ECOCHAMP - TECHNOPATHS

- Lean Canvas Model Presentation -

Lean Canvas Model – EcoChamp
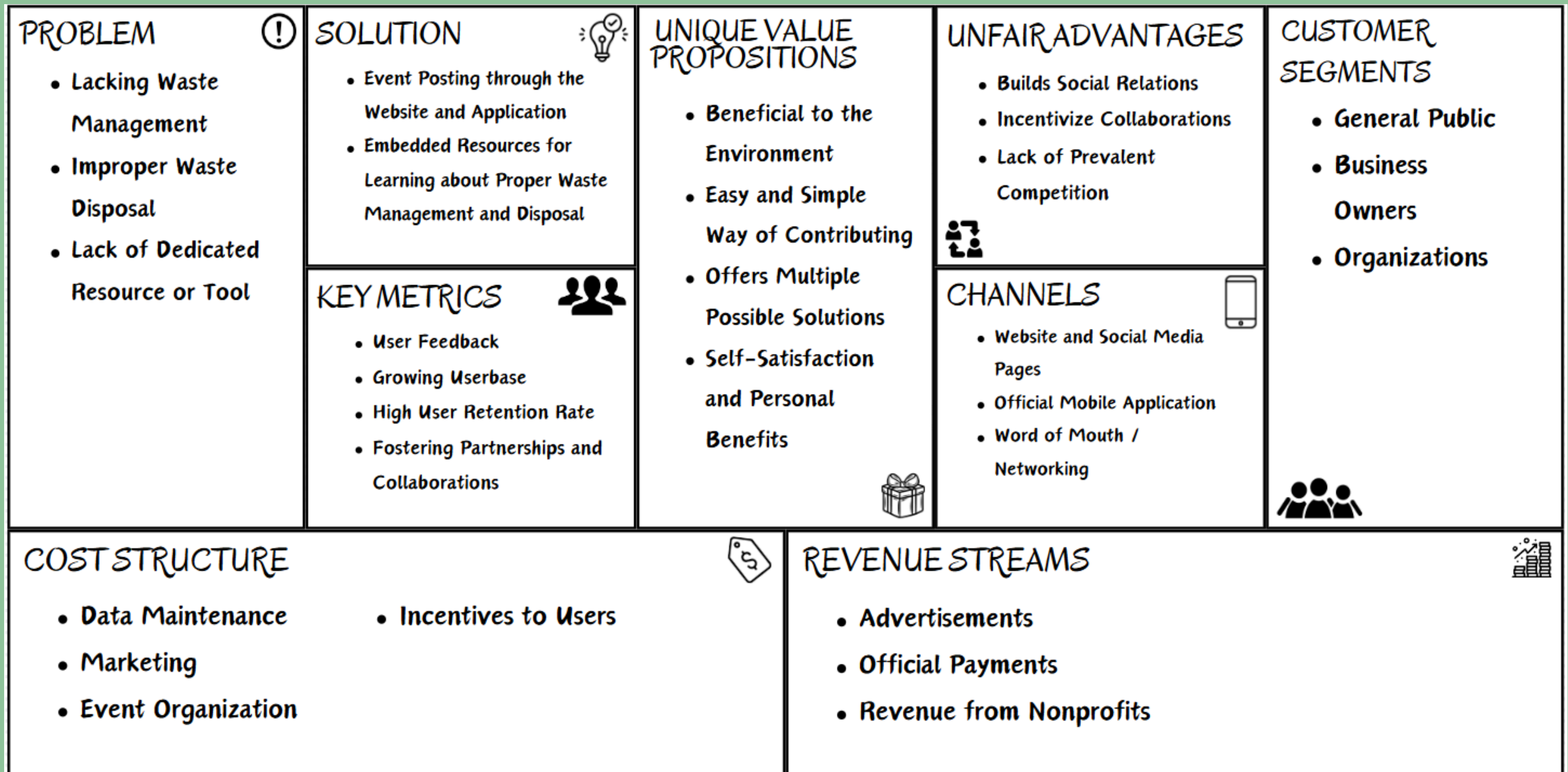
PROBLEM

- Lacking Waste Management
- Improper Waste Disposal
- Lack of Dedicated Resource or Tool

