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A street scene in Hong Kong, likely during the early morning or late evening. The street is lined with shops, many of which have their metal shutters closed. Signs for 'Sasa', 'colourmix', 'TOURS TICKETS CHINA VISA', and 'PRINCE TAILORS' are visible. In the foreground, a pile of cardboard boxes and other debris is scattered on the sidewalk. The text 'Every choice we make...' is overlaid in the center of the image, with 'choice' in red and 'Every' and 'we make...' in white.

Every **choice** we make...

A photograph of a beach littered with various pieces of plastic waste, including a soccer ball, a yellow piece of equipment, and many smaller fragments. In the background, waves are breaking on the shore under a clear sky.

...adds up to a **BIG** impact...



**...Every action leaves a mark.**

An aerial photograph showing a vast, dense green forest in the foreground. In the distance, a power plant with several large cooling towers is visible, emitting thick plumes of white steam that rise into a sky filled with dramatic, layered clouds. The scene is captured during the 'blue hour' of twilight, with soft light on the horizon.

**Your carbon footprint is not just a number...**



An aerial photograph of a dark, polluted river. A small wooden boat is in the center, filled with various pieces of trash like plastic bottles and bags. The riverbanks are covered in a thick layer of garbage, including tires, cardboard, and other debris. The water is dark and has some ripples.

...it decides the **future** of our planet.



**Sounds overwhelming?**



**Not Anymore!**





**Introducing...**



**carbon.di**

# Comprehensive Carbon Tracking

From your shopping spree to your Sunday drive, we track it all—because your carbon footprint isn't staying on vacation.



Purchases



Waste



Travel



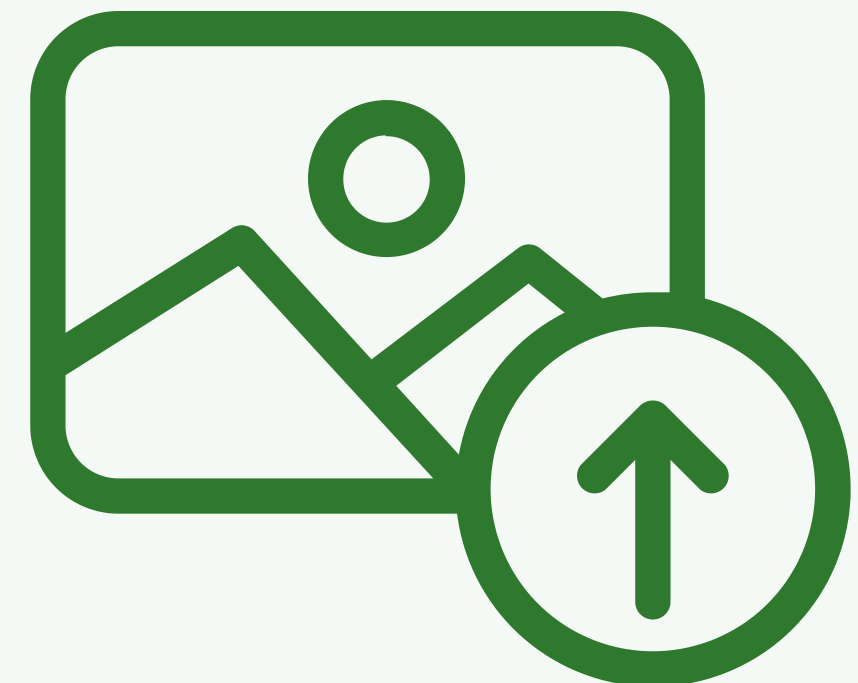
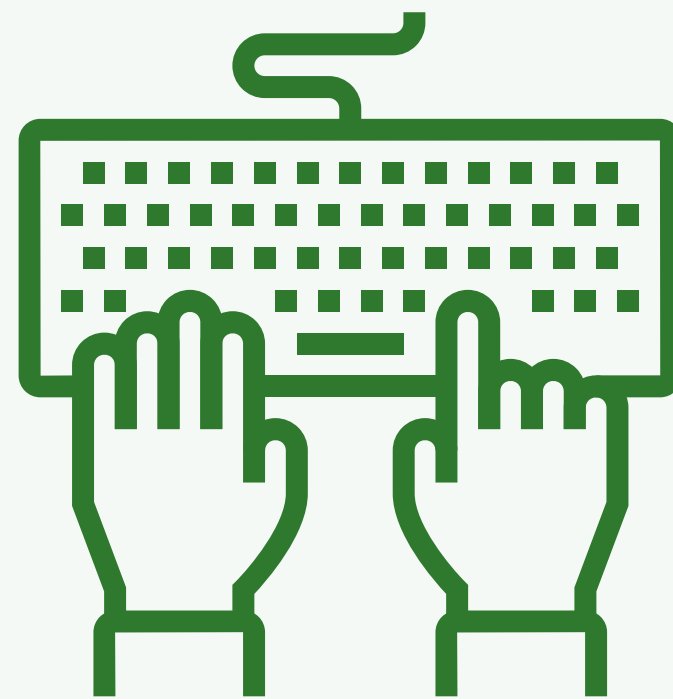
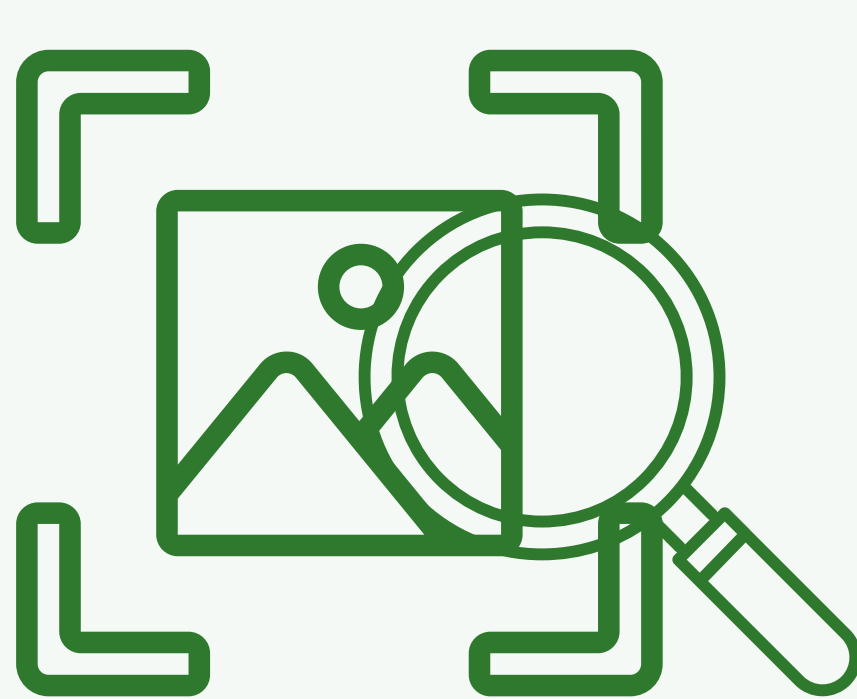
Food



