



BINBUDDY

THE AMAZON FOR RECYCLABLE WASTE

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What is BINBUDDY?

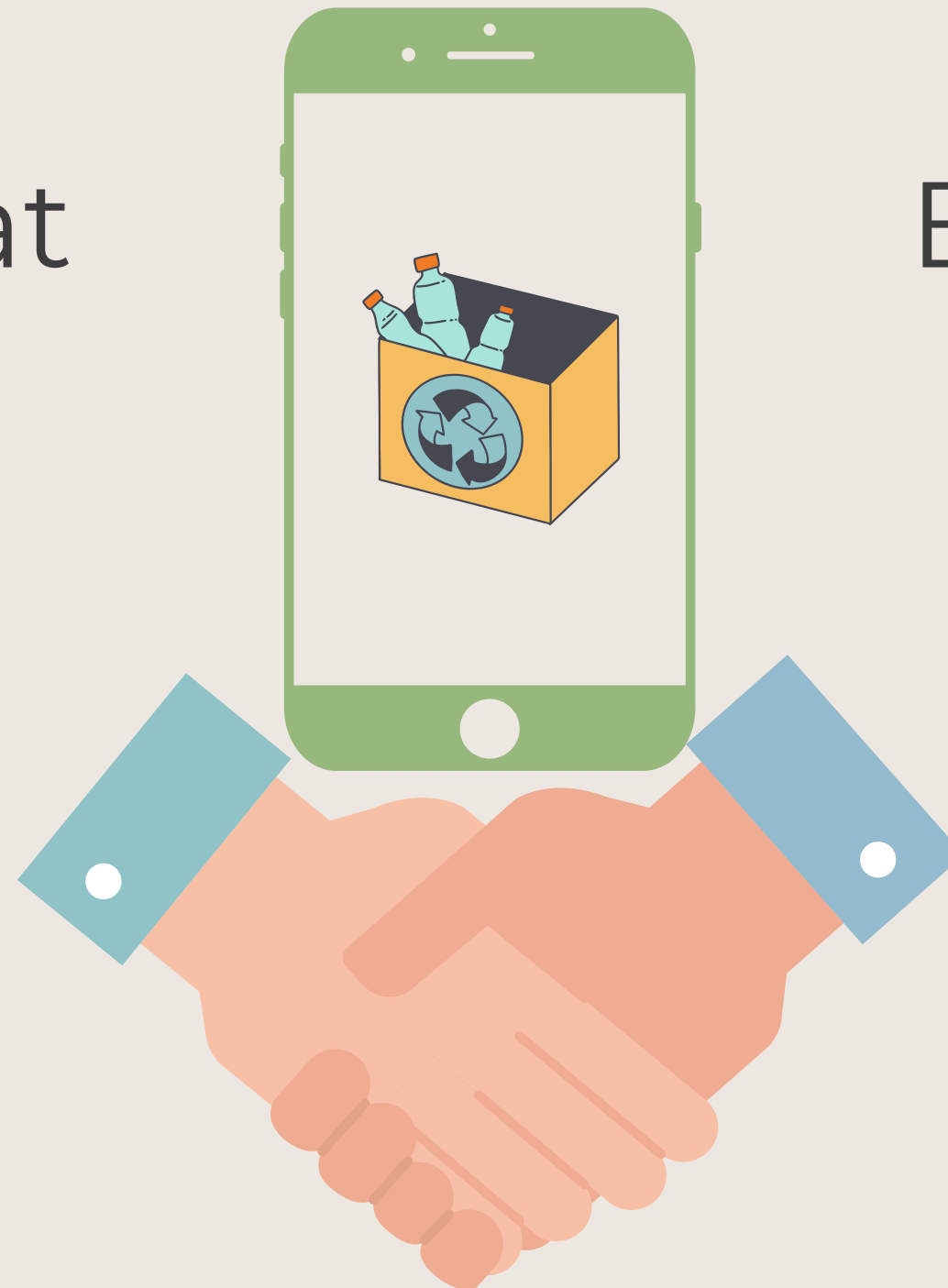


B2B platform (Mobile App & Website)



Businesses that
SELL

Businesses that
BUY



PRODUCT VISION

For **eco-friendly businesses** who either want to **make profit from their recyclable waste** or want to **buy cheap reusable materials** and promote circular economy, the BinBuddy is a **B2B application that connects these two parties**. Unlike companies that sell recycled materials, this app **maximizes the benefits** for both businesses by conveniently organizing all the **logistics** to keep the process as simple as possible and allowing companies to focus on their core-objectives.



PRODUCT VISION BOARD

VISION: For eco-friendly businesses who either want to make profit from their recyclable waste or want to buy cheap reusable materials and promote circular economy, the BinBuddy is a B2B application that connects these two parties. Unlike companies that sell recycled materials, this app maximizes the benefits for both businesses by conveniently organizing all the logistics to keep the process as simple as possible and allowing companies to focus on their core-objectives.

TARGET GROUPS

- Small companies who buy recyclable materials as supplies
- Medium companies with big amount of recyclable waste

NEEDS

- Connection of businesses that need and sell recyclable waste
- Logistic solution for waste management and material exchange
- Circular economy

PRODUCT

- B2B platform that connects businesses selling and buying waste within a certain geographic radius
- End-to-end solution that covers logistics and offers tracking capabilities

BUSINESS GOALS

- Be recognized as the first company that integrates businesses to reuse materials by 2026.

COMPETITORS

- Companies in the field of recyclable waste (Waste Connections)
- Other companies with own waste management programs (Coca Cola)

REVENUE STREAMS

- A set percentage of every sale will be charged as a fee
- Delivery fees
- Commercial Ads

COST FACTORS

- Establishment costs (registration, licenses and insurance)
- Logistic Management
- Website/App development
- Marketing campaigns
- Customer Service
- Sales Operations
- Data Analytics Team

CHANNELS

- Search engines (relevant keywords)
- Social media (Google, Facebook, Instagram, LinkedIn, X)
- App stores (Google Play Store, Appstore)
- Events, workshops, conferences, webinar

PRODUCT STRATEGY: Lean Startup Canvas

PROBLEM

- Small product manufacturing companies are acquiring new high-cost materials.
- Companies are generating considerable amount of waste without sustainable disposal strategies.
- Linear economy leads to pollution in various ecosystems, increasing demand for finite resources and the generation of emissions to produce new materials. This concept combined with low recycling rates accelerates the consequences of climate change.

EXISTING ALTERNATIVES

- Buying waste from companies that sell recyclable waste such as Waste connections or Waste Management.
- Waste management programs within manufacturing companies, like Coca-Cola or Nike.

