wAIste:

*Aquest és el document inicial es per a jo organitzar-me idees, conceptes, etc. Te faltes d’ortografia, està mal maquetat, etc. I no està en angles.*

Descripció general:

La gent molts cops no té espai on poder posar diverses escombraries per a classificar els residus, per tant, ho aboquen tot al mateix lloc.

En segon lloc, molta gent no té consciència de la importància del reciclatge.

Finalment, no hi ha un incentiu universal per a reciclar, aquest, en el cas d’aquesta empresa, serien els diners, no serien donats per reciclar en si, però serien l’incentiu per a utilitzar els serveis de la companyia.

L’empresa generaria una millora en tota la gestió i transport de residus.

Començaria amb un parell de contenidors, vehicles de lloguer amb IA integrada, plantes de reciclatge optimitzades i acabaria amb una flota de vehicles autònoms i sense gairebé ús de personal, mes que el de manteniment de les màquines.

Funcionament:

1. El procés de recollida aniria en un sol contenidor (o varis per cada poble) on la gent dipositaria els seus residus en bosses (de la companyia?) i es donaria certa quantitat de diners, els quals haig de decidir com es triaria la quantitat, segons pes, volum, posterior repartiment un cop classificats els continguts de la bossa (incitant així a usar envasos reciclables. Per obrir el contenidor es requeriria algun tipus d’autentificació per evitar abocament de residus de gent que no pertanyi a l’empresa.
2. La recollida en fase 1 s’hauria de pensar un sistema per evitar que el conductor fes res, un exemple seria que la grua fos accionada per un sistema de IA amb càmera integrada.

En la fase 2 el sistema de recollida seria completament autònom, prescindint també del conductor del camió

1. En el centre de classificació: en la fase 1 en tenir poc volum de bosses de residus hi hauria una sola cinta on els residus s’anirien separant per tipus, fent ús de càmeres i sensors. Es pesarien per a identificar la quantitat de la qual s’obté benefici i per tant segurament pagar la corresponent remuneració a la persona.

En la fase 2 en haver augmentat el volum hi hauria diverses cintes en paral·lel i amb diferents fases per a la classificació eficient de cada residu. Les bosses serien abocades i separades una en cada cinta i es repetiria el procés de classificació i pesatge.

1. Un cop classificat es faria el seu processament per a ser convertit en diferents matèries primeres segons necessitat o ús per a generació d’energia
2. un cop són convertides, en la fase 1 es vendrien a altres empreses, en fase 2 s’utilitzarien per al seu nou aprofitament per a fer nous productes

Altres:

Les bosses serien bosses de tela, però amb capa impermeable per dintre, hauria de ser d’alguna malla resistent per evitar talls ocasionats pels residus, es tancarien amb una corda de forma circular amb el típic sistema de motxilla de casal, però amb nanses. Les bosses portarien un identificador (,NFC) des del qual es faria el registre en línia i aquella bossa quedaria lligada a tu.

Per evitar pagar a la gent amb diners i així (, incloure totes les franges d’edat) es podrien donar punts o tokens que després et permetrien comprar productes de l’empresa o obtenir descomptes (, crec que seria bastant millor comprar directament enlloc de descomptes

Estèticament, serien de color beige i amb un escrit que digues *click me*(amb lidioma corresponent), amb un punter de ratolí pitjant el nom de la web, tmb podria tenir en alguna banda l’eslògan, “guanya diners fent el be per el planeta”, La brossa més econòmica (i/o ecològica), Llençant guanyes, reciclar mai havia donat tant, o una cosa aixi

Donar a conèixer l’empresa:

Es faria a través de xarxes i de forma presencial en cas que fos viable en l’àmbit econòmic.

En el cas de presencialitat la bossa es donaria en mà; i via xarxes, s’enviaria des de la web, on hi hauria la resta de marxandatge, estaria la bossa com a producte principal.

