

SmartSweep Business Plan

Our Future is Bright



Amaan Jiwani, 200480528
Ammar Naseem 200383328
Manveer Singh, 200496434
Vanshaj Kumar, 200494386
Vrajkumar Patel, 200443527



Table of Contents

I. <u>Executive Summary</u>	3
II. <u>Product Description</u>	4
III. <u>Market Share</u>	5
IV. <u>Industry Background</u>	6
V. <u>Product Development</u>	7
VI. <u>Marketing Plan</u>	8
VII. <u>Operations Plan</u>	10
VIII. <u>Financial Plan</u>	12
IX. <u>Conclusion</u>	13
X. <u>References</u>	14

Executive Summary

PAGE 3

Mission

Revolutionizing waste management through innovative software.

Vision

Empowering sustainable waste management through smart software.

Many of our daily activities involve creation of waste. This leads to an alarming issue of getting rid of such waste and dumping it inefficiently. Inappropriate waste disposal can cause many problems for human health and the environment.

According to GLOBE-Net, September 12, 2014 – “Canada has a poor record on waste management according to a Conference Board of Canada report – ranking 17 out of 17 in an international ranking of OECD countries.” Although there are serious challenges for waste management in Canada, this leads to a wave of opportunities in the field for better planning and overseeing the ongoing hurdles.

The Objective of this project is to address the aforementioned problems and take significant steps towards a better solution by developing and improving the current state of technology. The project SmartSweep is based on building a waste management software that can allow businesses to monitor their waste disposals using data analysis. Additionally, admin can also generate smart routing for the disposal lorry. On the other hand, users can schedule their waste pickups with a potential feature of live tracking of their pickup.

As SmartSweep's main focus is to manage transportation of goods/waste and monitor them effectively from consumers, it lies in the domain of “Distribution Management” and “Supply Chain”.

Product Description

The SmartSweep waste management software offers a range of benefits that can help businesses improve their waste management practices.

One of the most significant advantages of SmartSweep is its ability to improve efficiency by enabling businesses to monitor their waste disposal processes using data analysis. This feature allows businesses to identify areas where waste can be reduced and improve the overall efficiency of their waste management operations.

Furthermore, the live tracking feature of SmartSweep helps businesses to manage their waste pickups efficiently by providing users with real-time updates on the location and status of their waste pickups.

Market Share

In 2022, the market for waste management was estimated to be worth **USD 1,293.70 billion**, and from 2023 to 2030, it is anticipated to rise at a CAGR of 5.4%.

Waste management in the US and Canada was predicted to reach \$578.18 billion in 2022 and grow at a 9.6% CAGR through 2023.

Industry Background

PAGE 6

In the absence of direct competitors nationally and provincially, market entry becomes effortlessly opportune.

Provincial Competitors

- Waste Wizard by Recycle Coach
- RM of Corman Park
- Loraas Recycle Coach

National Competitors

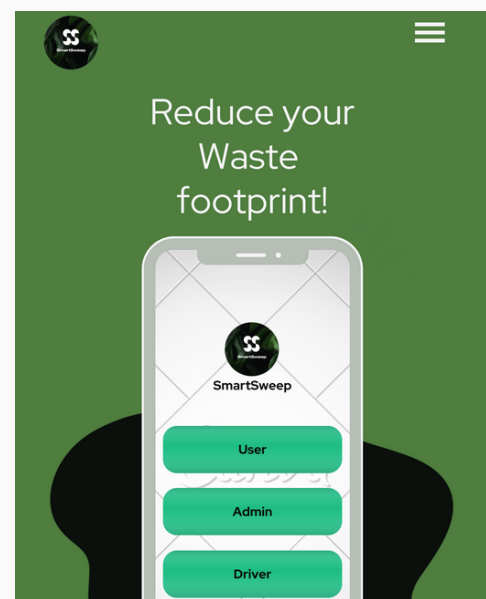
- Waste Connections
- Waste Watch Ottawa
- My Waste (by Recycle Coach)
- Waste Buddy

Global Competitors

Rubicon Technologies: The world's top online marketplace for waste and recycling, Rubicon also offers cutting-edge software-based solutions to businesses and governments all around the world. Through a vast network of more than 8,000 vendor and hauler partners, they manage all trash and recycling services.

Trashflow: The best software for roll-off, landfill, and commercial and residential operations is Trash Flow by Ivy Computer. Trash Flow, which has a modular design, provides a wide range of capabilities for electronic billing, dispatching, routing, tracking containers, in-truck mobile apps, scale house management, and more.

Product Development



Customer	Businesses	Driver
<ul style="list-style-type: none"> • Orders can be placed at any time online. • customers can swipe through several waste providers on the app. • Customers can track their orders online through SmartSweep's app. 	<ul style="list-style-type: none"> • Companies can evaluate their performance • gathering information on various waste types • employee scheduling 	<ul style="list-style-type: none"> • The SmartSweep delivery partners will be able to profit well. • Their schedules will be flexible.

