

App Functionality & Features

QR codes or barcodes on recycling bins to scan and track items.

Jayduh 1

Challenges & Solutions

Use AI image recognition to verify items being recycled.

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Marketing & User Engagement

Recruit student influencers to promote the app.

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Expansion & Business Potential

Expand to different schools and organizations.

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Sustainability & Impact

Encourage use of reusable items through in-app challenges.

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Add levels, badges, or challenges to motivate students.

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Educate students in-app on what items can and cannot be recycled.

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Use Instagram, TikTok, or other platforms to showcase top recyclers and rewards.

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Partner with recycling companies and brands for sponsorships.

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Provide users with a campus-wide report on the impact of recycling efforts.

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Points are earned for every item recycled, redeemable for rewards.

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Introduce time-sensitive challenges and bonus rewards to keep engagement high.

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Offer high-value rewards like gift cards, tickets to events, or free campus merchandise.

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Monetize through in-app ads or premium features like exclusive rewards.

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Partner with local businesses to offer sustainable product rewards (e.g., reusable water bottles, tote bags).

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Provide users with statistics on their recycling habits, like carbon footprint saved.

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Partner with student organizations and offer exclusive rewards to drive more engagement.

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Visual leaderboard displays around campus.

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Offer basic tracking for free and premium features like exclusive challenges or data analytics at a cost.

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Educate users about the positive environmental impact of their recycling efforts.

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Display weekly, monthly, or semester-long leaderboards to track top recyclers.

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Implement regular updates and beta testing with users to ensure a smooth app experience.

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Encourage dorm-wide or organization-wide challenges to boost competition.

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Local businesses could advertise on the app or sponsor rewards.

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