



Empowering Creativity  
through **AI-Driven** Recycling  
Solutions

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# Problems & Facts

- Over **2 billion tons** of waste are produced globally each year, but only **19% is recycled**.
- Morocco generates approximately **7 million tons** of waste annually, with only **10% recycled**.
- Plastic waste represents **12% of global waste**, yet less than **10%** of plastic has been **recycled** historically.

**19%**



**10%**

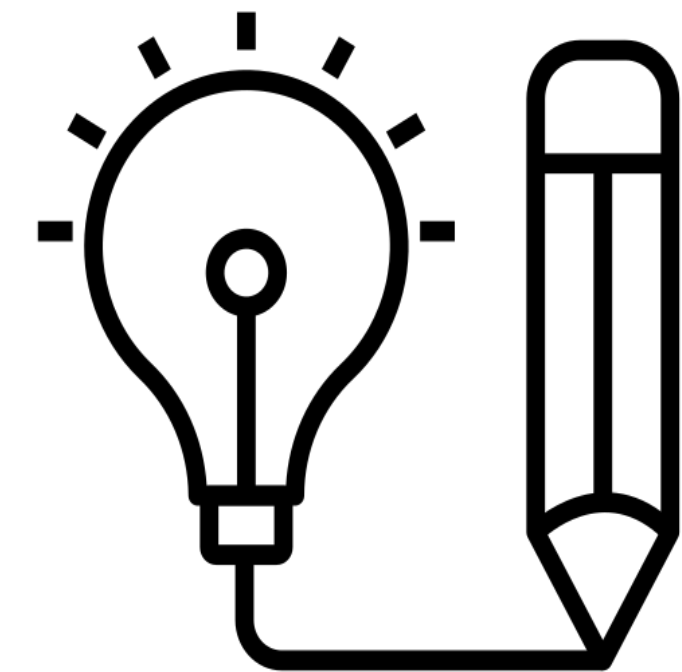
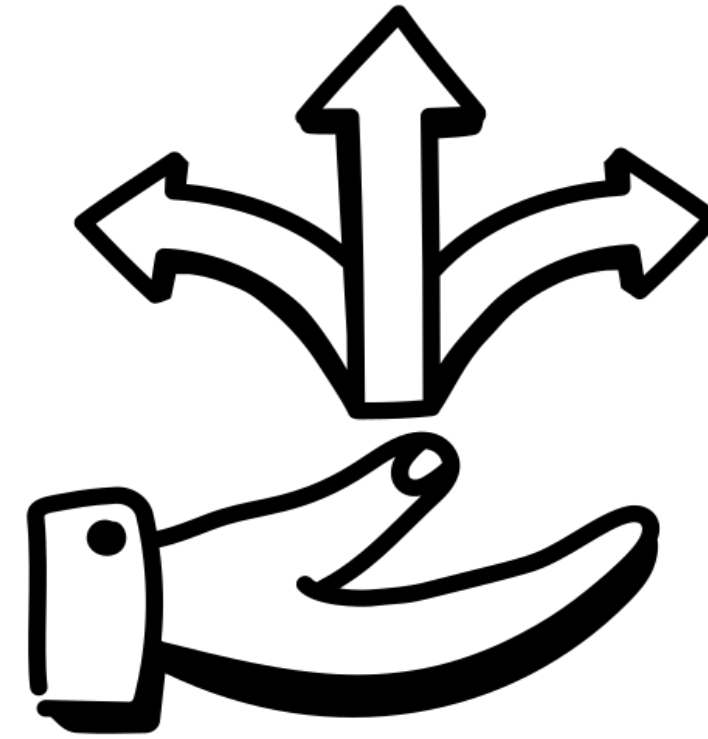


**10%**



# Problems & Facts

- **Lack of Guidance:** Many individuals lack the technical knowledge to start DIY **recycling** projects.
- **Lack of Creativity:** Difficulty in visualizing **creative** ways to repurpose **waste** materials hinders participation.
- **Time Constraints:** People often feel they don't have **enough time** to dedicate to **DIY recycling** projects, limiting their engagement.



# What Exist **Now**

## Formal Recycling Programs

- Many developed countries have organized **recycling systems** (e.g., Germany recycles over 65% of its municipal waste).

## Recycling Apps

- Platforms like **Recycle Coach** and **TerraCycle** provide guidance on proper **waste** segregation and recycling.

