

Ecofy Business Plan

Contents

Executive Summary

Products and Services

Customers

Social Issues

Impact

Targeted SGDs

Company Description

Mission, Vision and Core Values

Market Research

Development

Platform

Applications

Comissions

Memberships

Shipping

Certifications

Short term goals & milestones

Marketing & Sales

Branding

Marketing Plan

Financial Projection

Contact

Executive Summary

Products and Services

ECOFY is planned to be the first ever marketplace platform for ecological and sustainable products and services in Colombia. Its primary service will be to provide a place where sustainable small businesses, start-ups, entrepreneurs, freelancers, and others, will be able to sell their products with the objective to make them more accessible and conventional to purchase. We will also provide a sustainable shopping experience that ranges from the energy consumption of the website to the collection of package waste. As side services, it will have a local ecotourism guide, a blog for education on environmental issues, a trash collection service for recycling package waste, and other ideas that will be implemented in the future, such as a branch platform where people with electrical vehicles, bicycles, or other sustainable transport means, can subscribe and deliver locally the products from the company, in order for shipping to be as carbon neutral as possible.

Customers

A B2B and B2C business model which targets people, specifically young adults and Gen Z, interested in responsible consumption of products and services.

B2C	B2B
<p><u>Age</u>: 14-40 <u>Gender</u>: Male and female <u>Interests</u>: Nature, environment, thrifting, zero-waste, online shopping <u>Personality</u>: Conscious, empathetic <u>Region</u>: Colombia, Latin America <u>Density</u>: Urban, Suburban, Rural</p>	<p><u>Age</u>: 18-60 <u>Gender</u>: Male and female <u>Interests</u>: Entrepreneurship, business, freelancing, environment <u>Personality</u>: Ambitious, empathetic <u>Region</u>: Colombia, Latin America <u>Density</u>: Urban, Suburban, Rural</p>

Social Issues

Ecommerce platforms have changed the way in which we, as consumers, producers, or sellers, perceive business. Certainly they count with several advantages, but they also have a major problem, contamination. An analysis conducted by “Oceana” on e-commerce packaging data found Amazon generated 599 million pounds of plastic packaging waste in 2020. “This is a 29% increase of Oceana’s 2019 estimate of 465 million pounds. The report also found that Amazon’s estimated plastic packaging waste, in the form of air pillows alone, would circle the Earth more than [600 times](#).”

Consumer culture is one of the most impactful causes of global contamination and pollution. This issue arises due to several situations involving uneducated purchasing, convenience when acquiring goods, the costs of certain products, green-washing, and a whole line of social pressure and marketing. We are looking for a solution to all these in one place. By providing a platform which makes the purchasing of sustainable products more accessible and convenient for everyone, provides

information about the current environmental issues caused by what we consume, fights our environmental crisis and gives an opportunity for the local communities (that also play a big part on nature conservation), looking to educate and encourage national and local commerce (which directly affects the development of a circular economy and national growth), we are attempting to reach a bigger audience and be intermediaries for the commercialization of local products at a better price.

Impact

Social Impact

- Accelerate Colombia's development on the sustainable market
- Promote the development of small businesses
- Encourage national commerce
- Decrease consumerism
- Broaden access to the market for indigenous and local communities

Environmental Impact

With our platform we intend to protect the country with the second highest biodiversity in the world, which also counts with 50% of the world's moorlands, and has part of the "Lungs of Earth", by:

- Encouraging the production and use of sustainable technologies in Colombia
- Encouraging responsible and sustainable consume of goods
- Reducing contamination and pollution with a carbon neutral shipping
- Supporting the conservation of Colombia's biodiversity with donations
- Promoting a circular economy system

Financial impact

- Colombia's development on the sustainable market is still slow and has just started, which will make us the first and leading platform for it.
- Our sources of income will be from the referral fees and commission percentage taken from each product sale, ad revenue and different memberships that businesses or individuals can sign up for.
- Buyers can be attracted to purchase from the platform since we will have a partnership with Mutaworld, a recycling company from Colombia that will pay the buyer to collect any recyclable trash (including any package wastes).
- As sustainability becomes one of the most relevant issues nowadays, businesses will be encouraged to join and show the buyers that they fulfill this. All of these Colombian businesses coming together in one place will attract a bigger audience and therefore be exponentially promoted.

Targeted SDGs

- 12 Responsible and sustainable consume
- 13 Climate action
- 11 Sustainable cities and communities
- 8 Decent work and economic growth

Company Description

Mission

We work to promote the use of sustainable products and services as a way to stop our current environmental crisis. What we consume and use impacts the world around us, therefore we will provide a place convenient and easy to use, so ecological goods that can be more accessible to the public.

