

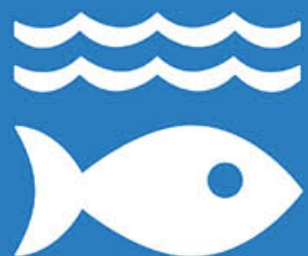
Ocean Guardians

FINAL PRESENTATION

*By Mariana Angarita, Cindy Jung, Amartiy
Seth & Alessandra Ferretti*

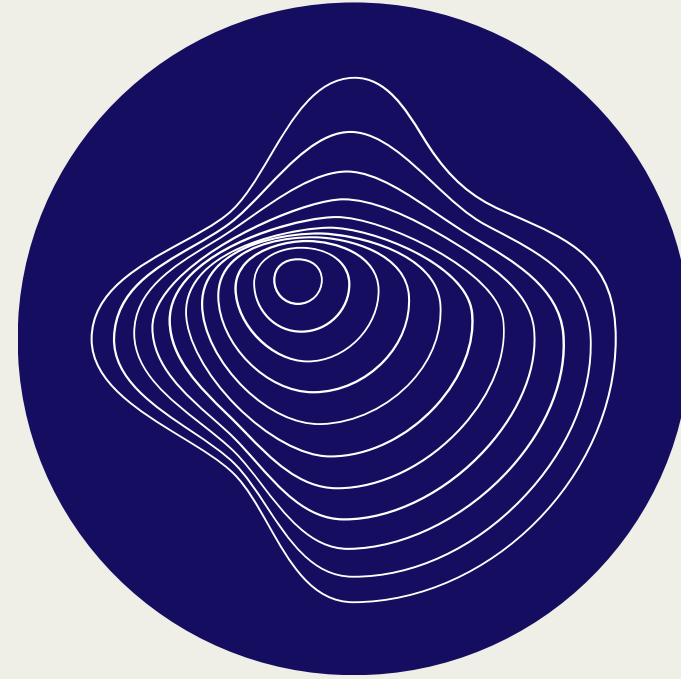
December 2023

14 LIFE
BELOW WATER



**Conserve and sustainably
use the oceans, seas and
marine resources for
sustainable development**





OCEAN GUARDIANS



Alessandra Ferretti
CEO & COO



Cindy Jung
*CTO & VP of
Engineering*



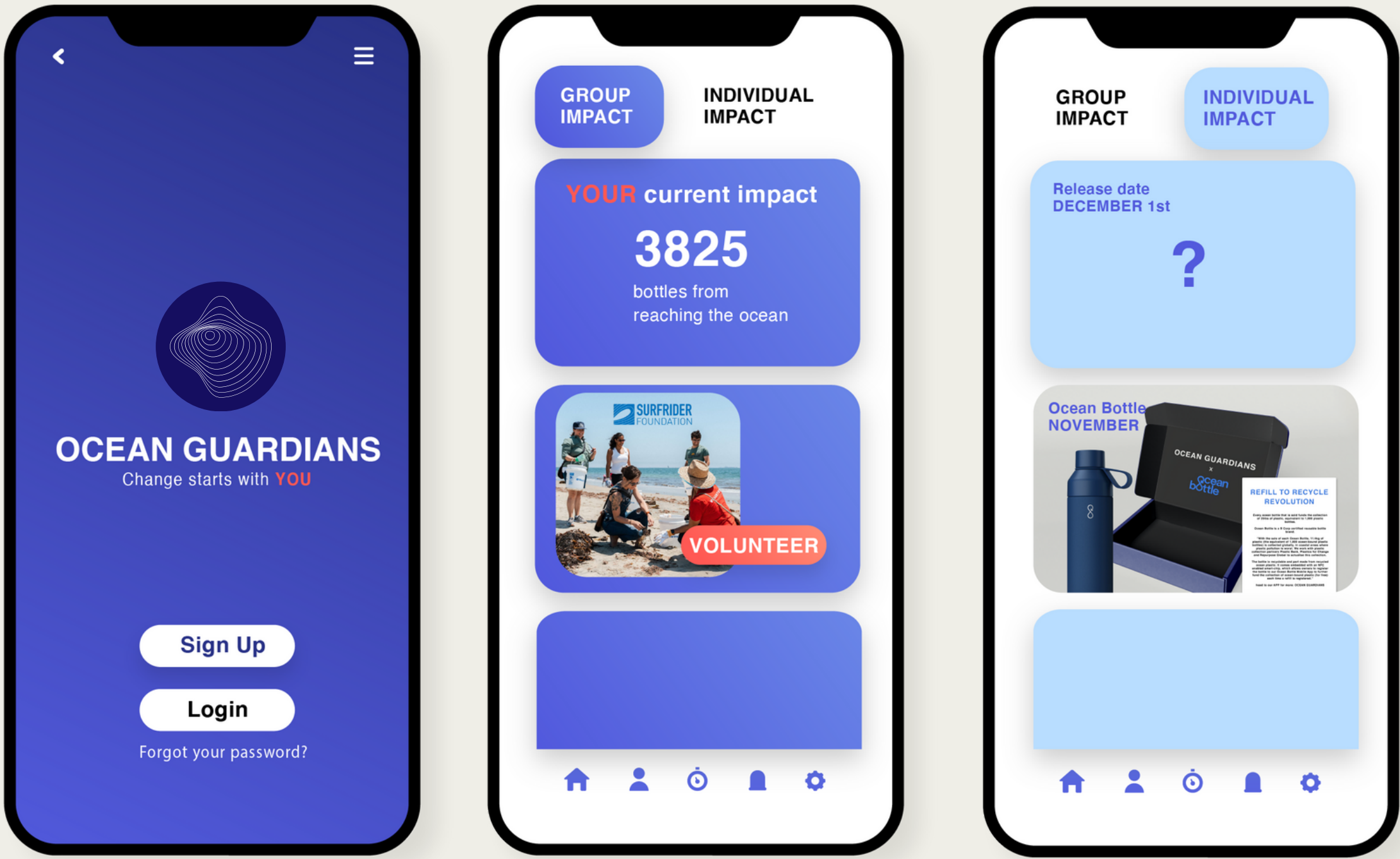
Mariana Angarita
*CMO & Community
Manager*