## Gap

- **Lack** of Personalization
- No AI-Powered **Guidance**
- Static Content

# Our Solution

## What is Our Solution?

**Chicillo** is A smart, interactive assistant designed to guide users in recycling materials effectively and creatively repurposing waste through DIY projects.

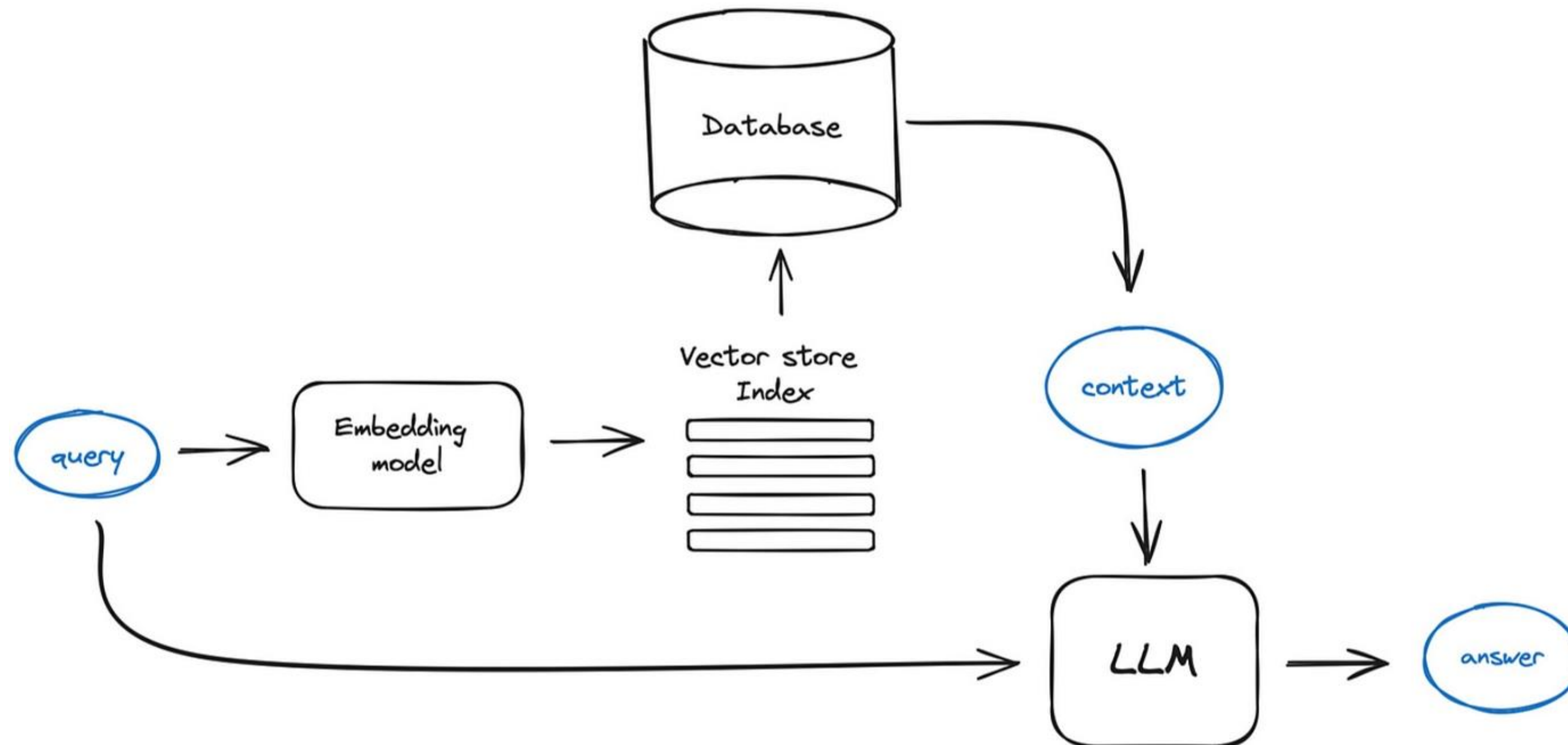
## Core Idea :

Empower individuals to recycle with confidence and inspire them to turn waste into valuable, usable items.





