

Mission
We seek to eradicate non-degradable waste through simple and intelligent sorting solutions at the source

Smartphone App



Target Personas



User Needs Analysis

Convenient Easy bag replacement Wide opening Full indicator	Pleasing Intuitive interface Modern look
Distinct bins Auto-separates Detects waste type Environmentally friendly	Goals Gamified Usage feedback Smartphone App Reinforcing

The CYRCLE Smart Trash Can

Sorting Waste Through the Power of Artificial Intelligence

Embedded artificial intelligence

Mobile app extensibility

Automated sort



Personalization through feedback collection

Integrated sensors

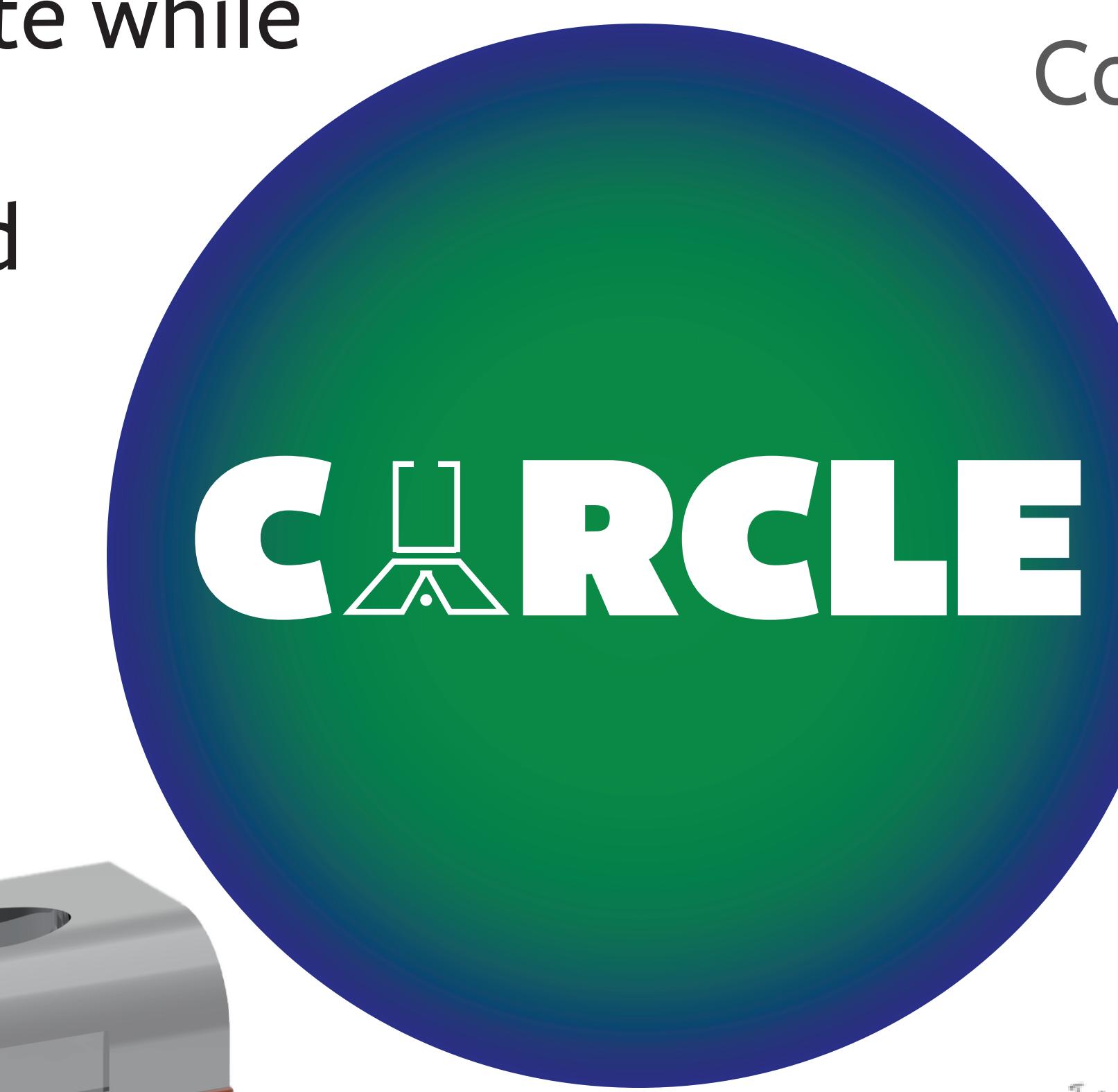
Sustainable

Branding

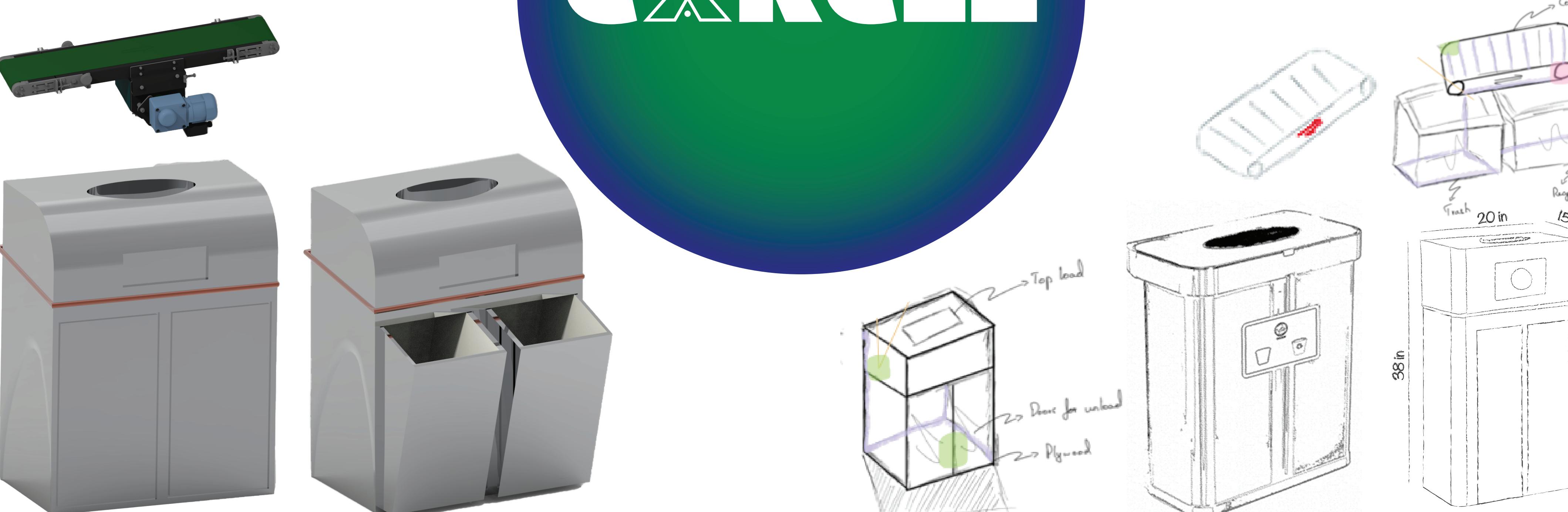
Name: CYRCLE brand evokes both circular economy and recycling ethos

Logo: Upside-down Y in logo evokes both AI and sorting

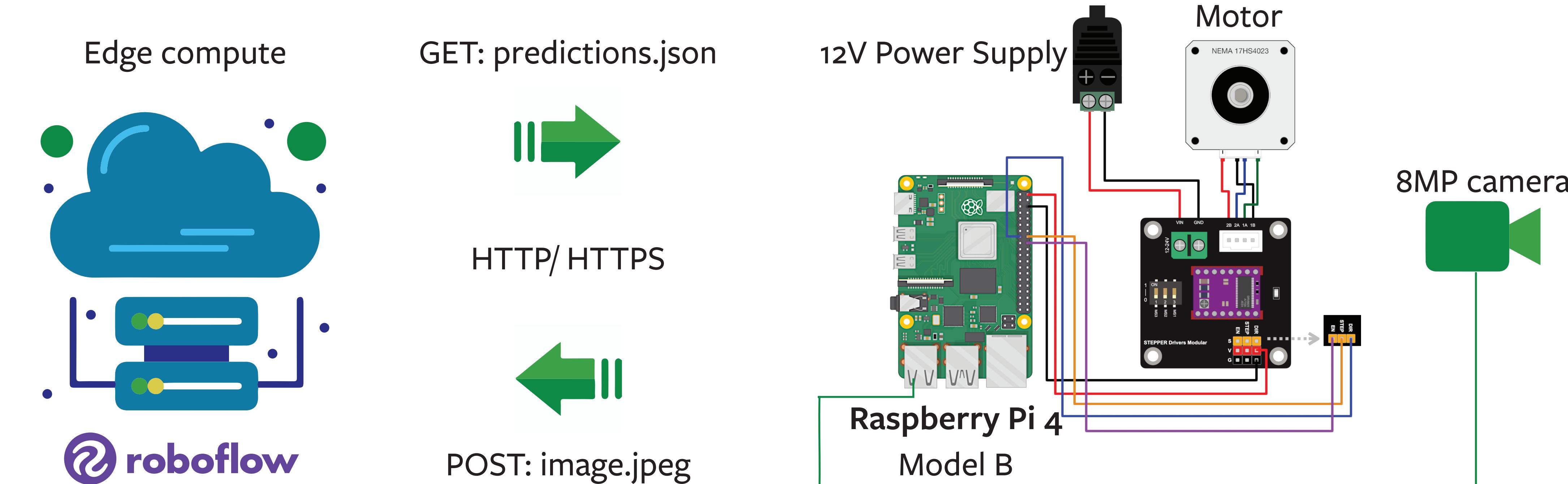
Colors: Tones evoke air, earth, oceans, and recycling



