University of Bahrain
College of Information Technology
Department of Information Systems
ITIS321:Entrepreneurship and digital innovation

Green Cycle

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1. Business idea

Our business is the green cycle, it is an online app for recycling old items into new items and selling them. Recycling is a process of making new materials and objects from waste materials. Mainly people depend on converting waste materials into new materials for many reasons. It results in less energy and less pollution.

- ## Problem

    There is a growing concern about the negative impact of waste on the environment. Many people have old items that they no longer use but do not know how to dispose of responsibly. This leads to a lot of waste ending up in landfills and oceans, which causes pollution and harms wildlife.

- ## Solution

    Our business will collect and recycle old items from customers into new ones. We will use sustainable materials and processes to create high-quality products that are both functional and aesthetically pleasing.

- ## Uniqueness

    Our business will be unique in several ways.

First, we will focus on upcycling, which means that we will transform old items into products that are of higher value than the original item. This approach is more environmentally friendly than traditional recycling because it requires less energy and resources. Second, we will use digital technologies to streamline our operations and make it easy for customers to participate in our recycling program.

- ## Objectives

    Our business will have several objectives. First, we will reduce waste and promote sustainability by giving old items a new life. We will provide customers with high-quality, unique products that they can feel good about buying and finally we will create jobs in our local community and contribute to economic growth.

2. Mission and Vision & SWOT Analysis

Vision

"To be the biggest business that turns waste into valuable, innovative products to achieve environmental sustainability."

The company's vision was set when our business was established, and it expresses the future goals that we aspire to reach in the long run. Our main future goal, as evident in our vision, is to become the largest company that converts waste into valuable and innovative products so that the consumer can use them.

Mission

"The mission is to provide customers with the most innovative recycled products while reducing or eliminating environmental pollution and global warming."

The mission was set while the vision was created, the mission of our company is to recycle waste and use it to create products with high value and quality for the consumer, while making sure that these products contribute to reducing environmental pollution and global warning.

3. SWOT analysis

Strengths	Weaknesses
• Good Customer Service • Strong System for recycling • offering courses and training sessions for staff • Highly experience team with strong leadership	• High Cost • The process of manufacturing and recycling products takes a long time.
Opportunities	Threats
• Ability to collaborate with large companies. • Use of new technology • Market growth in this area to protect the environment. • There is a large amount of waste available to recycle.	• New and Many competitors • It's difficult to reach the global market due to the laws and regulations in different countries around the world. • Difficulties in control and monitoring

4. Business Model

Customer value proposition: Green Cycle aim to attract more customers by providing them with solutions for their problems to satisfy their needs.
- -We provide a fast and cost-effective transportation service for waste from customers' homes to our factories
- -Spreading awareness about the importance of preserving the environment and the benefits of waste recycling
- - Providing containers for people to sort their waste in an easier way.
- -Turn waste into high quality products at low prices.

customer segments: we focused on targeting People with limited income and employees, as we help them to provide high-quality goods at a price that satisfies all parties.

customer relationships: We want to build a strong, long-term relationship with our customers by:
- -provide strong customer service and respond to customers feedback and complains
- -build community to share knowledge and experience about recycling
- -Interact with customers on social networking sites and open discussions and topics related to recycling and the environment

Revenue: we generate our revenue from selling our recycled products to customers (sales revenue) as well as by running advertisements on social media and within the application itself.

5. Digital Content Strategy

- **Creating content**

It is about recycling and includes providing products and services as well as educate the user about recycling at the same time. It must be established under the license of the municipality. The content will be organized in a simple way so that it is easy for the user to use the application.