Podria tenir una app també on veure la localització dels contenidors en un mapa i des d’on també accedir als productes i a la remuneració obtinguda

En cas de no ser viable econòmicament o jurídicament de manera autònoma es podria fer un contracte amb la generalitat o govern del país on s'operés

Es podrien fer contractes amb marques per posar un segell als productes com si fossin prèmium, és a dir, que es podran reciclar bé i, per tant, generar més diners tant per a l'empresa com per al client

## Fase 0:

Una empresa no treu diners per vehicles màquines, del no-res, s’hauria de començar amb un contenidor en una zona molt densament poblada, aquest seria recollit, passat per un petit prototip de la futura màquina per després ser reciclat i confeccionat com a nous productes ser venuts per internet. També alternament es podria fer moltíssima promoció per les xarxes socials i fins i tot fer directes de la màquina en funcionament. A mesura que s’obtenissin els diners s’aniria ampliant l’equipament, posant nous contenidors.

Com a opció secundària es podria obtenir diners en base a l’obtencio de finançament pero aquesta sembla menys probable.

## Fase 1:

Personal:

Quimics Fisics FDissenyadors software etc(startup)

Manteniment de les instalacions i els camions (fase 1)

Manteniment dels robots de manteniment (fase 2)

Publicitat

Creació productes

Innovació

# The trucks

The material will be direcly clasified on the trucks if possible, there will be two containers one for the bags and a series of auto sizable ones withe the alredy separated material.

The truck possibily is neded because the bags cant be compacted as in normal waste trucks do so this way is possible to store more waste

## Other

Once unloaded the bags will be replaced in the bag container and if neded will be cleaned, if the outside waste affects other bags the costumer will be charged if not then the customer can order it to be clened with a small fee, the next day the truck will reput the bag in the bag container.

Then the price will include two bags instead of one?

## **Marqueting Plan**

### **1) Product**

#### **The service to costumer**

Costumers give us thrash and depending on the capability of that product to be recycled, we give the costumer a percentage of the revenue we obtain by selling the final raw material. This is the value we add, but we also provide the same service as previous waste treatment service; temporary storage of the waste bags outside customer houses and transport of them to the recycling facilities.

Apart from that we offer a transparency and control service, making the customer able to track at all times what we are doing with their waste.

#### **The Bag**

The first storage of waste is in customers houses, we could tell them to use normal bags but since we have to track of who is the bag, we sell our own bag that can be tracked and also returned to the customers, so there is no bags waste.

Technical description of the bag:

* The geometry of the bag will be rectangular, having a flat bottoms to be able to sustain itself on the floor
* The upper part will consist of a thin (, maybe metal,) rope that wraps it around and a no way bag mechanism to prevent the bag from opening (that will reduce its volume but will permit that all will stay inside the bag while transport)
* The bag will be made of hard cloth(like the one used to make sacks) and an inside mesh of metal (to prevent waste from scratching the cloth)
* The bag will also have long or short handles (can be chosen)
* And a NFC chip on one or two of its sides, so the customer information can be read from it
* The bag will be of sack color and possibly had printed wAIste logo on the sides with the webpage or maybe just the logo in big size.
* Possibly will be a second model to store organic waste that instead of the metal mesh will have impermeable clothing

#### **The selling**

After processing, the costumers waste we wheight it and then mix it up in the material specific container. Then we finally sell that container to other companies or used to make our own merchandising. From the money obtained selling it we take a percentage and distribute it to the costumer according to the weight they gave.

Clarifications: The companies will prefer to buy from us because we give specific raw material (not a mix of some plastics or glass types) as if it was new, but it’s actually recycled, so the price is the same or lower but always adding the value to tell that its product will be made of recyclable material.

### **2)Place**

#### **The containers**

The containers will be placed if not in the same places of existing ones very close by. It’s color I think green suits the best, but since there are other company ones that are green another color will have to be chosen, they will have the logo printed with some slogan like «obtain money from your waste» and some information like the webpage and a phone. They will be made of some metal, size wise will be upgraded depending on the amount of customers always trying to prevent bags from been disposed outside the container. Also since the truck will be full automated the container unloading mechanism will have to be very simple to prevent problems, maybe two big retracting hooks from the side upper part of the truck that unload the container from above the truck via a remote controlled door in the truck.