Amartiy Seth
*CFO & Product
Manager*

OCEAN GUARDIANS: MOBILE APP

“We are the only app in NYC that provides easy accessibility and communication to safe and impactful volunteer groups throughout the city.”



OCEAN GUARDIANS: SUBSCRIPTION BOX

**Eco-friendly &
Sustainable Packaging:** ←
[arka.com](https://www.arka.com)



Social Problem

We are focusing on ocean acidification, which is caused by a variety of variables related to human activities. This is causing the ocean's pH levels to fluctuate, harming living creatures in the ocean, such as coral reefs.

Target Market

Our target market is concerned about the environment and knows that ocean acidification is a significant issue that is hurting not only marine life but also human life.

Value Propos.

Making volunteering within the ocean acidification factor entertaining and accessible for everyone, in order to exert a significant impact on the issue being tackled. ***We are the only app in NYC that provides easy accessibility and communication to safe and impactful volunteer groups throughout the city.***

Business Model

- Subscription Model
- Fundraising/Charity Events
- Partnerships & Sponsorships
- Data Monetization
- Affiliate Marketing & Advertising

SPONSORSHIPS & PARTNERSHIPS

“We are the only app in NYC that provides easy accessibility and communication to safe and impactful volunteer groups throughout the city.”

Partnerships

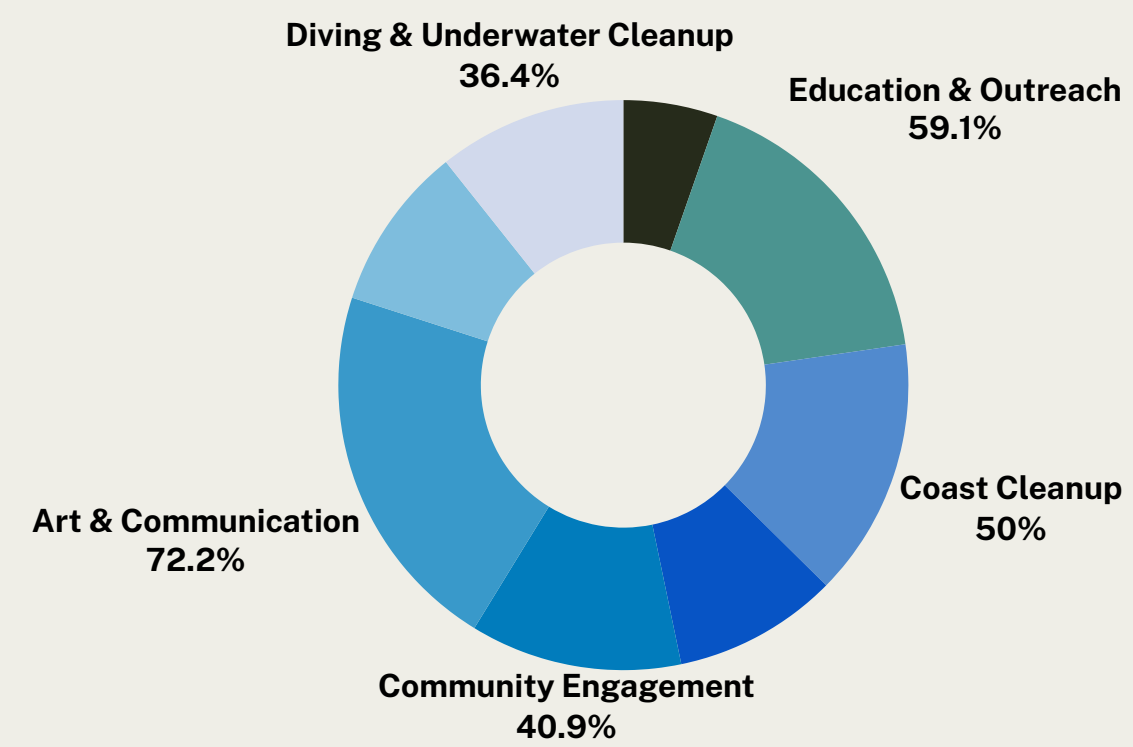


Sponsorships

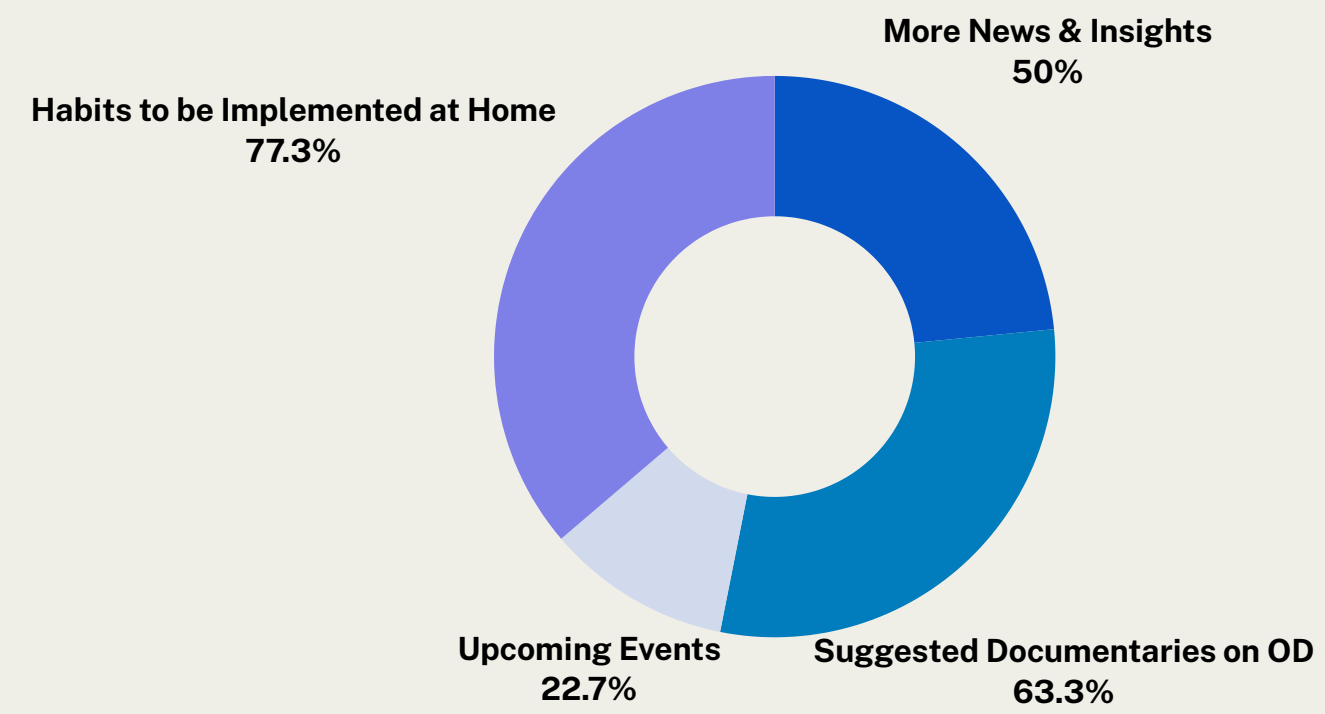


RESULTS & KEY INSIGHTS

Volunteer Categories (Top 3)



Lacking Features



35+ Interviews & Participants

Francesca Ferretti
PhD Candidate: Marine Natural Products & Chemistry, Professor at Griffith University Australia