COST STRUCTURE

Fixed costs:

Logistics. Office rent and utilities. Salaries of employees (developers, sales and marketing teams, among others). Software licenses for the proper operation of the website and app. Premium social media subscriptions, such as LinkedIn, Facebook, Instagram among others. Attending seminars/conferences for Suppliers, Recyclable Products and Green Sustainability to market the platform. Website/App Development, Hosting, and Maintenance

Variable costs:

Targeted Advertisements on Google/Social media. Logistics and Logistic Management. Customer Service/Support

SOLUTION

BinBuddy is a user-friendly B2B platform that facilitates the exchange of recyclable waste between the interested parties and organizes the logistics in between.

KEY METRICS

- Number of subscribed businesses [subscriptions/month]
- Number of transactions [transactions/month]
- Average revenue per transaction [USD/transaction]
- Customer lifetime value [USD/customer]
- Amount of recycled waste facilitated by the platform [tons/month]
- Customer conversion rate [%]
- Churn rate [%]
- Cycle time [days]

UNIQUE VALUE

PROPOSITION

BinBuddy offers an efficient sustainable solution for waste management. It connects buyers and sellers of recyclable materials, and offers an end-to-end solution to the material exchange that covers the logistics and offers tracking capabilities.

HIGH LEVEL

CONCEPT

"The sustainable platform that connects eco-friendly businesses to effortlessly exchange reusable waste. The Amazon for recyclable waste."

UNFAIR ADVANTAGE

- First mover in the market.
- Exclusive access to a network of buyers and sellers: only BinBuddy knows the identities of the parties involved in each transaction.
- Sustainable values: the circular economy concept can inspire businesses to use this platform.

CHANNELS

- Search engines: the platform appears in search engines (Google, Yahoo, Bing) results when potential users are looking for relevant keywords.
- Website: the website will be easy to navigate and will provide educational content (blog articles and guides).
- Social Media: targeted ads on platforms like Google, Facebook and Instagram, content on LinkedIn and X.
- App stores: BinBuddy will be easily found on platforms like AppStore and Google PlayStore.
- Events: industry-specific events, conferences related to waste management, webinars and workshops.

CUSTOMER SEGMENTS

- Small companies and startups who intend to buy cheap recyclable materials as supplies for their businesses.
- Medium to big companies with recyclable waste.

EARLY ADOPTERS

Medium-sized companies who want sell their recyclable metal waste, in Houston, Texas. This waste could include but not limited to aluminium cans, copper cables, and steel.

- Small companies that want to buy metal material in Houston, Texas.

REVENUE STREAMS

A set percentage of every sale will be charged as a fee.
Delivery/Logistics Fees.
Commercial Ads.

OKR and Key Metrics

OBJECTIVE

Be recognized as the first company that integrates businesses to reuse materials by 2026.

KEY RESULT 1

Obtain 1000 buyers and 1000 sellers subscribed by 2025.

KEY RESULT 2

Achieve an annual profit of \$100k by 2025.

KPI'S 1

- Customer retention rate
- New customers per month

KPI'S 2

- Customer lifetime value.
- Monthly recurrent profit.

PRODUCT ROADMAP

	NOW	NEXT	LATER
Product stability and performance	<ul style="list-style-type: none">• Web application• Outsourced logistics	<ul style="list-style-type: none">• Mobile application• Own vehicles	<ul style="list-style-type: none">• Implement AI• Electric truck fleet• Certified bins for top customers
Drive user activation	<ul style="list-style-type: none">• Tutorials• Targeted campaigns	<ul style="list-style-type: none">• Chat bots• Different languages	<ul style="list-style-type: none">• Referral program• Educational videos
Drive user engagement	<ul style="list-style-type: none">• Promotion code for new users	<ul style="list-style-type: none">• Feedback from users	<ul style="list-style-type: none">• Reward system
Product integrations	<ul style="list-style-type: none">• Credit card• Houston• Metal waste	<ul style="list-style-type: none">• Apple Pay and PayPal• Texas• Paper waste	<ul style="list-style-type: none">• United States• Consulting services for general recyclable waste

PRODUCT DISCOVERY: Customer Interview

Selected Customers and Settings

Houston-based organizations

For **Sellers**, we chose an organization that generates great amount of waste (*Rice University*)

For **Buyers**, we chose two different types:

- A manufacturing company that already uses recyclable waste in their production process (*Daxwell Recycling inc*)
- A similar company that does not currently use recyclable waste but has potential to do so in the future (*Reliable Injection Molding LLC*)

All interviews were conducted in the manufacturing/waste management offices of all the companies

Most Relevant Questions

Sellers

- Types of waste collected and amounts
- Current Waste Management Plan
- Costs and Pain points

Buyers

- Categories and amounts of raw materials used
- If not using, why not?
- Procurement process
- Weight of raw material cost in final product cost structure
- Multiple or single vendor?
- Quality assurance process and metrics for raw materials?

Relevant Product Ideas

- Focus on recyclable materials with minimal to no preprocessing, such as scrap metals.
- Companies interested in switching from raw to recyclable materials must save at least 30% on material costs.
- Target companies with existing recycling processes.
- Bonus: consulting service for adapting their processes to use recyclable materials.

PRODUCT DISCOVERY: Concierge Technique

Team engagement as both sellers and buyers of recyclable materials

Goal:

Comprehensive insights to enhance BinBuddy's solution and user experience.

Simulated Transactions:

Attempting to sell scrap metals
Trying to purchase recyclable plastic

Purpose:

Understand existing channels
Experience challenges firsthand
Identify specific pain points



