



# No More Waste

## ENSE 400/477: Vlog 1

By: Team Vecna



# Team Members

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# Project Background and Business Need/Opportunity

- Many businesses throw away their excess food waste at the end of their work day when it could have been donated to homeless individuals in our city
- Businesses might not be aware that shelters are willing to accept their excess food, or they may not be willing to drop it off to shelters themselves
- We want to provide them the opportunity to donate their food with minimal effort on their part

# Regina Community Fridge





# Reason

- Prevent food waste
- Helping the homeless population in Regina
- Filling a gap by providing businesses the opportunity to eliminate their food waste



# Impact

- **Current Reality:** Excess food in most restaurants is thrown out at the end of the day rather than being donated to people who need it.
- **New Reality:** Restaurants/ businesses will be able to donate any unused food to local shelters rather than throwing it out.
- **Action:** To create a web/phone app that will give restaurants a platform to connect with local shelters so the excess food does not go to waste.



# No More Waste

- The restaurants/businesses can post a request to have their excess food collected.
- Once a shelter sees the posting, they can request the food.
- A volunteer driver will be connected with the restaurant and will pick up the food.
- The volunteer will then deliver the food to the shelter that requested it.
- This app could also be extended to include clothing etc. in the future.



# Who

- Our audience: Those in need of food and the restaurants.
- North star customers: Businesses/Restaurants
- Carryover customers: Those in need of food
- Whose opinion matters? Restaurants and shelters
- Where does our audience get their information? Digital means, word of mouth, peers.





# What

- Our main constraint is the technology we will be using.
- There will also be time constraint because we have to learn it.
- Lack of knowledge on the medium preferred by the restaurants(Web, mobile app etc).



# Thank you!