#### **The bag**

The bags will be in a side container of the waste one and will be able to be bought directly there. The metal container will also will have small holes on the bag storage side, so the customer can see them. The container will have a QR (not sticked or printed, directly made of material with black and white natural colors to prevent wear), this will send you to the buying page, directly including the container reference code, then the buyer fills the personal information and finally buys it, here there are two options depending on cost and security. The first is that the container will be connected to the internet to validate the transaction and using the reference code open to give the customer the bag. If having it connected is too expensive, the second option will be that once completed the transaction, the webpage gives a QR that pressing a button can be scanned by the container to validate that the transaction is valid.

Finally, using the customer info sent or read of the QR the NFC tag of the bag is written

If all the containers things are too expensive there is also the possibility to buy it directly online and send it with mail.

#### **Merchandising**

In the first stages all the merchandising will be sold online and sent with some shipping company, later on there is the possibility to have shops.

#### **The selling**

The selling is more oriented to big companies, so we will have to adapt to its container standards.

#### **Stealing clarifications**

First there is no need for anyone to steal waste bags but if it’s too easy to do it then some desperate people will try it, so we will do some things to prevent that.

Firs as told before all containers will be made of metal, and if money possible have a set of surveillance cameras.

The QR or the connection to the container will be encrypted, so the bags can be stolen or the customer info stolen by a man in the middle

3) PRICING – Setting an effective pricing strategy is very important. Here you should mention things like discounts and allowances on your products as well as your general pricing strategy (e.g. low price when entering the market, followed by price increases once you are a market leader or higher price for quality differentiation).

### **3)Pricing**

**The Bag**

The only product we will sell at first is the bag, the price will depend on the production cost but will be as low as possible to incentive users to buy it.

**Paying and selling**

Since the revenue depends on the price paid by the people we sell it to, the revenue and the amount paid to customers will vary

**Merchandising**

Since the merchandising will be made by us the price will be very low because there is no raw material bought, that material it's given “for free” to us. The price will only have to cover the production cost, the little percentage of the revenue to the customer that sold the trash, and the rest will be net revenue.

This puts a very good situation when we have a constant flow of trash, as explained before since our raw material is “free” we can decide if we will obtain more revenue by selling it raw or making a product. Selling a product makes that since a percentage of the sold product goes to the trash contributor, if the price of selling is high the money obtained by the trash contributor is high, so it's a very healthy cycle of constant augment of revenue to all implied according to the demand.

### **4)Promotion**

Since we don't want a very targeted audience cause all people fit on one of our two propositions(climate change or money) our promotion will be spread across all social media. Also, since we will have physic containers attracting the attention of the pedestrian, the promotion will be made by itself.

## Customer service

Since the company is 80% transparent, whatever the client may want to know will be in the control panel or responded via a chatbot; but sometimes people just want to talk to another person, so we offer that possibility via a phone call. We know the info of the person so when they call they can be directly treated by their name, also as explained before not many people will call cause all that a person may want to know can be seen in the control page, so since we also know the actual state of the person(did they order a product, its they're bag coming to our facilities) we can start a little chat about it; sometimes the people just don't want to talk, so we leave the option to press a button to go directly to the problem without chat. Since we have full control of everything some problems like the bag came broken can be analyzed and solved, if we are not sure of whose fault will always be ours, we will apologize, and we will take care of the expense, in this case the new bag, and maybe an extra, but if it's customer's fault we will be permissive to a certain point.

Money

Since there is such a big amount of variables, is impossible to calculate the costs else more in the first year.

The usual year costs are also very dependant on many variables but those can be knew. In In the facilities since there are practicallly no people involved we only have to take in count the elctricity cost and the cost of the subcomany contracted to do the peridoic and ugent maintance, ther is no ambien cost cause there is no people.

Then we have to take in count the cost of the people working at home, and maybe the cost of cleaning the containers, but that can be done by the truks on site