- **Content Delivery**

It must be approved by the municipality that will give us the license and it will be loaded on all Android and IOS systems. The application will be constantly updated to if any new container location is added to the map.
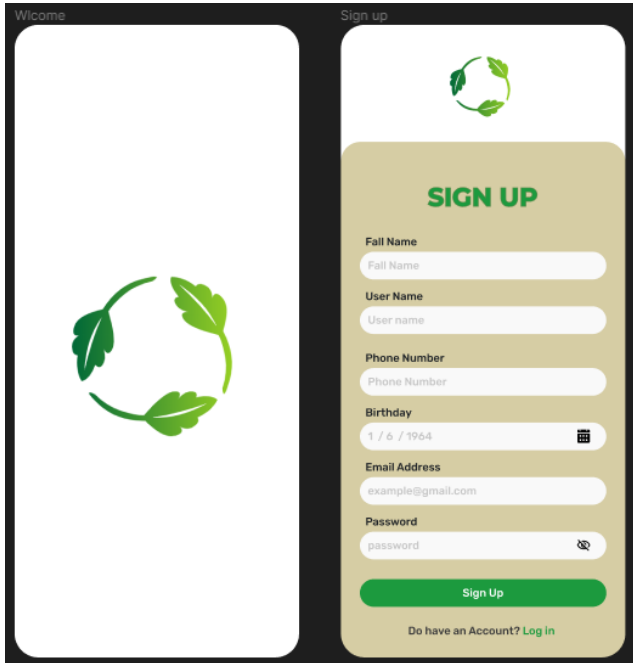
- **Content Governance**

We have set content evaluation criteria whereby 2000 visitors must be visited within a month to be considered a successful start. Also, the content will be developed and updated continuously so that a larger number of users can be obtained.

6. Digital Business Canvas

BUSINESS GOALS AND OBJECTIVES

Type of digital business: an online store that recycles old items into new items and sells them.

Business objective: reduce waste and promote sustainability and provide customers with new high-quality recycled items.

COMPETITORS

Closest competitor:
BAHRAIN CONTRACT CLEANING.
It is a recycling factory that recycles plastic and metals, that is located in Salmabad.

How will you be different or better?
1- Provide delivery services.
2- Recycle old items into new items.
3- Sell recycled items.

ACQUISITION

Keyword search phrase: green, recycle, Bahrain recycle.

Visitors/month:2000

Social media platform: Instagram

Content and frequency: images of items before and after, the importance of recycling, awareness instructions, and promotions.

Visitors/month:10,000

BEHAVIOR

Available domain name: greencycle.online

Most important use case:
- The customer can purchase the recycled items which will be delivered to their destination.
- Anyone can buy the items.

CONVERSIONS

Primary conversion goal:
- SIGN UP
- LOG IN
- CHOOSE WHAT TO RECYCLE
- ADD ADDRESS
- PRODUCTS THAT ARE FOR SALE
- PAYMENT

Revenue stream: Our revenue will come from the sale of our upcycled products, as well as from the fees that we charge for collecting and recycling old items and from advertising.

CONVERSION EQUATION

Primary conversion goal: ___2000___ visitors/month * ___10___ % conversion rate = ___200___ conversions/month

7. Snapshots of the App Design

1\ **Welcome page:** show when user start the application.

2\ **Sign up page:** user enter the information to register in application.
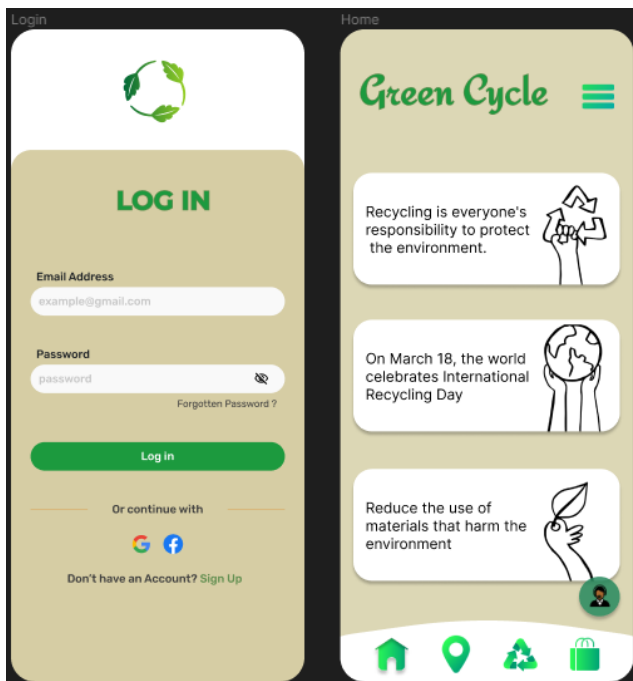
3\ **Log in page:** this page works if user have account to log in or choose other way to log in such as google account.

