



Group 2

Team RecApp

The Battery Recycling App

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Did you know that the an **eight year old**
works 12-hours a day carrying bags of
mud in the mining to make the battery
for your cell phones?



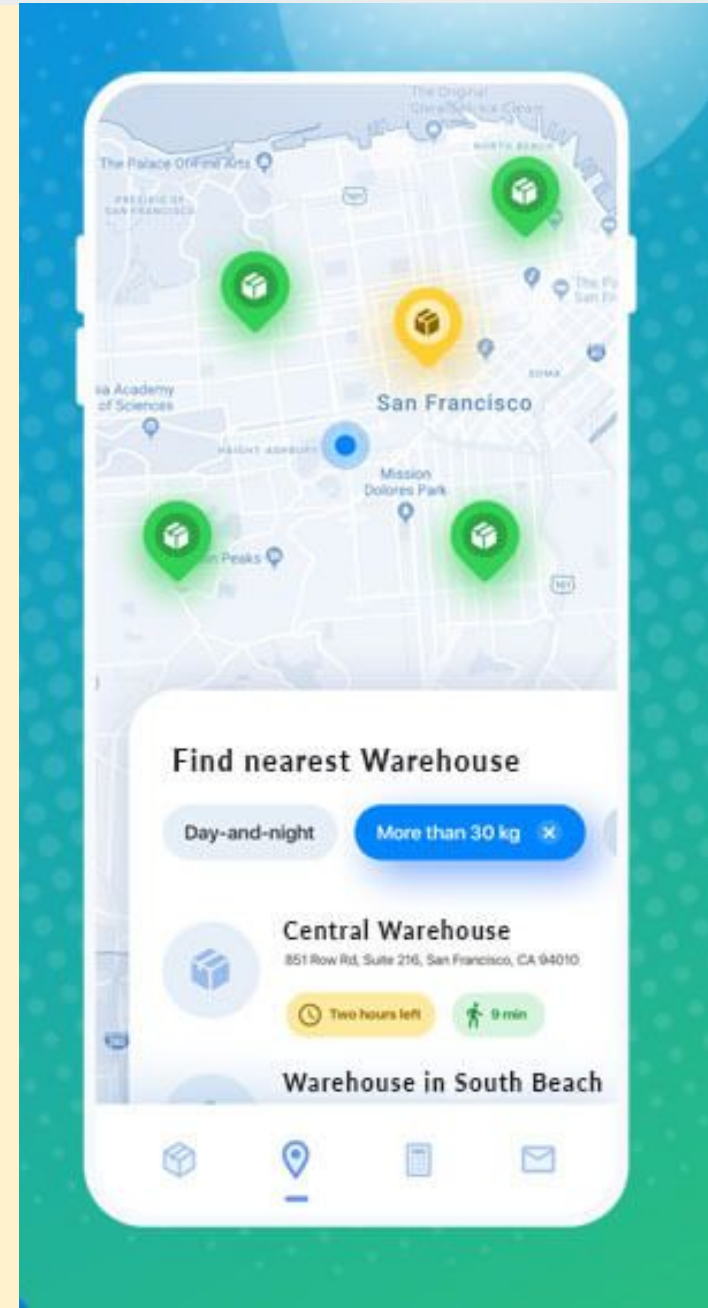
The Problem: Urgency of Battery Recycling

- Shortage of battery minerals
- Human-rights abuse related to mining
- Battery disposable requirement
- Unawareness of recycling facility location
- Users do not know what can be recycled
- Recycling company does not know what consumers are bringing



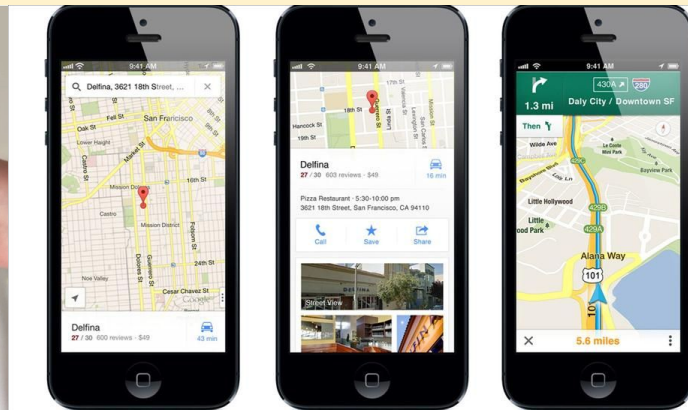
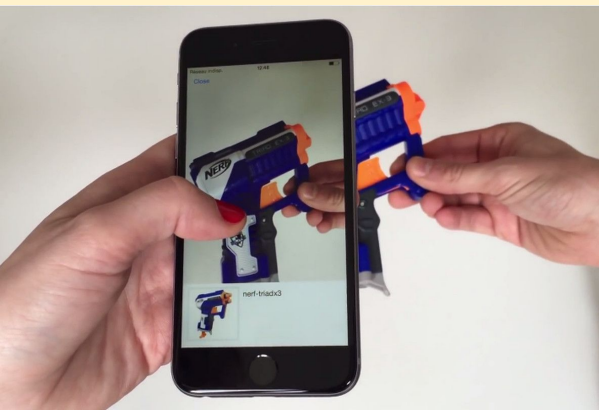
The Solution: RecApp

- Recycling App
- Provides information about the device/battery
- Shows recycling location
- Battery disposable requirement
- Provide insights to recycling facilities
- Recycling awareness
- Reduces the need for new minerals
- Reduces mining labour issues



Our Technology: Consumers

- Scans the battery or device
- Provides information about the battery
- Retrieves life-time expectancy and additional information
- Suggests options for nearby recycling facility
- Battery eco-education
- Tracks the battery recycling journey



Our Technology: Recycling Facilities

1. Improves logistics by tracking the battery's journey
2. Utilizes AI to predict supply and demand
3. Avoids sorting by incorporating user-acquired data
4. Provides business insights



Business Model

Our Customer

- General Public
- Recycling companies
- Battery manufacturers
- Government agencies

Market Strategy

- Direct Approach to tech companies and recycling facilities
- App store advertising campaign
- Contact government agencies

Investment

- Government grants
- Partnership
- Crowdsourcing

Competition

- General recycling apps

Cost Structure

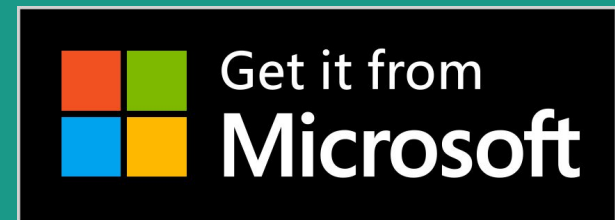
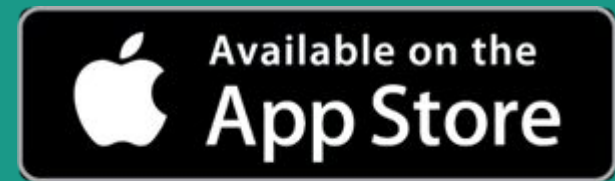
- Employees
- Advertisements
- Operating expenses

Revenue Stream

- Investors
- Business insights and analytics
- In-app advertising
- Government agencies
- Sponsorships

“ Recycle Batteries now
— Before It’s Too Late ”

WIRED Magazine



Sustainability Impact