# Architecture



# Demo

## Input Materials

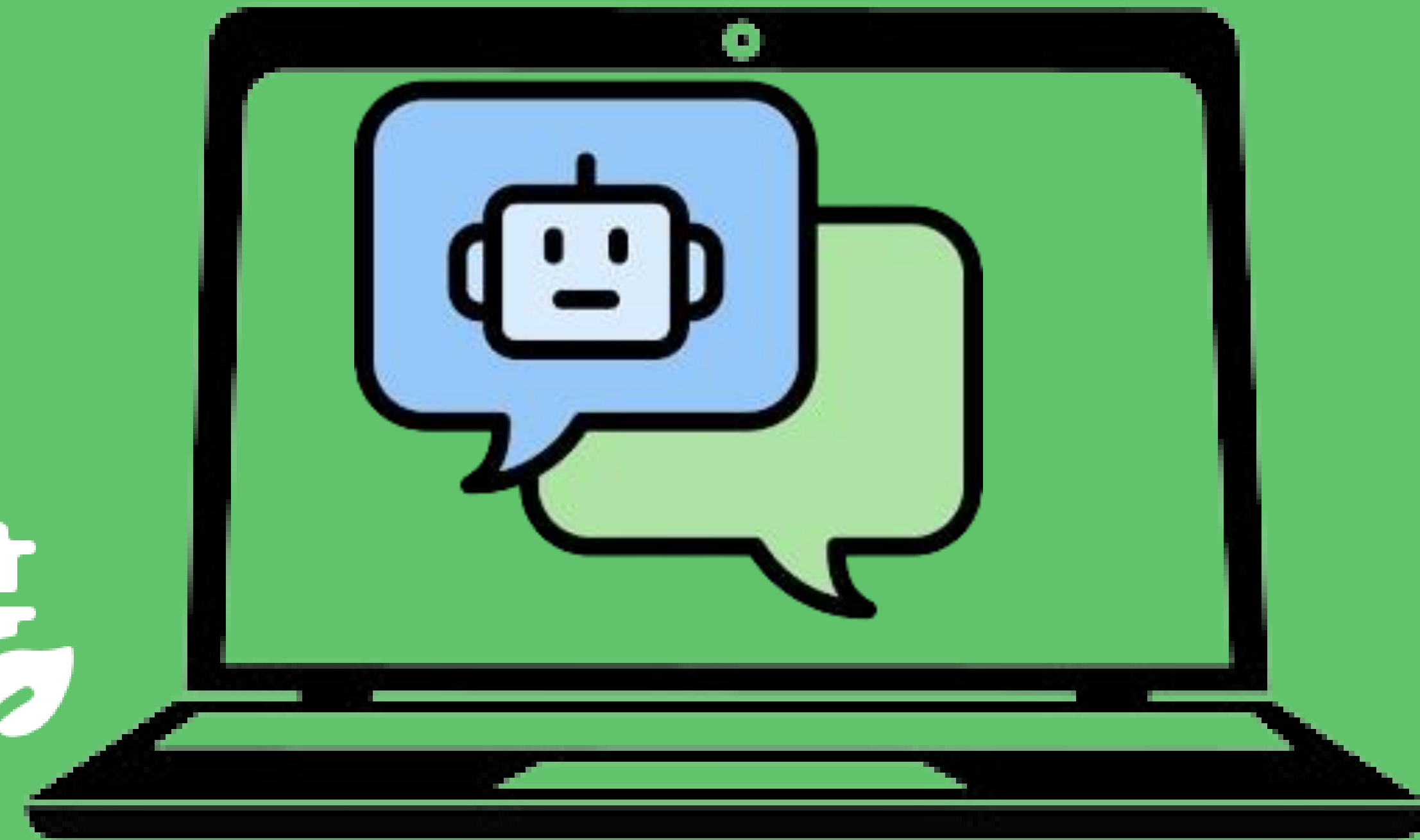
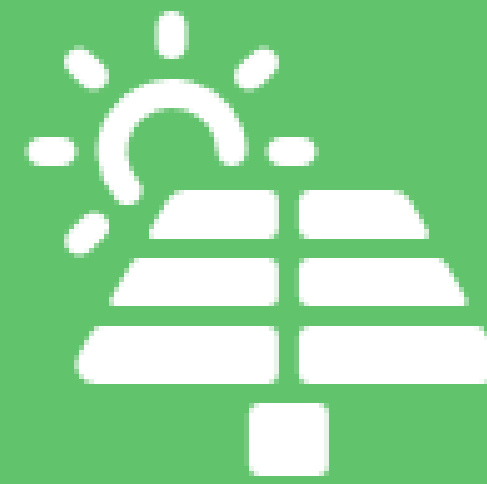
- Users enter the type of waste they have (e.g., glass bottle, cardboard, plastic).

