A green network graphic consisting of numerous interconnected nodes and lines, forming a complex web-like structure. The nodes are small green dots, and the lines are thin green lines connecting them. The background is a dark green gradient.

Green Consultants for Information Technology Solutions (GCITS)

SANSA 2019 Earth Observation Challenge

Impact



THE PROBLEM



Lack of reliable data for planning and management of carbon emissions into the atmosphere.



Lack of capacity and skills required to manage air quality.



Poor vertical integration results to the **failure of understanding and information flows** between the policymakers and the end resource users who may generate substantial, cumulative environmental impacts.



Within traditional bureaucracy there is often **little or no motivation** to learn from past experiences and admit, analyze and learn from past mistakes.

THE SOLUTION



SHE App is a digital platform that promotes governance that is transparent, accountable and communicative to society.



SHE App is connected to mobile and immobile air quality pollution monitors that will detect, sense and test pollutants in the atmosphere.



Include various societal institutions in decision-making to promote a sustainable quality of life.

GCITS Air quality Drone Design

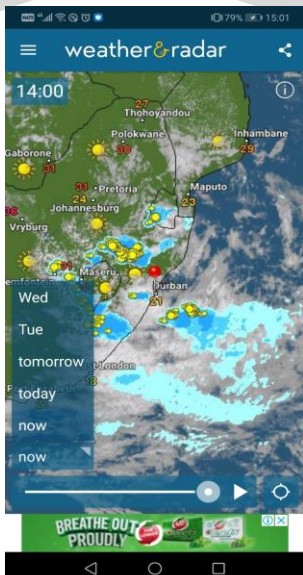
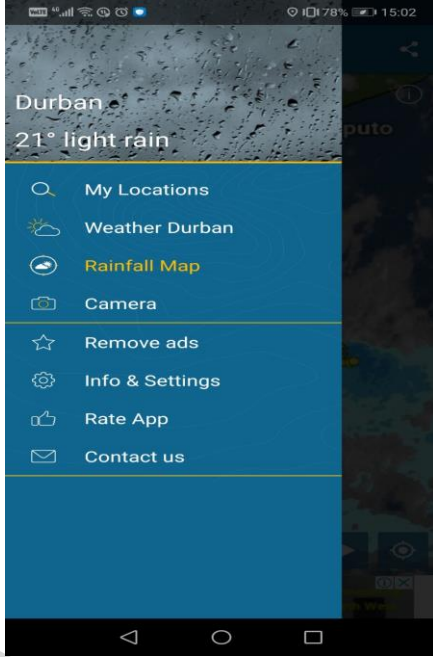
- ❑ Our mobile air quality pollution monitor that will require the user to have acquired **skills and training**.
- ❑ Powered by both **renewable and non-renewable energy**.
- ❑ Drone will **detect, sense and test pollutants in the atmosphere**.
- ❑ **Investigating compliance** status of the mining operations based on Emissions Standards.



SHE App

• Features

- Air quality monitoring data
- Daily weather updates
- Solar powered Drones
- Detect, sense and test pollutants in the atmosphere
- Location of the user on the App
- Showcase movement of pollutants in the atmosphere
- Contact us option for community to lodge complaints



VALUE PROPOSITION

Product

- Benefits the product/service offers
 - Accessible
 - Compatible
- Better manage air quality
 - User friendly
- Save time and money

Substitutes

- USSD Carbon Emission reporting for rural dwellers
- WhatsApp reporting
- Immobile dust buckets that are analyse at the laboratory.