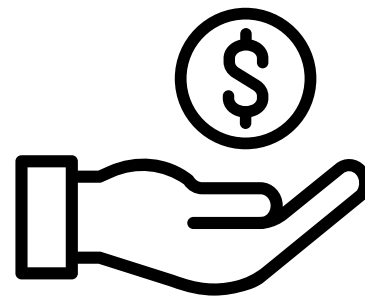
PRODUCT DISCOVERY: Prototyping

BinBuddy

WELCOME! PLEASE SELECT YOUR PROFILE



BUYER



SELLER

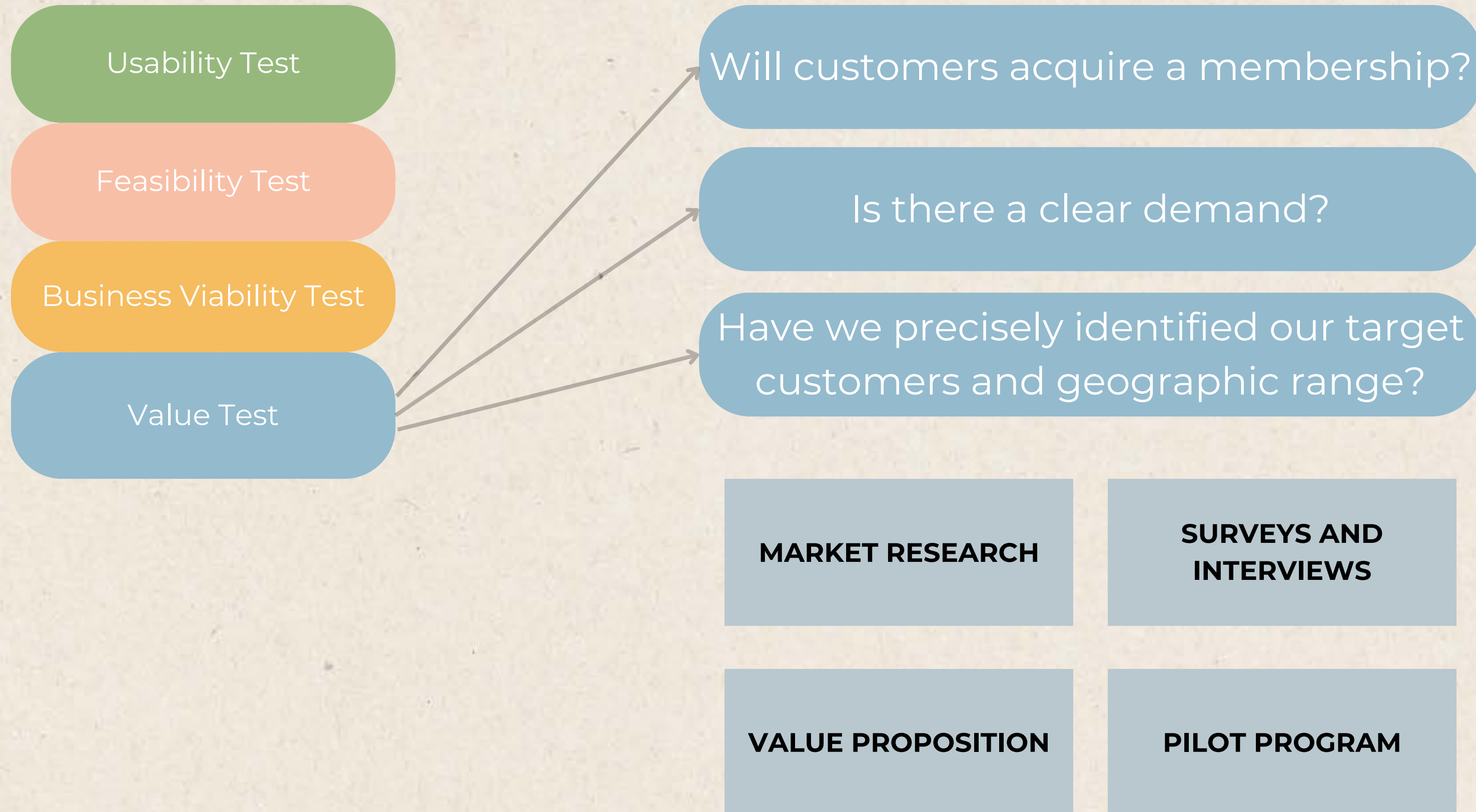
Our User prototype consists in a ppt slidepack to help all stakeholders visualize the MVP and the look & feel of the platform

User journey: slides walks through a typical user journey in the platform (web and app), from initial onboarding to completing a transaction

Value proposition: prototype highlights key features and clearly communicates the value for both sellers and buyers

Scalability and cybersecurity: prototype will serve as a starting point of discussion to make sure that the platform can easily adapt and grow. Also it will highlight key concerns for robust data protection

