WILD NATURE FOUNDATION

WHAT YOU LOVE · YOU WILL PROTECT

TRACK YOUR IMPACT

THE PROBLEM
Typically when people donate they are unable to track the real impact of their actions which makes the experience less tangible and the people more skeptical.

Wild Nation Foundation offers Wild Shares as a way for Danish people to get involved and contribute to protecting biodiversity but how do we make people buy a Wild Share?

THE IDEA
We need to make buying a Wild Share a unique and interesting experience. The purpose of the Wild Share app is exactly this: to show people how they are impacting the cause when they support the Wild Nature Foundation.

THE MECHANISM
The app is focusing on the donor's contribution to biodiversity by showcasing data on the positive impact of the donation (how the reserve evolves and thrives). Similarly to an actual fintech app, users can track their "investment's" performance as if they would be tracking the performance of regular investments.

On top, the real-time performance reporting feature would provide details on how the individual Wild Share is utilised, in terms of CO2 offset/month, trees planted and other potentially relevant metrics.
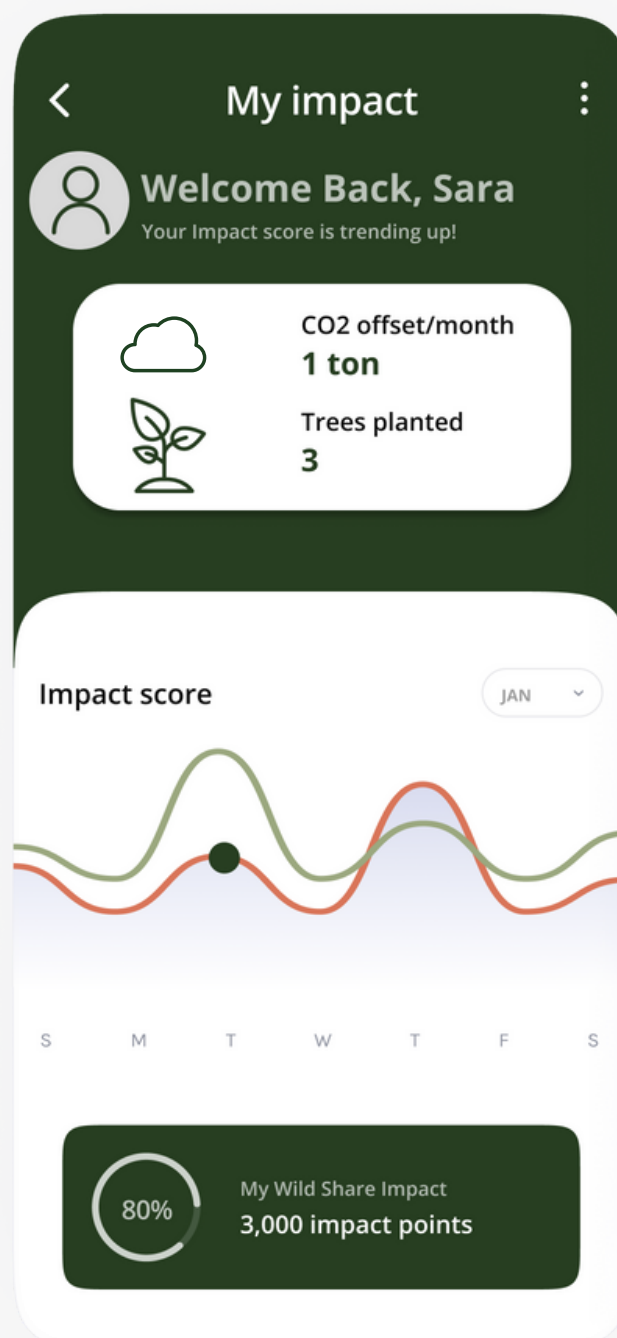
Finally, within the app, users can stay notified and updated in regards to the newest updates on the reserve's developments so they can have a reinforced sense of co-ownership as if they would be actual shareholders.

WILD NATURE FOUNDATION

WHAT YOU LOVE - YOU WILL PROTECT

HOME SCREEN

WILD NATURE FOUNDATION
WHAT YOU LOVE - YOU WILL PROTECT

Protecting biodiversity has never been easier

LOGIN

IMPACT TRACKER

My impact

Welcome Back, Sara
Your Impact score is trending up!

CO2 offset/month
1 ton

Trees planted
3

Impact score   JAN

S   M   T   W   T   F   S

80%
My Wild Share Impact
3,000 impact points

NEWS FEED

News

9 Januar 2023

200,000 trees planted
Read more

24 December 2022

New animals in the reserve
Read more

New investments in the reserve
Read more

19 December 2022

2022 in review
Read more