Ongoing Product Development

- We want to create a machine learning model that aids in the waste collection process for businesses.
- Fixing bugs of the application

Marketing Plan

4P's of Marketing

Products:

SmartSweep is a cutting-edge waste management program aimed at transforming current waste management practices. It has the following important properties:

- A data analysis tool for tracking waste management practices and identifying areas for improvement.
- Garbage trucks increase productivity and reduce costs through intelligent route planning.
- Businesses can schedule waste collection and track it in real time through a user-friendly interface.
- Integration with other waste management systems to improve efficiency and streamline processes.

Pricing: SmartSweep offers tiered pricing options to provide access to businesses of all sizes.

Basic plan: For small organizations with low waste volumes, this entry-level plan offers the features you need at an affordable monthly subscription price.

Standard plan: This package is designed for medium-sized businesses and includes additional features such as improved routing and extensive data analysis.

Premium plan: Designed for larger organizations with more stringent waste management needs, this plan includes a wide range of services, personalized support and customization options.

Place: In order to reach the target market efficiently, SmartSweep pursues a multi-channel sales strategy.

- **Direct selling:** Deploy a dedicated sales team to interact with potential consumers, showcase your products and facilitate direct transactions.
- **Online platform:** Build an easy-to-use website with an integrated e-commerce platform to allow businesses to explore SmartSweep's benefits, request a demo, and purchase.
- **Partnerships:** We work with waste management companies, software vendors and industry associations to leverage our current network and expand our market reach.

Promotion: In order to increase awareness and promote customer acquisition, we will carry out the following promotional activities.

- **Digital Marketing:** Search engine optimization (SEO), content marketing, social media advertising, and targeted online campaigns are examples of digital marketing strategies that will be implemented.
- **Industry events:** Participate in relevant trade fairs, seminars and industry events to promote SmartSweep capabilities, establish contact with new customers and partner with relevant companies.
- **Referral program:** Having a referral program that offers prizes and discounts for successful referrals can encourage existing customers to recommend SmartSweep to other businesses.
- **Joint marketing:** Partner with waste management companies, environmental groups and sustainability programs to co-market and increase brand awareness.

Operations Plan

The program's goal is to improve waste collection and disposal operations through the use of technology and data-driven solutions.

About management team :

The management team for the Smart Sweep Waste Management Program typically consists of individuals responsible for overseeing and coordinating various aspects of the program. While the specific roles and titles may vary depending on the organization implementing the program, here are some key positions that might be part of the management team:



Become a national company

2026

Expand business all-over North-America

2028

2024

Launch product in Regina and Saskatoon

2027

Introduce a product which uses Machine Learning for waste segregation.

2030

Expand globally and become most profitable start-up

Implementation Strategy:

- **Pilot Program:** Conduct a small-scale pilot program in select neighborhoods to test the effectiveness of the Smart Sweep Waste Management Program. Collect feedback from residents and stakeholders to refine the operational processes before scaling up.
- **Infrastructure Deployment:** Install smart bins at strategic locations, considering population density, waste generation patterns, and accessibility. Ensure proper connectivity and integration of smart bins with the centralized monitoring system.
- **Collaboration and Partnerships:** Establish collaborations with local government bodies, waste management agencies, recycling facilities, and technology providers. Collaborative efforts can help streamline operations, access additional resources, and leverage expertise in waste management.
- **Training and Capacity Building:** Provide training programs for waste management staff and collection personnel on the use of smart bins, waste segregation, and efficient collection practices. Foster a culture of continuous improvement by conducting regular training sessions and knowledge sharing initiatives.
- **Evaluation and Continuous Improvement:** Continuously monitor the program's performance through data analytics, feedback from stakeholders, and periodic assessments. Identify bottlenecks, implement corrective measures, and adapt operational strategies to optimize the waste management program. responsible for overseeing and coordinating various aspects of the program. While the specific roles and titles may vary depending on the organization implementing the program, here are some key positions that might be part of the management team

Risk Management:

Identify potential hazards and devise mitigation techniques to reduce their influence on program operations. Common concerns include technological challenges with smart bins, public opposition, budget limits, and regulatory compliance. Implement contingency plans to successfully address unforeseen issues.