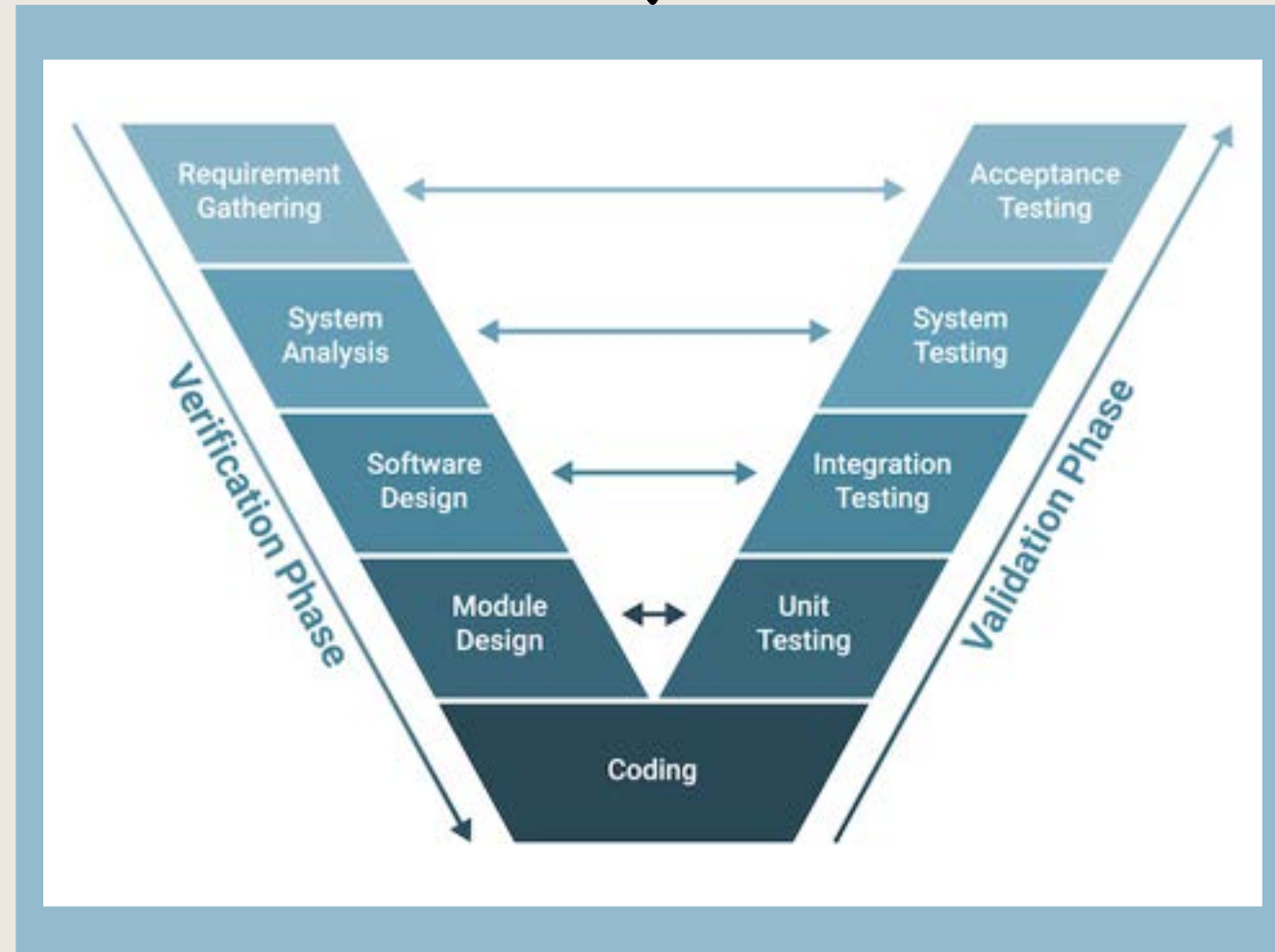
PRODUCT DISCOVERY: Testing



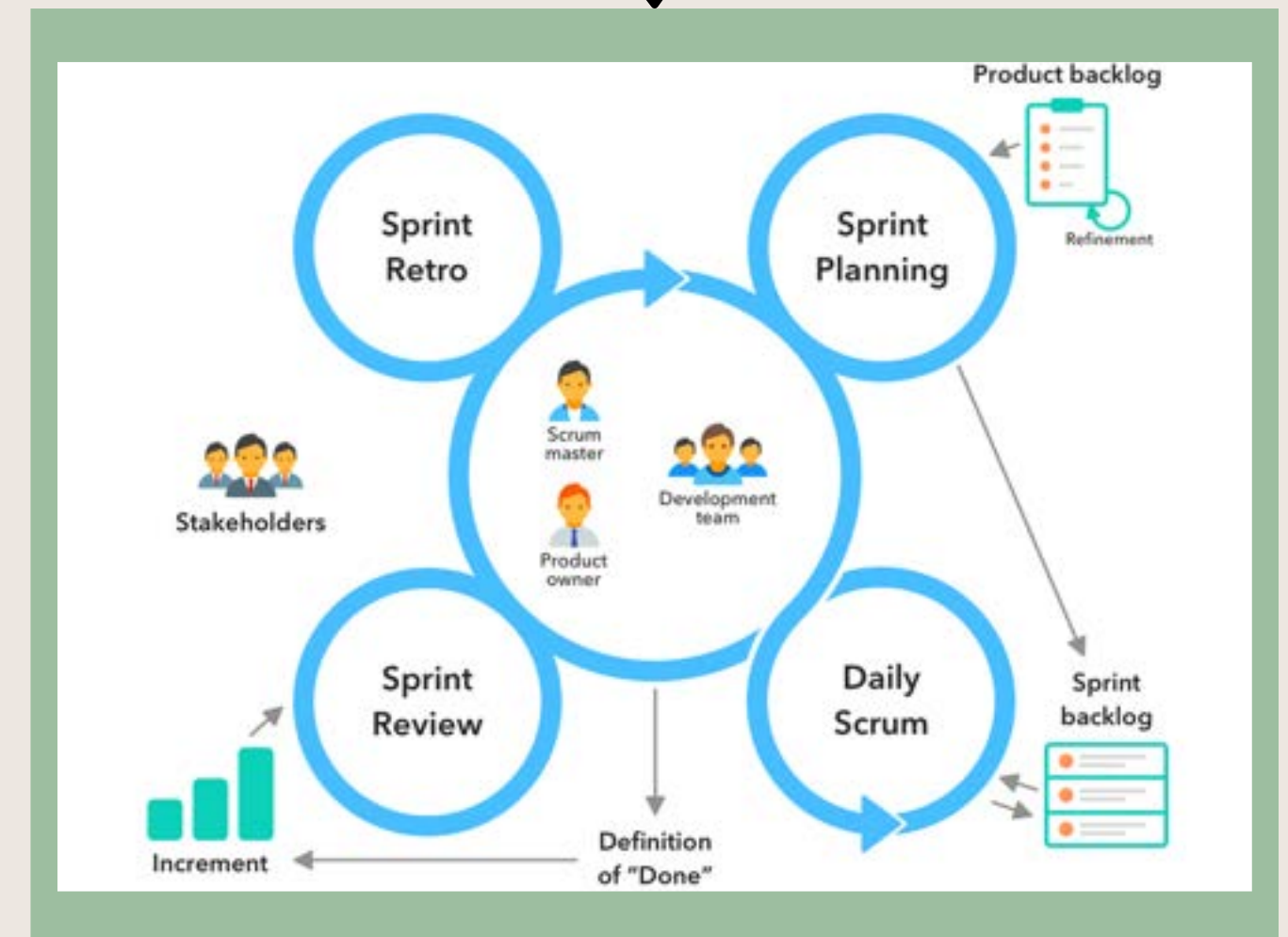
PRODUCT DEVELOPMENT

Agile Engineering Concepts

Systems Engineering



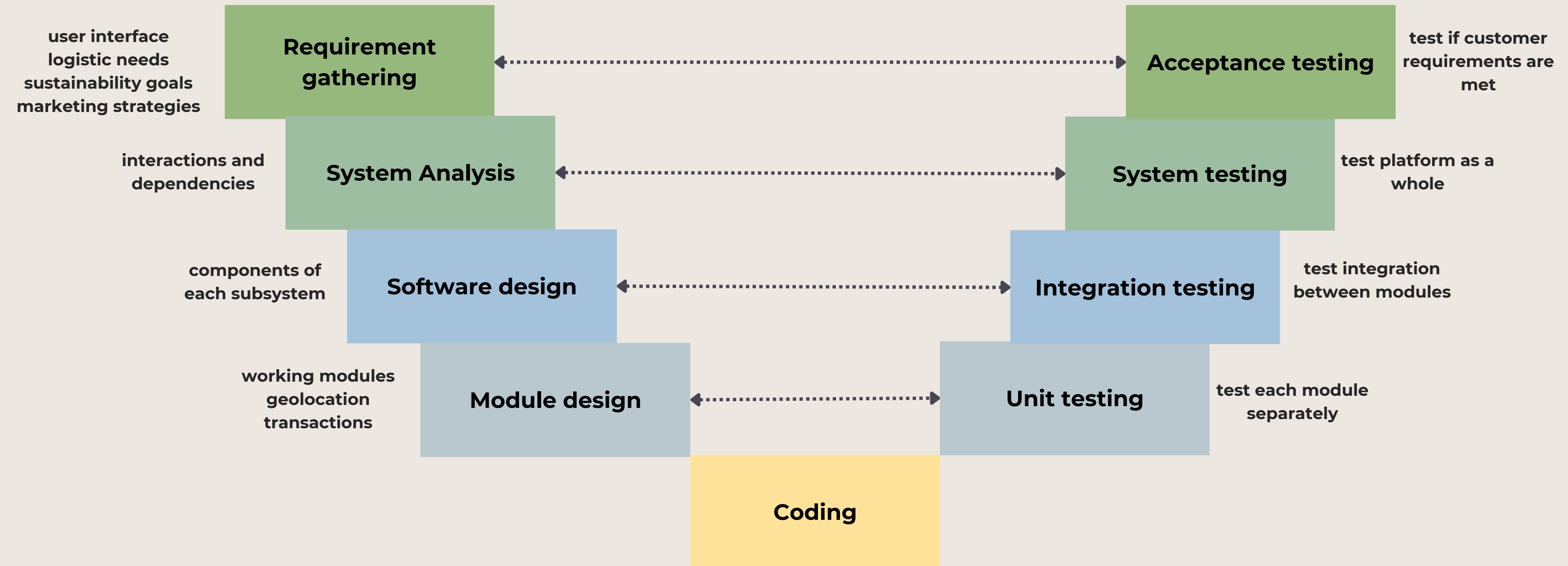
SCRUM Methodology



SYSTEMS ENGINEERING

BinBuddy = Platform + Logistics + Sustainability + Marketing and Sales + Data Analytics

