



---

# Clean Power, Brighter Tomorrow

PITCH DECK

Embark on a transformative journey with Green Future Lab innovative app and campaign, pioneering the future of clean energy.

*#GreenLiveSmart*





# WHAT WE DO?

We are committed to achieving the [United Nations' 2030 Sustainable Development Goals](#) for energy, ensuring that everyone has access to affordable, reliable, sustainable, and modern energy.

## Our Great Vision

Our vision is to elevate awareness of today's crises, encouraging more to help save humanity and Earth. We aim for universal sustainable energy, reduced pollution, green growth, and new jobs, building a sustainable, fair, and thriving future.

## Our Great Mission

Our mission is to encourage people to embrace clean energy in daily life, promote eco-friendly products, and spur tech innovation and industry advancement. We aim to advance clean energy technologies and reduce their costs, making more clean energy solutions viable.



# OUR APP

## Why Green Future Lab

This is an app  
designed to  
promote clean  
energy awareness  
and action.



## Application Highlights

### Personalized User Experience

Discover daily life in VR with our 3D simulations, offering a personalized, interactive learning journey through energy use in kitchens, car parks, and roads.

### Digital Energy Exhibition

The different types of clean energy and compare with the pollution caused by non-clean energy.

### In-App Advertising Available

Users engaged with interactive content are likelier to respond positively to relevant ads.

### User Message Board

Users can share how clean energy has positively impacted their lives, from community growth and job opportunities to economic well-being and daily choices.

# SWOT ANALYSIS

## Strengths

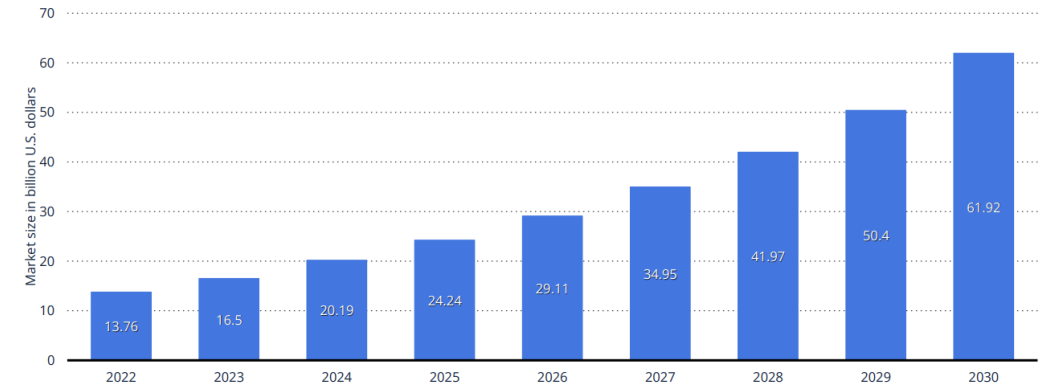
- Innovation.
- Practical Solutions.
- Comprehensive Educational Resources.
- Online and Offline Integration boost physical interaction and brand awareness.

## Weaknesses

- Limited appeal and entertainment value.
- High development costs and expertise required for quality 3D VR content.
- VR equipment requirement limits access for some users.

## Green technology and sustainability market size worldwide from 2022 to 2030 (in billion U.S. dollars)

Global green technology and sustainability market size 2022-2030



**Description:** Between 2022 and 2030, the global green technology and sustainability market is forecast to grow. In 2022, the size of this market amounted to roughly 13.76 billion U.S. dollars. By 2030, it is expected to peak at almost 62 billion U.S. dollars, increasing at a compound annual growth rate of 20.8% from 2023 to 2030. [Read more](#)