Ahana Sharma
Bachelors Student: Integrative Design, Parsons School of Design

Jenny Kim
Bachelors Student: Science in Nursing, Emory University

Ana Acosta
Bachelors Student: Strategic Design & Management, Parsons School of Design

Nkolika Okoye
Bachelors Student: Strategic Design & Management, Parsons School of Design

Shriya Kukreja
Bachelors Student: Fashion Marketing, Parsons School of Design

UNIT ECONOMICS: *PATH TO MARKET*

Cash at Beginning of Year = \$120,000.00

Software Subscription		
	First Order	Lifetime
Orders	1	36
Monthly Churn (%)	20%	N/A
Average Order Value (\$)	\$5.00	\$900.00



Subscription Model

Fundraising/Charity Events

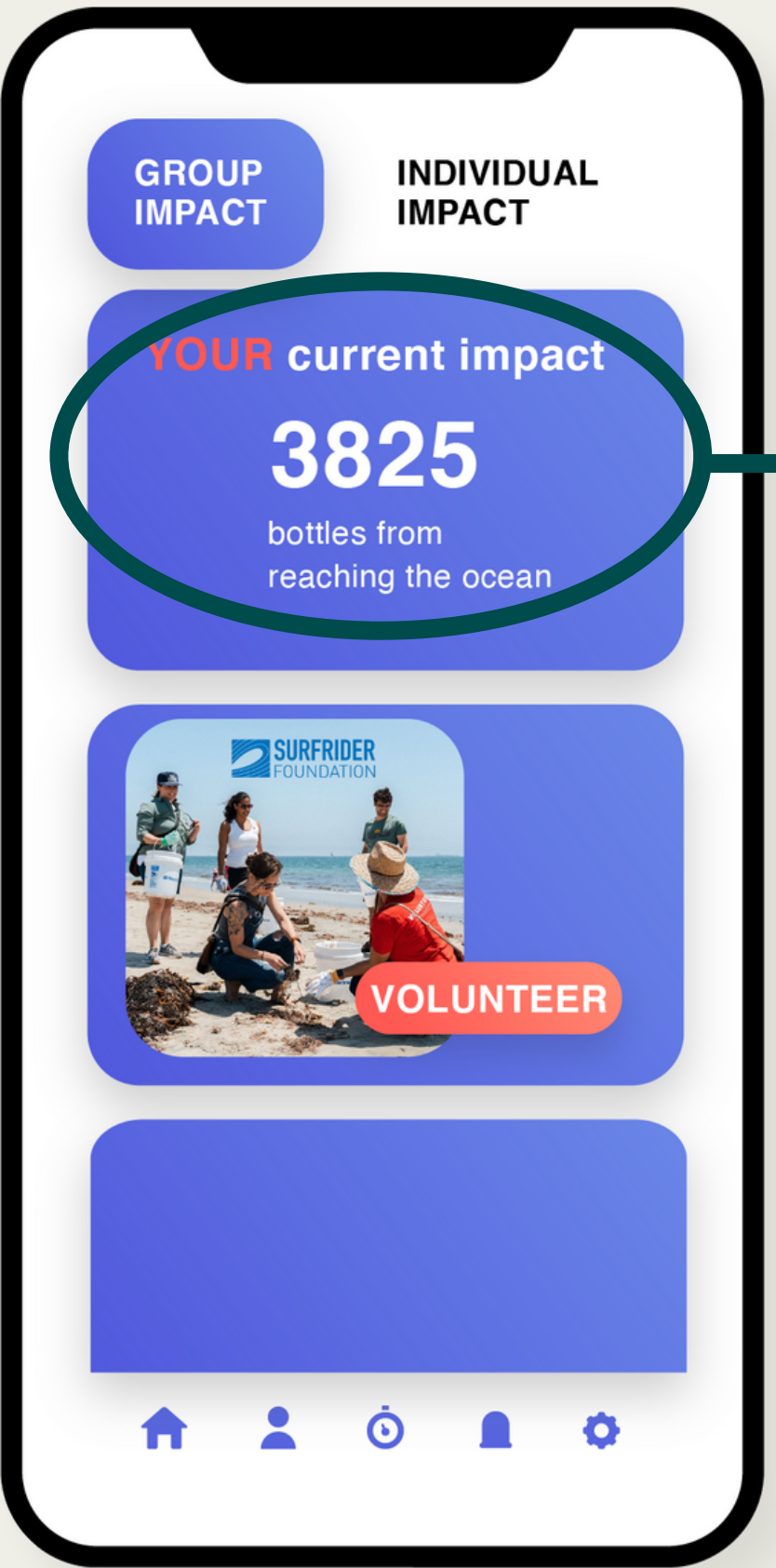
Partnerships & Sponsorships

Data Monetization

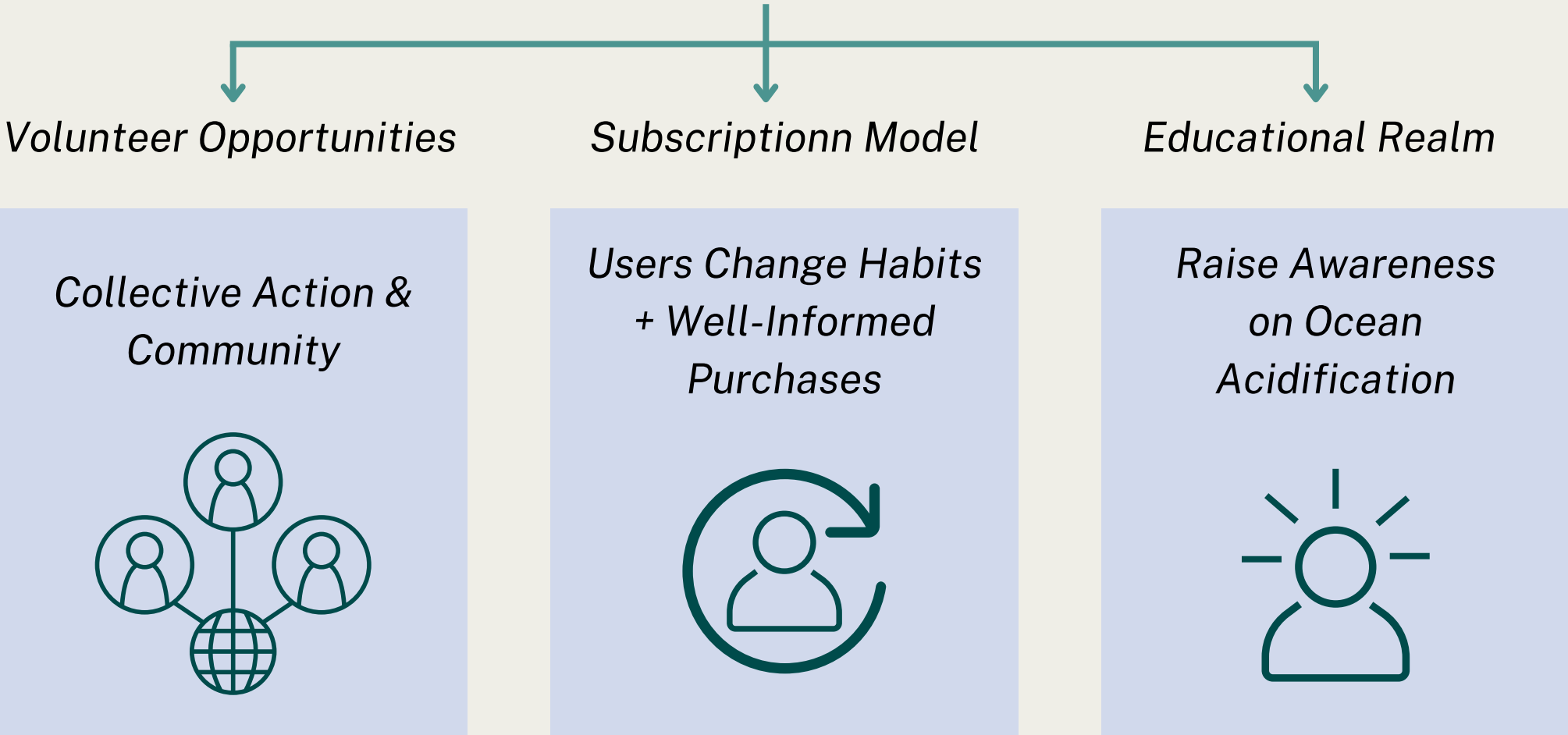
Affiliate Marketing

Advertising Revenue

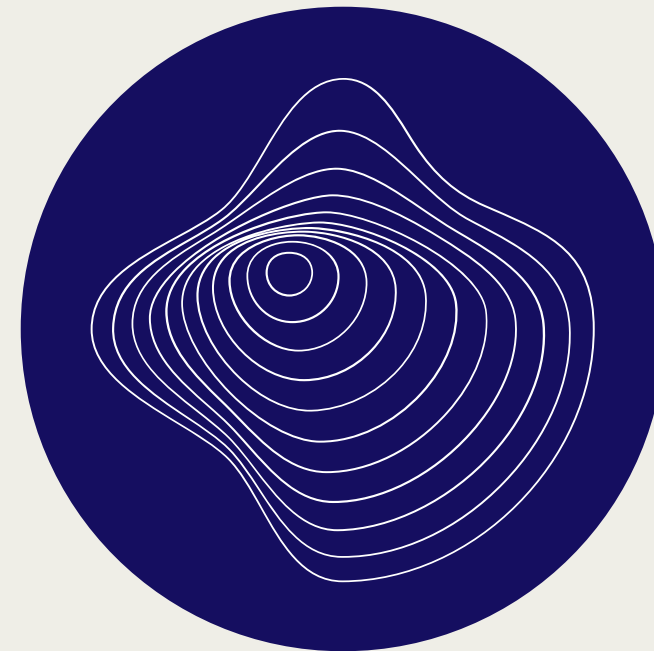
THEORY OF CHANGE



Lower Ocean Acidification Levels



Encourage users by showcasing the impact of their choices.



THANK YOU!

APPENDIX

1. Social Business Canvas Model

2. MVP Experiment Canvas

3. MVP Website Template

4. Marketing Strategy

5. Assets: Interviews

6. VPC: Customer Side

7. VPC: Product Site

8. SDG 14 Reflection

Social Business Model Canvas

<div><div>Key Resources</div><div><ul style="list-style-type: none">• People• Finances• Volunteer Opportunities in NYC• Easy Accessibility• Collaborations & Finances• Communication Tools• Educational Material</div><div><div>What resources will you need to run your activities? People, finance, access?