IDEATION PHASE
Brainstorming – Idea Generation – Prioritization

Date	01 November 2025
Team ID	NM2025TMID03545
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.