Carbon Offset

# AI-Powered Data Analysis

**Upload it, snap it, or type it in. Let our AI do the math so you don't have to dust off that calculator from high school.**



# Detailed Emission Cards

Every action gets its own eco report card—because understanding your carbon impact shouldn't be as complicated as quantum physics.



## Food

**Description:** High-emission food (lamb and dairy) detected.

**Tips:** Reduce meat portions; add more vegetables.

Date: 2023-10-08

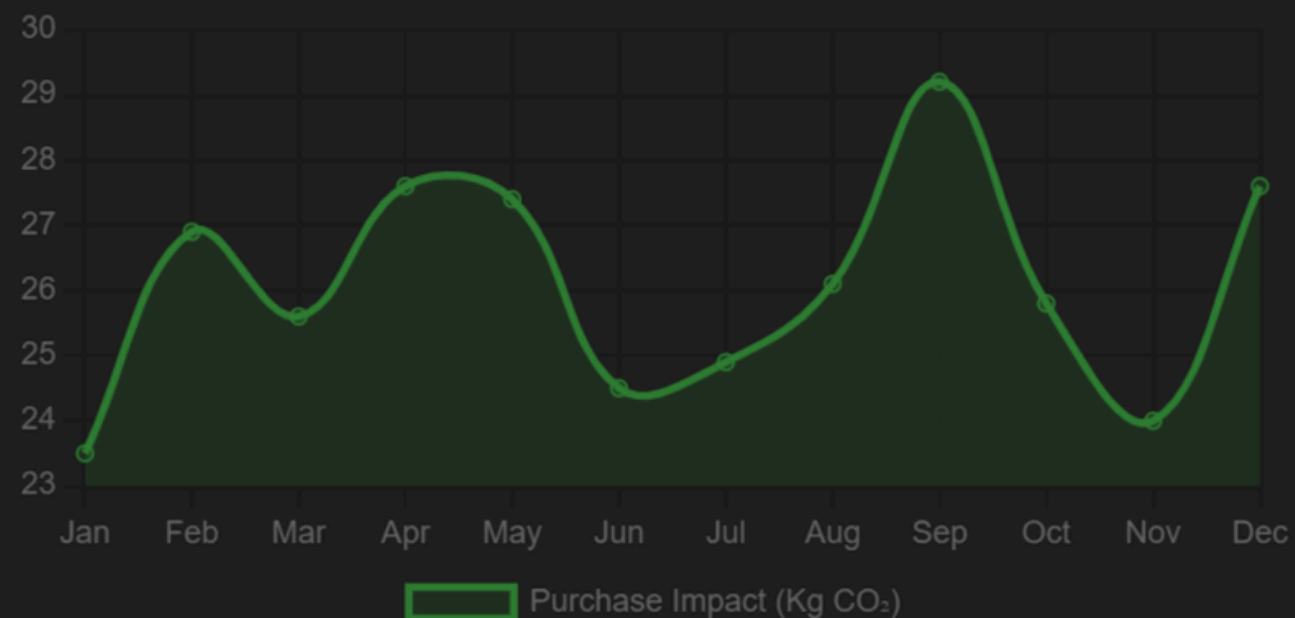
+2.5 Kg CO<sub>2</sub>









# Analytics and Data Visualization

Interactive charts that turn your carbon data from  
'Huh?' to 'Aha!' in seconds.

## Carbon Impact



## Total Carbon Emissions

	Purchase	+384.2 Kg
	Food	+295.8 Kg
	Waste	+186.4 Kg
	Energy	+242.7 Kg
	Transport	+315.9 Kg
	Offset	-160.7 Kg

## Upload Purchase Receipt

+ Manual Entry

Drop your purchase receipt here or click to upload

32.4  
Kg CO<sub>2</sub>

↑ 12%  
vs. Last Month



# Dynamic Search and Filtering

**Finding that one eco-action shouldn't feel like a treasure hunt. Our dynamic search bar lets you explore by category, emission type, description, tips, or date—all from a single search bar, no filters needed.**



Search emissions...

# User Management and Customization

**Your data, your rules—edit, delete, or reset like last year's resolutions.**



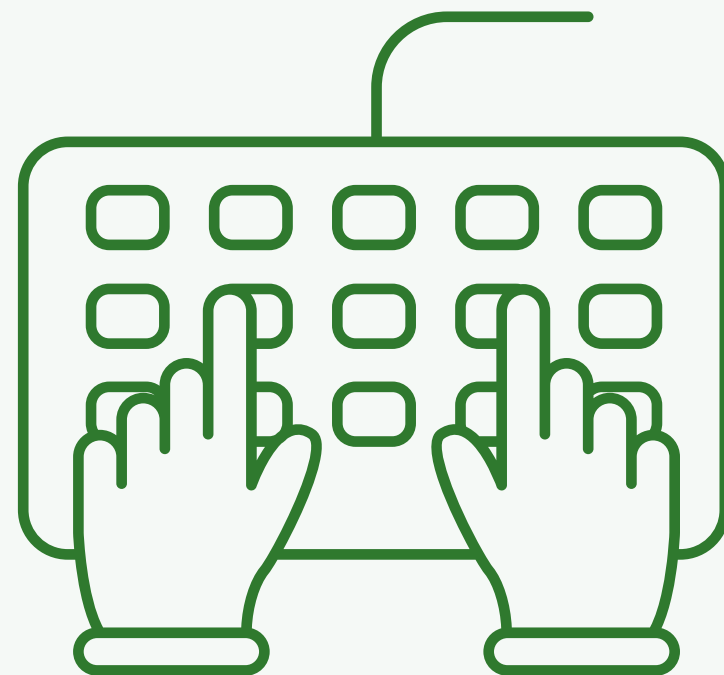
# Reporting and Sharing

**PDF reports so detailed, even your printer will feel proud. Share it and show off your eco-warrior status!**



# Your Data, Your Way

**Prefer the personal touch? Use our manual entry to log your data—because sometimes, going green starts with your own hands.**



# Personalized Recommendations

**Tailored tips that are greener than your grandma's garden and smarter than your average app.**



# Dim the Lights, Not Your Impact

**Activate dark mode for a cool, eye-friendly look—  
because eco-conscious can also be effortlessly stylish.**





# Read Before You Go Green

**Want to go green? Make sure to read our privacy policy, terms of service, and cookies policy first—because being informed is just as important as being eco-friendly.**