</div></div></div>	<div><div>Key Activities</div><div><ul style="list-style-type: none">• Collaborative Research Projects• Monitoring• Community Engagement• Ocean Cleaning• Policy Influence• Public Awareness & Education• Eco-Tourism• Fundraising Applications• Environmental Consulting Services• Planting Trees• Cleaning Waste Out of the Ocean• Partnership Building• Data Collection & Analysis• Media & Public Relations• Sustainable Business Practices• Networking</div><div><div>What programme and non-programme activities will your organisation be carrying out?</div></div></div>	<div><div>Type of Intervention</div><div>An app that allows people to explore and apply to volunteer works that adhere to ocean acidification across the world, whether it’s the same city they reside in, or a different continent.</div><div><div>What is the format of your intervention? Is it a workshop? A service? A product?</div></div></div>	<div><div>Segments</div><div><ul style="list-style-type: none">• Students• Young-Adults• Environmentalists• Interest in impacting Ocean Acidification• Local Communities</div><div><div>Beneficiary</div></div></div>	<div><div>Value Proposition</div><div>To make volunteering within the ocean acidification factor as smooth and accessible as possible to students & young adults who want to make a change.</div><div><div>Social Value Proposition</div></div><div><div>Impact Measures</div><div><ul style="list-style-type: none">• Data Collection• Analysis Improvements• Social Media Advertising• Customer Feedback• Set Goals</div><div><div>How will you show that you are creating social impact?</div></div></div><div><div>Customer Value Proposition</div><div><ul style="list-style-type: none">• Making an impact on the rise of ocean acidification• Impactful contributions• Volunteer & engagement opportunities• Networking</div><div><div>What do your customers want to get out of this initiative?</div></div></div></div>
