

PROJECT NAME: Green Bin

TEAM MEMBERS: Logăscu Sonia and Popescu Gabriela

IDEA IN SHORT: Our idea is to motivate young people to recicle. Receiving points and compiting with your friends while you clean the planet is our principal goal.

Hardcore entrepreneur hackathon 2.0

1.PRODUCT - PROBLEM WE SOLVE

2. OUR TARGET GROUP

During our project we aimed to solve the problem of greening step by step. At first we want to encourage people to recycle through the different number of points they get when they do so.

Our target group is mostly composed of the young people and even the kids. They are easily engaged in all sort of competitions and if they develop the habit of taking care of the nature now, they will probably continue doing that in the future too. This is a reason why we made our application in Romanian. If someone between 9 and 25 years old wants to try it, no matter the level of his English, he can.

3. SMART OBJECTIVES

4. PRICE

5. PROMOTION

- Our app is a path for a cleaner planet. We decide to include people with the same vision as ours who hadn't had enough motivation to take an initiative or who just didn't think about this problem before.
- Our goal is to make the application funnier and to include more practical games. Every step in that direction is a plus.
- We consider our goal is achievable. We don't really want to develop a really complicated app, but we want to make from our prototype a more attractive and complex one so we can intrigue more and more people.
- Yes, we have the resources to start and continue to develop our project. We don't need millions of dollars or millions of people working on it, we just need the two of us. We just have 15 years old and we are confident that we will get our dream on a screen.
- We want to finish the app by the end of the summer

We have the possibility to develop this idea further and we plan on doing it. Our application doesn't need money for a start, but we plan on making money from ads and after the customers get used to the app we'll add some premium buttons.

Our app will be promoted mostly on Instagram and TikTok where people will discover it easily.