The 'V' model of Systems Engineering



SYSTEMS ENGINEERING

Benefits



**Design of
functional
processes**

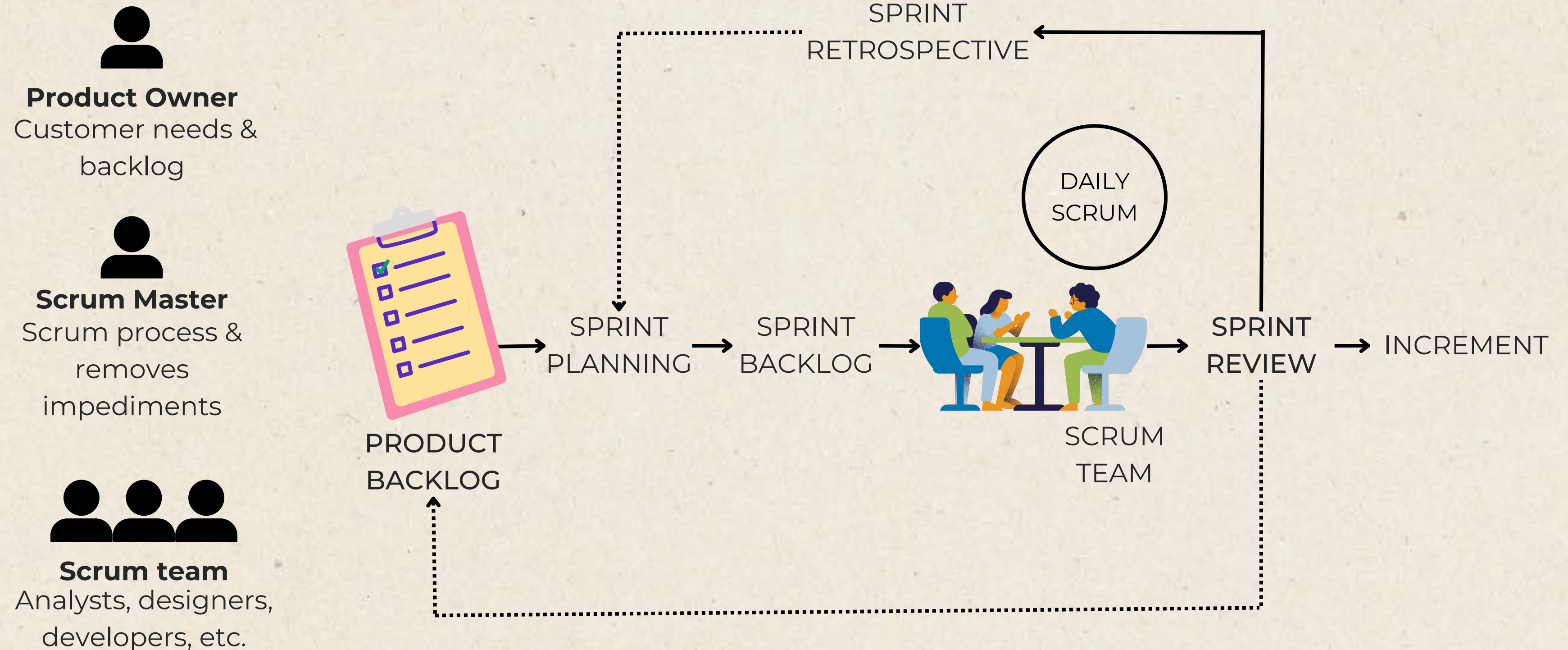
**Understanding
of dependencies**

**Continuous
improvement**

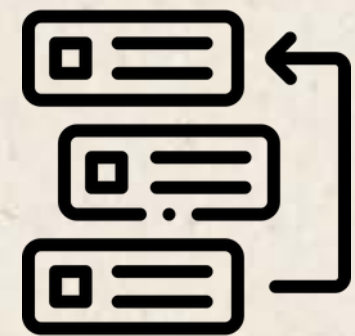
**Identification
of risks and
bottlenecks**

