

Ideation Phase-FoodConnect Project

1.1 Brainstorming and Idea Generation & Prioritization

Date	02 November 2025
Team ID	NM2025TMID02364
Project Name	To Supply Leftover Food to Poor
Maximum Marks	4 Marks

A. Brainstorming Process

The initial stage of the FoodConnect project began with extensive brainstorming sessions aimed at identifying social issues that could be addressed using Salesforce technology. The team considered several pressing community problems such as:

- Waste management and recycling
- Educational support for underprivileged students

Criteria	Rating (1–5)	Description
Social Impact	5	Directly addresses hunger and food insecurity.
Feasibility	4	Can be implemented using Salesforce's declarative tools.
Innovation	4	Leverages technology for a social cause.
Scalability	4	Can expand to other locations and NGOs.

Sustainability	5	Promotes long-term food redistribution networks.	<ul style="list-style-type: none"> • Food wastage and hunger management • Blood donation coordination platforms <p>After analyzing these options, the team collectively prioritized “Food Wastage and HungerManagement” as the most impactful and feasible area to address within the given timeline and technical resources.</p>
----------------	---	--------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

B. Selected Idea – FoodConnect

The chosen idea, FoodConnect, focuses on minimizing food wastage by connecting donors, NGOs, and volunteers through a centralized Salesforce application. The system aims to efficiently collect, manage, and distribute surplus food from restaurants, canteens, and events to nearby NGOs or needy individuals.

C. Idea Prioritization Criteria

To select the most viable idea, the team used the following prioritization factors:

Based on the above, FoodConnect emerged as the top idea for development.