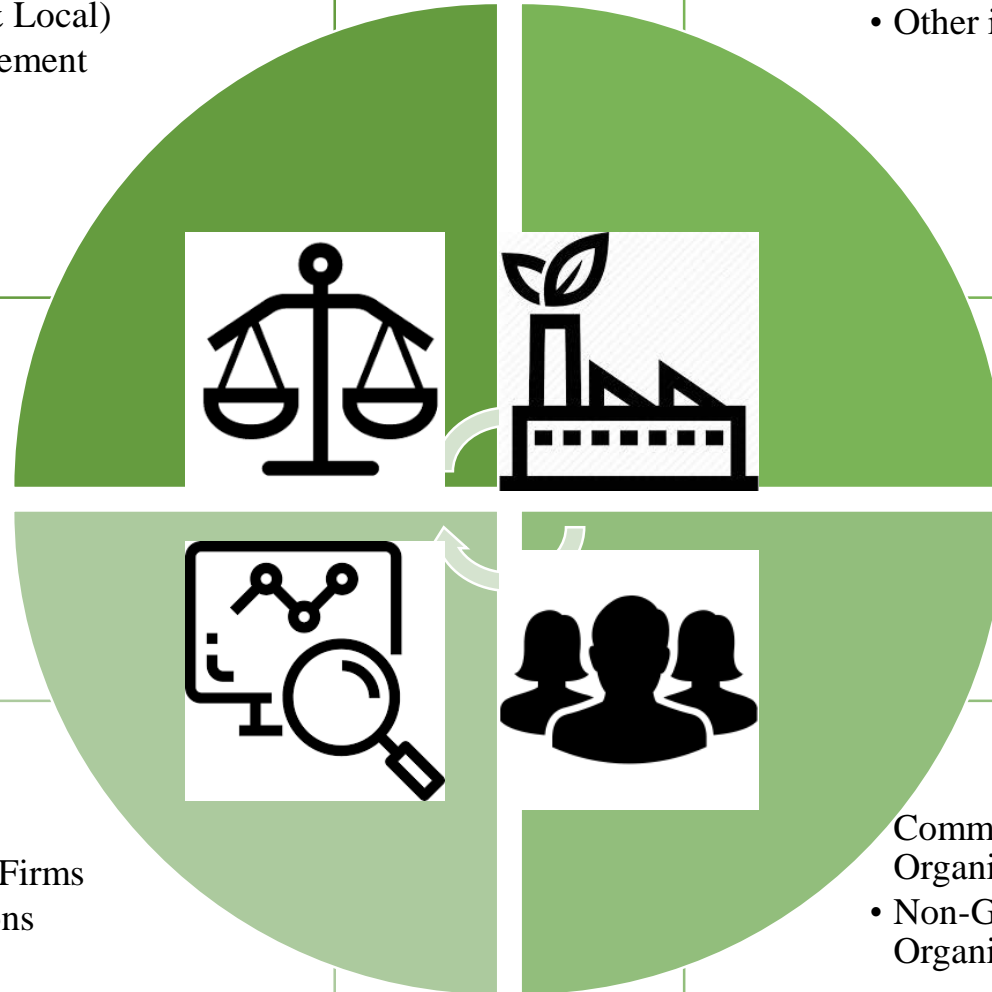
Customer

- Wants
 - Reliable, cheap and efficient way to better manage air quality
- Needs
 - Minimization of carbon emissions
 - Provide reliable and accurate data
- Fears
 - Capital required to access our products and services

