IDEATION PHASE – DOCUMENT 1: BRAINSTORMING

Date	05 November 2025
Team ID	NM2025TMID08380
Project Name	To supply Leftover Food to Poor
Maximum Marks	4 Marks

Title: Brainstorming for "FoodConnect – To Supply Leftover Food to Poor"

---

1. Objective

The purpose of the brainstorming phase is to **generate and evaluate multiple ideas** for addressing the critical problem of food wastage and hunger.

This session aims to bring together creative thinking, social awareness, and technical feasibility to develop a solution that leverages digital tools—specifically **Salesforce**—to create social impact.
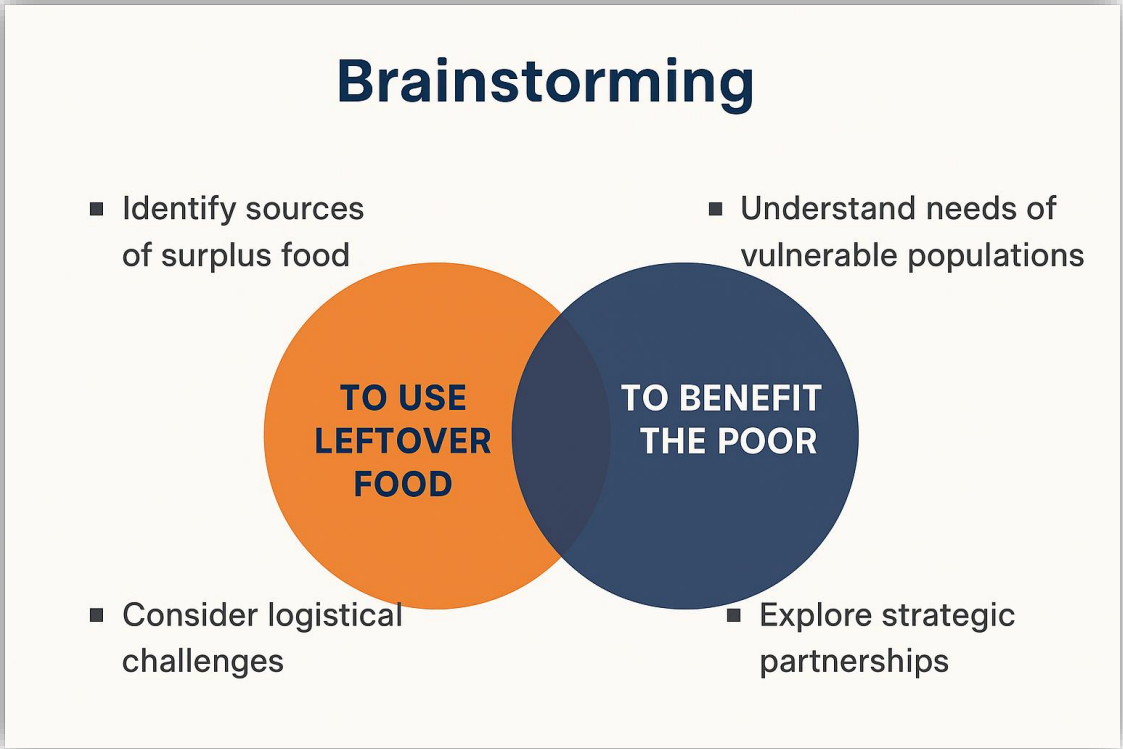
---

2. Brainstorming Process

The brainstorming process was conducted in three rounds:

1. **Ideation Round 1:** Gathering ideas from general perspectives — how can technology help reduce food wastage?
2. **Ideation Round 2:** Filtering ideas that align with feasibility and available tools.
3. **Ideation Round 3:** Refining selected ideas into concrete, actionable solutions using Salesforce.

Each round included a mix of discussions, concept sketches, and digital whiteboard activities using tools like **Miro** and **Google Jamboard**.

---

3. Stakeholders Involved

Stakeholder	Role in Brainstorming	Contribution
Donors (Restaurants/Caterers)	Provide insights into how surplus food is handled	Identified donation logistics challenges
NGO Representatives	Explain the ground-level needs and constraints	Helped define distribution network
Volunteers	Provide real-life experience from fieldwork	Suggested app usability requirements
Technical Advisors	Salesforce mentors and faculty	Guided platform selection and architecture

---

Brainstorming

- Identify sources of surplus food
- Understand needs of vulnerable populations

TO USE LEFTOVER FOOD **TO BENEFIT THE POOR**

- Consider logistical challenges
- Explore strategic partnerships

4. Idea Generation Methods

The following methods were applied during brainstorming:

1. **Mind Mapping:** A visual map connecting "Food Wastage" → "Collection Process" → "Distribution" → "Tracking."
2. **SCAMPER Technique:** Focused on *Substitute*, *Combine*, *Adapt*, *Modify*, *Put to another use*, *Eliminate*, and *Reverse* existing donation workflows.
3. **Reverse Brainstorming:** Instead of asking "How to donate food effectively?", the question was reversed to "What causes food donation to fail?" to find root inefficiencies.

---

5. Consolidated Ideas

Idea No	Idea Description	Feasibility	Impact
1	Mobile app for food pickup and donation	High	High
2	Real-time volunteer tracking	High	High
3	AI prediction of surplus food generation	Medium	Very High
4	Salesforce automation for donation tasks	Very High	High
5	Blockchain-based verification of donations	Medium	Moderate

After evaluation, **Salesforce-based automation** was selected for immediate implementation due to its:

- Readily available free developer environment
- Powerful automation tools (Flows, Triggers, Dashboards)
- Cloud scalability and security

---

6. Rationale for Choosing Salesforce

Salesforce provides a **low-code/no-code environment** that is ideal for social projects. It supports:

- **Custom Objects** to represent Venues, Tasks, Volunteers, etc.

- **Flows** for automating donation collection.
- **Dashboards** to measure impact (number of people served, food saved).
- **Scalability** for adding more NGOs or volunteers later.

---

7. Outcome of Brainstorming

The final concept, *FoodConnect*, emerged as a **Salesforce-driven ecosystem** that digitizes and automates food redistribution.
It offers a structured model to:

- Connect donors and volunteers in real time,
- Optimize food collection logistics, and
- Provide analytics for NGOs to assess impact.