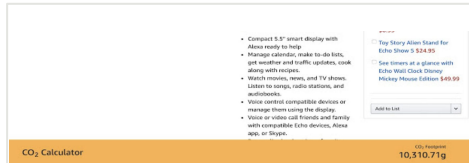


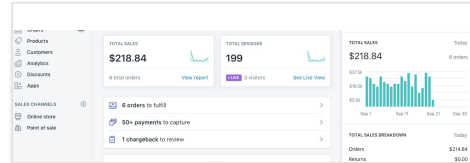
THROUGH UNDERSTANDING THE COMPETITORS

CARBON CALCULATOR



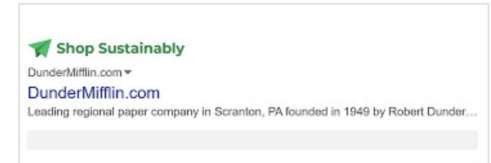
- Attempts to account for the carbon emissions incurred in creating an item.
- Then, on supported websites (Amazon.com USA), it displays the carbon footprint of the item.

SHOPIFY



- Enables third party app developers to make their app better.
- Shopify offers online retailers services including
 - payments,
 - marketing,
 - shipping and,
 - customer engagement tools

CARBON NEUTRAL SHOPPING



- This calculates the carbon footprint of a user's order.
- Tells users which brands are eco-friendly, and how to make their order carbon neutral.
- Gives them points through which they can get rewards for being environmentally conscious.