SOLUTION

- Event Posting through the Website and Application
- Embedded Resources for Learning about Proper Waste Management and Disposal

KEY METRICS

- User Feedback
- Growing Userbase
- High User Retention Rate
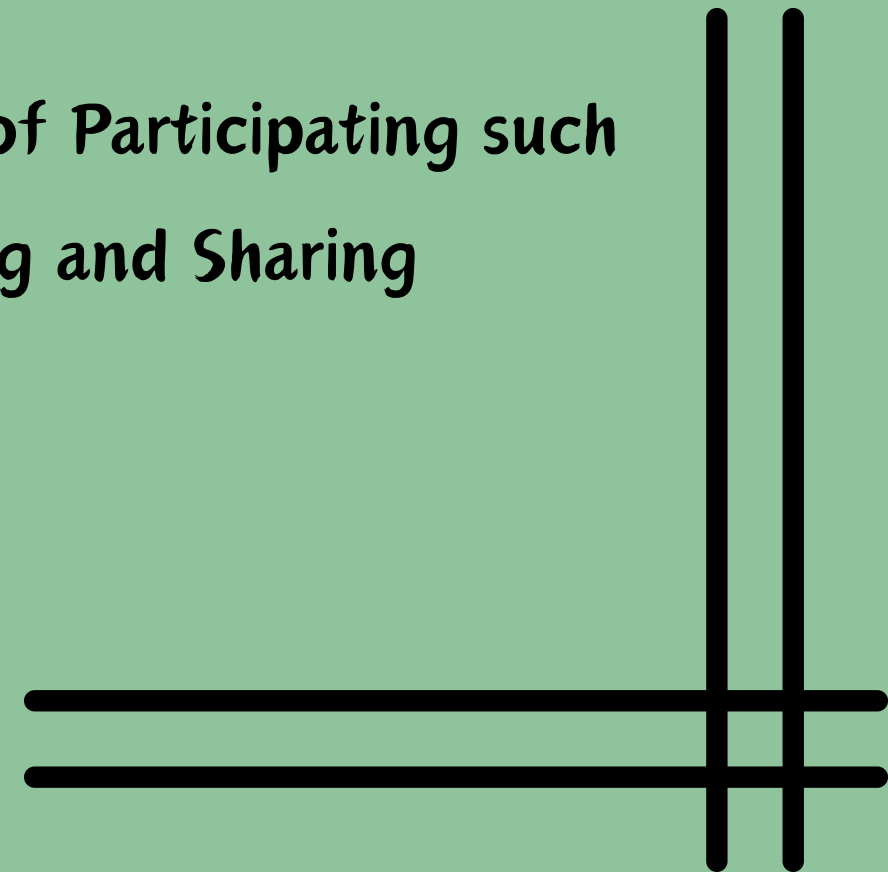- Fostering Partnerships and Collaborations

UNIQUE VALUE PROPOSITIONS

- Beneficial to the Environment
- Easy and Simple Way of Contributing
- Offers Multiple Possible Solutions
- Self-Satisfaction and Personal Benefits

UNFAIR ADVANTAGES

- Builds Social Relations
- Incentivize Collaborations
- Lack of Prevalent Competition

CHANNELS

- Website and Social Media Pages
- Official Mobile Application
- Word of Mouth / Networking

CUSTOMER SEGMENTS

- General Public
- Business Owners
- Organizations

COST STRUCTURE

- Data Maintenance
- Marketing
- Event Organization
- Incentives to Users

REVENUE STREAMS

- Advertisements
- Official Payments
- Revenue from Nonprofits

PROBLEM

- General Public Lacking Proper Knowledge on Waste Management

- Improper Waste Disposal Practices

- Lack of a Dedicated Resource or Tool

SOLUTION

- **Event Handling and Organization**
  - Allows Users to Create and Post Details for Clean-Up Drives, Cleaning Events, or Simply to Share Information
  - Waste Map / Tracker
- **Embedded Resources**
  - Allows Users to Learn More about Simple but Proper Waste Management and Disposal Essentials through the Available Content on the Website or Application