Vision

We see ourselves as the next leading ecommerce marketplace platform that will decrease the use of non-sustainable products, use new technologies to generate sustainable jobs and reduce the carbon footprint of shipping to fight for a world where consuming won't harm our people and our environment.

Core Values

- Trust
- Sustainability
- Innovation
- Quality
- Equilibrium/Balance

Market Research

The most prominent ecommerce platforms used in Colombia range from Mercadolibre to Amazon which will be our main and strongest competition. But taking into account our product and its feasibility, currently there is no market exclusively for sustainable and ecological goods in Colombia, which will make us the first company to explore and develop this area. The sustainable market in Colombia is one that still hasn't been developed, which is also why it counts with a great potential.

Development

We expect to develop and launch the platform by February 2024. Here is some relevant information about our development plan.

Platform

For the building of the platform we will first consult with different professionals to provide the best user experience. There will be a gradual implementation of the following services that we will provide, starting by:

1. Buying and selling of products
2. Posting and requesting of services
3. Blog section for environmental education
4. Requesting of trash (package waste) collection by [MUTAWORLD](#)
5. Interactive map of Colombia for ecotourism
6. Local shipping services: An app where people can complete shipments from the company in their local area with carbon neutral transportation

Application

Sellers will need to apply first to be accepted in the platform and pay a small enlisting fee depending on the type of application they choose.

- For individuals: A one time enlisting fee around 5 mil pesos/ 1.5 USD that will allow you to publish a maximum of 3 different products until you decide to take them down. After taking them down you will not be able to publish them again, until you pay another enlisting fee. Certifications will be required to publish the product.
- For businesses: A monthly enlisting fee will be provided for businesses. It will allow them to publish an unlimited quantity of products in their store. Environmental certifications and the legal business registration certificate will be required.

Commissions

Commissions will be taken from each sale but will change depending on the product's category. Its percentage will range from 2% to 20%. As a strategy for small businesses to accommodate and generate revenue, we will offer a trial month where no commissions will be taken from any amount of sales.

Customers will also pay a 1% commission that will be directed to non-profit environmental organizations and campaigns that fight for our environment.

Memberships

We will offer monthly memberships for businesses or individuals that would like to increase their sales or product awareness.

Bronze Plan	\$7,99	Sponsored as the first products on the list of category or by search
Silver Plan	\$12,99	Sponsored + Instagram stories shoutout
Gold Plan	\$15,99	Sponsored + Instagram post promotion + Newsletter recommendations

Shipping

Type	Vehicle	Company
Overseas	Plane or Ship	UPS
National	Plane or Truck	Coordinadora, UPS
Regional	Plane or Truck	Coordinadora, UPS
City	Truck, Motorcycle, Bicycle, Car	Mensajeros Urbanos, Rappi, Coordinadora

Local	Motorcycle, Bicycle, Car	Mensajeros Urbanos, Rappi,
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It will take into account the carbon emissions from each company and will be modified accordingly to generate the lowest emission possible.

Certifications

To publish a product or service on Ecofy you will have to submit certain information and certifications to ensure that your product was sustainably made. They will be later approved by our team of professionals with help of AI technology. It is very important to note that we will make sure with extensive research that the certifications are 100% sustainable and not the subject of greenwashing or other issues. Our site will also provide information and step by step on how to acquire these certifications. Some examples are:

National Certifications:

“Sello de Alimento Ecológico del Ministerio de Agricultura y Desarrollo Rural”

Steps:

1. Request a temporary username and password by filling out the request form by clicking [here](#).
2. With the temporary username and password assigned via email, you must fill out the form "Request for Registration and Authorization of Control Body / Certification 3. Body" and attach the required supports, by clicking [here](#).
3. The Competent National Authority (Directorate of Innovation, Technological Development and Sanitary Protection of the MADR), will study your request. If it is in accordance with Resolution 0187/2006, a permanent username and password will be granted via email.
4. With the permanent username and password you can enter the SisOrgánico portal and fill out the other forms. Link: <https://vuf.minagricultura.gov.co/sisorganico>.

“Sello Ambiental Colombiano (SAC)”

Requirements:

1. Application form for an authorization to grant the right to use the Colombian Environmental Seal, fully completed, which can be consulted at the following link: [Application form](#).
2. Certificate of Existence and Legal Representation (issue date not exceeding 3 months).
3. Copy of the administrative act (Resolution) through which accreditation has been granted by the Superintendency of Industry and Commerce, as a product certification body for the product category(ies) of the Colombian Environmental Seal requested, indicating their qualification, experience, titles and functions.
4. List of the rates established for the certification activities required for the granting of the Colombian Environmental Seal.
5. Type of Authorization, which can be New or Extended.
6. Colombia technical standard to which it applies.