## Personalized Suggestions

- **Chicillo** analyzes the input and suggests DIY project ideas tailored to the specific items.

## Step-by-Step Guidance

- Provides clear, interactive instructions, including tools needed, estimated time, and difficulty level.





# Competitor Analysis



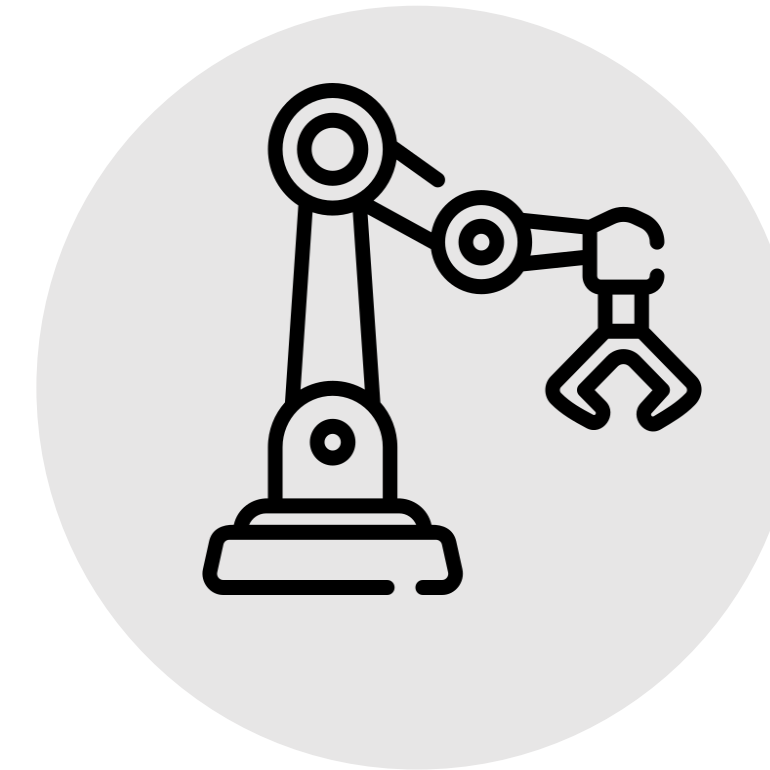
**TerraCycle**

Focuses on hard-to-recycle items but **limited** scope for general users.



**Pinterest/YouTube**

**Abundant** DIY content but no interactive or AI-guided support.



**ZenRobotics/AMP Robotics**

Industrial-scale AI tools, **inaccessible** for individuals.

# Chicillo Analysis



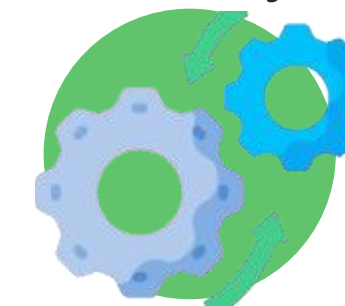
## User-Centric Experience:

**Chicillo** provides real-time, interactive support with simple, easy-to-follow instructions.



## Personalized DIY Creativity:

Uses AI to offer unique, customized DIY project ideas based on user-inputted materials.



## Dynamic, Growing Library of Ideas:

Unlike static video or guide-based content, **Chicillo's** library grows dynamically by continuously generating new, personalized project suggestions.



