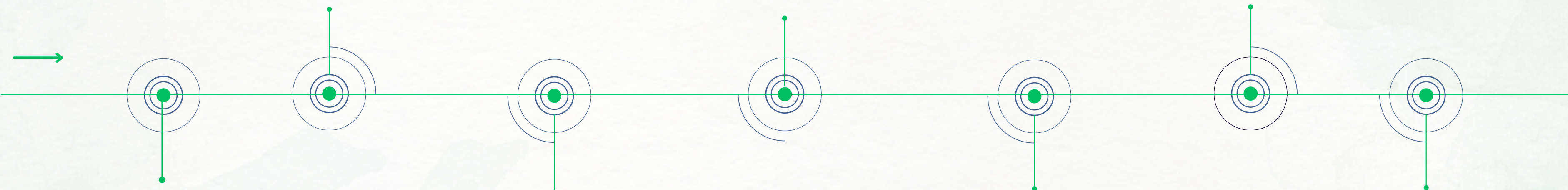
- Marketing and Awareness
- User Growth
- Partner Acquisition
- Enhancements and Optimization

DEC 2027

- Active energy stations in countries engaged
- Replacement of EVs & eco-friendly vehicles by 40%

2035

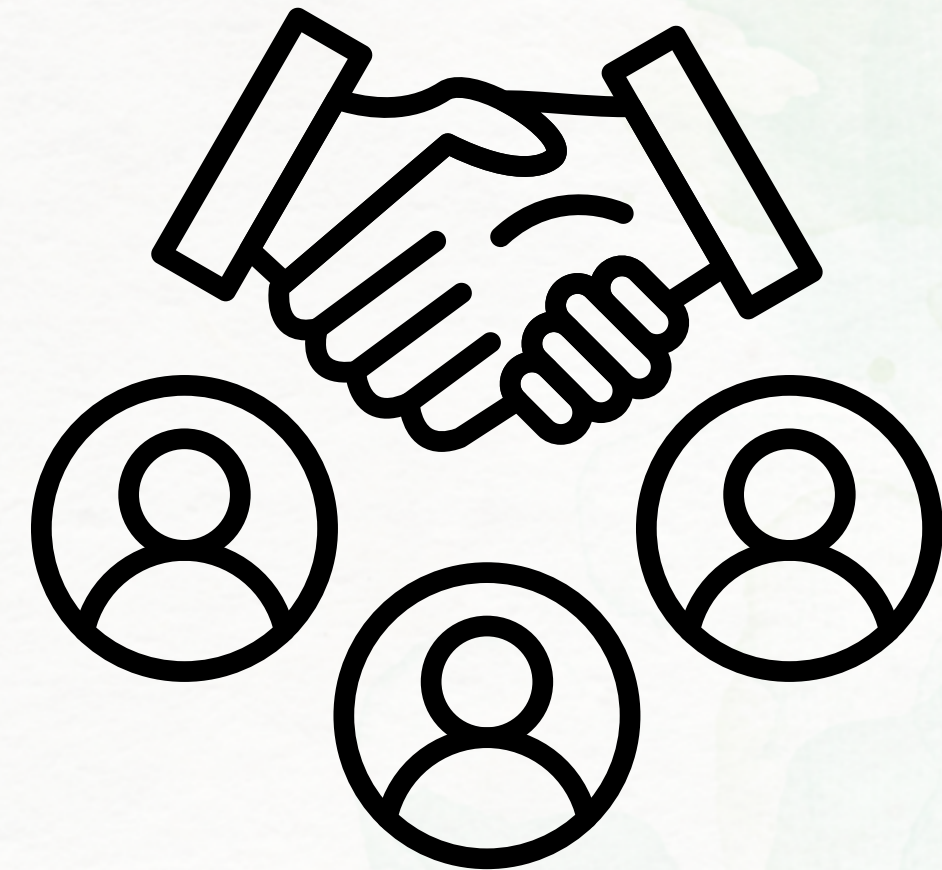
- All big cities are almost fully equipped with EVs and clean energy stations





# Partnerships

- Ubers of each country
  - Mailing service providers
- } They already developed their business and can best help us transition to clean vehicles
- Fundraising organizations & NGOs: we are going to drop our users' donations to these organizations and get help from them in receiving donations for Collektica as well
  - Renewable energy & EV related companies : to cooperate on implementing EVs and power stations as a result of our crowdfunding





## Meet Our Team!



**Nooshin Pourkamali**

Role: Founder & CEO

Education: IT & Linguistics

Experience: Software Localization  
& Language Engineer  
from Iran



**Pyae Pyae Phyoe**

Role: Environmental Project Manager

Education: International Tourism and  
Hospitality Management

Experience: Climate Activist  
from Myanmar



**Basudev Rawat**

Role: Public Relations Manager

Education: Electronics and  
Instrumentation Engineering

Experience: Climate activist from  
India-Nepal