

IDEATION PHASE – DOCUMENT 1:

BRAINSTORMING

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|---------------|---------------------------------|
| Date | 05 November 2025 |
| Team ID | NM2025TMID03207 |
| Project Name | To supply Leftover Food to Poor |
| Maximum Marks | 4 Marks |

Title: Brainstorming for “FoodConnect – To Supply Leftover Food to Poor”

1. Objective

The purpose of the brainstorming phase is to **generate and evaluate multiple ideas** for addressing the critical problem of food wastage and hunger.

This session aims to bring together creative thinking, social awareness, and technical feasibility to develop a solution that leverages digital tools—specifically **Salesforce**—to create social impact.

2. Brainstorming Process

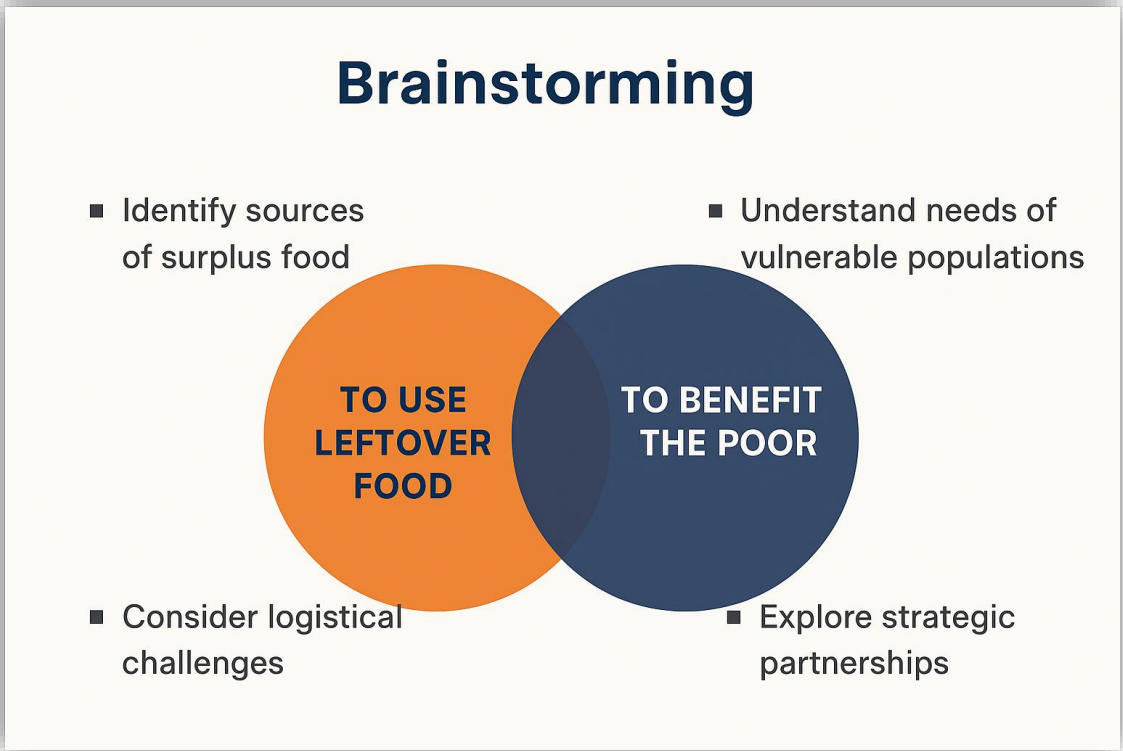
The brainstorming process was conducted in three rounds:

1. **Ideation Round 1:** Gathering ideas from general perspectives — how can technology help reduce food wastage?
2. **Ideation Round 2:** Filtering ideas that align with feasibility and available tools.
3. **Ideation Round 3:** Refining selected ideas into concrete, actionable solutions using Salesforce.

Each round included a mix of discussions, concept sketches, and digital whiteboard activities using tools like **Miro** and **Google Jamboard**.

3. Stakeholders Involved

| Stakeholder | Role in Brainstorming | Contribution |
|----------------------------------|---|--|
| Donors (Restaurants/Caterers) | Provide insights into how surplus food is handled | Identified donation logistics challenges |
| NGO Representatives | Explain the ground-level needs and constraints | Helped define distribution network |
| Volunteers | Provide real-life experience from fieldwork | Suggested app usability requirements |
| Technical Advisors | Salesforce mentors and faculty | Guided platform selection and architecture |



4. Idea Generation Methods

The following methods were applied during brainstorming:

1. **Mind Mapping:** A visual map connecting “Food Wastage” → “Collection Process” → “Distribution” → “Tracking.”
 2. **SCAMPER Technique:** Focused on *Substitute, Combine, Adapt, Modify, Put to another use, Eliminate*, and *Reverse* existing donation workflows.
 3. **Reverse Brainstorming:** Instead of asking “How to donate food effectively?”, the question was reversed to “What causes food donation to fail?” to find root inefficiencies.
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5. Consolidated Ideas

| Idea No | Idea Description | Feasibility | Impact |
|---------|--|-------------|-----------|
| 1 | Mobile app for food pickup and donation | High | High |
| 2 | Real-time volunteer tracking | High | High |
| 3 | AI prediction of surplus food generation | Medium | Very High |
| 4 | Salesforce automation for donation tasks | Very High | High |
| 5 | Blockchain-based verification of donations | Medium | Moderate |

After evaluation, **Salesforce-based automation** was selected for immediate implementation due to its:

- Readily available free developer environment
 - Powerful automation tools (Flows, Triggers, Dashboards)
 - Cloud scalability and security
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6. Rationale for Choosing Salesforce

Salesforce provides a **low-code/no-code environment** that is ideal for social projects. It supports:

- **Custom Objects** to represent Venues, Tasks, Volunteers, etc.

- **Flows** for automating donation collection.
 - **Dashboards** to measure impact (number of people served, food saved).
 - **Scalability** for adding more NGOs or volunteers later.
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7. Outcome of Brainstorming

The final concept, *FoodConnect*, emerged as a **Salesforce-driven ecosystem** that digitizes and automates food redistribution.

It offers a structured model to:

- Connect donors and volunteers in real time,
- Optimize food collection logistics, and
- Provide analytics for NGOs to assess impact.