# Your Go-To Green Guide

**Got questions? Our FAQs have answers. Think of it as your sustainability cheat sheet—no judgment, just quick solutions.**



# Still need help? Let's Chat

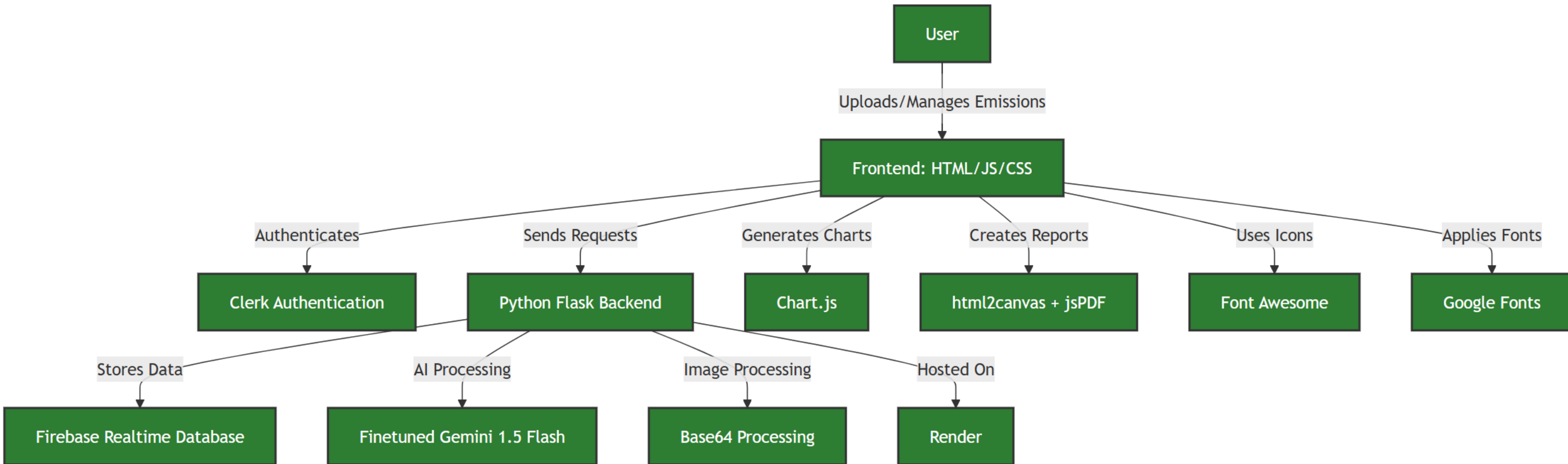
**Need more help or have feedback? Use our contact form to reach us. We're just a message away, ready to assist and keep your sustainability journey on track.**

A green outline icon representing a contact form. It features a rectangular border containing the text "CONTACT US" at the top, followed by two small input fields, a medium-length input field, and a large text area at the bottom.

# Our Impact

- **Empowering Informed Choices** – Carbon.ai provides users with AI-powered data-driven insights, leading to better, eco-friendly decisions that can reduce carbon footprints by up to 65%.
- **Detailed Emission Cards with Tips** – Each entry includes a detailed breakdown with environmental impact descriptions and practical tips, enabling users to take immediate steps.
- **Personalized AI Recommendations** – The app offers tailored tips and actionable advice to help users reduce their emissions, making sustainable living simpler and more achievable.
- **Sustained Engagement Through Visualization** – Interactive dashboard with charts and real-time analytics keep users motivated by showing clear, visual progress in reducing emissions.
- **Comprehensive Life Tracking** – Carbon.ai tracks emissions across purchases, food, waste, energy, transport, and offset activities, providing a complete view of a user's carbon footprint.

# Technology Stack



# What's Next

- **Gamification and Challenges** – Carbon.ai will introduce gamified elements such as leaderboards and challenges, enabling users to engage in eco-friendly competitions.
- **IoT Integration with Smart Home Devices** – Expanding our capabilities to connect with smart home devices, providing seamless tracking and analysis.
- **Mobile App Development** – Launching a dedicated mobile application to enhance user accessibility and convenience, ensuring that users can track their carbon impact on-the-go.
- **Social Features for Community Engagement** – Adding social sharing tools and friendly competition features to allow users to share progress, exchange tips, and drive community initiatives.
- **Goal Setting** – Enabling users to set personalized carbon reduction targets, with real-time tracking and AI-powered recommendations to help achieve their sustainability objectives.





**Try Now:** <https://carbon-ai-web.web.app/>

**Thank You**



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