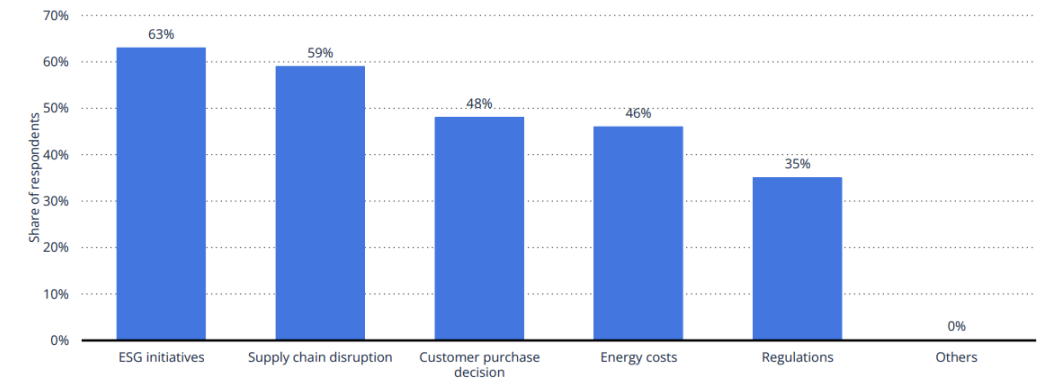
**Scope:** Worldwide, 2022

**Source:** Fortune Business Insights; Statista

statista

## Reasons to improve sustainability worldwide in 2023

Global sustainability drivers in IT 2023



**Description:** In 2023, reasons for the increased focus on sustainability are varied with corporate environment, social and governance (ESG) initiatives and supply chain disruptions or long hardware procurement cycles topping the list as the main drivers, with 63 and 59 percent respectively. [Read more](#)

**Scope:** Worldwide, December 2022 and January 2023; 1450 respondents; IT decision makers

**Source:** Nutanix

statista

# Opportunities

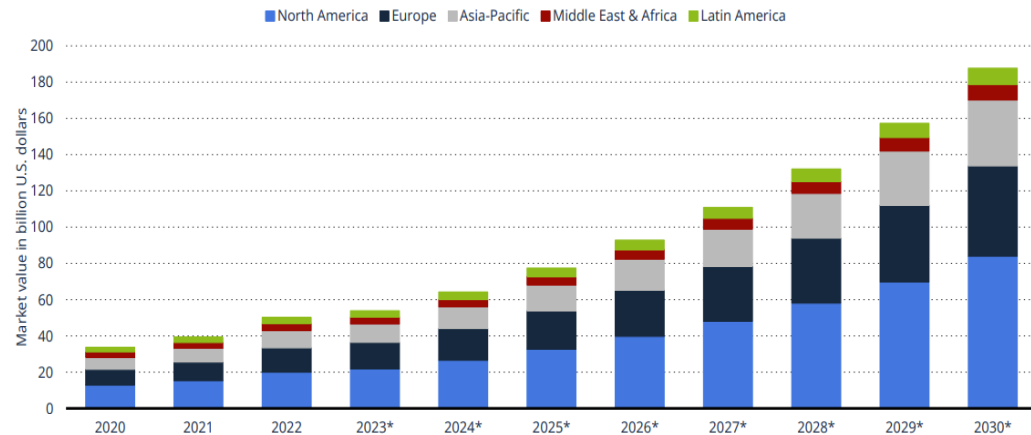
- Growing investment and market expansion in renewable, climate, and green tech sectors highlight significant market opportunities.
- Growing environmental awareness drives more eco-friendly consumer decisions.

# Threats

- Fewer startups in environmental tech may slow innovation and product adaptation to consumer needs.
- Clean energy tech's slow commercialization and maturity may lead to lower market acceptance than expected.

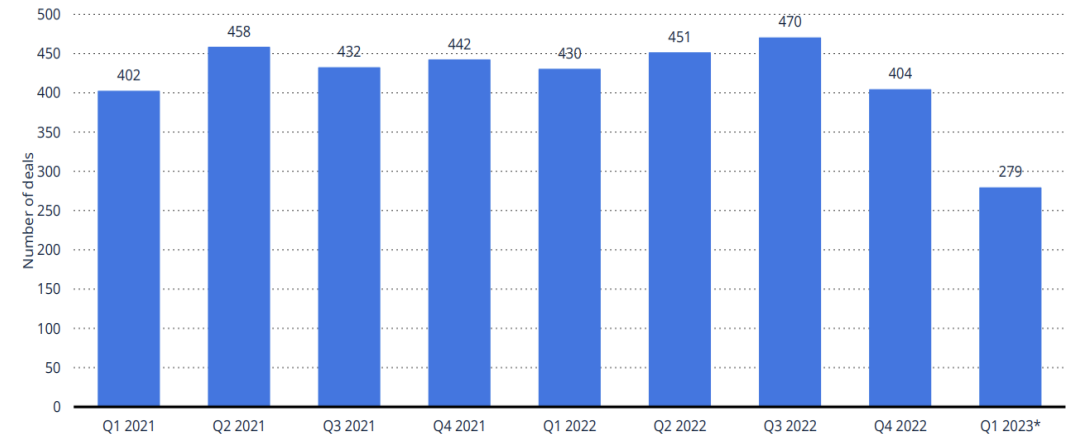
Value of the green data center market worldwide from 2020 to 2023, with a forecast until 2030, by region (in billion U.S. dollars)