<div><div>Partners + Key Stakeholders</div><div><ul style="list-style-type: none">• Investors• Schools• Duo Lingo• Government• Local Communities• Student Organizations</div><div><div>Who are the essential groups you will need to involve to deliver your programme? Do you need special access or permissions?</div></div></div>		<div><div>Channels</div><div><ul style="list-style-type: none">• Social Media• Internet (eg. websites)• Public Events• Advertising & Marketing• Schools</div><div><div>How are you reaching your beneficiaries and customers?</div></div></div>	<div><div>Customer</div><div><ul style="list-style-type: none">• Investors• Community• Government• Company Partnerships (eg. Ocean Bottle)</div><div><div>Who are the people or organisations who will pay to address this issue?</div></div></div>	
<div><div>Cost Structure</div><div><div><div><div>1.App Developement & Platform Selection</div><div>2.Security & Safety for Target Audience</div><div>3.Testing & Quality Insurance</div><div>4.Marketing & Promotion</div></div><div><div>What are your biggest expenditure areas?</div><div>How do they change as you scale up?</div></div></div><div><div>As the app launches and begins to spread, costs for that will go down, but security and safety goes up as more people get involved. While marketing and promotion stays more or less stable. Where testing and quality insurance will become more complex and resource intensive..</div></div></div></div>		<div><div>Surplus</div><div><ul style="list-style-type: none">• App Advances• Safety• More Opportunities• Research & Analysis</div><div><div>Where do you plan to invest your profits?</div></div></div>	<div><div>Revenue</div><div><ul style="list-style-type: none">• Subscription Model• Fundraising/Charity Events• Partnerships & Sponsorships• Data Monetization• Affiliate Marketing & Advertising</div><div><div>Break down your revenue sources by %</div></div></div>	

