

Welcome to Forestmatic² — sustainability made simple. We've expanded from B2B to a B2C app that helps you offset and track your carbon footprint.

Plant a tree, measure your impact, and create a community at Forestmatic².

The Problem

Climate change remains a critical threat, intensified by daily carbon emissions from transportation, energy use, and other activities, with humans releasing about 2.3 pounds of carbon dioxide each day (*Natural Resources Defense Council*). Despite increased efforts to address these issues, many people still lack practical and accessible ways to measure and reduce their personal carbon emissions. As awareness and demand for environmental responsibility grow, there is a notable increase in individuals seeking simple and effective methods to lessen their carbon footprint.

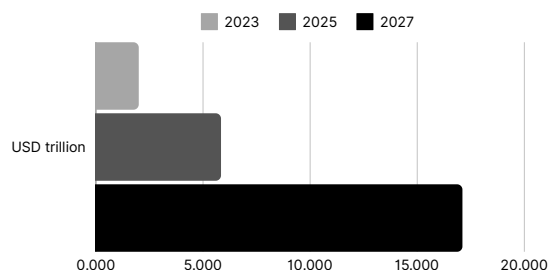
Our Solution

This proposal explores supplementing Forestmatic's B2B model with a B2C approach, enabling individuals to contribute to reforestation and offset their emissions. It will assess the benefits of entering the consumer market using Forestmatic's technology and partnerships, aiming to increase environmental awareness and drive revenue through a much larger volume. Our goal is to provide accessible resources for individuals eager to make an environmental impact.

The Market Opportunity

The global voluntary carbon offset market is currently valued at \$2 billion in 2023, with a projected compound annual growth rate (CAGR) of 42.91% from 2022 to 2027 (Ecosystem Marketplace, Business Wire).

This significant growth trajectory reflects a robust and expanding interest in environmental sustainability initiatives. Specifically, the rise in consumer-driven demand suggests the potential for products and services that allow individuals to actively engage in carbon offsetting. This market evolution highlights the opportunity for new, engaging approaches such as gamified applications, which could cater to a digitally savvy audience and foster regular engagement through direct, small-scale contributions to carbon offset initiatives.



Industry Dynamics & Competition

The sustainability sector, including carbon offsetting, has seen substantial growth due to increasing environmental awareness among companies and consumers. This surge in eco-consciousness has led to a heightened demand for eco-friendly services, particularly in carbon offsetting to combat climate change.

The carbon offset market features a diverse array of competitors: CNaught, Klima, Commons, Karbon-X, and Treeapp.

The Business Model

The business model leverages the gamified app platform to provide a compelling and enjoyable means for users to participate in carbon offsetting. Revenue will be generated through in-app purchases, with the cost structure accounting for app development, tree planting, and marketing expenses. In the backend, Forestmatic will assess all the individual purchases in a periodic pool to better tackle the high fixed costs of tree planting. Finally, the model emphasizes transparency and community engagement, offering a value proposition that combines personal impact with the collective effort of Forestmatic's partners.



Project's current status (MVP)

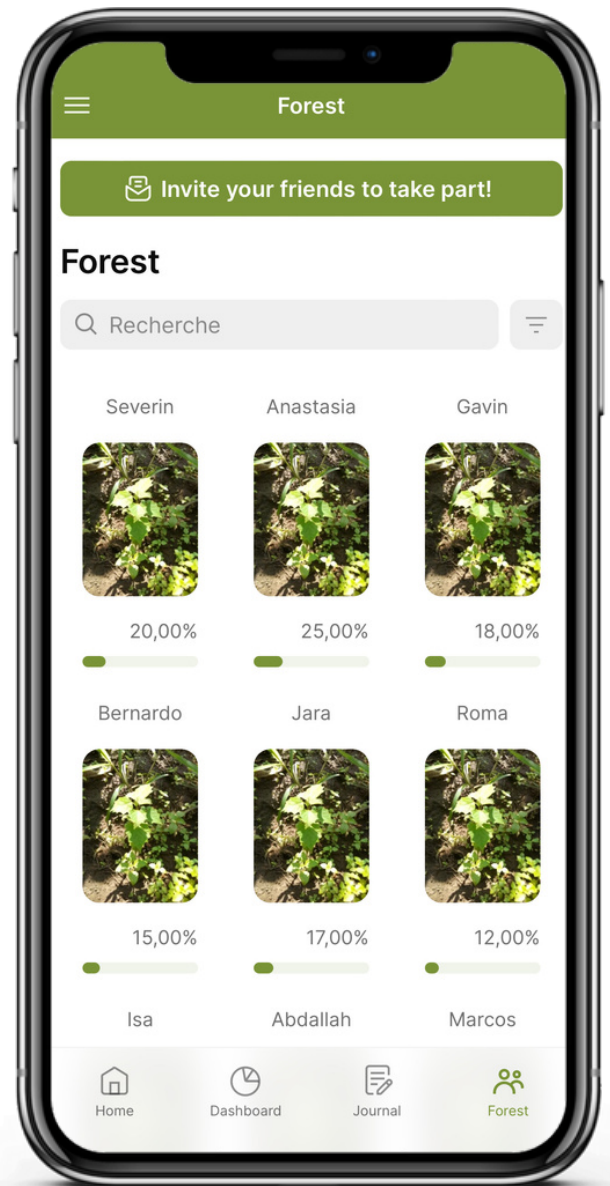
The team is proud of the work put in Forestmatic² MVP. We aim to turn environmental care into a rewarding game on the phone, helping users track and enhance their ecological footprint. The app features four main sections: Home, Dashboard, Journal, and Forest. At Home, users can monitor the growth and environmental benefits of their planted trees, visualized through engaging metrics that show carbon absorption. The Dashboard offers visual reports of the user's pollution sources and emission offsets, while the Journal acts as a reflective space to log daily activities and set greener goals. The Forest section connects users with a community of tree planters, displaying collective progress and encouraging group initiatives to expand forest coverage.

The Go-To-Market Strategy

To achieve leadership in the carbon offset app space, Forestmatic will focus on digital marketing, particularly through targeted social media campaigns and influencer collaborations, alongside content-driven outreach like blogs and video content. Conversion success will be monitored through metrics such as user engagement, app downloads, and the effectiveness of partnerships, ensuring alignment with the company's growth and sustainability goals.

Financials & Funding

The actual product development costs are estimated between €60,000 and €150,000, influenced by the developers' location, feature complexity, and language options. The Go-To-Market strategy budget of €60,000 aims to reach a Serviceable Obtainable Market of 10,000 customers within three years. Forestmatic has several funding options available, including crowdfunding, green venture capital, European Investment Fund funding, government grants, and equity crowdfunding.



Our team

The team possesses a diverse range of experiences directly relevant to the Forestmatic project. This includes experience with an NGO in India focusing on tree planting and sustainability marketing, building sustainable solar boats and homes, and developing applications tailored to luxury sustainable travel. Additional expertise comes from sustainable construction practices with an emphasis on wood use and water reuse, complementing the team's strong foundation in technology use cases and sustainability in business.

Challenges & Risks

Running out of cash is the leading cause of startup failures, and while Forestmatic has sustained its operations through positive cash flows, external funding will be essential for the substantial initial investment required for this project. Additionally, acquiring the necessary skills, either internally or through new hires, is crucial for a successful go-to-market strategy and to gain market traction. The main challenge for Forestmatic will be to quickly generate this market traction to ensure a return on the original investment.