**Allocation of
resources**

SCRUM METHOD



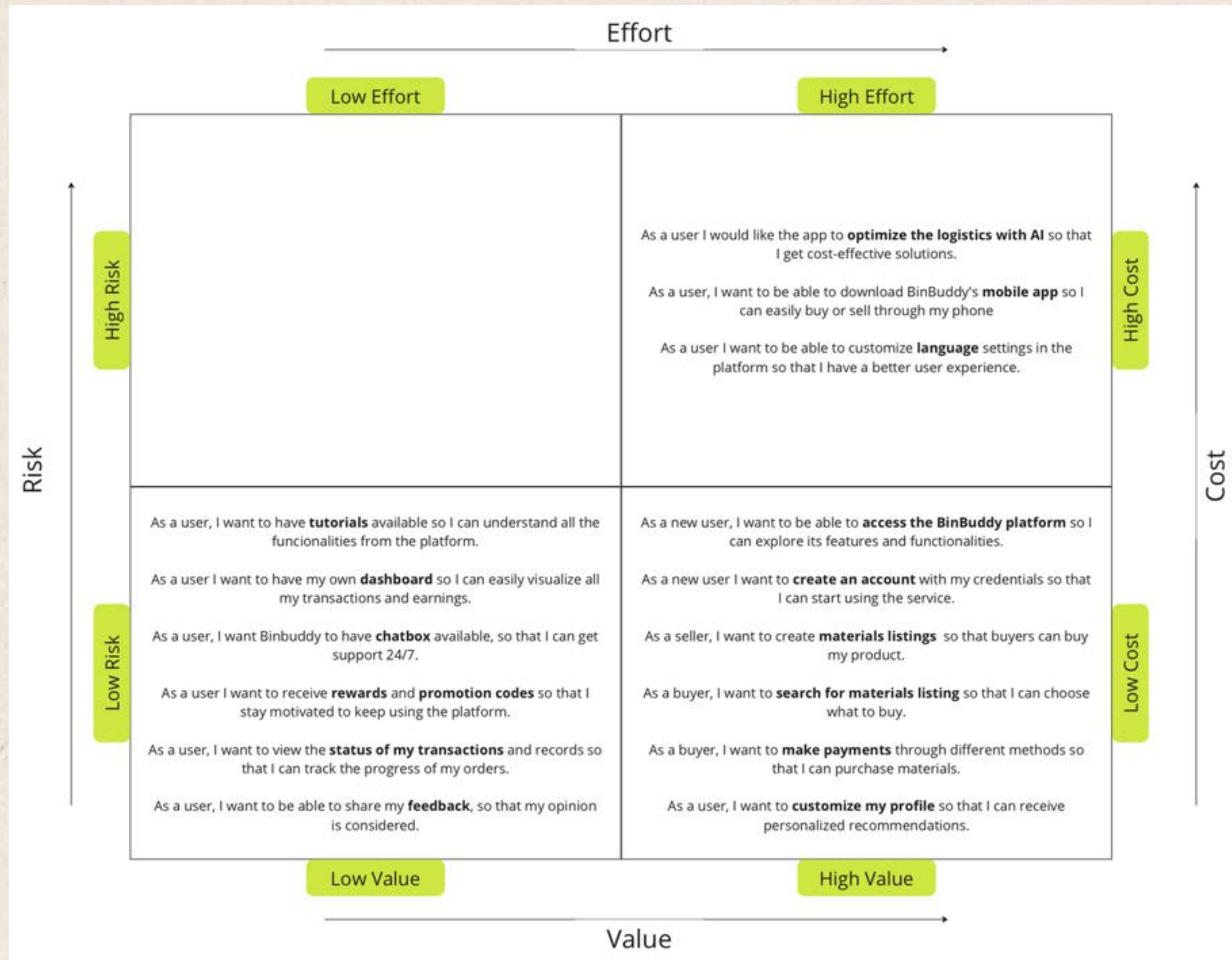
PRODUCT BACKLOG



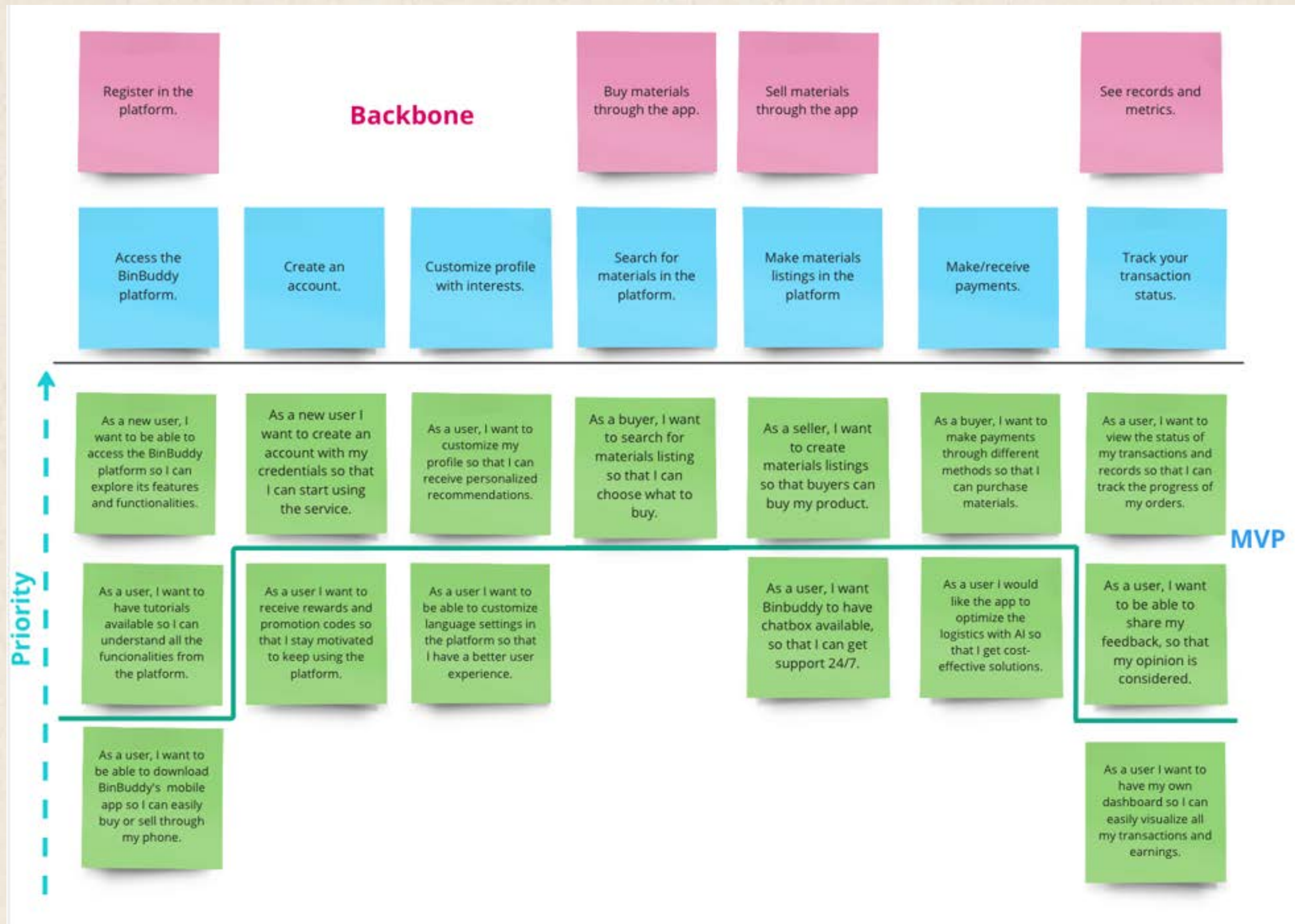
EPIC: Creating an account

ID	Theme	Title	User Story			Acceptance Criteria	Priority
			As a	I want	so that		
1	Customer need	User registration	New user	to register with BinBuddy using my email	can create a profile.	User can input email, password, and business information. Email format is validated. Password strength requirements are enforced.	High
2	Customer need	Account activation	User	to activate my account	I can ensure its security and start using the app.	User receives a verification email within 5 minutes of registration. User is directed to the login page after clicking the activation link.	Medium
3	Customer need	User login	Registered user	to log in using my email and password	I can access my account.	User can log in with correct credentials. Incorrect attempts display an error message and allow retry. Redirects to homepage upon successful login.	Medium