Value of the global green data center market 2020-2030, by region



Number of climate tech startup venture capital deals worldwide from Q1 2021 to Q1 2023

Quarterly number of climate tech startup VC deals worldwide 2021-2023



**19** **Description:** The global green data center market was expected to be worth 53.88 billion U.S. dollars in 2023, with the North American market accounting for 21.85 billion U.S. dollars, the most of any global region. Strong growth is forecast over the coming years, with the global market expected to surpass 187 billion U.S. dollars by the end of the decade. [Read more](#)  
**Note:** Worldwide, 2020 to 2023. \*Forecast [Read more](#)  
**Source:** Datareportal



**19** **Description:** In Q1 2023, the number of climate tech startup VC deals worldwide totaled 279. This was a decline of 31 percent from the previous quarter. The highest number of climate tech startup VC deals was observed in Q3 2022, at 470. [Read more](#)  
**Note:** Worldwide. \*As of March 21, 2023 [Read more](#)  
**Source:** Pitchbook



# ≡ TARGET GROUP



## Students

High school and college students eager for practical, interactive learning experiences and passionate about environmental science and sustainability.



## Environmental Enthusiasts

Individuals committed to environmental protection and sustainable living, looking to expand their knowledge and impact.



## Tech Aficionados

People fascinated by the latest technology trends, especially emerging tech in VR interaction and environmental conservation.



## Conscious Consumers

Shoppers interested in purchasing eco-friendly and sustainable products, aiming to make more conscious consumer choices.

# ≡ EXPECTED MASS MEDIA COVERAGE



## Technology and Sustainability Media

Related news websites and magazines might cover the innovative technology and educational value of this app, especially its features for VR interactive learning.



## Mainstream News Media

TV news programs and online news websites might report on this app and its offline events, especially overviews of the events, visitor interactive interviews, live broadcasts, and special programs.



## Social Media and Blogs

Promotion through social media influencers, tech blogs, and environmental blogs could attract wider attention and discussion.



## Environmental Science Learning Podcasts

Radio shows focused on environmental protection and science might be interested in this app, sharing feedback from users on usage and offline experiences, along with analysis and commentary.



# ≡ CAMPAIGN OVERVIEW

## Online Event

The official app will roll out a series of teaser posts on social media to drum up excitement for the offline event. Continued interaction will keep the buzz alive and draw attention.

## Offline Pop-Up Exhibition

The pop-up exhibition is designed with a wealth of experiential areas, offering visitors an immersive learning and sensing experience.

# SMART OBJECTIVES

01

## PARTICIPANTS

Ensure the offline exhibition attracts at least 300 people for a visit and experience.

02

## ENGAGEMENT

Ensure that our social media maintains a rising rate of followers and engagement until the very end of the campaign.

03

## USER GROWTH

Ensure that the app's download numbers continue to rise until the end of the campaign.

# ≡ MEDIA PLAN - Phase 1



# ≡ MEDIA PLAN - Phase 2

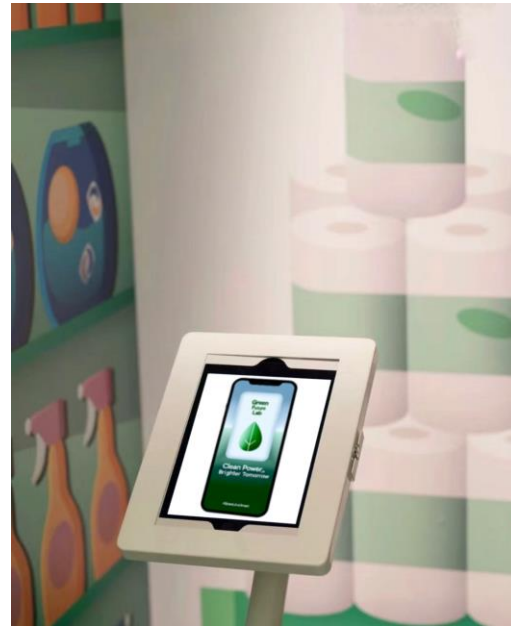


# ≡ PR EVENT - Pop-Up Exhibition

- The PR event is a POP-UP exhibition with an educational and technological experience.
- The aim is to promote Green Future Labs and increase the number of downloads.
- The exhibition included an area with explanations about clean energy, a model area, an interactive software VR experience, and explanations about the future development of clean energy and the difficulties it may face.



