

Company Name: GreenStride Solutions

Website: www.greenstride.com (example link, as the startup website is currently in development)

Team:

John Doe

Founder & CEO

Email: johndoe@hawk.iit.edu

A-number: A12345678

As a Mechanical Engineering student with a minor in Environmental Policy, I have a passion for sustainable development and over three years of experience in product design and environmental impact analysis. I believe GreenStride can reduce the environmental impact of industries worldwide while providing affordable, innovative energy solutions.

Jane Smith

CTO

Email: janesmith@hawk.iit.edu

A-number: A87654321

With expertise in data analytics and software engineering, I bring skills in IoT integration, data processing, and backend development. My role is to design and manage the data infrastructure behind GreenStride's monitoring solutions.

Michael Chen

Chief Marketing Officer

Email: mchen@hawk.iit.edu

A-number: A23456789

I am an experienced digital marketer with a background in business administration and environmental marketing. My focus is on identifying and engaging target customers and building awareness around GreenStride's unique offerings.

Value Proposition:

Problem Statement:

Many small-to-medium-sized manufacturing companies struggle with managing their environmental impact due to the high costs of conventional monitoring and compliance solutions. These companies often lack tools for real-time analysis, which hinders their ability to reduce waste and manage resource use efficiently.

Solution:

GreenStride Solutions offers a cost-effective, IoT-based monitoring platform designed specifically for small-to-medium manufacturers. Our platform provides real-time insights into energy consumption, emissions, and resource usage, allowing companies to track, reduce, and report their environmental impact.

Customer:

Our primary customers are small-to-medium manufacturing companies in sectors like automotive parts, electronics, and food processing.

Competitive Advantage:

1. Competitor 1: EcoTrack Solutions (include link)

Advantage: Unlike EcoTrack, which requires expensive, proprietary hardware, GreenStride is hardware-agnostic, allowing users to integrate their existing sensors at a lower cost.

2. Competitor 2: Green Metrics Inc. (include link)

Advantage: GreenStride provides real-time monitoring, while Green Metrics only offers monthly or quarterly data analysis, allowing us to serve customers who need immediate insights.

3. Competitor 3: Environmental Eye (include link)

Advantage: GreenStride focuses on small-to-medium manufacturers, whereas Environmental Eye caters to larger enterprises. We offer an affordable and scalable solution that is accessible to smaller companies with limited budgets.

Experiment:

Prototype/Demo:

Our initial prototype/demo is a web-based dashboard that gathers real-time data from existing sensors, providing insights into energy and resource usage. We tested the prototype with five manufacturers who each provided feedback on its usability and willingness to invest (include the link of demo/prototype).

Customer Engagement Plan:

Our approach to customer engagement combined targeted outreach, live demos, and a pilot program to validate the demand for GreenStride's solution.

- **Targeting and Outreach:** We contacted over 50 small-to-medium manufacturers in the Midwest through LinkedIn, email campaigns, and industry partnerships, focusing on companies interested in sustainability.
 - **Response Rate:** 30% (15 out of 50 companies showed initial interest and engaged in follow-up discussions).
- **Webinars and Product Demos:** We hosted two live webinars demonstrating GreenStride's platform, with **20 attendees** and a **post-webinar interest rate of 40% (8 attendees)** who pursued further engagement.
- **Pilot Program:** Five companies participated in a one-month pilot, where we tracked engagement and feedback on usability, alert system functionality, and reporting tools.
 - **Pilot Retention and Conversion Interest:** 60% (3 out of 5 companies) expressed willingness to convert to a paid subscription after the pilot.

Key Performance Metrics:

- **Customer Feedback Score:** Average rating of **4.3 out of 5** for usability and real-time insights
- **Feature Adoption: 80%** of pilot users utilized the real-time alert feature, while **70%** used the reporting tools for compliance needs
- **Conversion Rate for Paid Subscriptions:** Based on interest post-pilot, expected conversion to paid users is **60%**

Market Size:

We calculated a target market size of approximately \$500 million, focusing on small-to-medium manufacturers within the Midwest. This estimate is based on industry reports and the number of potential customers fitting our criteria.

Results/KPI:

We measured customer willingness to pay through direct feedback and pilot program interest, with a **conversion rate of 60%** among pilot users. Additionally, we tracked feature usage as a KPI, with **80% engagement** in real-time monitoring tools, validating customer interest in GreenStride's unique offerings.

Advisory Board:

1. Dr. Emily Turner

Professor of Environmental Engineering, Illinois Tech

[LinkedIn](#) (example)

2. Richard Lin

Former VP of Operations, CleanTech Inc.

[LinkedIn](#) (example)

3. Sarah Michaels

Chief Sustainability Officer, GreenBiz Solutions

[LinkedIn](#) (example)

Support Needed:

We would benefit from resources in hardware and IoT development to enhance our monitoring systems, as well as mentorship in scaling up from a prototype to a full-service product. The accelerator's network of industry experts would be invaluable for fine-tuning our platform and refining our go-to-market strategy.

Additional Comments:

We are excited about the potential impact GreenStride can have in the sustainable manufacturing space, and we look forward to any feedback that could strengthen our application and product.

Supplements to Application (if applicable):

- Summaries of customer interviews
- Links to customer interviews
- Links to prototypes/demos
- Marketing materials (1-pagers, social media, etc.)
- Customer testimonials
- Anything else you can think of that can strengthen your application!