TOTAL MARKET SIZE

- Governments (National & Local)
- Law enforcement Agencies

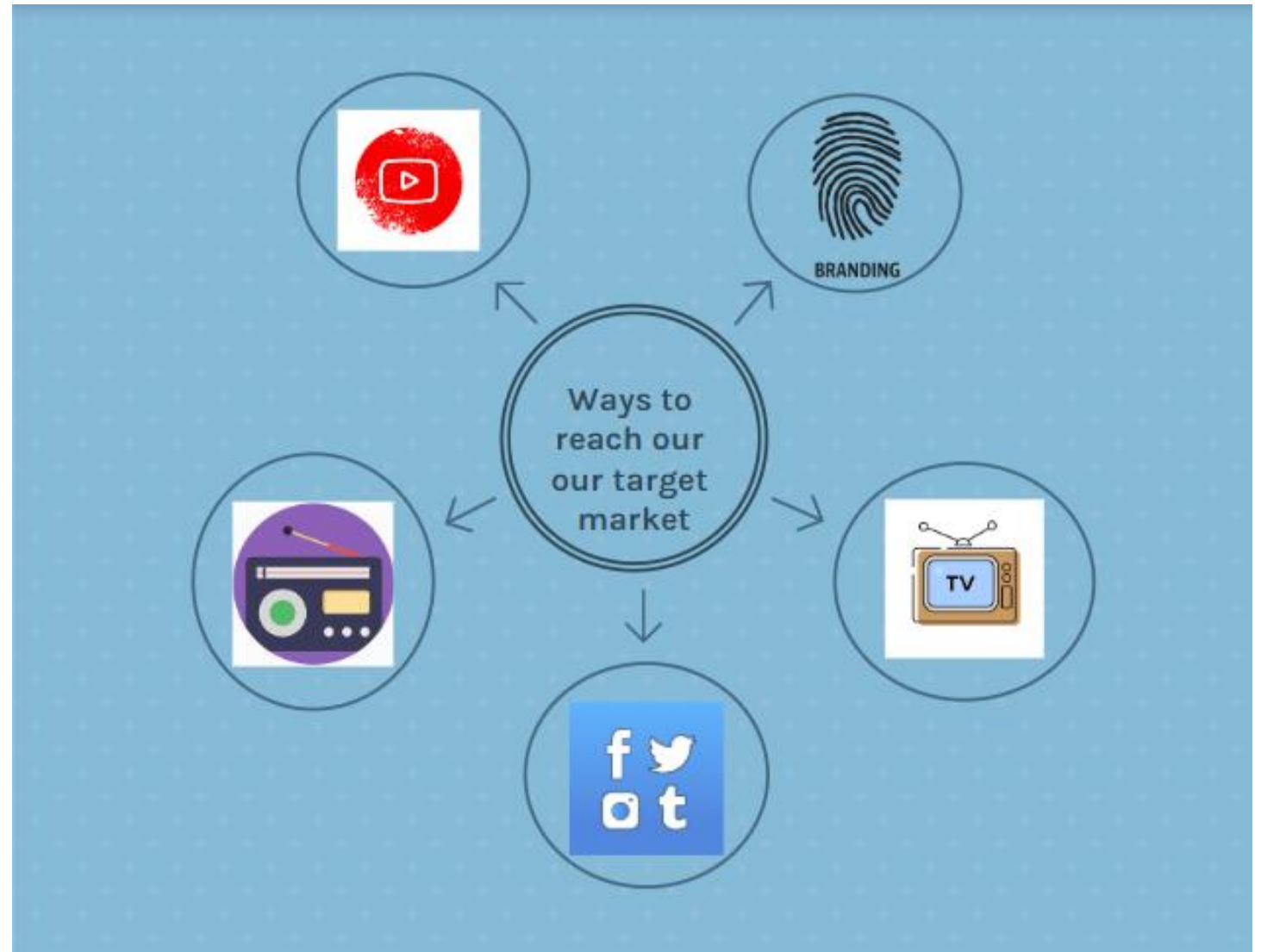
- Mining Companies
- Other industrialists



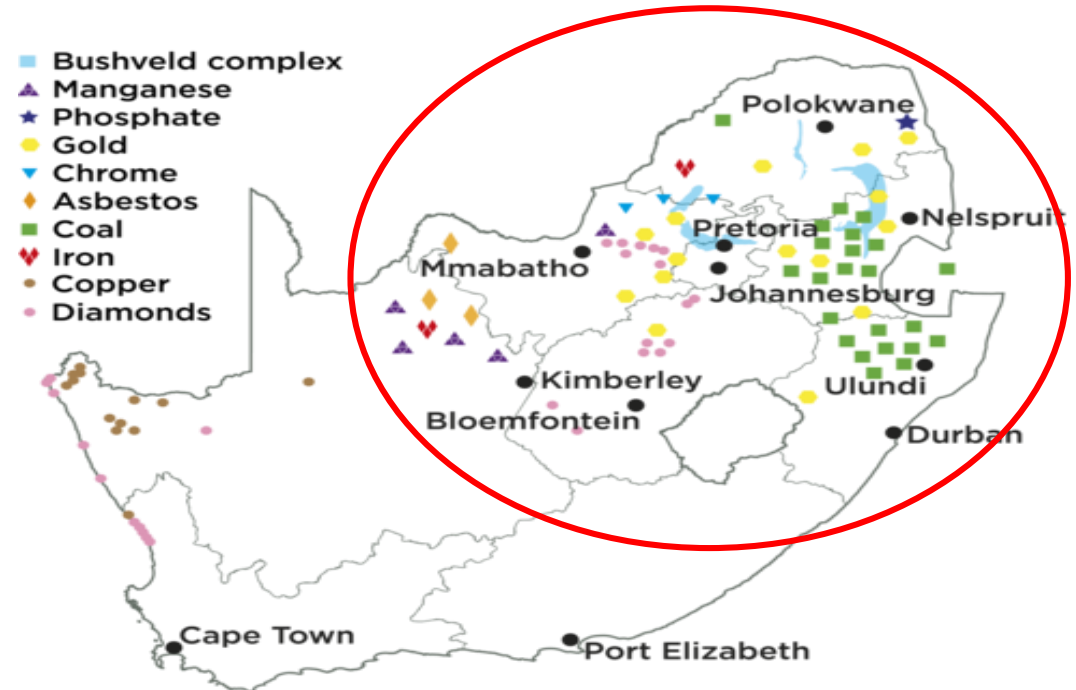
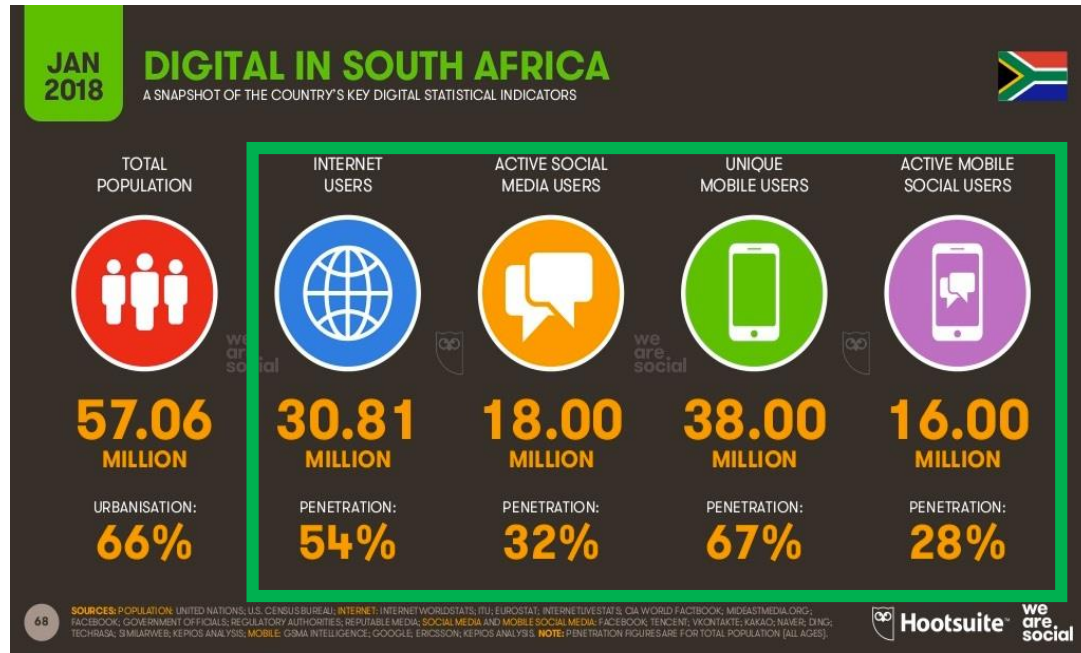
- Academia
- Consulting Firms
- Organizations

