Tech4Green

ELEVATE

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Introduction

- Web-based application

- It connect different people

- Socio-learning platform

- E-commerce integration

Problem Scenario

- Global warming and climate change

- About 2.01 billion tons of municipal solid waste

- Excess wastage of food

- Lack of proper platform connecting mindset.

- Lack of information and awareness

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Project as a Solution

- Provide a platform to connect mindset

- Reduce solid waste

- Provide socio-learning platform

- Google map integration

System Features

- Post and comment

- General and premium membership

- Sell and exchange waste materials

- Lack of proper platform connecting mindset.

- E-Learning platform

- Question answering with chatbot

- Google map integration

- Message

Technology used

- **Frontend:** React

- **Backend:** Django

- **Database** : SqlLite3

- **Text Editor:** VS Code

- **API Testing: Postman**
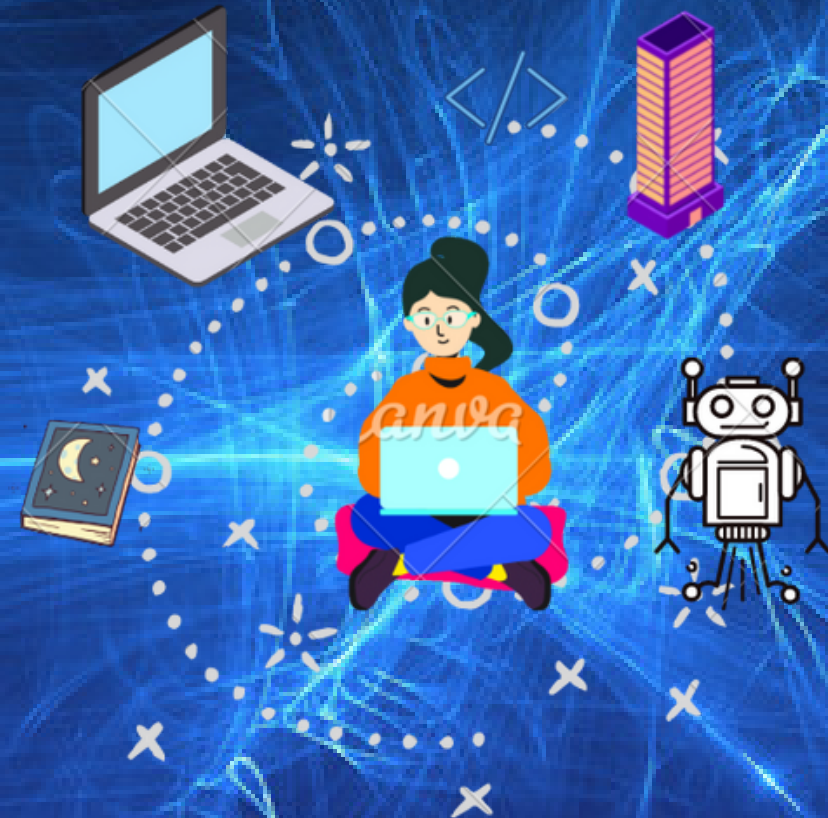
S.O.W.T Analysis

- **Strength**
  - First social Community
  - Community Engagement
  - E-learning Content

- **Weakness**
  - Dependence on User-Generated Content
  - Inadequate Marketing Reach

- **Opportunity**
  - Less completion in market
  - Expansion of Features
  - Global Reach

- **Threat**
  - Social Media Dominance
  - User Privacy Concerns:

Business Model Canvas

KEY PARTNERS

Different NGO, INGO and different organization. Digital marketing agencies for advertising

KEY ACTIVITIES

Connect people marketing and Advertising

KEY RESOURCES

Skilled manpower, finance, technologies-hosting platforms

VALUE PROPOSITIONS

Convenient and user-friendly social community, E-learning facility and promote waste recycling.

CUSTOMER RELATIONSHIPS

All the member of system contact through chat, email and phone

CHANNELS

People community and E-commerce

CUSTOMER SEGMENTS

Individual person who want to join. Different social Organization

COST STRUCTURE

Procurement and inventory costs Marketing and advertising expenses Technology and infrastructure costs

REVENUE STREAMS

Primary source revenue of system is premium subscription, E-commerce integration and premium content Secondary source is ads, partnership and sponsorship

Further work

- Realtime Notification

- Payment Integration

- User review and rating

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Project Demostration

Thank you