

# **IDEATION PHASE**

## **Brainstorming – Idea Generation – Prioritization**

|               |                                 |
|---------------|---------------------------------|
| Date          | 01 November 2025                |
| Team ID       | NM2025TMID02011                 |
| Project Name  | To Supply Leftover Food to Poor |
| Maximum marks | 4                               |

During our brainstorming sessions, our team discussed several real-world problems that could be solved using technology. We aimed to choose an idea that creates a positive social impact and can be implemented practically using Salesforce as the base platform.

We listed multiple ideas such as:

- Managing blood donation drives
- Recycling waste management system
- Distributing leftover food to the needy

After analyzing feasibility, social importance, and technical scope, we finalized “**FoodConnect – To Supply Leftover Food to Poor**” as our project.

**Why we prioritized this idea:**

- Food wastage is a global concern, especially in hotels, restaurants, and events.

- Many people still go hungry due to lack of proper food redistribution systems.
- The project aligns with Sustainable Development Goal (SDG 2 – Zero Hunger).
- It can be efficiently implemented using Salesforce's cloud-based automation features like workflows, triggers, and reports.

### **Final Idea:**

Build a Salesforce-based system that connects food donors (restaurants, events, homes) with volunteers and NGOs to deliver leftover food to the poor before it gets wasted.