

# Team HungryHacks

Zeroo

*(We're the best zero waste community)*

# Unique Business value proposition

- Product recommendation to the users based on their buying habit, so that it will help them to avoid blind purchase during their next shopping and ultimately it will save a lot of food wastage.
- If there is a demand for certain kind of food from the society (For example – Rice) and NGOs are not able to fulfill their demand due to low stocks in retail stores. So, our application will help NGOs to find an individual donor for that particular in demand product.
- We are giving digital tokens to every donors after their successful donation, So once user reached the token collection threshold, they will get some discount on their next shopping purchase. This will keep, users motivated to donate more.

# Development Tool-kit

## **Data Gathering Sources**

- User's buying habit data
- Demographics data
- NGO data

## **Data Exploration, Pre-processing and Machine Learning**

- Jupyter Notebook

## **Code Deployment**

- GitHub and Kandi

## **WebApp Development**

- Front-end toolkit : HTML, CSS and JavaScript(React.js)
- Backend toolkit : Python Fastapi, and Docker
- Cloud Infrastructure : Oracle cloud Infrastructure

# Zeroo in Market

- **PPC using Google AD grant** (Google give roughly 1 billion dollars to help non-profits promote their causes online each year, So we can use this opportunity to get advertising for free so we can spread our app to a much larger audience!
- **Advertising through video marketing to awaken everyone's emotion.**
- **Word of Mouth Marketing** (We can channel our network to form influential partnerships)
- **Digital Email Marketing**
- **Collaborate with retail stores like Woolworths, Coles, etc. So that we can integrate our app with their system.**

# Future Scope

- Integrate our application with retail store apps like Woolworths, Coles, Aldi, etc to grow our business.
- Helping NGOs by predicting the next best location to setup their new services like foodbank.
- Adding new product categories like Clothings, Furnitures, etc for Donation.
- Scaling our apps to Asian and African countries.

# Team



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