- Community Based Organizations
- Non-Governmental Organizations

OPPORTUNITY



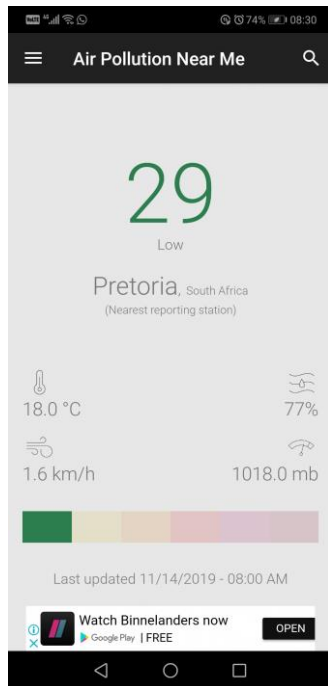
TOTAL ADDRESSABLE MARKET



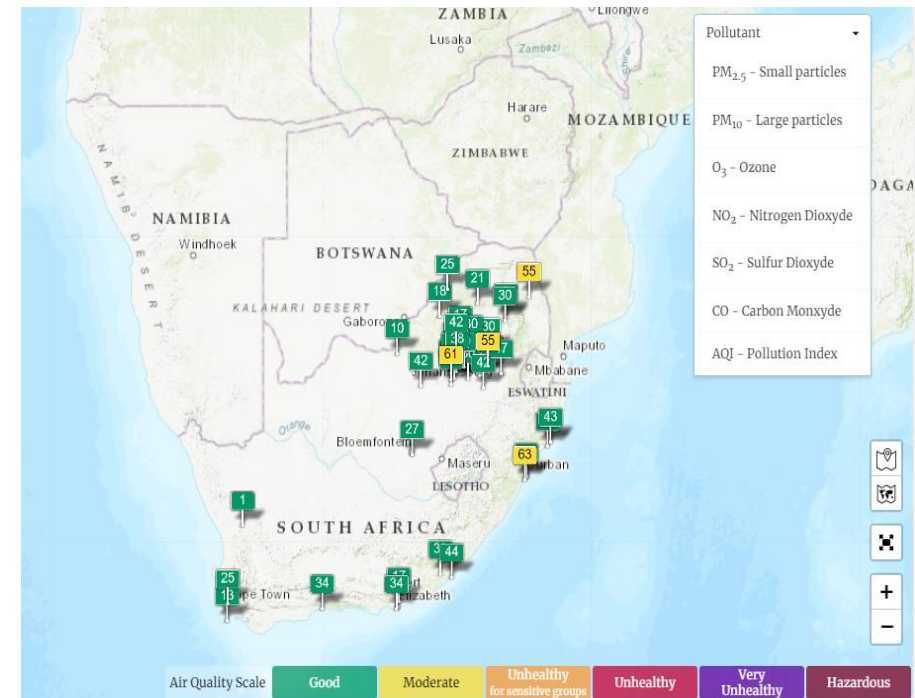
- Source: <https://mybroadband.co.za/news/broadband/247702-internet-penetration-in-south-africa.html>