4\ **Home page:** contains some information about recycling which will help in spreading awareness for the user.
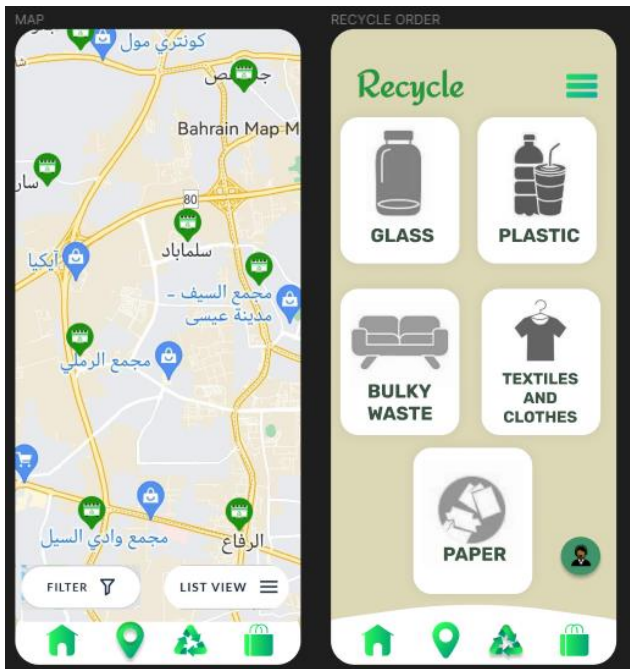
5\ **Map page:** show the location of the recycling bins on the map, which will make it easier for the user to dump garbage.

6\ **Recycle page:** the user can request to take out the trash from his home, and he'll choose which type of waste want to recycle.

7\ **Data & Time page:** after select the type of waste, now he can select the time and date that he wants.

8\ **Information page:** user will write small description about waste, and its size must be more than 1G, after that complete the personal information.
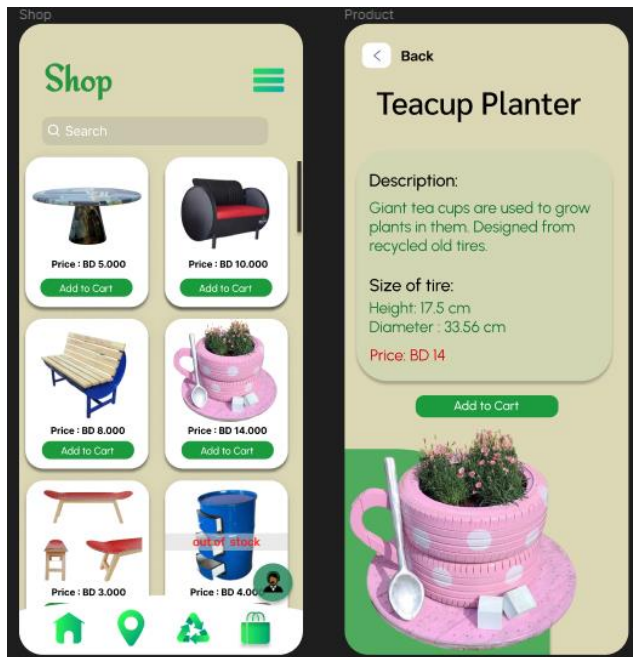
9\ **Shop page:** includes recycled products that are available for purchase in low price.