Guided Tour Area



VR Interactive Area



Physical Display Area

## Posters of Online Posts

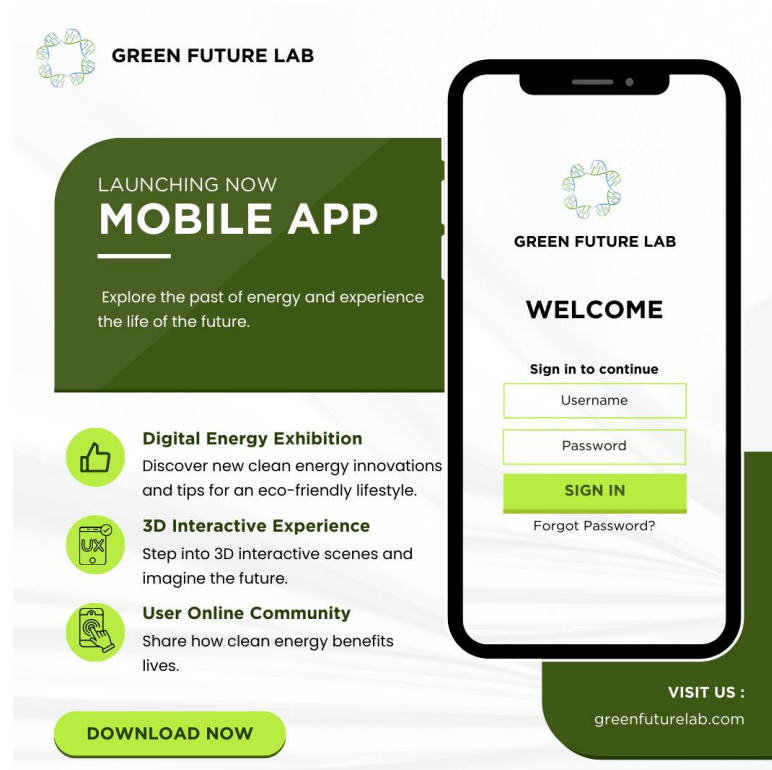


POP-UP EXHIBITION

GREEN FUTURE LAB

YOU ARE ALL INVITED TO  
OUR POP-UP EXHIBITION AT  
COVENT GARDEN, LONDON

08- 14 JULY 2024  
11:00PM - 5:00PM



GREEN FUTURE LAB

LAUNCHING NOW  
**MOBILE APP**

Explore the past of energy and experience  
the life of the future.

- Digital Energy Exhibition**  
Discover new clean energy innovations  
and tips for an eco-friendly lifestyle.
- 3D Interactive Experience**  
Step into 3D interactive scenes and  
imagine the future.
- User Online Community**  
Share how clean energy benefits  
lives.

**DOWNLOAD NOW**

GREEN FUTURE LAB

**WELCOME**

Sign in to continue

Username

Password

**SIGN IN**

Forgot Password?

VISIT US :  
greenfuturelab.com



# Exhibition

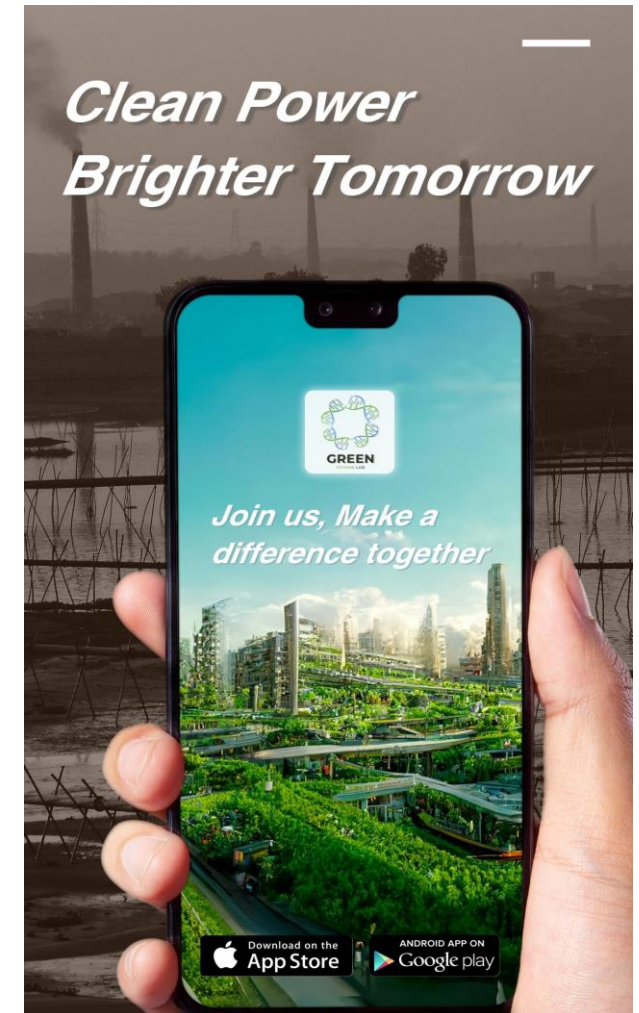
08- 14 July 2024

Let's make a difference together!

