

# Lack of Transparency and Public Engagement in Everyday Waste Management

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## *The Problem:*

Limited awareness of waste processing and its environmental impact leads to poor recycling habits and low sustainability participation

## **WASTE MANAGEMENT ECOSYSTEM**



**Low awareness  
of waste  
lifecycle post-  
disposal**



**Disconnection  
from  
environmental  
impact**



**Limited access  
to convenient  
solutions**

## *The Opportunity*

Enhance recycling rates and promote responsible waste disposal behaviors through increased awareness and simple management tools

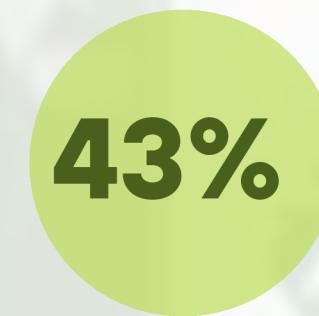
## *Methodology*

- 50 interviews conducted with students and corporate employees (ages 18-35)
- Questions focused on awareness, daily practices, and challenges
- Outreach via Zoom, emails, and in-person invites



**32%**

**aware of basic  
recycling  
practices**



**43%**

**participate in  
recycling  
(segregation)**



**20%**

**pounds/day per  
household waste  
generation**



**25%**

**contamination  
rate in  
recyclables**

# The Solution: **Waste Management App**

An app based solution that encourages and educates the user towards daily waste management