Internationally known ecological certificates:

- EU Organic Bio Logo
- Consejo Catalán de la Producción Agraria Ecológica
- Ecolabel

- SOHISCERT
- ECOCERT
- DEMETER
- AB
- USDA Organics
- BDIH
- Soil Association
- Cosmebio
- Nordic Ecolabel
- WWF

Short term goals

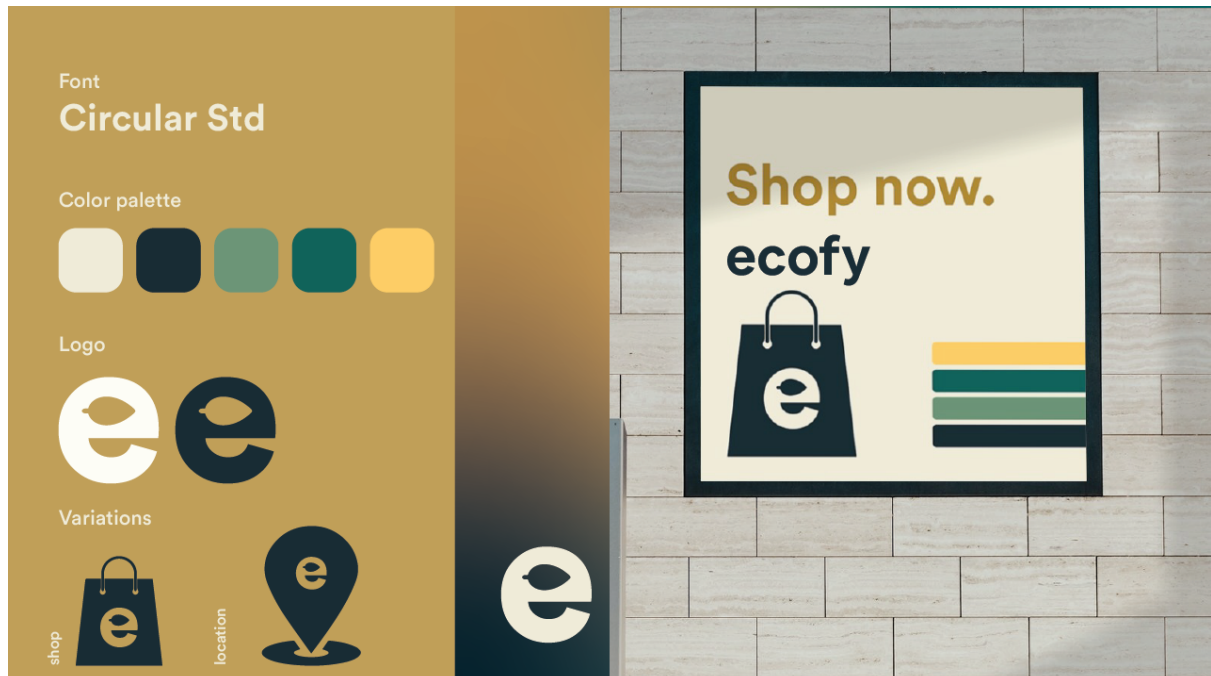
- Professional planning of the platform
- Have enough funding and support for developing of the platform
- Spreading the word and establishing an online presence

Milestones

- Launch by 2024 and have a revenue of 5 million pesos (COP)
- Expand to other countries in South America for 2028

Marketing & Sales

Branding



Marketing plan

Strategy brief

Context of the brand

Information	Values and principles	Campaign type	Goal
ECOFY, sustainable ecommerce	Promote and encourage sustainable consumption for care for the environment	Brand positioning and recognition	Attract new businesses and entrepreneurs to sell on our platform and new customers who consume these

Target

Our value offer	
We offer an experience through our platform, where we can see completely ecological products, services and places. A safe place if your goal is to contribute to caring for the environment	
Buyer profile	
Age	14-40
Gender	Male and female
Interests	nature, environment, thrifting, zero-waste, online shopping
Personality	conscious, empathetic
Region	Colombia, Latin America
Density	Urban, Suburban, Rural

Read the full document [here](#).

Financial Projection

Full document [here](#).

Contact

Ashlee Yin Romero- Team Leader
 María José Pupo- Financial Analyst
 Felipe Ochoa- Marketing Manager
 +57 3152429478
 hello.ecofy@gmail.com