Explore the future of clean energy at our pop up exhibition,  
featuring VR displays, live demos, and insights on how our app  
empowers your eco friendly choices.

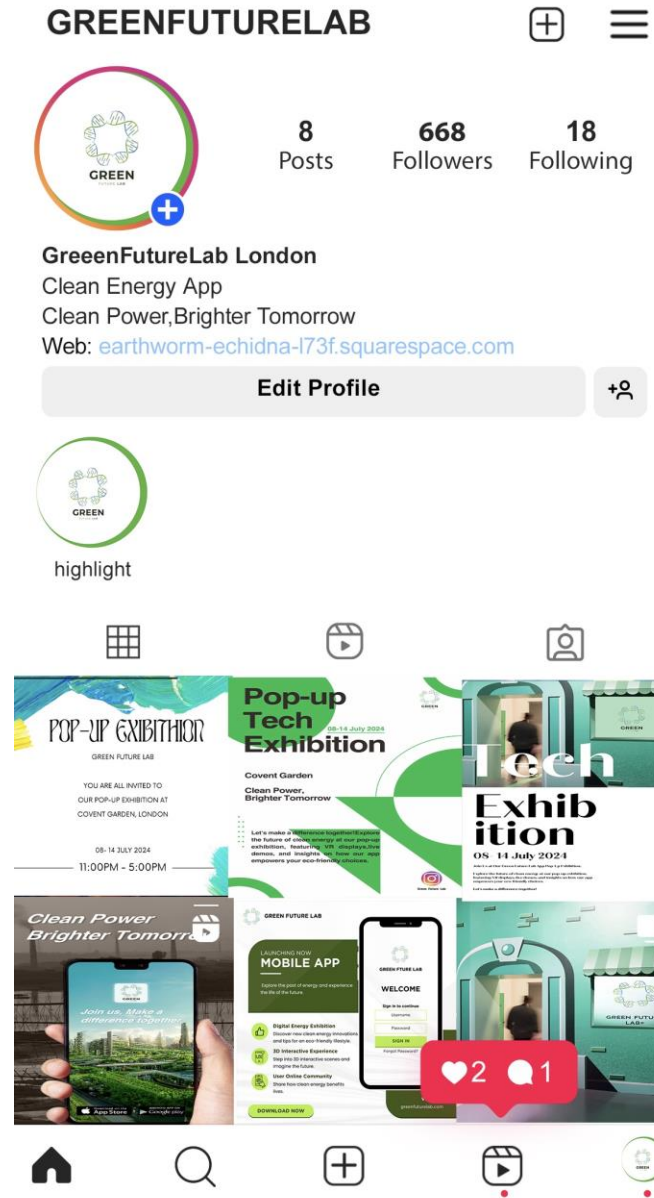


## Main Posters



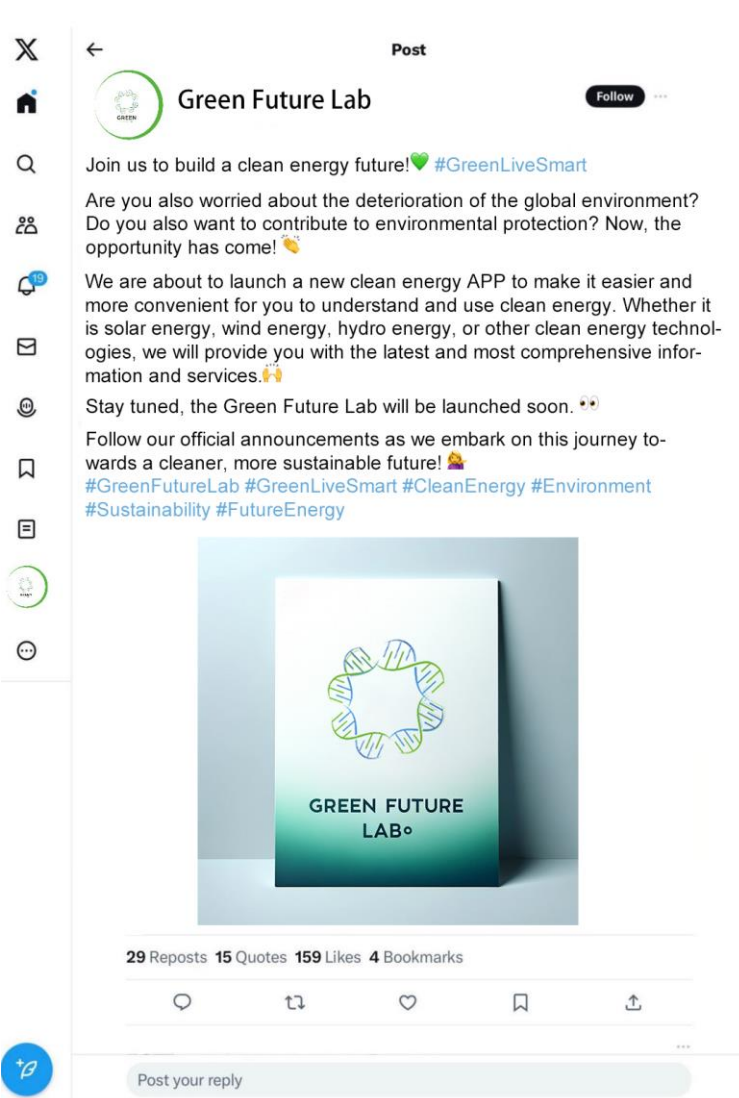
# ≡ CONTENT MARKETING

## Social Media Official Account:

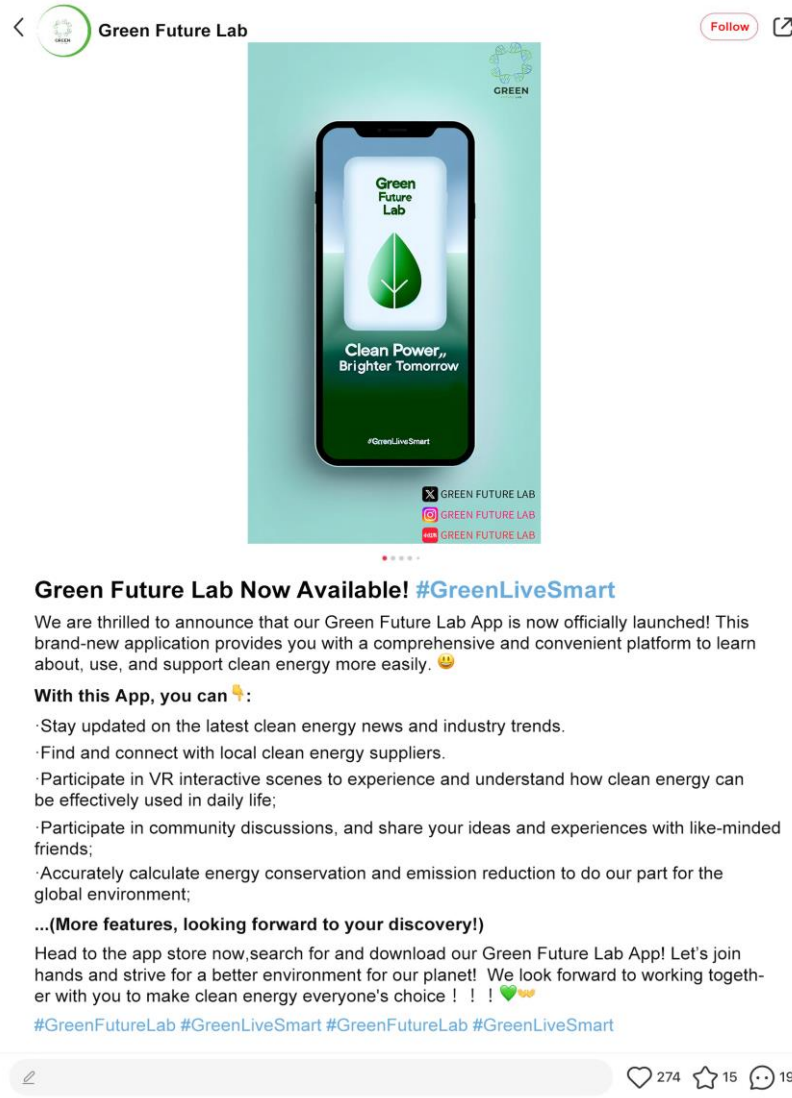




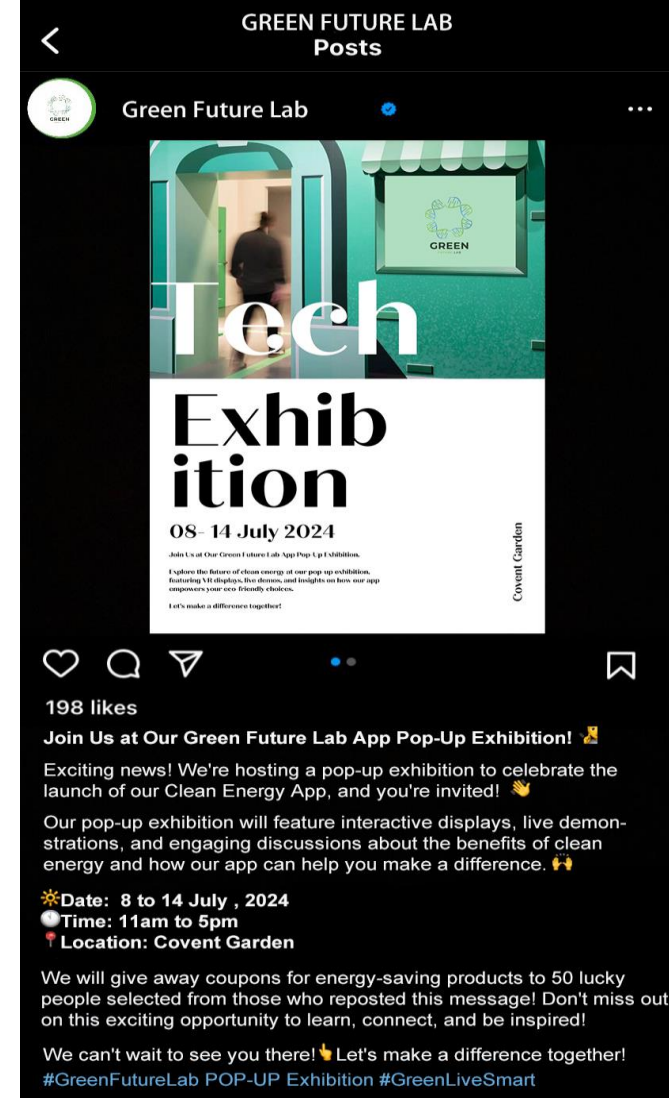
# CONTENT MARKETING



X Pre-Launch Post



Launch The App Post



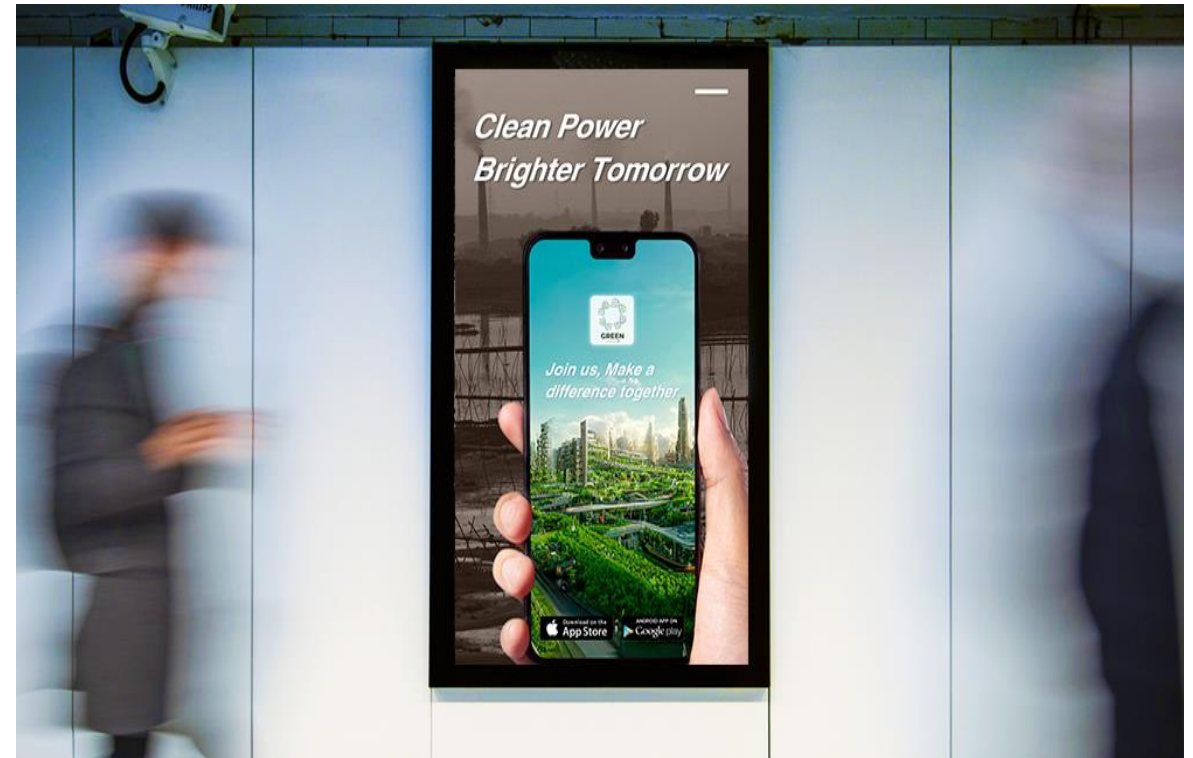
Instagram PR Event Launch Post

# OOH ADVERTISING

- Display #GreenLiveSmart posters on main London bus routes for increased visibility.
- Feature #GreenLiveSmart posters at Piccadilly Circus and in Underground billboards for high impact.



# OOH ADVERTISING



# ≡ PRESS RELEASE:

**Event Press Release**

**Date Release:**

20/05/2024



In London, Spring 2024, the "Green Future Lab" app launches, aiming to boost global clean energy awareness. This innovative application blends technology and educational tools, guiding users through a sustainable energy journey with interactive, 3D simulations across various settings like kitchens and roads, highlighting the impact of clean energy.

