



WASTE2GREEN



# MISSION

01

REDUCE  
TREMENDOUS  
FOOD WASTE

02

MOTIVATE USER TO  
SHARE THEIR DATA

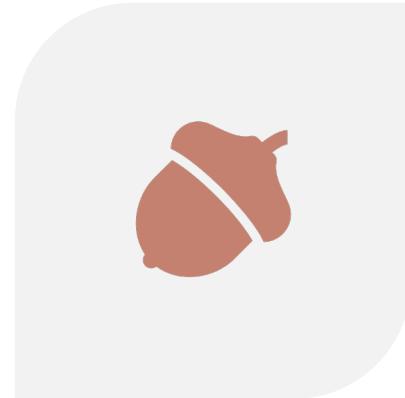
03

BUILD A BRILLIANT  
MORAL IMAGE OF  
THE COMPANY

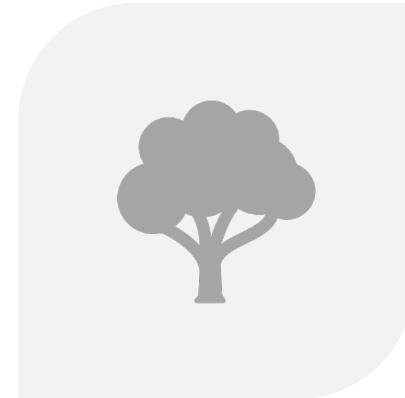
# SOLUTION



DISCOUNTED FOOD + ECO-CREDITS

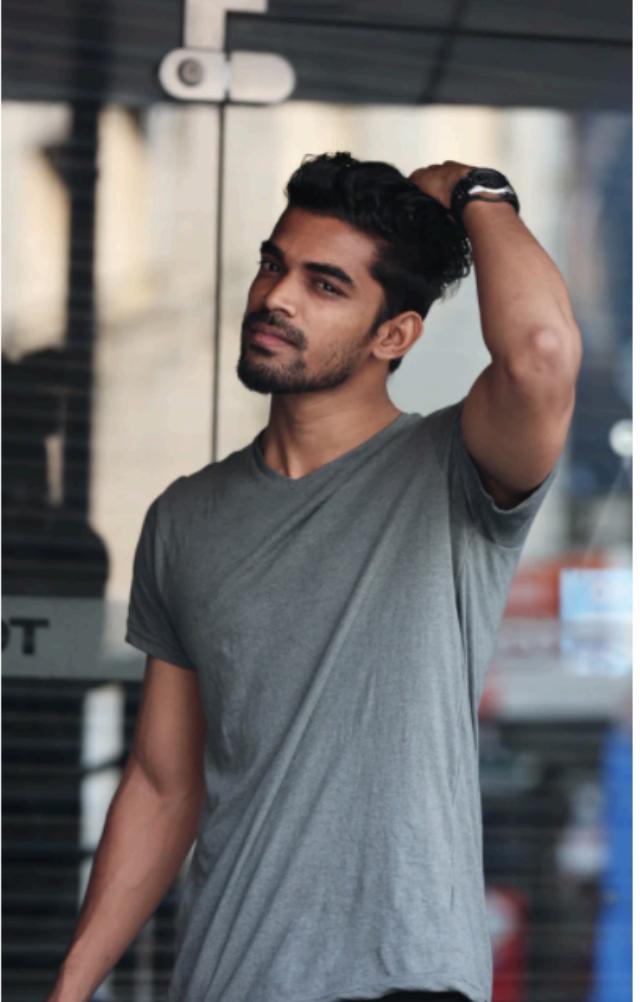


WATERING YOUR SMALL TREE



PLANTING YOUR REAL TREE IN AMAZON RAINFOREST

# CUSTOMER PERSONA



## Membership Demographic

**Name:** Jakko

**Age:** 35

**Address:** Helsinki

**Transportation:** Cycling & Walking

⌚ **Shopping Time:** After working & Weekend

📱 **Shopping Online like Amazon**

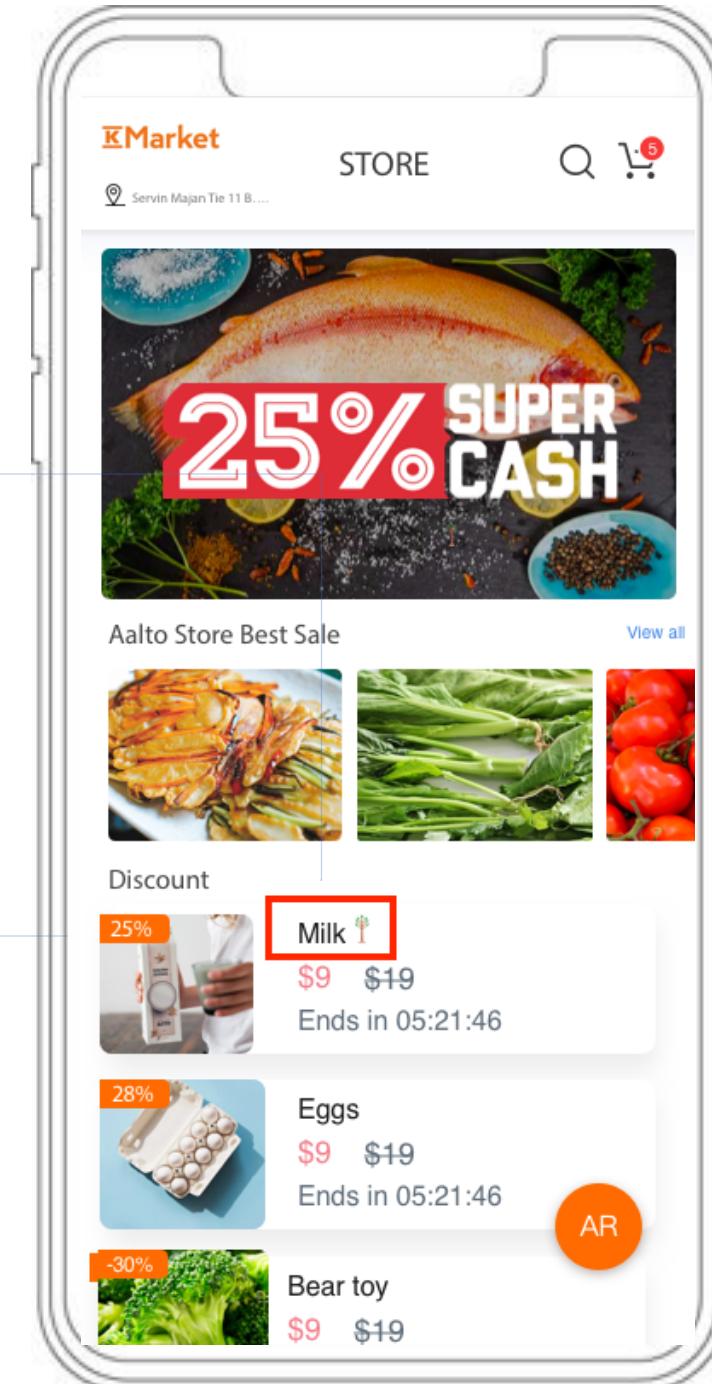
📖 **Eating Habit:** Vegetarian

📍 **Acutal Store:** Near by

❤️ **Frequency:** 1-2 times per a week

# SOLUTION STEP 1

- Get recommendation of the discounted food to the costumer



# SOLUTION STEP 2

- Dynamic Pricing
- Add into cart and get double discount by getting more related cheap items

KMarket

CART

Servin Majan Tie 11 B....

Boneless Chicken... - 2 +

Indo Chinese C... - 5 +

Flavor's Special... - 1 +

1€ Redemption gain hero points here !

X10 Poron painikäristys 750 g (30.55/kg) pakaste, Suomi 1 pt

X4 Poron painikäristys 750 g (30.55/kg) pakaste, Suomi 1 pt

X5 Poron painikäristys 750 g (30.55/kg) pakaste, Suomi 1 pt

Price

Price (3 Item) €50  
Redemption €3  
Total €53

BUY NOW

KMarket

CART

Servin Majan Tie 11 B....

Boneless Chicken... - 2 +

Indo Chinese C... - 5 +

Flavor's Special... - 1 +

0.67€ Redemption gain hero points here !

