



**buzze**



Buzze  
Student-Led Sustainability Project  
GreenLight Solutions

# Buzze 2023-2024 Green Paper

## PROJECT TEAM

**Project Lead:** [Danielle Nguyen](#)

**Solutioneers:** [Emma Nelson](#), [Eva Braunthal](#)

**Solutioneer Mentors:** [J.J. Doria](#), [Jacob Bethem](#)

**PROJECT PARTNER** [Buzze](#) | [Aaron Lieberman](#) and [Nestor Carrillo](#)

Promoted host and driver acquisition for neighborhood EV charging app Buzze through in-person and online outreach, content creation, and identification of public relation contacts.

## CHALLENGES

As a startup company, Buzze needed support in spreading the word about their app and increasing app downloads.

## SOLUTIONS

Our team did in-person and online outreach to spread the word about Buzze. We surveyed EV drivers at superchargers, direct messaged EV users on Facebook, and created social media content and blog posts addressing EV basics, current events, and EV incentives.

## STRATEGIES

- Promote the app
- Communicate environmental impact

## BENEFITS

### To Project Partner

Increased communication surrounding the app, more downloads of the app, spread awareness on challenges surrounding EV charging.

### To Solutioneers

Project management, adaptability and flexibility when working with a startup company, communication skills, EV charging basics

### To Our Community

Making EV charging cheaper, more accessible, and efficient in neighborhoods, and growing stronger communities.

## OUTCOMES

**39** Surveys Completed | **1,600+** Facebook Messages Sent | **40** Blog Posts  
**21** Social Media Posts | **16** Facebook Posts | **126** PR Contacts Identified

