



Project Pitch

We are 6GEEKS!

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“Climate change is happening, humans are causing it, and I think this is perhaps the most serious environmental issue facing us.”

—**Bill Nye (the Science Guy)**



CO₂

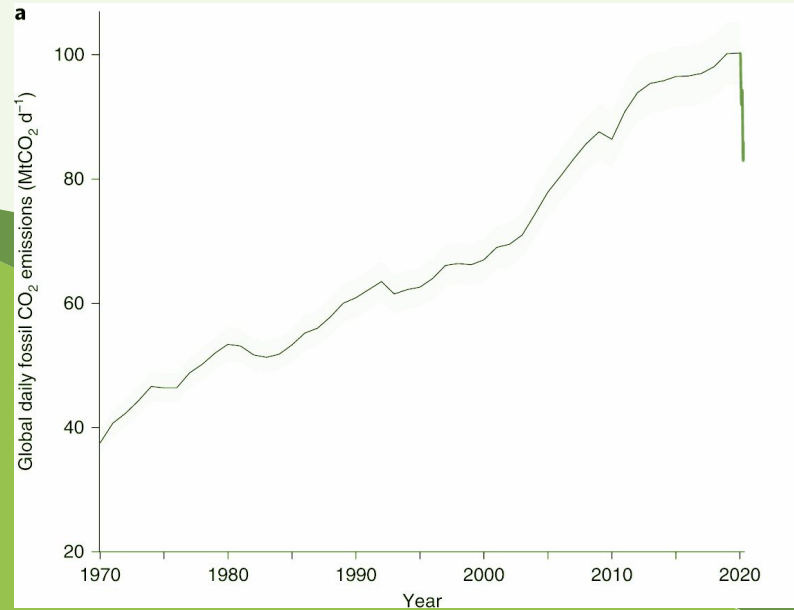
and why it matters



Global Daily Emissions

“Adding CO₂ to the air is like throwing another blanket on the bed.”

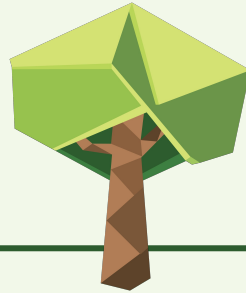
- James Hansen, climatologist



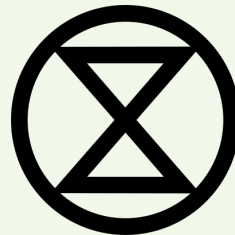
People want change!



**August
2018**



**October
2018**



**September
2019**



**October
2020**



**What
about your
emissions?**



4.982

metric tons of CO2 per capita



Our Solution?



Accountability!

01

Track daily activities.



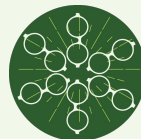
02

Estimate individual CO₂ emissions.



03

Learn how to do better!



How will we do it?

Transportation

Speed, GPS and step tracking can estimate emissions due to mobility



Diet

Daily meat and dairy intake along with packaging can estimate this category



Purchases

Emissions can be calculated based on country of origin and packaging

Energy and Housing

An initial survey and hours at home per day could give a good baseline



**What about
cheating?**



Hasn't this been done?

Short answer: **yes.**

Long answer: **not very
successfully...**



Where we differ:



Isolated



Network



Friends make it better!



Social

Humans are naturally social beings, look at how much we love social media



Competitive

A simple leaderboard gets us wanting to do better, or at least better than



Fun

Team challenges, competitions and campaigns for greater incentive



Awareness

Seeing those around you doing better will make you want to do so too



You track so many things...



Why not this one?

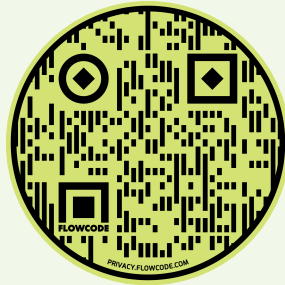


**We are just a bunch of
geeks trying to
change the world one
user at a time.**



Thanks !

Do you have any questions?



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