

43. Ones&Twos - Bloom



1. Executive summary

According to Globe Scan, in 2023, approximately half of the world has heard of SDGs compared to 38 percent in 2017[1]. This increase in awareness of Sustainable Development Goals and the environment has corporations falsely demonstrating their contribution to such causes to gain more money. This has made it increasingly difficult for consumers to accurately assess the credibility of business products and services[2]. Hence, while cooperating with other SDGs-driven companies, we have created a solution to provide consumers with objective third-party information about these companies.

2. Our mission

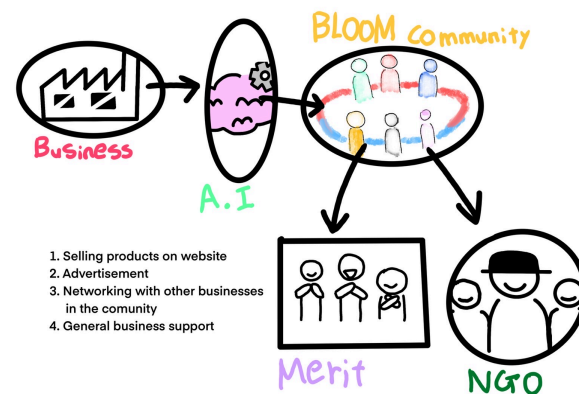
Our mission is to provide consumers with objective third-party information about businesses. This will ultimately allow consumers to objectively evaluate the credibility of these companies' products or services.

3. Our product / service

In order to provide consumers with this information, our company will initially aim to create a community of a variety of businesses: this community will be named *Bloom*, and will solely consist of environmentally-driven businesses (non-Greenwashed/SDGswashed businesses). We will ensure this by filtering out companies that Greenwash and SDGswash. Similar to a VIP system, businesses that are true to their claims will receive a verification from us and will be eligible to join the Bloom community. All companies with a verification will be listed

on our website which will be open to the public. Being a member of the Bloom community will provide a variety of benefits for businesses: being able to retail their product on our *Bloom* website, free advertisement through our promotional videos, and receiving the chance to network with other businesses within the community. Furthermore, many businesses and large corporations nowadays have been Greenwashing and SDGswashing the public. This has left the public without a reliable source to trust when evaluating products. Therefore, being verified by our company will serve as a symbol of business integrity, which will provide a positive reputation for companies and ultimately allow the public to put their trust in businesses. As we begin scaling, starting from Japan, we plan to make this verification worldwide and set it as a norm. To gain the trust of the public, we strive to be a transparent business and work with the non-governmental organization, also known as the NGO.

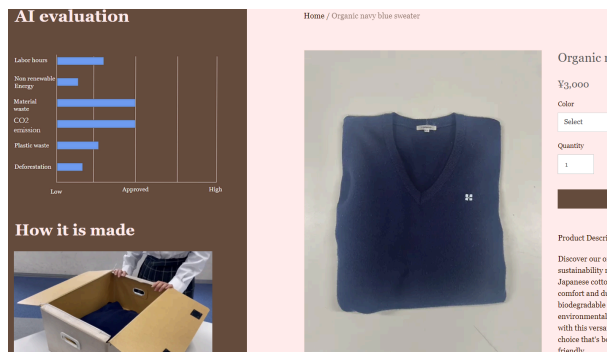
Our business model ↓



Seeing that businesses will be exposed to this many benefits, we plan to keep our verification standards strict.

Businesses that apply for the *Bloom* community will have to pass credibility checks conducted by *Bloom* AI- Version 4.3, in other words, an unbiased and objective Artificial Intelligence[3] created with our algorithm and has met the

business' environmental goals and claims. The requirements and evaluation criteria will be set with the data which we will initially gather from the NGO, and feed to the AI. Moreover, to prove the business's legitimacy in their SDG contributions, we will require them to regularly submit data on their company's carbon footprint, and their annual environmental action data when applying for the *Bloom* community. This will ensure the substantial reliability of the businesses while providing the NGO with non-public insights into their operations. Finally, to prove the accountability of businesses within our *Bloom* community, we will implement a robust system of fieldwork conducted by our dedicated team of workers.



This AI-evaluated data and fieldwork video footage will also be on our *Bloom* website for consumers to view when purchasing items. *picture above

4. Target market / strategy

Our target market will mainly be small and medium-sized businesses. This is because smaller businesses can profit and leverage from our services more than larger corporations. They will benefit in ways such as exposure they gain from our online store, and the positive reputation they will gain from our verification. To ensure the sustainability of our business model, we will take on a royalty-based business model, where our primary source of revenue will derive from a percentage of the sales generated by businesses within the *Bloom* community through our

online store. Specifically, we will collect a 5% share of the revenue generated by these businesses as commission for utilizing our platform. We will also implement “personalized recommendations” for our marketing strategy to constantly attract consumers. For our startup, we will prioritize government subsidies and investments from the NGO that we plan to partner with because we share similar values, and we will gain funding from the NGO in the form of loans. There have been past examples of companies that have shared the same goals and values with the NGO and ended up collaborating with them [4].

5. Finance

	year 1	year 2	year 3
Revenue	¥125,000,000	187,500,000	375,000,000
Number of Contract	_100	_150	_300
Enrollment Fees	¥50,000,000	¥75,000,000	¥150,000,000
Total sales	¥75,000,000	¥112,500,000	¥225,000,000
Total Production Cost	¥50,000,000	¥75,000,000	¥150,000,000
Advertising Production	¥500,000	¥500,000	¥500,000
Total cost of Advertising Production	¥50,000,000	¥25,000,000	¥75,000,000
Expenses			
Domain cost	¥1,000,000	¥1,000,000	¥1,000,000
marketing costs	¥10,000,000	¥10,000,000	¥10,000,000
Equipment Cost	¥523,000	¥0	¥0
Employee costs	¥85,840,000	¥85,840,000	¥128,760,000
repayment of loan	¥4,566,000	¥4,566,000	¥4,566,000
Total expenses	¥101,929,000	¥101,406,000	¥144,326,000
profit/loss before tax	-¥26,929,000	¥11,094,000	¥80,674,000
income tax	¥0	¥2,577,408	¥18,719,168
Net profit (Revenue - Expenses)	-¥26,929,000	¥8,516,592	¥61,954,832
start up cost			
free cash flow	¥0	¥8,516,592	¥61,954,832
loan required	¥137,000,000	¥0	¥0
repayment of loan	¥4,566,000	¥4,566,000	¥4,566,000
funding required	¥10,000,000	¥0	¥0
Final cash balance	-¥16,929,000	¥6,528,000	¥76,108,000

We project our revenue to be ¥125,000,000 for the first year, and to grow consistently for the next few years. Since our business model requires a lot of focus on marketing and educating, we will only manage to break even and profit from the second year onwards.

6. Reference

- [1]<https://globescan.com/2023/11/22/growing-awareness-of-the-sdgs/><https://blog.mdpi.com/2022/03/29/greenwashing/>
- [2]<https://blog.mdpi.com/2022/03/29/greenwashing/>
- [3]<https://ieeexplore.ieee.org/document/516138>
- [4]<https://www.lego.com/en-us/sustainability/environment/wwf-partnership>