



# an idea of the future

While enforcing brute force re-X strategies and investing in emerging technologies that support upcycling materials, increasing the life-span of a product, or developing sustainable methods to develop clean energy are effective top-down strategies, our rate of consumption of resources continues to surpass the rate at which we conserve, preserve, protect resources. Tackling this problem involves instilling values and practices that promote conscious resource expenditure from an individual level. While materials last a finite time, **tools that empower people to be conscious, sustainable and mindful consumers are building blocks for an optimistic future.**

## reimagine a future where you could...



digitally store receipts, proofs of payment, invoices and other forms of transactions on a virtual wallet app on a smartphone



read data from stored receipts to gain insights on individual item purchases to optimize resource consumption, manage current inventory and suggest future purchases



receive advisory solutions that encourage you to make economic and environmentally conscious purchasing decisions upon learning consumer requirements and habits



integrate sustainable consumer behavior, mindfulness and conscious expenditure of resources

## how it works



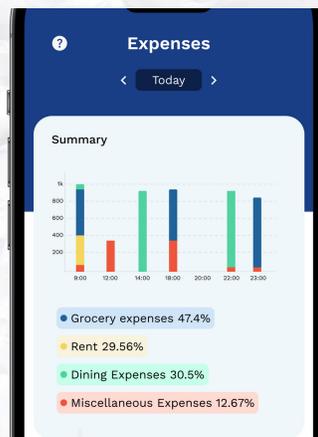
1

Make a transaction via tap-to-pay services.



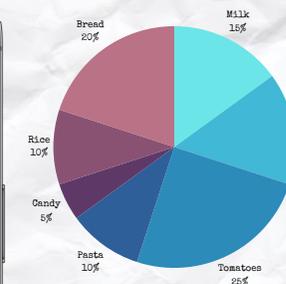
2

A digital wallet add-on stores receipt items on the app.



3

Transaction is recorded under daily expenses; overview shows expenditure habits.



An overview of specific food items purchased and consumed



4

App provides analytics on the consumer trends and suggestions on predicted expenditure.



A user's consumption of eggs over time

Your Real Time Carbon Footprint Is: 200 CO<sub>2</sub>e, 10.2% reduction from November 19th 2023

5

AI/ML models recommend items to purchase based on consumer behavior.

6

User applies eco-conscious spending suggestions.

## implementation and feasibility

Virtual wallets, powered by near field communication (NFC), are commonly used by fast-food chains and stores as a **marketing tool to drive traffic and incentivize consumers to participate in rewards systems.** Other applications include storage of airplane boarding passes to **facilitate secure boarding procedures.** A **one-time download app and a simple tap-to-store your receipt system** not only makes this platform accessible and user-friendly, but completely eliminates the process of printing and storing receipts. **With virtually no effort, the user is a tap away from making eco-conscious decisions consistently and reliably.**