PRIORITY MATRIX



USER STORY MAP

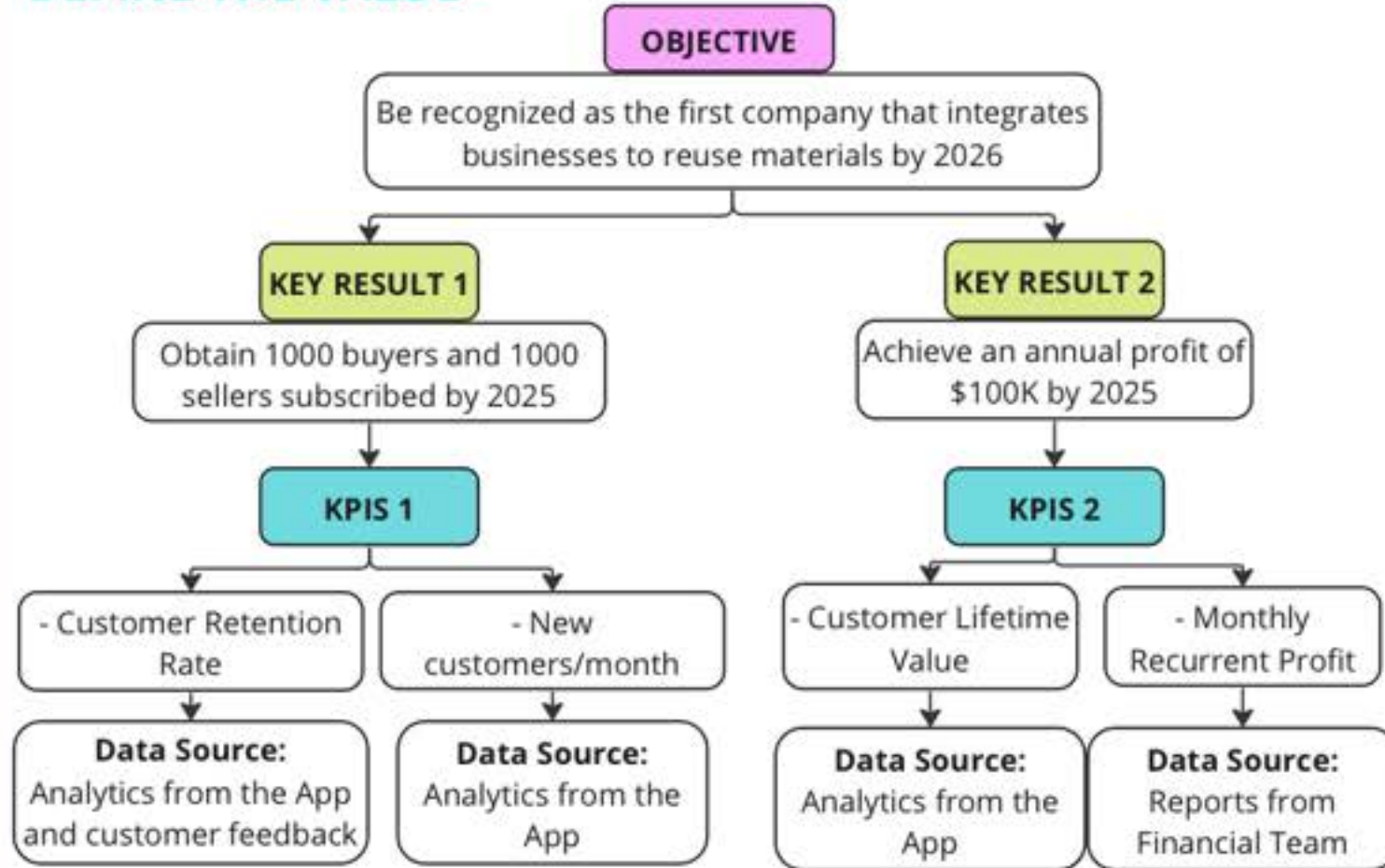


GO-TO-MARKET PLAN

Value Proposition BinBuddy streamlines waste management by connecting buyers and sellers of recyclable materials. The platform provides a complete solution, handling logistics and offering tracking features. This enables buying companies to save on material procurement, helps selling companies generate additional revenue, and promotes a circular economy to boost recyclable	Ideal Customer <u>Sellers:</u> Houston-based businesses looking to monetize the recyclable waste produced in their day-to-day operations. <u>Buyers:</u> Small to medium sized Houston-based manufacturers that have an established method of re-using materials in their manufacturing process.	Market Competitors like Waste Management and Waste Connections offer paid waste and recyclables pick-up. Launch Time: Spring, to help minimize any weather-related product transportation delays during the pilot timeframe.	Product Readiness Establish the marketing strategy, KPIs, and budgets, define pricing, and optimize the supply chain for efficiency. Vehicle quantity and logistics will be organized to maximize truck occupancy. A business development team will be hired to train the sales team and ensure a smooth customer onboarding process for increasing sales. Legal representatives will ensure compliance with city regulations.
Product Position Marketing campaigns on Facebook, Instagram, and Google to attract leads. Sellers set prices, and the platform suggests rates for materials. BinBuddy charges a 10% fee plus taxes and shipping costs based on material weight and distance. The goal is to onboard 20 customers in the first month of operation.	Distribution Channels BinBuddy's platform will be accessible through the web app on our website, www.binbuddy.com for our initial launch servicing the city of Houston. Once a sale is made between 2 parties, a freight truck will be dispatched within 24-48 hrs to pick up the recyclable materials from the seller and deliver them to the buyers.		Customer Support Anticipated customer issues with BinBuddy include: <ul style="list-style-type: none">- onboarding for sellers and buyers- payments/refunds- order tracking. To address these, BinBuddy will offer 24/7 chat support and weekday call support. Predefined SOPs and an FAQ section on the website will enhance customer support and retention

DATA-DRIVEN INSIGHTS

DEFINE THE VALUE



PLAN THE CAMPAIGN

There will be a data analytics team with the required experience to follow business KPIs and provide valuable insights.

The financial department will create monthly reports, and will engage monthly meetings with the Executive Team

There will be a shared dashboard featuring the latest month's key performance metrics displayed in the office, to keep the team dedicated and informed.

Encourage users to give feedback through surveys within the app after transactions through the use of rewards/discounts.

ACTIVATE THE DATA CHANNELS

Monthly financial reports will include earnings, taxes, costs and other deductions.

Focus on Web and App development to obtain metrics that show the platform's performance

Implement user-friendly feedback mechanisms and surveys to obtain accurate data directly for customers' experience

Include contact information and links to give feedback of the platform.

Develop real-time data gathering mechanisms through the platform

VISUALIZE DATA

BinBuddy's data analytics team will oversee the development and maintenance of an insightful dashboard.

This dashboards will serve as a central hub for accesing real time and historical data, and make informed decisions promptly.

The dashboards will be created with tools as PowerBi / Tableau.



ENABLE CHANGE

Share customized data with customers with visualizations about their transactions within the app.