X10 Poron painikäristys 750 g (30.55/kg) pakaste, Suomi 0.67

X4 Poron painikäristys 750 g (30.55/kg) pakaste, Suomi 0.67

X5 Poron painikäristys 750 g (30.55/kg) pakaste, Suomi 0.67

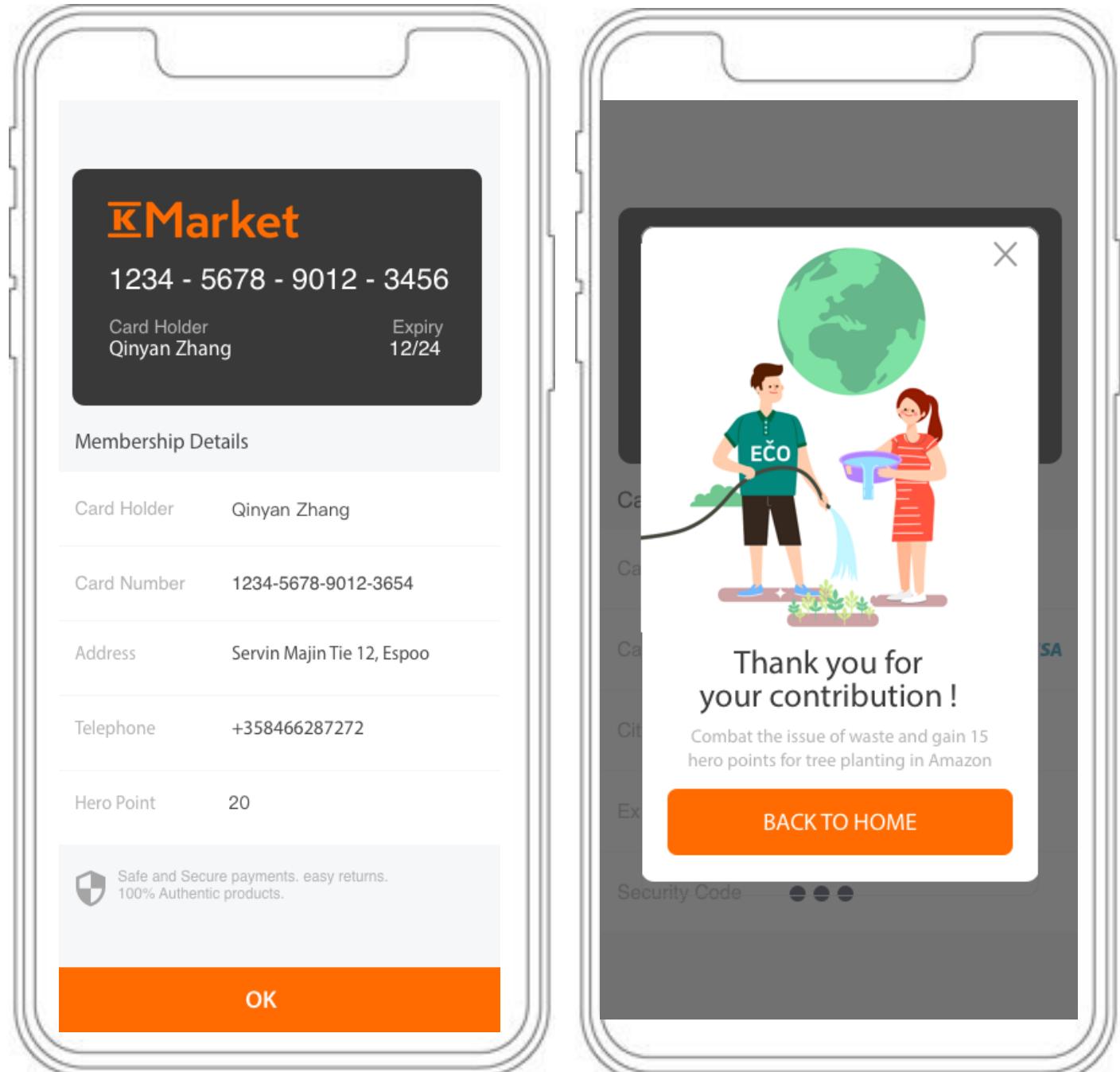