MVP Experiment Canvas

4. Customer Engagement ❤️ <ul style="list-style-type: none">Surveys & QuestionnairesImprovement of engagement with ocena acidifictaion volunteersGoogle Analytics (website engagement)		7. Experiment Scenario / Workflow 🔄 <ol style="list-style-type: none">Research/look up ocean acidification or ocean acidification volunteer programs in NYC.Click on our site.Get informed about what ocean acidification is, and the side-effects its causing.Look at the volunteer list and find one that you are interested in.Contact that group/organization.Volunteer.		10. Results 📊 <p>Based on our results from google analytics and our questionnaires we will see if this is a viable proposal, and if there is a large community eager to find new and innovative ways to volunteer for ocean acidification.</p>	
1. Your Customer Segment 👤 <p>Based in NYC:</p> <ul style="list-style-type: none">StudentsYoung AdultsEnvironmentalists <p>Understanding the ways in which the website has been effective, and if accessibility or communication was an issue throughout. They will give us a wide variation of reflections to learn from.</p>		2. Value Proposition 📦 <p>Our company is developing a website that informs about ocean acidification, and gives easy access to volunteer opportunities in NYC, to help solve the issue of ocean acidification.</p>		11. Learnings & Insights 🔑 <p>What are your key learnings?</p> <p>What are your key surprises?</p> <p>Did you get enough results?</p> <p>What do they tell you about your Riskiest Assumption(s)?</p>	
3. Channel(s) 🚚 <ul style="list-style-type: none">Social MediaCollaboration & PartnershipsWord of Mouth		8. Metrics 📈 <ul style="list-style-type: none">Customer EngagementPeople ReachedOcean Acidification Awareness			
5. Riskiest Assumption(s) 🌩️ <ul style="list-style-type: none">Students/Young-Adults are very interested in subject and eager to volunteer.Target audience will have time/make time to volunteer or research about issue.News will spread fast through networking.Many options of volunteer listing in NYC.Volunteer programs are open and kind to new help.		6. Experiment Format 🏠 <p>Through creating a website, we want to collect data on how many people are interested in the issue, volunteering, and how many volunteer opportunities actually occur in the real life through the use and help of the website.</p>		9. Success Criteria 🏆 <p>Customer Engagement:</p> <ul style="list-style-type: none">Percentage of target audience that use the website.Volunteer opportunities that occur through the website.Education. and awareness growth of the issue attempted to be tackled.	
12. Next steps 🚦 <p>What do the results tell you to do next?</p> <p>Are you going to Pivot, Pursue, or Stop?</p>					
<div>VALIDATEDINVALIDATEDINCONCLUSIVE</div>					



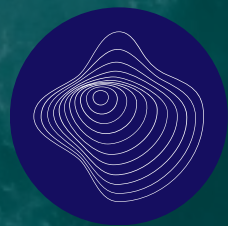
[ABOUT](#)

[VOLUNTEER](#)

[MEASURE YOUR
IMPACT](#)

Ocean Guardians

Ocean Acidification Action Network

[ABOUT](#)[VOLUNTEER](#)[MEASURE YOUR
IMPACT](#)

ABOUT

CAUSE OF OCEAN ACIDIFICATION

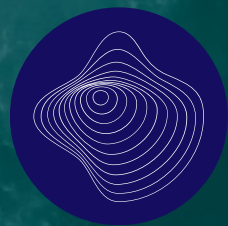
The primary cause of ocean acidification is the absorption of excess atmospheric CO₂ by seawater. When CO₂ dissolves in water, it forms carbonic acid (H₂CO₃), which lowers the pH of seawater, making it more acidic.

IMPACT ON MARINE LIFE

Ocean acidification has a profound impact on marine ecosystems. The more acidic water can harm or even kill marine organisms with calcium carbonate shells or skeletons, such as coral reefs, mollusks, and some types of plankton. This affects the entire food chain, as these organisms serve as the foundation for many marine species.

MITIGATION & ADAPTATION

To address ocean acidification, efforts are being made to reduce CO₂ emissions globally through measures like carbon capture and renewable energy adoption. Locally, strategies include monitoring pH levels in vulnerable areas, protecting and restoring coastal habitats, and developing resilient strains of marine species.