CAD Designs



Technical Design: Circuit and Cloud Services



Jerin Navis, ISE
Aaron Mathew, ECE
Nikita Prajapati, MBA
Patience Toukam, MBA
Rob Berini, MBA

Team
Kitchen



Concept Testing

Initial Reaction

4.26/5

Uniqueness

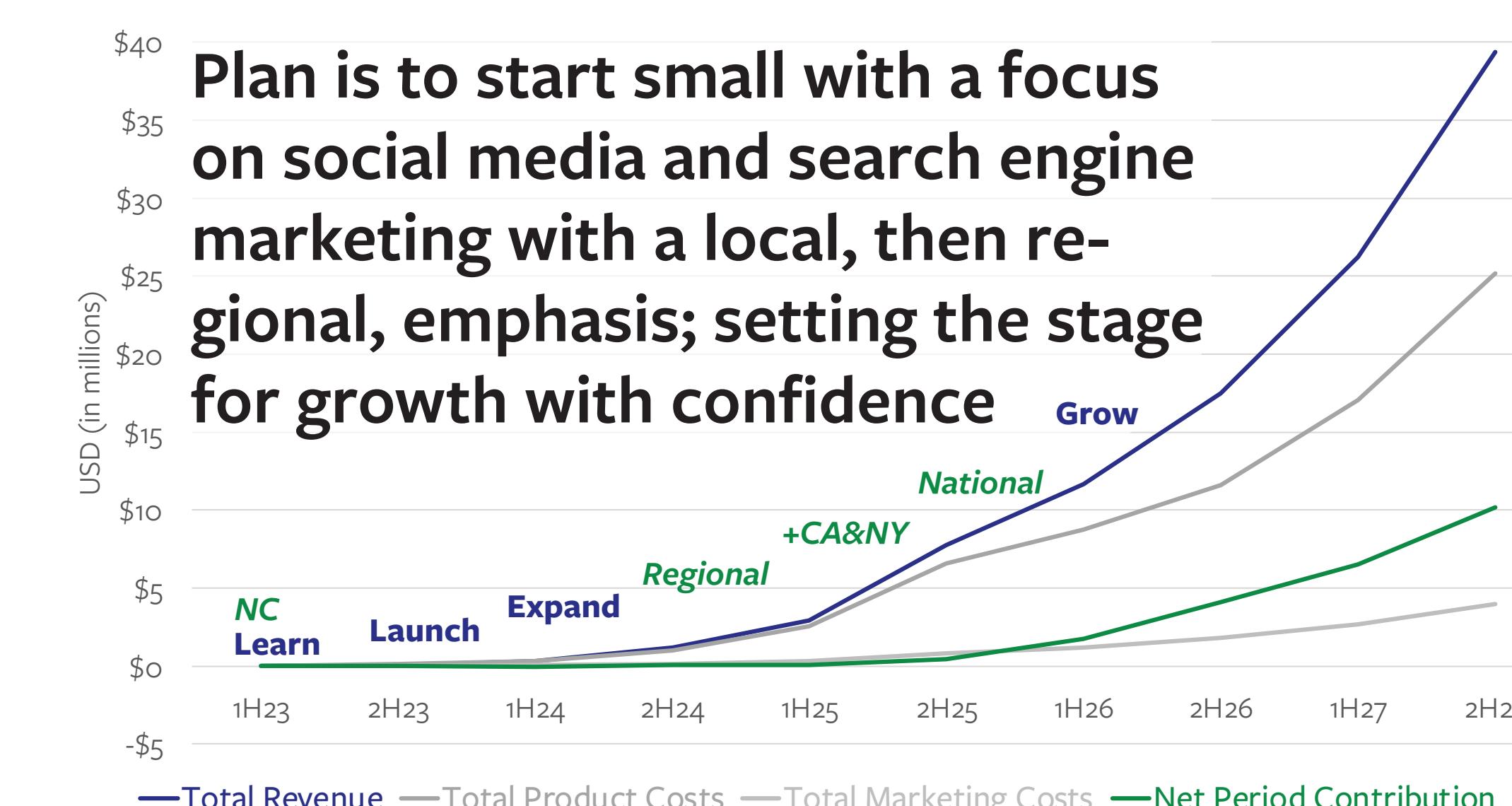
4.40/5

Appeal

3.97/5

n = 151; sampling methods include convenience, target recruit (Meta) and snowball

Go-To-Market and Financials



Product Roadmap