Price

Price (3 Item) €102  
Redemption €2  
Total €104

BUY NOW

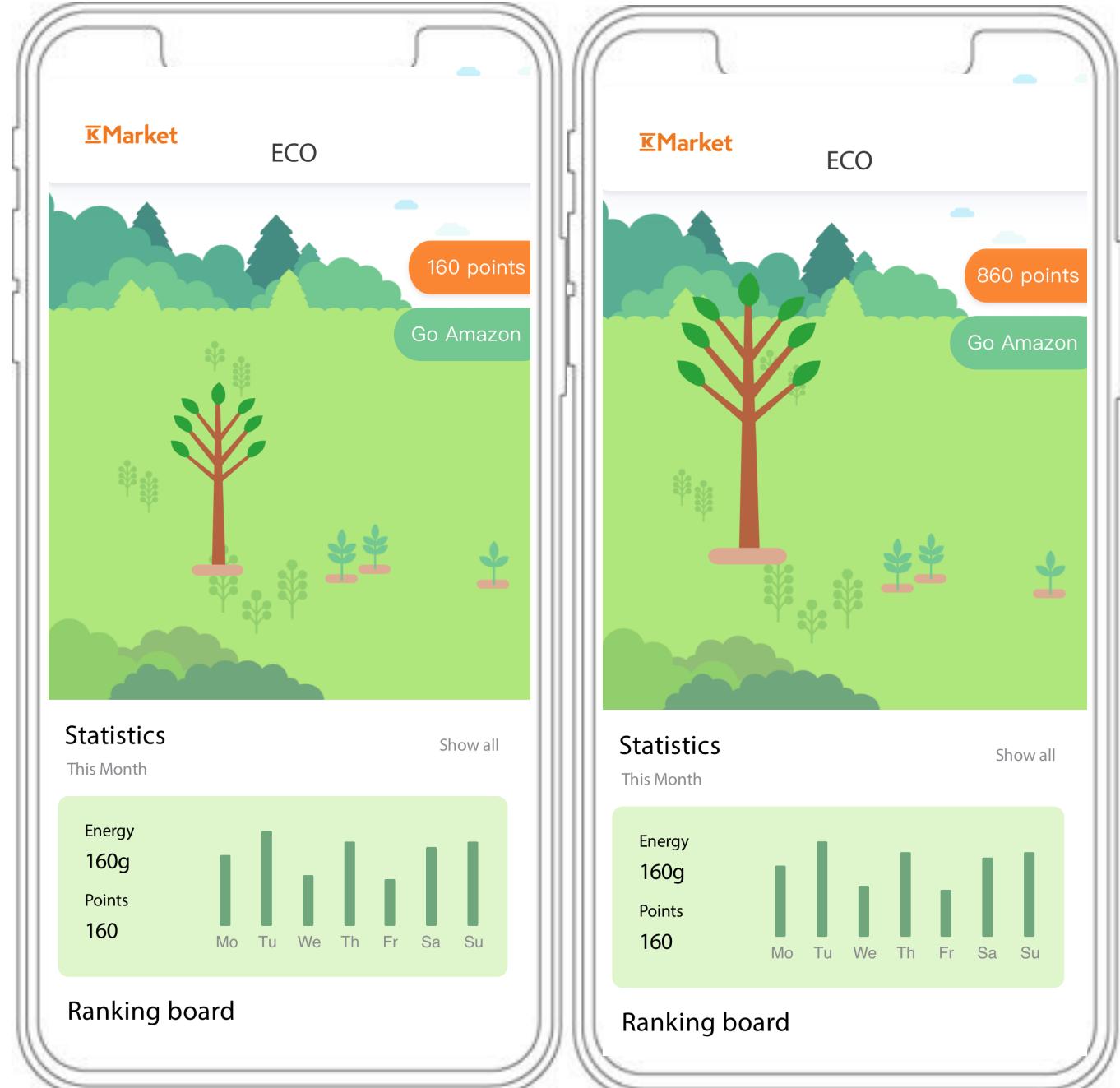
# SOLUTION STEP 3

- Pay the bill
- Get ECO-Credits



# SOLUTION STEP 4

- Water the small tree
