

# IDEATION CANVAS



**SILVER OAK UNIVERSITY**  
EDUCATION TO INNOVATION

Domin Name :ZERO-WASTE GROCERY STORE

Date :11-09-2024

Team ID :G22

Version :1.0

Enrollment No. :

2302031000111	2302031000032	2302031000092	2302031000107	2302031000036
	2302031000055		2302031000122	



## Activities

Recycling education

Loyalty program with a Green Twist

Zero-waste Meal planning classes

Upcycling crafts

Sentimental Activities

product Sampling

Educational Talks

Product Education



## People

Store Managers

Community coordinator

Customer Support Team

Delivery personnel

shopkeepers

Refill station Manager



## Situation / Context / Location

Urbanizing India

Environmental Crisis

Workshops

Product range

Sustainability Movement

Urban Areas

Higher

Market Trends and Competition

Shopping



## Props / Possible Solutions

Pay-by-Weight System

Zero-Waste product Tails

Smart Storage Solution

Eco-friendly Delivery Packaging

Collaboration with Composting Facilities

Partnerships with local Suppliers

App-Based pre-ordering