- Source: <https://www.siyavula.com/read/science/grade-9/mining-of-mineral-resources/25-mining-of-mineral-resources?id=toc-id-14>
- Total population of the 7 Province = **45 218 472** (STASSA mid-year population estimates, 2019)

OUR COMPETITORS AND ADVANTAGE



Source: Appstronaut Studios



Source: <https://waqi.info/#/c/-22.642/17.83/5.1z>

Company Growth And Investment Stage



Pre-seed/idea stage

Business Plan
Patenting, copyrighting and trademarking
Track Record:
 •Campus Clean Up Drive @ Howard College
 •Durban Youth Innovation Challenge 2019 – Recycler App



Seed stage

Item	Quantity	Price (R)
1. Laptop	1	20 000.00 each
2. Application Development	1	50 000.00
3. Logistics and Transport	1	100 000.00
4. 2x 4x4 quality petrol/motor vehicles	2	4 000.00 each
5. Personal Budgetary Multipurpose Items	2	150 000.00 each
6. Salaries	3	30 000 per month
7. Office space	1	50 000.00 per month
TOTAL	12	R 750 000.00



Early stage

Application and Software development prototype introduced to customers



Initial growth stage

Expanding our products and services to the national and local government in South Africa



Rapid expansion stage

Expanding our products and services in the International Market.

Seed stage

Item	Quantity	Price (R)
1. Laptop	3	20 000.00 each
2. Application Development	1	50 000.00
3. Logistics and Transport	1	320 000.00
4. Air quality pollution monitors	4	4 000.00 each
5. Parrot Bluegrass Multipurpose Drone	2	110 000.00 each
6. Salaries	3	10 000 per month
7. Office space	1	50 000. 00 per month
TOTAL =	12	R 730 000.00

OUR BUSINESS MODEL

Revenue model

- Subscriptions, Advertising, Videos and Remove Ads

Pricing

- Billing, Merchandising and Advertising

Average account size and/or lifetime value

- Mobile Subscription per annum
- Commercialization of our GCITS Drone
- Software commission

Sales & distribution model

- Advertise through formal and informal networks (Facebook, WhatsApp, Newspaper etc..)

Product, Process and People

Aspect of hardware design & Architecture :

- Mobile Application - Oracle Visual Builder
- Airos – Software development
- Tech-Based drone system – Aurecon

Partnerships

- The South African Government – Utilize the assigned Climate Change funds to fund our proposal
- SANSA - Access to unique multi-spectrum satellite imagery databases.
- DigitalGlobe - Access to unique multi-spectrum satellite imagery databases.
- Minerals Council South Africa – Access to mining sites.
- The Research Institute for Innovation and Sustainability (RIIS) – Assist in facilitating the necessary and appropriate research for our product.
- Adams and Adams – Patenting, copyrighting and trademarking documentation process for our idea.

OUR TEAM



Linda Sithole

- Chief Executive Officer
- Bachelor of Social Sciences in Geography & Environmental Management, 3rd year student at the University of KwaZulu Natal
- Environmental Intern at Buffalo Coal Dundee
- Green Campus Initiative @ Qwaqwa Campus, University of the Free State 2017
- Enactus UKZN General Member 2018

Lusanda Ndobe

- Marketing
- Bachelor of Social Sciences in Geography & Environmental Management, 3rd year student at the University of KwaZulu Natal

Sihle Jili

- Research & Development
- Bachelor of Social Sciences in Geography & Environmental Management, 3rd year student at the University of KwaZulu Natal

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