10\ **Product page:** show more details about the recycled product appear.
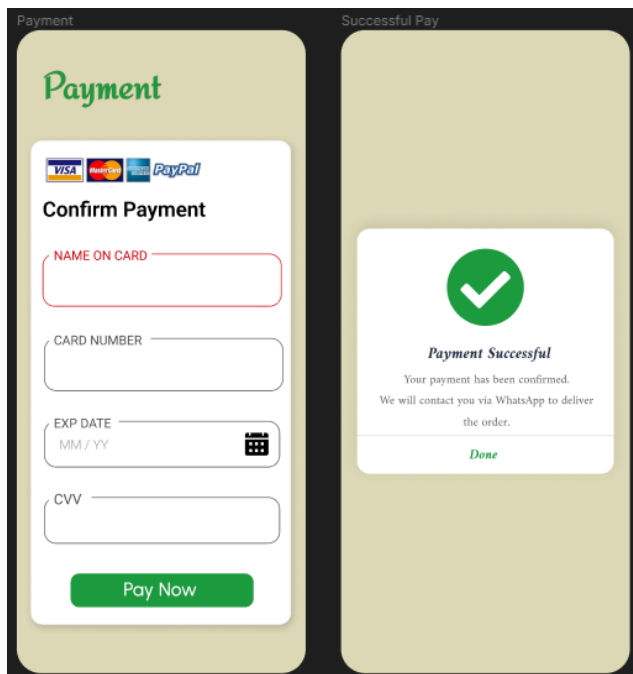
11\ **Payment page:** the user enters the bank card data for payment.

12\ **Successful Pay page:** a payment confirmation message is sent to the user.

