

# THE VALUE OF SUSTAINABLE MARKETING IN A START-UP



## GREENLIGHT GREENPAPER

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To launch a pilot marketing campaign at Arizona State University, this project worked to build strategic partnerships and create a marketing strategy.



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Challenges & Opportunities

Kaargo is a consumer to consumer delivery service that is easy, fast, affordable, and sustainable. The designated purpose of this project is to help Kaargo launch their pilot study here at Arizona State University. Our challenge is to help Kaargo create a diverse team and strategic partnerships at the University who will serve as the key players in launching a marketing campaign. Our team used this as an opportunity to research shared-space marketing strategies, understand the power of values-based marketing, and view sustainability through the lens of a start-up.

Recommended Solutions

Creating an effective marketing strategy and strategic partnerships is key in helping KaarGO gain more users and transactions. Using research on consumer values for delivery and ride-sharing services, shared-space economy, and existing competitors will allow effective marketing materials to be created. In building our team of strategic partnerships, we targeted the roles of Innovators, Doers, Suppliers, and Influencers. Creating strategic partnerships will also allow KaarGO to develop methods for tracking the offset of carbon emissions. These metrics will add high value to a sustainable marketing campaign.

Project Benefits

**BENEFITS TO PROJECT PARTNER**

Our work on the KaarGO project will allow KaarGO to establish a platform from which the pilot study can launch. The specially tailored marketing plan will help in guiding their team in building their customer base at ASU.

**BENEFITS TO SOLUTIONEERS**

The GreenLight Project Team has been able to garner beneficial information about start-up companies and their challenges. The project will have a lasting impact on the way GreenLight organizes future projects with start-up companies, as we hope this project will be the first of many beneficial partnerships with start-up companies. Lessons learned here will greatly benefit future projects to come. The experience and wisdom acquired from working with growing companies is priceless for our team.

**BENEFITS TO THE COMMUNITY**

KaarGO will provide a climate change solution by reducing transportation emissions, contributing to higher quality of life to communities globally. Customers at KaarGO will decrease their carbon footprint, which supports their overall behavior change towards living a more sustainable lifestyle.