- Increase your points to grow the tree



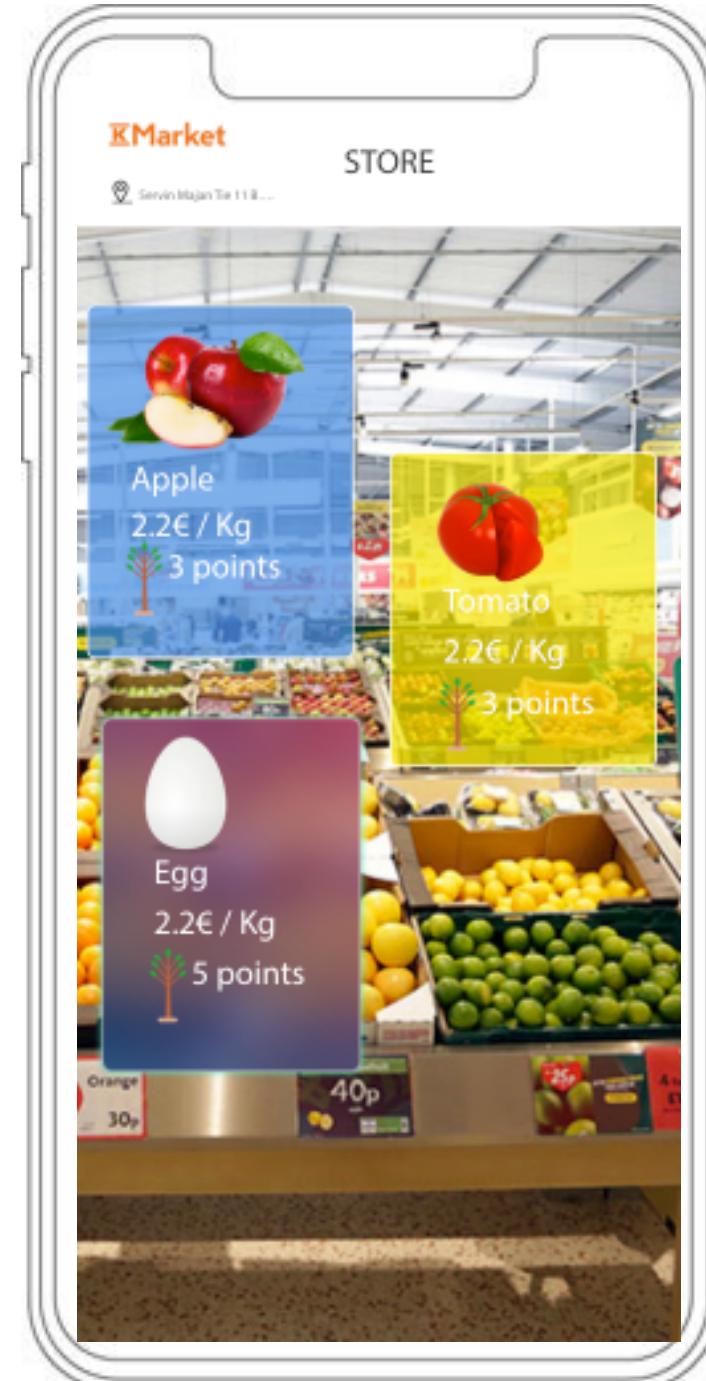
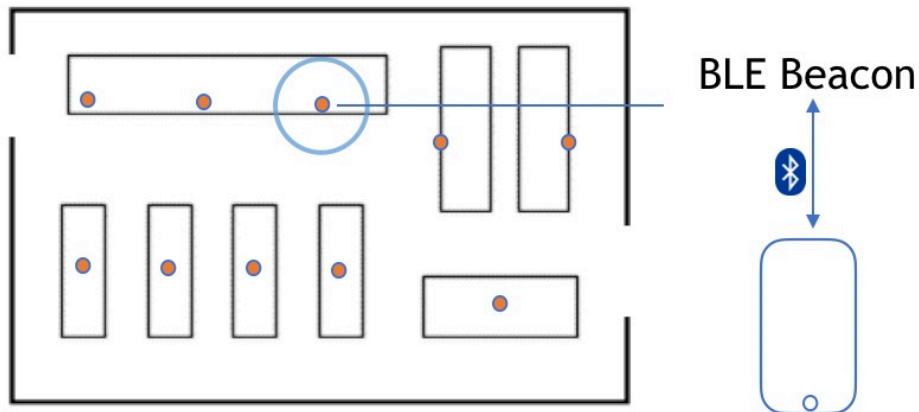
# SOLUTION STEP 5



With more ECO-Credits, a real tree is planted on behalf of you.

