

Team - Don't be Trashy

Trash to Cash

(Trash of one company becomes cash of another)

Unique Value Proposition

- Subscription based model for electronic products to reduce e-waste.
- Motivate users to donate old devices to less privilege people by providing them with tokens which they can use to lease next time with discount.
- Connecting and keeping transparency between Manufacturers and electronic waste recycling facility at global level.

Development Toolkit

Data Gathering Sources

- Manufacturer device data
- Recycling facility data
- NGO data
- Revenue generated by Recycling facility data

Data Exploration, Pre-processing and Machine Learning

- Python, VSCode, and Excel

Code Deployment

- GitHub

WebApp Development

- Front-end toolkit : HTML, CSS and JavaScript(Next.js)
- Backend toolkit : Rest API using Oracle Apex
- Cloud Infrastructure : Oracle cloud Infrastructure

Trash to Cash 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.**
- **Collaborate with manufacturing giants like Apple INC, HP , Lenovo, etc and E-waste recycling organisations. So that we can integrate our app with their system**
- **Word of Mouth Marketing** (We can channel our network to form influential partnerships)
- **Digital Email Marketing**

Future Scope

- Manufacturers should be able to predict the right time to sell the product for recycling.
- Showing the carbon footprint dashboard for every organisation to government.
- Using Blockchain technology in our platform(Trash to Cash). So that it would be easy to track every single device in the world.
- - Scaling our apps to Asian and African countries.

Team



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