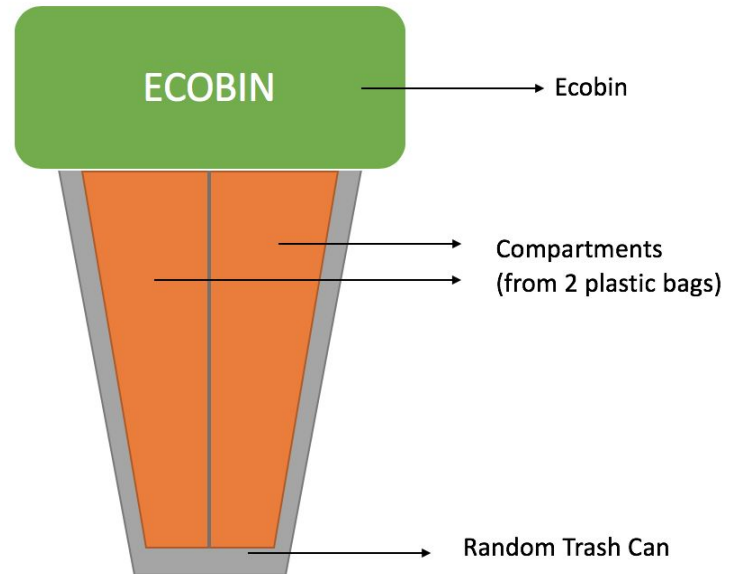


Ecobin



Aditya, Hayato, Shree, Charles, Kevin

Value Proposition

- Target User: Mainly residential customers.
- Target Application: Anyone who cares about sustainability/environment
- Product Category: Smart trash can “lid” that will automatically sort between what is recyclable and what is not
- Why Buy Product: Convenience, Practical, Interactive
- Competition: OSCAR, EcoBin does not require customers to buy a recycling system but only an accessory for their existing trash cans.

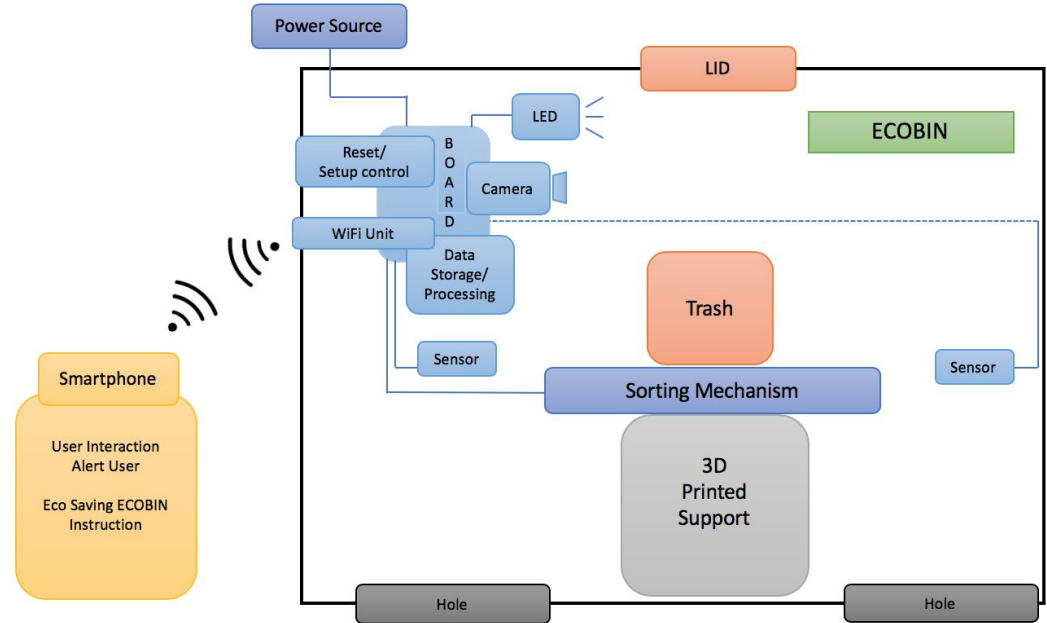
System (HW & SW)

Hardware:

- Sensors with microcontroller unit
- Camera
- Sorting Mechanism

Software:

- Mobile app
- Learning Algorithm



ECOBIN

Ecobin is a device that sits on top of existing trash cans that will automatically sort landfill vs recyclable. It strives to reduce disposals to landfills and increase recycling rate in American households.

What is Special About Product:

- More Convenient to Recycle
- Compact & Practical Design
- User Interaction (Mobile application)

Technology Solution:

- Sorting Mechanism
- Sorting Algorithm

Thank You