

Gaia - A Sustainable E-commerce for a New Economy - Shopping for Good

People interested in caring for the planet, healthy eating, or initiatives that pursue good things for the world, will find in Gaia a simple way to do it.

The problem: In the times we live in, there is a problem with the way we shop or how commerce is being approached:

- Marketing: it is intrusive and encourages unnecessary consumption.
- Consumption & Waste: It does not take responsibility for its consumption of resources or the waste it generates.
- Usury: Incorrect distribution of profits, unfair exchange, excessive commissions.
- Damage to human health: physical and emotional, poor nutrition, depression, addictions.
- E-commerce potentiates the problems of classic commerce, magnifies the damage.

Value proposition: At Gaia we redefine the way we do e-commerce through an environmental, social and health conscience. Every purchase you make on Gaia has a positive impact on the planet.

Functionalities:



Privacy: Users control their own data and can choose whether to disclose or not, avoiding manipulation and unnecessary consumption



Impact: You will be able to know who the people and projects behind each product and the Gaia sales are.



Transparent pricing: When you buy in Gaia you will know exactly what percentage of the profit goes to the manufacturer and producer and how much to our platform.



Accessibility: Eating healthy should be easy. We strive for quality products at balanced prices so that more people can have access to healthy food.



Education: We care about information transparency and sharing as we want to create a community of people who share similar values.

New Business model: Based on the idea of building a decentralized platform, even though the firm, which is conducting e-commerce, is making less from sales or earns less per user from the data going forward, their overall business will be so large, that everyone will be so much more successful. We contribute to create a new type of economy, and much more value will be created and exchanged, instead of just a series of one-time transactions or singular cash for goods kind of exchanges.

Competitors: Other similar services providers in Uruguay: mercadopax, sellin, and in other countries: fitmarket, denda, cerquar. In Uruguay and in LATAM, existing proposals do not cover everything we are proposing. It is not a mature market yet and there is a lot of room for development.



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Opportunity:

● A significant majority of consumers (**79%**) are changing their shopping preferences based on sustainability (Source: Capgemini Research).

● **84%** of consumers say they try to shop at stores that support the causes they advocate for. (Source: World Economic Forum)

Sustainable businesses outperform traditional businesses by **21%** (Source: Accenture)

Current status: Prototyping the idea and working on the value proposition and definition of the minimum viable product replace with MVP.

Team: Pyxis Ecosystem with more than 10 years of experience in developing commerce and marketing platforms.

What and how we will do it: Building a new democratic and user-centered Platform – Decentralized and with Empowered Consumers - Evolving from Web 2 Experience to Web 3 Experience. Deployed on top of new technology like Blockchain, Artificial Intelligence, Semantic Web, cryptocurrency, NFT, among others. And based in the new economy of the new consumers, who base their decisions on a range of completely new factors such as environmental, social, and