VALUE PROPOSITIONS

- Beneficial to the Environmental
  - Events are Focused on Improving Environmental Status
- Easy and Simple
  - Users can Participate by Simply Creating an Account, Viewing Events, Reading Tutorials, and Sharing Information
- Multiple Available Options
  - Users can Choose from Multiple Ways of Participating such as Active Participation or Simply Posting and Sharing Information
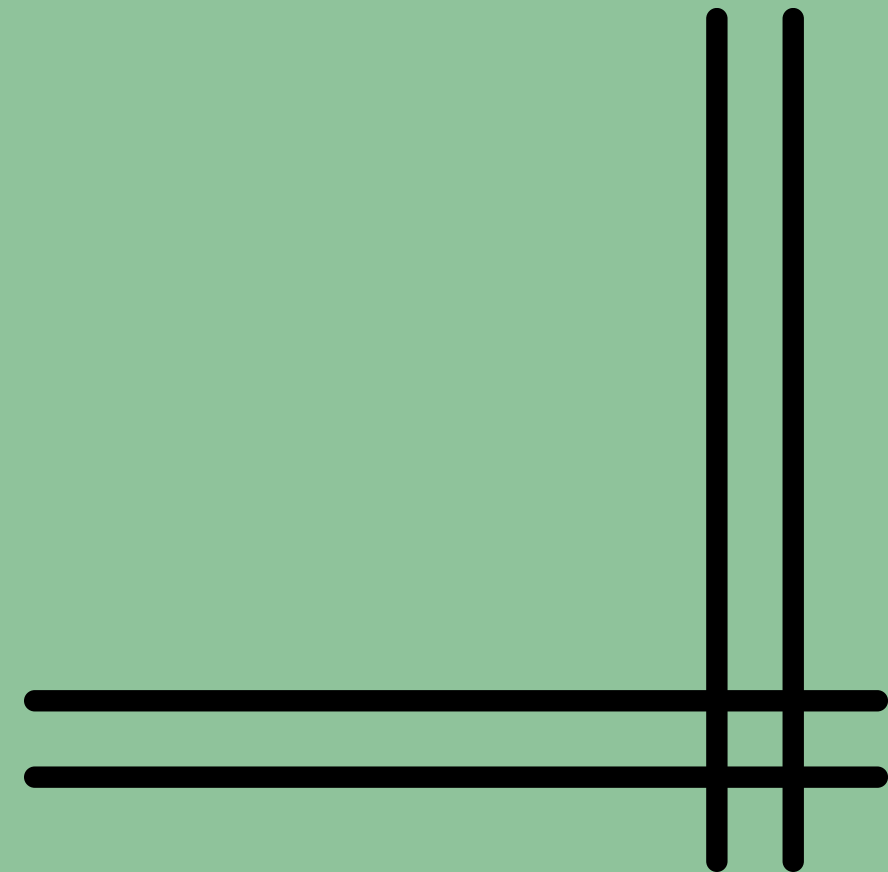- Self-Satisfaction and Personal Benefits

CUSTOMER SEGMENTS

- General Public

- Business Owners

- NGOs, Official Organizations

UNFAIR ADVANTAGES

- Builds Social Relations
  - Allows Users to Create Social Networks
- Incentivize Collaborations
  - Allows Users to Establish Connections with Others and Actively Foster Teamwork and Cooperation
- Lack of Prevalent Competition
  - Little to No Competition, Few Similar Applications and Existing Ones Are No Longer Active or Updating

CHANNELS

CHANNELS

- Website and Social Media Pages
- Official Mobile Application
- Word of Mouth / Networking