# Management Team



**Ossama el abbass**

**Fourth-year student in  
Big Data and AI**



**Hassan fares**

**Fourth-year student in  
Big Data and AI**



**Aly guinga**

**Fourth-year student in  
Big Data and AI**



**Zayd el ouaragli**

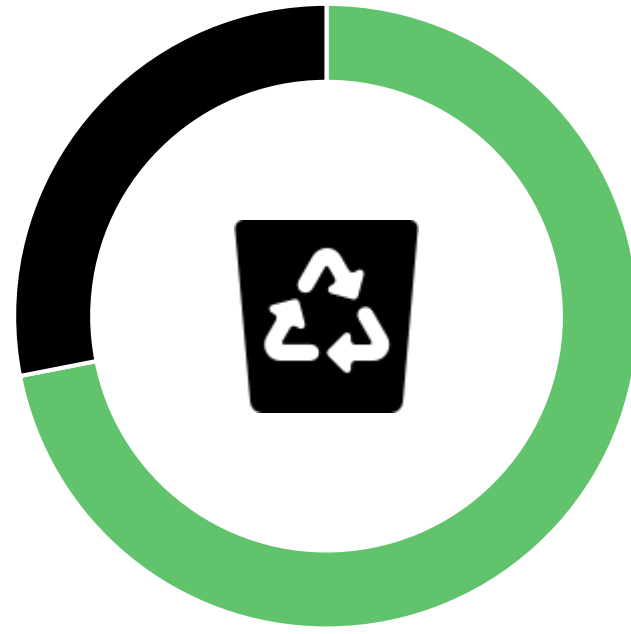
**Fourth-year student in  
Big Data and AI**



**Mosab nassiri**

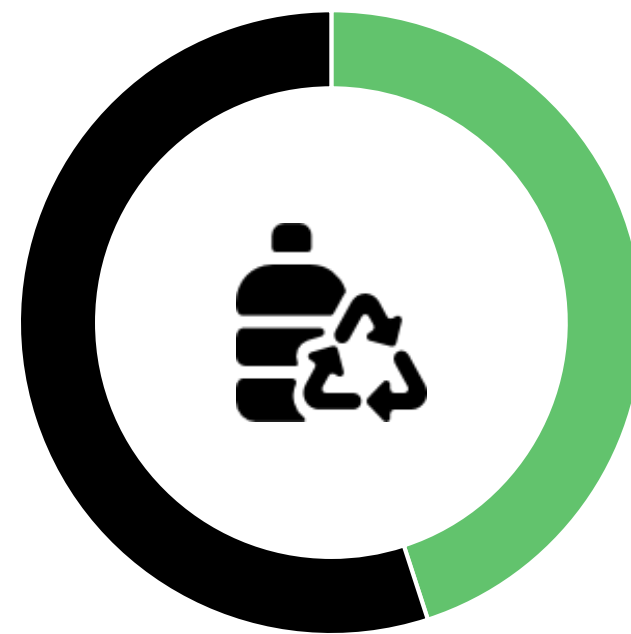
**Fourth-year student in  
Big Data and AI**

# What We Need to Scale Chicillo



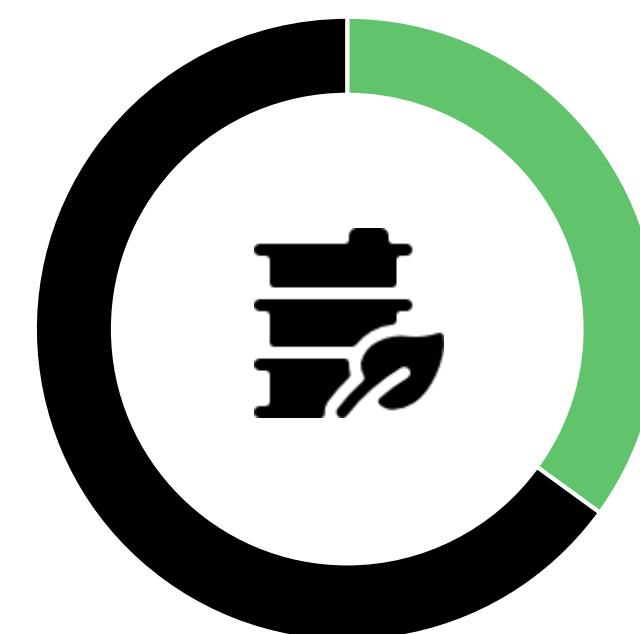
## Funding:

To support platform development, infrastructure, and scaling the solution.



## Partnerships with Eco-Friendly Brands:

Collaborate with brands focused on sustainability for co-branded DIY content and outreach.



