



# Problem Statement

Lack of sufficient incentives and engagement mechanisms hinders the widespread adoption of sustainable travel options like carpooling and public transportation



## Vision

**Earn:** Earn tokens by using sustainable transportation and taking pictures

**Build:** Link pictures with NFT buildings and create your own virtual city.

**Share:** Post eco-adventures and showcase your dream city with friends

## Solved problems (USP)

- Make sustainability fun by integrating a social aspect
- Reduce carbon emissions by nearly 50% per capita by incentivizing eco-friendly transport
- Increase user understanding of a sustainable future and VeChain technology by allowing them to build their own city



## Technology and product

### Blockchain requirements:

- Secure travel data
- Maintain picture links to NFTs

### Tech:

- Node.js
- Solidity
- Flutter
- Mongo.db
- REST API
- React Native

### Product:

- Earn tokens/NFTs
- Unique NFTs attached to your pictures
- Trade/build in game
- Redeem rewards with tokens



## Market

Total addressable market: \$172.8 mil in U.S.

- Eco-conscious individuals
- 144 mil ages 12-45
- Urban/Suburban



## Business model

- Establish paid partnerships with sustainable companies
- Users buy products from partners and PropelPixel earns commission

## Tokenomics

Create-to-earn. Earn tokens and NFTs by sharing your eco-friendly rides, use them to build your own eco-city, trade with friends, or redeem rewards from sustainable partners



## Competitors

- Sweatcoin
- Steemit
- UpTrennd



## Capital seeking

- \$15,000 pre-seed round (for MVP finalization, marketing, go-to-market)



## Partnerships



## Board Of Directors



Jean Lin  
Co-founder



Carson Wang  
Co-founder



Victor Wang  
Co-founder



Sarah Dufays  
Co-founder



Asanshay Gupta  
Co-founder

