**WORKSHEET – 2**

**IDEA EVALUATION WORKSHEET- Based on 5q by Prof.EdRubaesch**

Q1. WHAT’S THE PROBLEM ?

India generates 1,00,000 metric tonnes of waste per day.

Only about 25000 tonnes is treated.

The only reason behind not being able to treat or manage waste is a centralized waste management system. This is a world wide scenario where sorting of waste is getting more and more complex because of introduction of new materials in the market.

Leachate that’s been accumulated from dumpyards enter the ground water

Incinerators add toxins to atmosphere.

1. IS IT REAL - Yes, it is the cause of adversaries like pollution,global warming,ill health of scavengers and slums
2. HOW BIG IS THE PROBLEM-It is a world wide scenario which almost every country is struggling to face.
3. WHEN DOES IT OCCUR- When an municipality adapts a centralized waste collection system.
4. FREQUENCY OF OCCURRENCE-Everyday problem whose intensity is exponentially increasing everyday.
5. CURRENT SOLUTIONS - Incinerators , Recycling bins , Awareness initiatives,etc

Q2. WHO HAS THE PROBLEM-customer identification

* PROFILE- Especially slums , scavengers. But the solution targets elite households
* LIFESTYLE - Upper Class with self esteem needs
* SEGMENT- Educated and vigilant sections
* POSITION-CRITICALITY OF NEED- It affects poorer sections directly but product is targeted at different sections

Q3. WHAT’S YOUR SOLUTION

* WHAT'S YOUR UNIQUE PROPOSITION- A decentralized system of collection-A compact bin
* DO YOU OWN IT- IPR----Not yet

Q4. WHO IS COMPETITION

* HOW ARE YOU DIFFERENT - We provide money to customers after every load of garbage collected , preserving purity of recycled waste
* ARE YOU THE UBER OR YOU UBERED - Yes

Q5. HOW IS IT MADE POSSIBLE-

* RESOURCES/ TECHNOLOGY/ - Use of shredders to reduce volume , Elastic sacs for accommodating uncertainty of waste volume
* SOCIAL/ECOLOGICAL FEASIBILITY-
* Man,money ,machine,materials.- Decrease in manpower , Around 10000rupees

IDEA EVALUATION- SUMUP

CUSTOMERS:

MOST UNDERSERVED SEGMENT - Lower economic class

SIZE- 30% of population

TARGET - Upper Economic class and Educated individuals

COMPETITION

DIFFERENTIATOR - A increase in decentralization , Money to customers garbage

ECONOMIC FEASIBILITY - Relatively costly to conventional dustbins , Relatively economical to shredders

IP

TECHNOLOGY NEEDED - Optimised shredding

COMPETENCIES

KNOWLEDGE NEEDED- Arduino and deep learning

SKILLS NEEDED- coding

TEAM COHESIVENESS-

NETWORK-