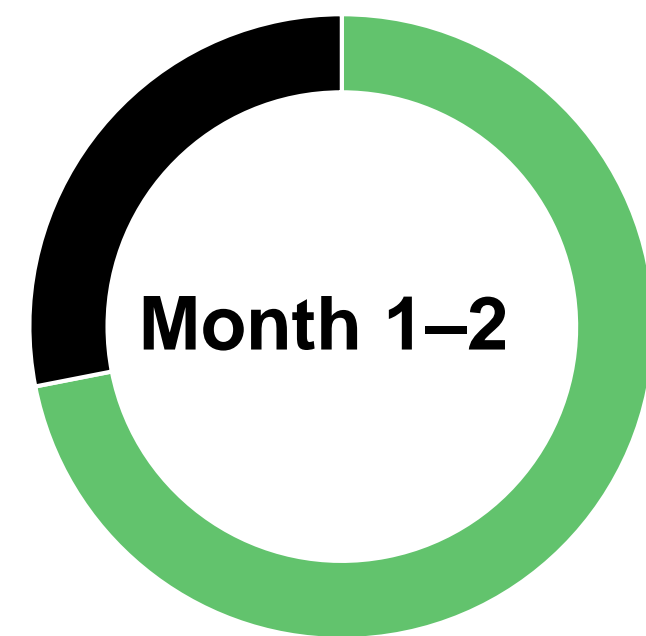
## AI Training Resources:

Access to high-quality datasets and advanced computing resources to improve the AI's recommendation engine.



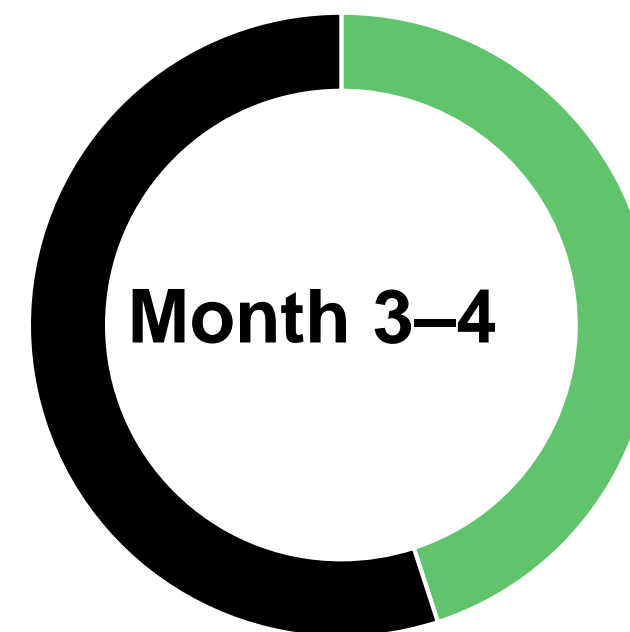
# Roadmap for the Next 6 Months

## Prototype Development



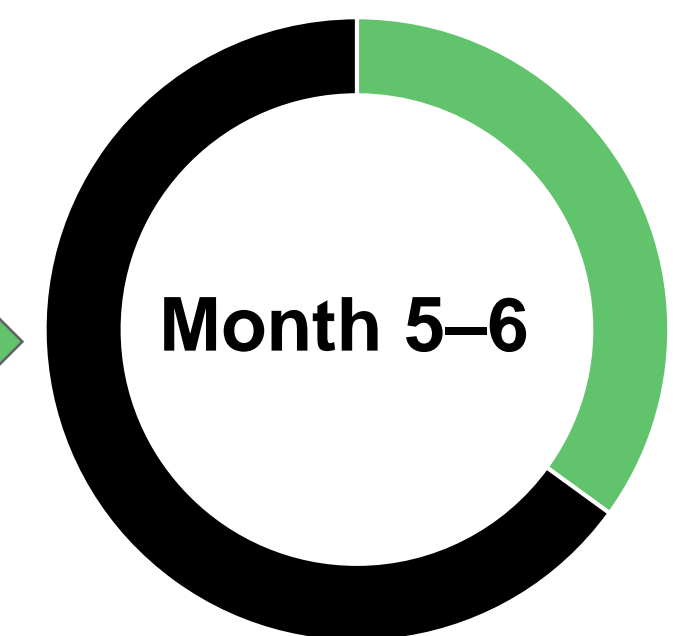
- Complete the first functional prototype of Chicillo's AI assistant.
- Integrate Darija language support for localized interaction.
- Develop basic image and audio input recognition capabilities.

## Beta Testing & Community Engagement



- Launch beta version for early adopters, focusing on AI clubs in Morocco and environmental associations.
- Gather user feedback on usability, especially for Darija support and input features.
- Conduct small-scale testing through partnerships with these communities.

## Public Launch, Marketing & Hackathon



- Official launch with a marketing campaign targeting eco-conscious and DIY communities.
- Establish initial partnerships with eco-friendly brands.
- Organize a hackathon for children to create DIY projects using Chicillo, promoting creativity and environmental awareness.

**Thank** YOU  chicillo