

THE ECO COIN

A SUSTAINABLE CURRENCY FOR PLANET EARTH

Problem

Society faces an overwhelming number of socio-environmental issues, however, often these **concerns** are **not translated** into **actions**.

Solution

EcoCoin is **internalizing** the **externalities**, encouraging our community to have a positive socio-environmental impact through economic incentives, amongst others.

Marketsize

Market size is defined as potential **impact crowd**. Latest data (end 2018) approximates: 31149 students (4.57% YoY increase), 3228 staff members (4.50% YoY increase) and 514 professors, totalling **34891** individuals.

Competition

EcoCoin EUR has exclusive rights to launch the product at EUR, and has **no competing** student initiatives.

Revenue model

EcoCoin EUR is a **non-profit**, the goal is to **engage** as much **individuals** from the University community. By performing sustainable actions, participants can redeem benefits and products provided by our partners.

GTM strategy

in January 2020, EcoCoin will launch at the Erasmus University campus. It will do so, through on-campus (to provide EcoCoins) and off-campus (to provide rewards) **partnerships**.

Traction:

The EcoCoin was used during the Erasmus Sustainability Days 2018 & 2019. In 2019, during the 1 week event, 833 spend and earn interactions. However, the identified business model has not yet been applied, as GTM is planned for January 2020. Traction will be measured through the **amount of EcoCoin users**, as well as, the number of **EcoCoins traded**.

Who are the leaders?

7 Students

With 10 nationalities

From 5 different study tracks

And 1 Common GOAL



Contact us:
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