The app's "Digital Gallery" showcases the stark differences between clean and traditional energy, emphasizing the urgent need for change. It also offers "In-App Advertising" for sustainable brands to connect with engaged users, and a "User Message Board" for sharing personal clean energy impacts, from job creation to healthier living.

The development team is excited about its potential: "Green Future Lab isn't just an educational tool; it's a movement towards a sustainable future. We aim to inspire action towards reducing pollution, promoting sustainable energy, and creating a cleaner tomorrow."

This summer, Green Future Lab will unveil a week-long pop-up exhibition in London's Covent Garden. The event will feature an array of interactive zones including guided tours, VR experiences, and physical displays, offering a wealth of offline experiences.

Visitors will have the opportunity to delve into the challenges of polluting energy sources and the advancements in clean energy, as well as engage with the interactive content of the application. Physical displays will provide an immersive learning experience, allowing a more intuitive understanding of how clean energy technologies operate and their practical applications.

Green Future Lab cordially invite you to join the transformative journey to pioneer the future of clean energy together.

For more event details, please visit the official social media account of Green Future Lab @GreenFutureLab.

## Contact

☎ 400-888-8935

✉ GFL@gmail.com

# BUDGET

= YET+N+M+VR+OS34,440  
To YET+N+M+VR+OS34,680

01

## Influencer Marketing

- Tech Influencers on YouTube: Y640 (one post) x 4  
= **Y2,560**
- Environmental Bloggers on Instagram: E560 (one post) x 5  
= **E2,800**
- VR/AR Specialists on Twitter: T400 (one post) x 3 = **T1,200**

02

## Online Advertising

- Tech News Websites: N12-N16 (daily) x 30 days  
= **N360 to N480**
- Educational and Environmental Magazines Online: M16-M20 (daily) x 30 days  
= **M480 to M600**

03

## Traditional Media Coverage

- TV News Program Segments: V1,600 x 5 segments  
= **V8,000**
- Radio Shows on Environmental Science: R960 x 4  
= **R3,840**

04

## Content Marketing

- Production of VR Interactive Learning Content:  
**Free (assuming in-house creation)**
- Collaboration with Educational Institutions for Content:  
**Free (mutual benefits)**

05

## Special Programs and Events

- Offline Interactive Events: O4,000 (event setup) x 2  
= **O8,000**
- Live Broadcasts and Special Programs on Social Media:  
S2,400 (production costs) x 3 = **S7,200**

## ≡ PROBLEM

- Ads may fail to engage the target audience or deliver a clear message.
- Market saturation with similar apps makes distinguishing features vital.



## SOLUTION

- Customize ads for different platforms: brief for buses, visually rich for LED screens.
- Use gamification like achievements and challenges to enhance user retention.

# CONTACT US

01

## Phone Number

400-888-8935

02

## Business Collaboration

GFL@gmail.com





---

# THANK YOU