Income Projections (Income Statement Format) :

Revenues:

- Software license fees: \$250,000
- Service fees: \$120,000
- Maintenance fees: \$80,000
- *Total Revenues: \$450,000*

Costs of Goods Sold (COGS):

- Direct labor costs: \$100,000
- Server and infrastructure costs: \$40,000
- Data analysis tools and software costs: \$10,000
- *Total COGS: \$150,000*

Gross Profit: \$300,000 (Total Revenues - Total COGS)

Operating Expenses:

- Salaries and wages: \$120,000
- Marketing and advertising expenses: \$60,000
- Research and development expenses: \$50,000
- General and administrative expenses: \$40,000
- *Total Operating Expenses: \$270,000*

Net Profit (Gross Profit - Operating Expenses): \$30,000 - taxes

Start-up Costs

	Value	Percentage
Research and Development	\$60,000	18%
Software Development	\$120,000	37%
Equipment and Infrastructure	\$80,000	24%
Marketing and Advertising	\$40,000	12%
Legal and Professional fees	\$20,000	6%
Initial Inventory and Supplies	\$10,000	3%
TOTAL	\$330,000	100%

Sources of Funds

	Value	Percentage
Founders' Personal Savings	\$150,000	45%
Bank Loan	\$150,000	45%
Angel Investors	\$30,000	10%
TOTAL	\$330,000	100%

After going through the entire business plan the plan is deemed viable because it offers a range of variety that are needed in order for a business to be successful, some examples would be how the business would run its operation, marketing and finances. Waste management program believes in making people's life better by implementing effective waste collection and disposal, also doing that by minimal environmental effects by proper waste segregation and recycling. The business also strives for public awareness by coaching them about participating in proper waste management practices, at the same time doing so with reduced operational cost.

Some of the key components would be smart bins, route optimization, waste segregation, monitoring and reporting. By running pilot programs the business will get the data needed to make future changes/ advancements. Partnership with the local government bodies will also elevate the finances of the business. With every business there is a risk management plan placed in order to support the business if something was to go wrong. SmartSweep's marketing strategy also focuses on great products effectively and making sure the price is affordable for the masses so more customers can be on board with the company. Variety of platforms are used to sell the product such as direct selling, online platform, and through partnerships. Our marketing team also focuses on promotions via digital marketing, referral programs, joint marketing and industry events. By looking at exhibit VIII, it goes through the details of SmartSweep's start up costs and the sources of funding also how much the revenue, net, and operating values are. SmartSweep is a viable business that will run effectively and make a name for itself as a leading brand in its industry.

Waste Management Market Size Report, 2022-2030. (n.d.). [Www.grandviewresearch.com. https://www.grandviewresearch.com/industry-analysis/global-waste-management-market#:~:text=Report%20Overview](https://www.grandviewresearch.com/industry-analysis/global-waste-management-market#:~:text=Report%20Overview)

MENAFN. (n.d.). *United States And Canada Waste Management And Circular Economy Market Outlook 2023: A \$575+ Billion Market In 2022 - Disruptive Technologies And Trans...* [Menafn.com. Retrieved June 19, 2023, from https://menafn.com/1106083487/United-States-And-Canada-Waste-Management-And-Circular-Economy-Market-Outlook-2023-A-575-Billion-Market-In-2022-Disruptive-Technologies-And-Transformative-Mega-Trends-Improve-Recycling-Rates#:~:text=The%20United%20States%20and%20Canada%20waste%20management%20market](https://menafn.com/1106083487/United-States-And-Canada-Waste-Management-And-Circular-Economy-Market-Outlook-2023-A-575-Billion-Market-In-2022-Disruptive-Technologies-And-Transformative-Mega-Trends-Improve-Recycling-Rates#:~:text=The%20United%20States%20and%20Canada%20waste%20management%20market)

About Us | Rubicon. (2021, May 12). [Www.rubicon.com. https://www.rubicon.com/about/](https://www.rubicon.com/about/)

immanuel. (2018, December 17). *Top 9 Waste Management Software.* PAT RESEARCH: B2B Reviews, Buying Guides & Best Practices; Bigtexts.com. <https://www.predictiveanalyticstoday.com/top-waste-management-software/>

How does SkipTheDishes make money? Their business model explained. (n.d.). Finty. <https://finty.com/ca/business-models/skipthedishes/>

How Skip the Dishes Work: Business Model and Revenue Model. (n.d.). [Www.appsrhino.com. https://www.appsrhino.com/blogs/how-skip-the-dishes-work-business-model-and-revenue-model](https://www.appsrhino.com/blogs/how-skip-the-dishes-work-business-model-and-revenue-model)

Twin, A. (2023, March 28). *The 4 Ps of Marketing and How To Use Them in Your Strategy.* Investopedia. <https://www.investopedia.com/terms/f/four-ps.asp>

CFI . (2022, October 26). *4 P's of Marketing.* Corporate Finance Institute. <https://corporatefinanceinstitute.com/resources/management/4-ps-of-marketing/>

How to write a financial section for your Startup Business Plan? (n.d.). Upmetrics. <https://upmetrics.co/blog/write-financial-section-startup-business-plan>

Operational Planning: How to Make an Operational Plan | Wrike. (n.d.). [Www.wrike.com. https://www.wrike.com/blog/how-to-create-operational-plan/#How-to-create-an-operational-planning-process](https://www.wrike.com/blog/how-to-create-operational-plan/#How-to-create-an-operational-planning-process)

Waste Management in Canada – Problems and Opportunities. (2014, September 13). GLOBE-Net. <https://globe-net.com/waste-management-canada-problems-opportunities/>