VOLUNTEER

Research & Monitoring

Education & Outreach

Coast Cleanup

Habitat Restoration

Community Engagement

Art & Communication

**Conservation & Marine
Protection**

**Diving & Underwater
Cleanup**

MARKETING STRATEGY

1 Branding the App

Develop a strong brand identity for our app, including a logo, colors, and a compelling tagline that reflects its mission and values.

2 Social Media Leverage

Create profiles on platforms such as Facebook and Instagram, and regularly share educational content about ocean acidification and your volunteer opportunities.

3 Content Marketing

Create a blog on our app's website and produce informative and engaging content about ocean acidification. Share content on social media channels and with relevant environmental organizations.

4 Educational Webinars & Workshops

This not only provides valuable information but also promotes app as a resource for people interested in volunteering.

5 Partnerships & Engaged Influencers

Partner with environmental influencers or experts who can endorse your app and raise awareness among their followers.

6 Data & Metrics

Pay attention to user engagement, download rates, and the effectiveness of different marketing channels.

7 Email Marketing

Build an email list and send regular newsletters to keep users informed about new volunteer opportunities, events, and updates related to ocean acidification.

ASSETS: INTERVIEWS

Alessandra

Francesca Ferretti
PhD Candidate: Marine Natural Products & Chemistry, Professor at Griffith University Australia

Anne Fejer
Bachelors Student: Strategic Design & Management, Parsons School of Design

Ana Bombin
Bachelors Student: Strategic Design & Management, Parsons School of Design

Abel Castro
Bachelors Student: Aeronautical & Aerospace Engineering, University of Essex

Nkolika Okoye
Bachelors Student: Strategic Design & Management, Parsons School of Design

Cindy

Stella Han
Bachelors Student: Communication Design, Parsons School of Design

Mariana Gomez
Bachelors Student: Strategic Design & Management, Parsons School of Design

Angela Kang
Bachelors Student: Veterinary Biology, University of North Carolina

Jenny Kim
Bachelors Student: Science in Nursing, Emory University

Salma Ashmawy
Bachelors Student: Strategic Design & Management, Parsons School of Design

Mariana

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Ana Corina Dib
Bachelors Student: Political Science

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Kritika Batra
Bachelors Student: Psychology, New York University

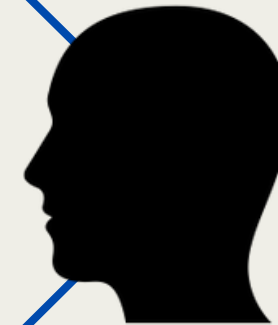
VPC: CUSTOMER SIDE

Products & Services

- Design Tools & Skills
- Global Knowledge
- Flexibility & Adaptability
- Language Variations
- Experience
- Diverse Skill Sets
- Potential Donations
- Contact & Networking
- Enthusiasm

Gain Creators

- Community Collaborations
- Expansion
- Positive Impact on Ocean Acidification
- Productivity
- Partnerships
- Social Change
- Influence on Society
- Marketing



Pain Relievers

- Community Growth
- Economic Disputes
- Advertising & Marketing
- Lack of Education
- Enthusiasm & Optimism on Issue
- Language Barriers
- Financial Resources

VPC: *PRODUCT SITE*

Our product is app that allows people to explore and apply to volunteer works that adhere to ocean acidification in New York City.

Products & Services

- App
- Easy Accessibility
- First-Hand Experiences
- Volunteer Opportunities
- Education
- Networking & Socializing
- Workshops
- Certification Programs
- Partnerships & Collaborations

Gain Creators

- Easy accessibility to volunteer opportunities in ones own city.
- Personal Growth
- Skill & Tool Development
- Human Connections
- Positive Impacts on Ocean Acidification
- Higher Education
- Travel Opportunities
- Rewards & Recognition in environmental industry
- Hands on Experiences

Pain Relievers

- Language Barriers Solved
- Financial Struggles
- Easy Access to Everyday Volunteer Work Near You
- Time Consumptions
- Safety Concerns
- Community Engagement
- Flexibility
- Personalized & Varied Volunteer Work

REFLECTION

SDG 14 is a **critical component** of the United Nations' 2030 Agenda for Sustainable Development. It acknowledges the **fundamental role that oceans and marine ecosystems play in supporting life on Earth.**

SDG 14 the **importance of responsible stewardship** and the **need to balance human activities** with the preservation of marine ecosystems. Meeting the targets of SDG 14 is not only a **matter of environmental protection** but also one of **social and economic responsibility** for current and future generations.

14 **LIFE
BELOW WATER**