**Local alerts and announcements**



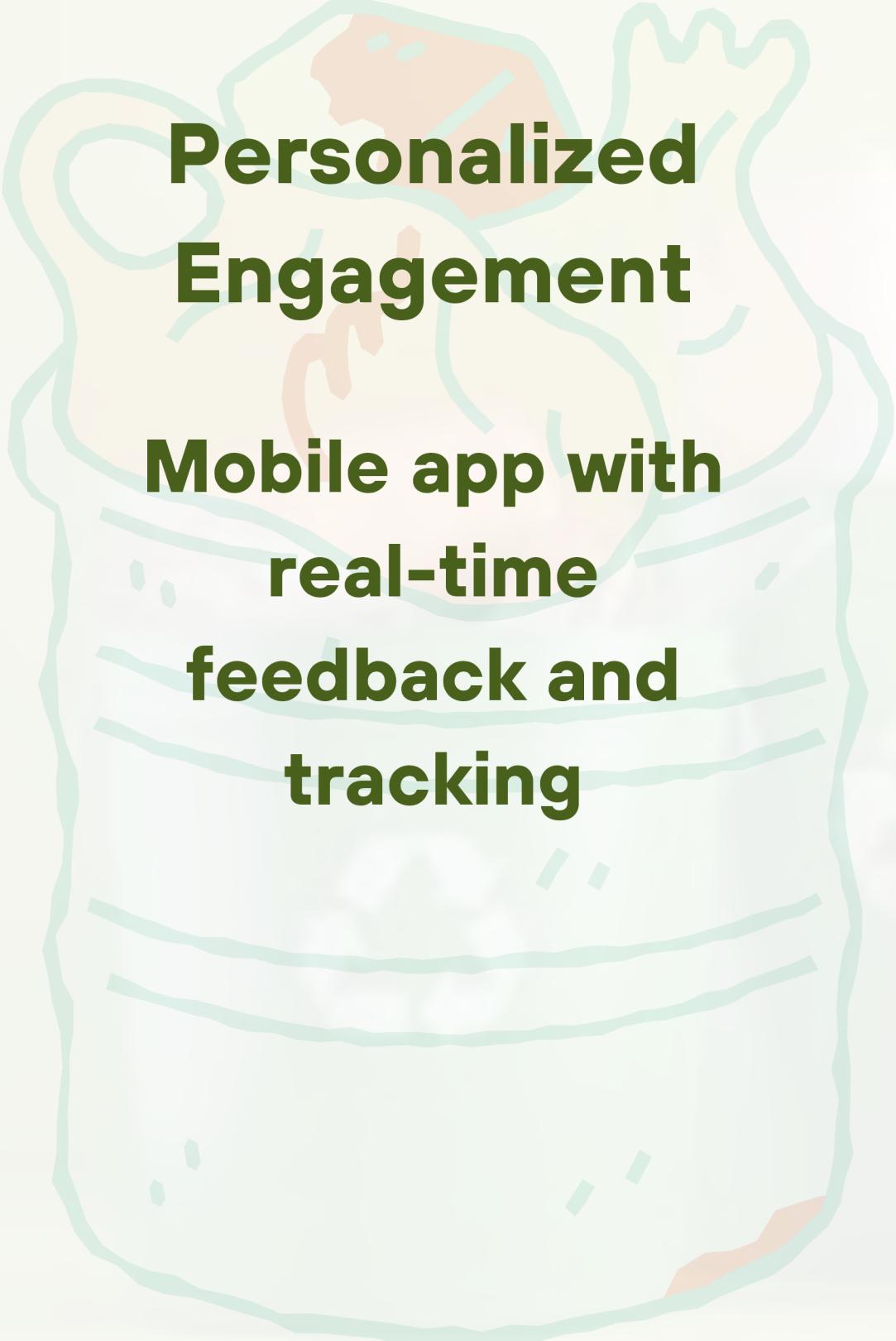
**Waste sorting education**

**Incentive-based rewards and recognition**



**Tools for community engagement and shared initiatives**

# WHAT SETS US APART ?



**Personalized Engagement**

**Mobile app with real-time feedback and tracking**



**Incentive-Driven Approach**

**Preferred by 80% of interviewees**



**Community Focus**

**68% interviewees support programs like composting and shared sustainability efforts**



# Primary Customer Persona: B2C



**B2C:** Environmentally-conscious consumers

## Other Potential Segments

- B2B: Local governments, municipalities, and corporations
- Nonprofits/NGOs focused on waste management and sustainability

## PRIMARY USE CASE

### ECO-CONSCIOUS URBAN PROFESSIONAL

**Name:** Sarah, 28

**Occupation:** Corporate Employee

**Location:** Urban area

### CHARACTERISTICS

- Busy lifestyle, seeks convenience
- Environmentally aware but struggles with consistent practices
- Tech-savvy, prefers mobile solutions
- Values community involvement and social impact

### PAIN POINTS

- Unclear sorting systems
  - Lack of motivation due to unclear impact
  - Limited time for extensive research on proper disposal methods
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- Check local recycling schedules and announcements
  - Learn proper sorting techniques for different materials
  - Track her recycling efforts and earn rewards
  - Participate in community clean-up events

## Revenue Model

- **Freemium Model for Consumers:** Basic features free, premium features for a subscription
- **Data Analytics (B2B):** Offer aggregated data on waste patterns to municipalities and corporations
- **In-App Advertising:** Eco-friendly brands and recycling companies

## Scalability Plan

Phase 1	<b>Launch in pilot cities</b>	<ul style="list-style-type: none"><li>• Partner with local governments and waste management companies</li><li>• Establish user base and refine app features</li></ul>
Phase 2	<b>Regional Expansion</b>	<ul style="list-style-type: none"><li>• Leverage data and success stories from pilot cities</li><li>• Adapt to regional waste management regulations and practices</li></ul>
Phase 3	<b>National Rollout</b>	<ul style="list-style-type: none"><li>• Standardize core features while allowing for local customization</li><li>• Develop B2B offerings based on accumulated data and insights</li></ul>
Phase 4	<b>International Expansion</b>	<ul style="list-style-type: none"><li>• Partner with global environmental organizations</li><li>• Adapt to diverse cultural and regulatory environments</li></ul>

# Go-to-Market Strategy



## Domain-Specific Challenges

- Highly regulated industry
- Varying recycling rates across states
- 25% contamination rate in recyclables

# Potential Risks and Mitigation Plans

## Low Adoption

Intensive marketing,  
influencer partnerships

## Regional Inconsistencies

Modular design,  
local partnerships

## Data Privacy

Robust protection,  
transparent policies

## Impact Measurement

Clear KPIs,  
advanced analytics

## Regulatory Issues

Legal partnerships,  
proactive engagement

## Competition

Focus on unique  
value, seek  
partnerships

# Fixed & Variable Costs

Cost	Strategy
Software Development	<ul style="list-style-type: none"> <li>Opt for cross-platform frameworks to build a single codebase that works on multiple platforms</li> <li>Utilize open-source libraries, frameworks, and pre-made templates to reduce coding time and licensing fees</li> </ul>
Customer Acquisition	<ul style="list-style-type: none"> <li>Prioritize low-cost, high-impact marketing strategies.</li> <li>Leverage content marketing, social media, and SEO to reach your target audience without significant advertising spend</li> </ul>
Data Storage Infrastructure	<ul style="list-style-type: none"> <li>Adopting cloud-based software instead of purchasing expensive hardware and investing in automation tools</li> </ul>

# Partnerships

## Waste Management Companies

**Benefits:** Expertise in waste handling and disposal regulations  
**Incentives:** Enhanced customer service through real-time tracking and reporting

## Local Government Authorities

**Benefits:** Access to public waste collection points and facilities  
**Incentives:** Enhanced citizen satisfaction through efficient waste services

## Environmental Non- Profits

**Benefits:** Expertise in best practices & sustainability metrics  
**Incentives:** Platform for promoting environmental awareness and best practices

*Thank You*