Ali Mohammed

About As

Profile

Cart

Settings

Profile

First Name

First Name

Last Name

last Name

Email Address

example@gmail.com

Phone number

phone number

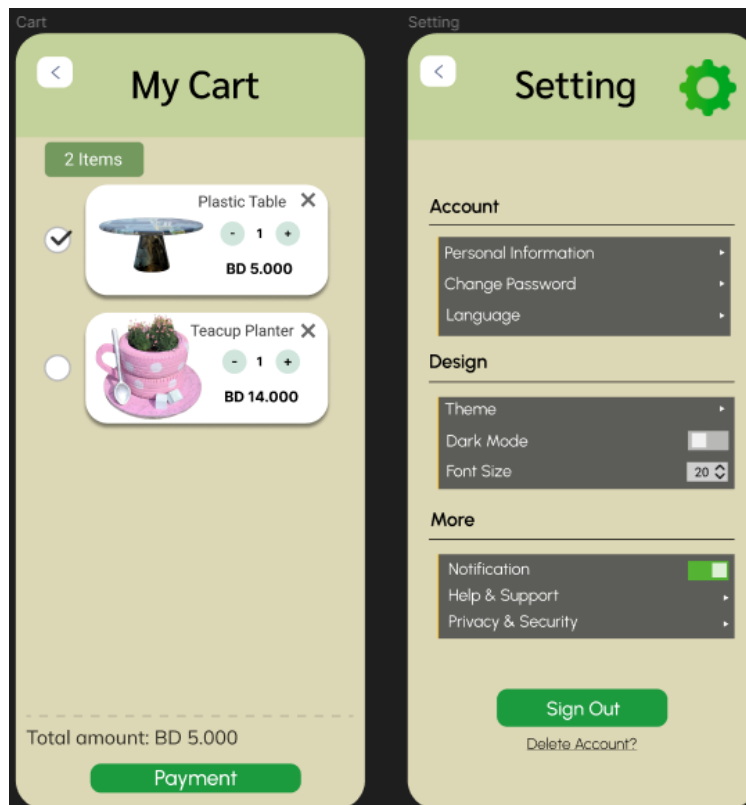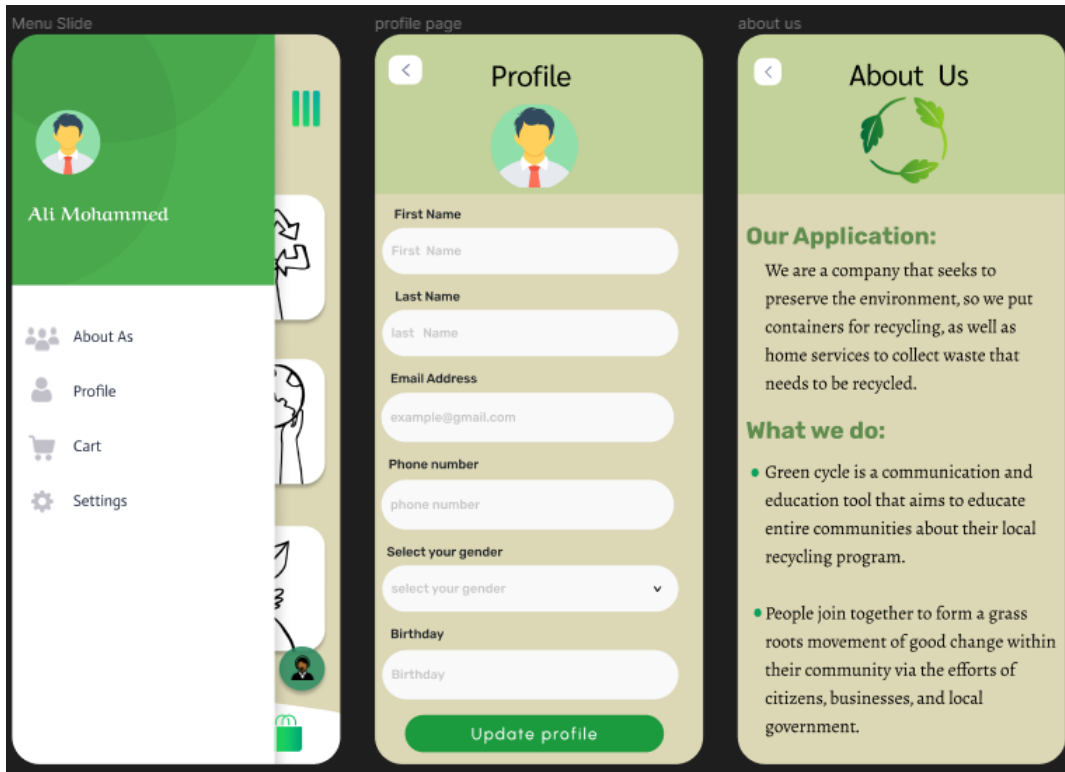**Select your gender**

select your gender

Birthday

Birthday

Update profile

About Us

Our Application:

We are a company that seeks to preserve the environment, so we put containers for recycling, as well as home services to collect waste that needs to be recycled.

What we do:

- Green cycle is a communication and education tool that aims to educate entire communities about their local recycling program.

- People join together to form a grass roots movement of good change within their community via the efforts of citizens, businesses, and local government.

My Cart

2 Items

Plastic Table ✕
1
BD 5.000

Teacup Planter ✕
1
BD 14.000

Total amount: BD 5.000

Payment

Setting

Account

Personal Information

Change Password

Language

Design

Theme

Dark Mode

Font Size   20

More

Notification

Help & Support

Privacy & Security

Sign Out

Delete Account?

8. Table of Team Contribution

Name	Task
Manar Eyad Ahmed	Mission and Vision & SWOT analysis Business Model
Fatema Hussain Habib	Digital Content Strategy App design
Naba Yahya	Digital Content Strategy App design
Alanood Abdulaziz	The business idea Digital Business Canvas