- **Website and Social Media**
  - ○ **Official EcoChamp Website**
  - ○ **EcoChamp Social Media Pages**
- **Mobile Application**
  - ○ **Compatible with Both iOS and Android Devices**
- **Word of Mouth / Social Networking**
  - ○ **As Userbase Increases, More and More People Will Likely Become Familiar with the Brand**

KEY METRICS

- **User Feedback**
  - Allows for Website and Application Improvement
  - Useful for Measuring Progress
- **Growing Userbase**
- **High User Retention Rate**
  - Direct Measure of How Many Users Stay After Using the Website or Application
  - Important Measure for Making Decisions and Changes
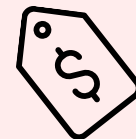- **Partnerships and Collaborations**

COST STRUCTURE

COST STRUCTURE

- **Data Maintenance**
- **Marketing**
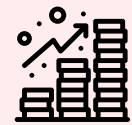- **Event Organization**
- **Incentives to Users**

- **Website and Application Maintenance**

- **Marketing**

  - **EcoChamp Advertisements**

- **Event Organizations**

  - **For Events that are Handled and Organized by the Group**
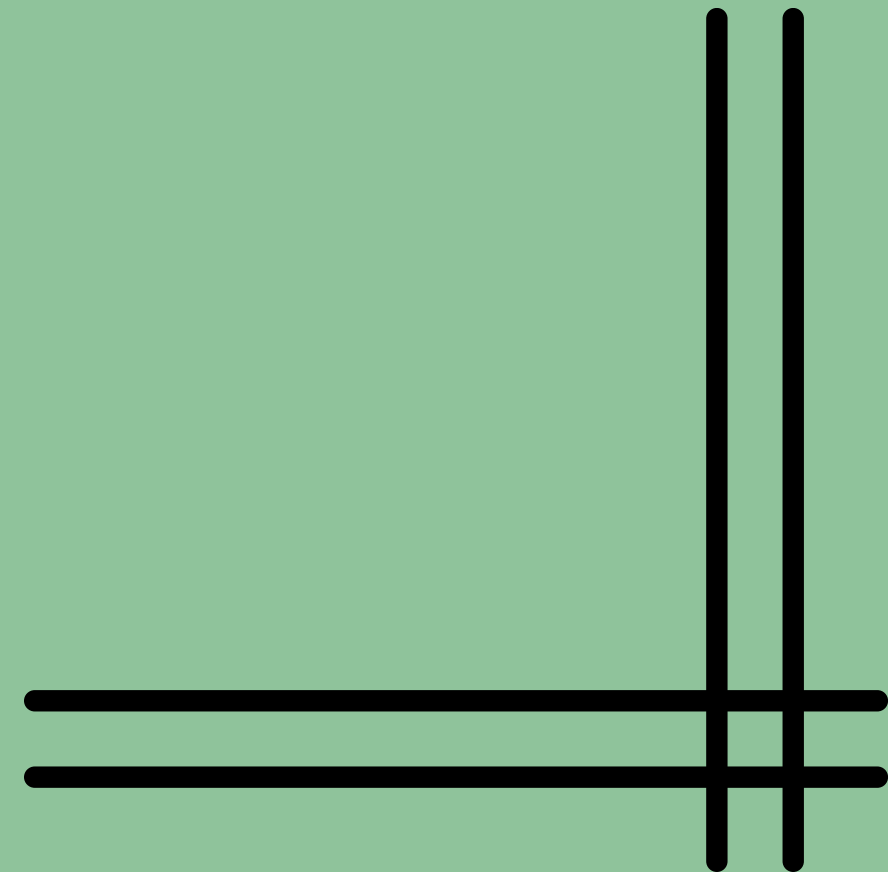
- **User Incentives and Rewards**

REVENUE STREAMS

- **Advertisements**
  - **From Sponsors and Partners**
- **Official Payments**
  - **From Official Organizations, Partners**
- **Revenue from Nonprofits**

For more information about the WEBSITE, click on this link:

https://chai-09.github.io/EcoChamp/

THANK YOU

– TECHNOPATHS