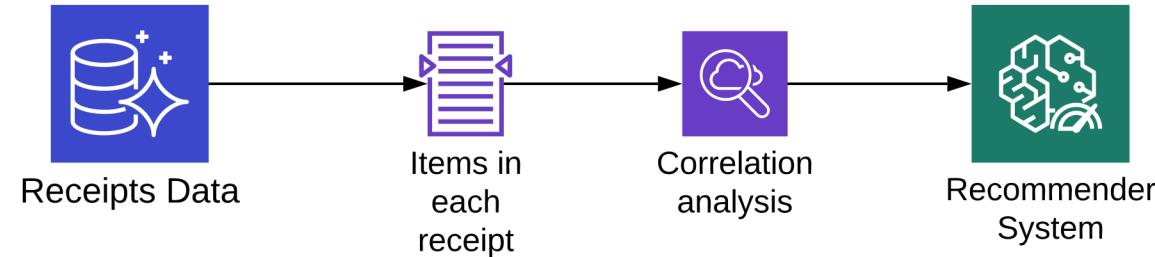
# Augmented Reality

- Gamification using AR
- AR + BLE Beacon

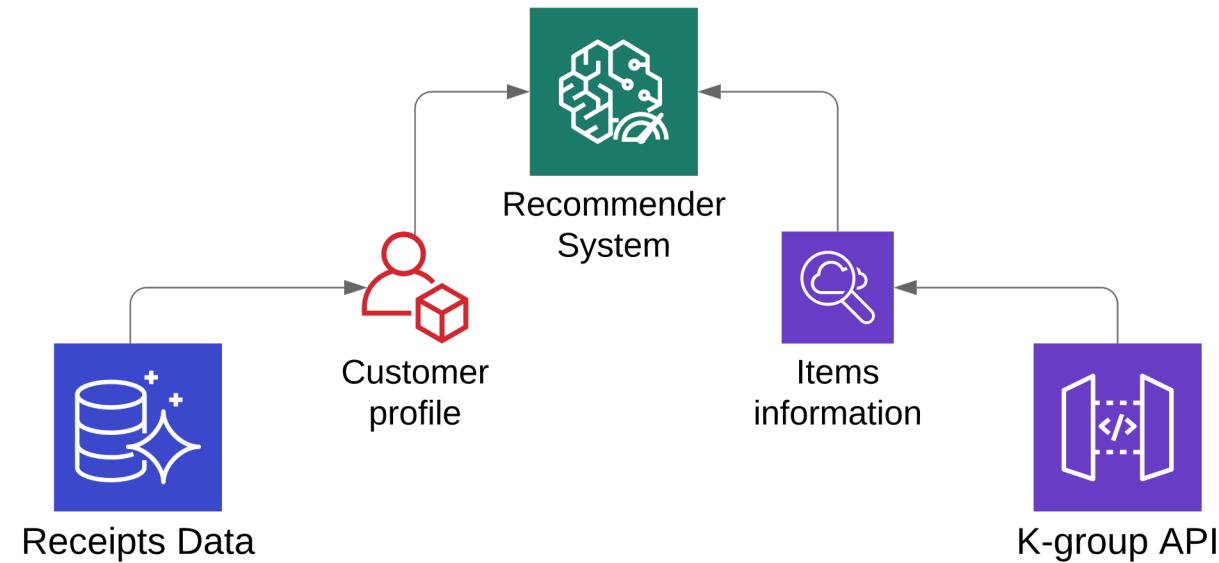


# RECOMMENDATION SYSTEM

Based on items



Based on customer profile



# SUMMARY

## ALGORITHM

Dynamic Pricing

Create User Profie

Recommenedation System

## PRODUCT CONCEPT

Eco Point

Tree Planing

AR Food

Data Collection

## GOAL

Buy Pre-expired Food

Raise Awarness

Share Data

Entainment



compost





WASTE2GREEN

Come support us!

Thanks!