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| How it works? **Gather all your recyclable materials and approach one of our machines in order to start.**  **Recyclables we accept**: plastic bottles, aluminum cans, paper, cardboard and batteries. We look to expand our variety in the future as we upgrade our machines.  Download our mobile application ‘**Cash Compactor**’ in order to register for an account with us. You will find a unique **QR code** that will be used to track your recyclables and points balance.  **Scan your QR code** below the digital screen onto the QR code scanner and proceed to dispose of your materials. There are labels on the machine instructing you where each material goes.  Additionally, we added braille for any visually impaired users and ensured our machine was still fully reachable, in terms of height, from a wheelchair.  Once you’re done depositing your recyclables, press our ‘Done’ button to finalise the transaction. **Your points will now appear in your wallet on the Cash Compactor app**.  These points can be **redeemed** for **vouchers** and discounts at our partnered retailers. **Not sure where our nearest partner is?** Use the **locator function** to get a list of the shops and how far away they are from your current location, along with their opening hours.  ***Happy planet, Happy you!*** |  |  | |  | | --- | | A green and black logo  Description automatically generatedCash CompactorOur Vision We are a start-up company aiming to maintain and improve the state of our environment through a smart recycling system. As a company, we strive to be self-sustaining and achieve net 0.  Every year, **2.12 billion tons** of waste are dumped on the planet and never end up being reused [1]. The graph provided below [2] is a visual representation of the effects human waste is enforcing on our planet. How users benefit from our project Unlike our competitors, we are not government-led. This means that we are not charging shoppers the extra deposit charge onto their recyclable products. Instead, they **gain** money for doing what’s right for the planet. Furthermore, we prioritise maintaining a transparent relationship with our users.  We would like to tend to all demographics of shoppers, regardless of personal characteristics. We are promoting our project to environmentally aware communities, such as, university campuses to reach the right people.  Alongside the monetary rewards, our users can contribute to a bigger cause and inspire others to do so, too. | |  | |  | |  | |  |  | |  | | --- | | Iceland Trial a Reverse Vending Machine in Fulham | |  | | https://climate.copernicus.eu/sites/default/files/custom-uploads/June%20CB/temp/timeseries_era5_monthly_2t_global_anomalies_preindustrial_up_to_june_2024.png | |  |   [2] |

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| Revenue and FundingWe are able to generate revenue through multiple procedures.  * Advertising (static or video form) * Rent payments * One-off fees for machine setup * Maintenance fees for our machines * Government tax breaks and funding schemes (i.e. ECA) * Selling recyclables we collect to a recycling centres. Materials such as, aluminum, plastic, paper, etc. * Social media platforms     **Costs**  We expect our business fees to start at roughly **£46,000** for **production costs** when taking into consideration hardware, software, licensing/ certification and assembly. This number will be lower once software creation and licensing will be purchased. |  |  | How partners benefit from our project The retailers we partner with will have the opportunity to rent out our machines and put their print all over them. This can be done through our dedicated **advertising** slots on the sides and front of the machines and/or as a rolling ad on the digital screen. This allows businesses to fulfill their **sustainability quotas**, whilst also focusing on their own business. **We will do the recycling work for you.**  Currently, **Lidl** is trialling a recycling scheme in Glasgow, where customers receive £0.05 for each bottle or can they return [4]. These partnerships are key to extending our system into more stores.  Government funds may also be allocated as the UK government offers businesses a chance to write off 100% of the cost of energy-efficient equipment in the first year through the **Enhanced Capital Allowance (ECA)** scheme [5]. As a result, businesses that invest in our machines can reduce their taxable profits and boost their sustainability credentials at the same time.  Take action for our planet before it’s too late.  Per annum, we expect our revenue to range from **~£102,600** at the lowest to **~£1,026,000**. This includes advertising and funds from the Waste and Resources Action Programme (WRAP). **Any more external funds and support will increase this number exponentially.** |  |  | Recycling Total Receipt, Stephen Morrison [3] Market feasibility and success rates **Germany**  Germany’s Pfand is the most successful in the world with reports claiming that the success rate has increased to 98% as of 2024.  **Britain**  Britain has a recycling programme that charges customers an additional deposit fee when they purchase a drink in a single-use container.  **United States of America**  Recycling deposits have been introduced in 10 states. America as a whole is only successful recycling 32% of their waste.  **Canada**  Canada’s recycling deposit scheme has been successful, with the program collecting 60-70 % of recyclable products through the programme. However, only 9% of all waste is recycled. |

Resources referenced:

[1] <https://www.theworldcounts.com/challenges/planet-earth/state-of-the-planet/world-waste-facts>

[2] <https://climate.copernicus.eu/> Monthly global surface air temperature anomalies (°C) relative to 1850–1900 from January 1940 to June 2024, plotted as time series for all 12-month periods spanning July to June of the following year. The 12 months from July 2023 to June 2024 are shown with a thick red line, while all other 12-month periods are shown with thin lines shaded according to the decade, from blue (1940s) to brick red (2020s). Data source: ERA5. Credit: Copernicus Climate Change Service /ECMWF

[3] <https://howmanymiles.co.uk/plastic-free-july/>

[4] <https://corporate.lidl.co.uk/media-centre/pressreleases/2024/glasgow-deposit-return-scheme>

[5] https://www.gov.uk/capital-allowances/first-year-allowances