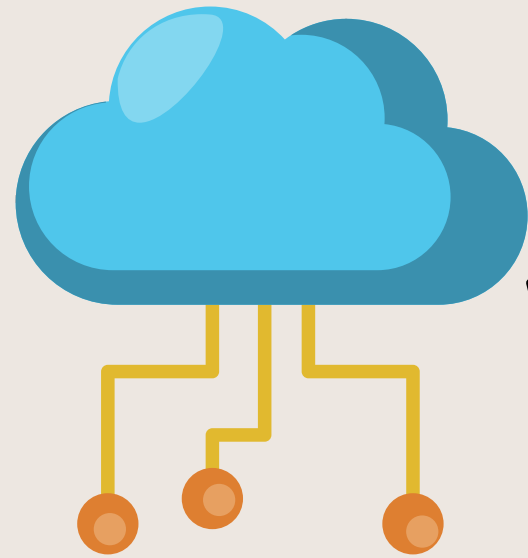
Ensure that employees can make business decisions based on data analytics

Encourage employees to learn Data Visualization tools, such as Tableau and Power BI.

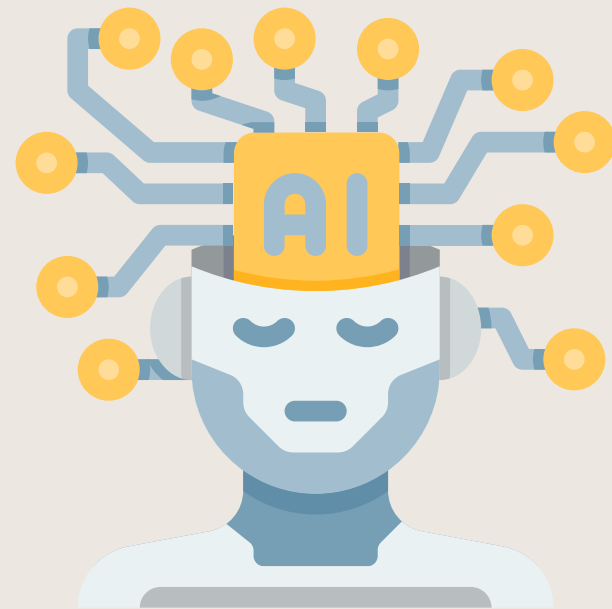
Include data visualizations in presentations and meetings

Embrace a data-driven culture

INDUSTRY 4.0 TECHNOLOGIES



Cloud Computing

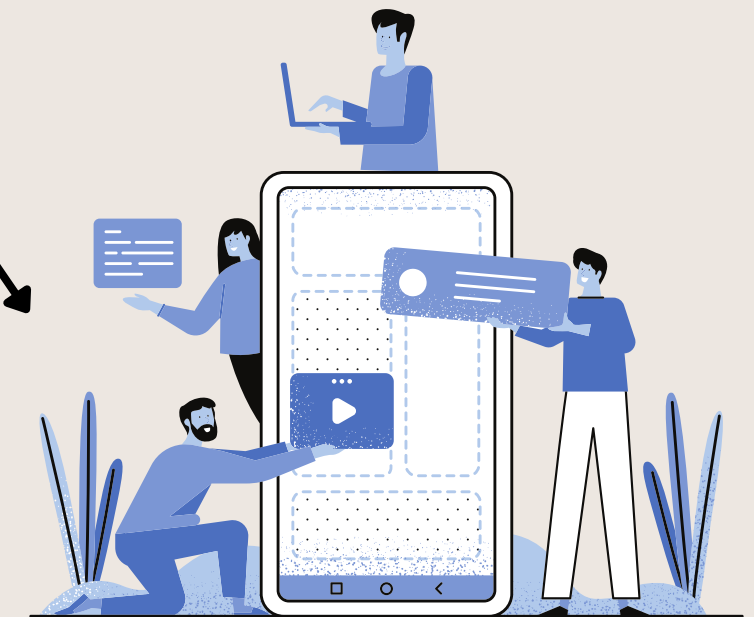


Artificial Intelligence

BINBUDDY

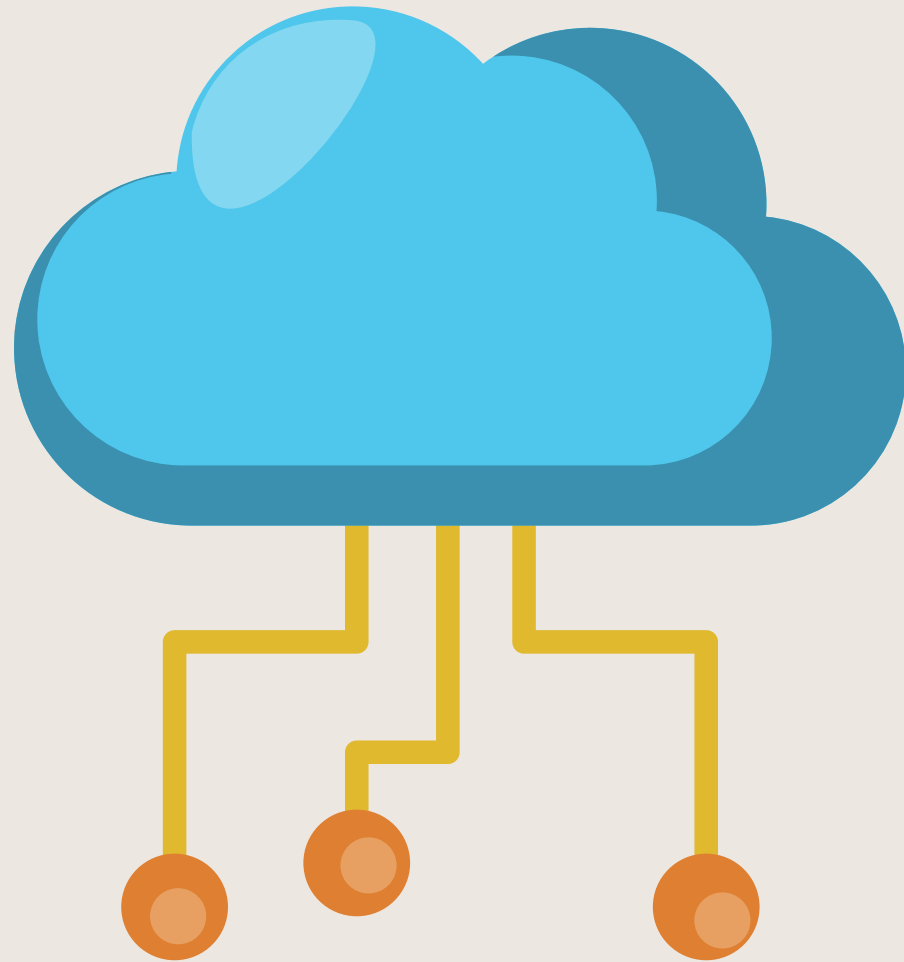


Internet of Things (IoT)



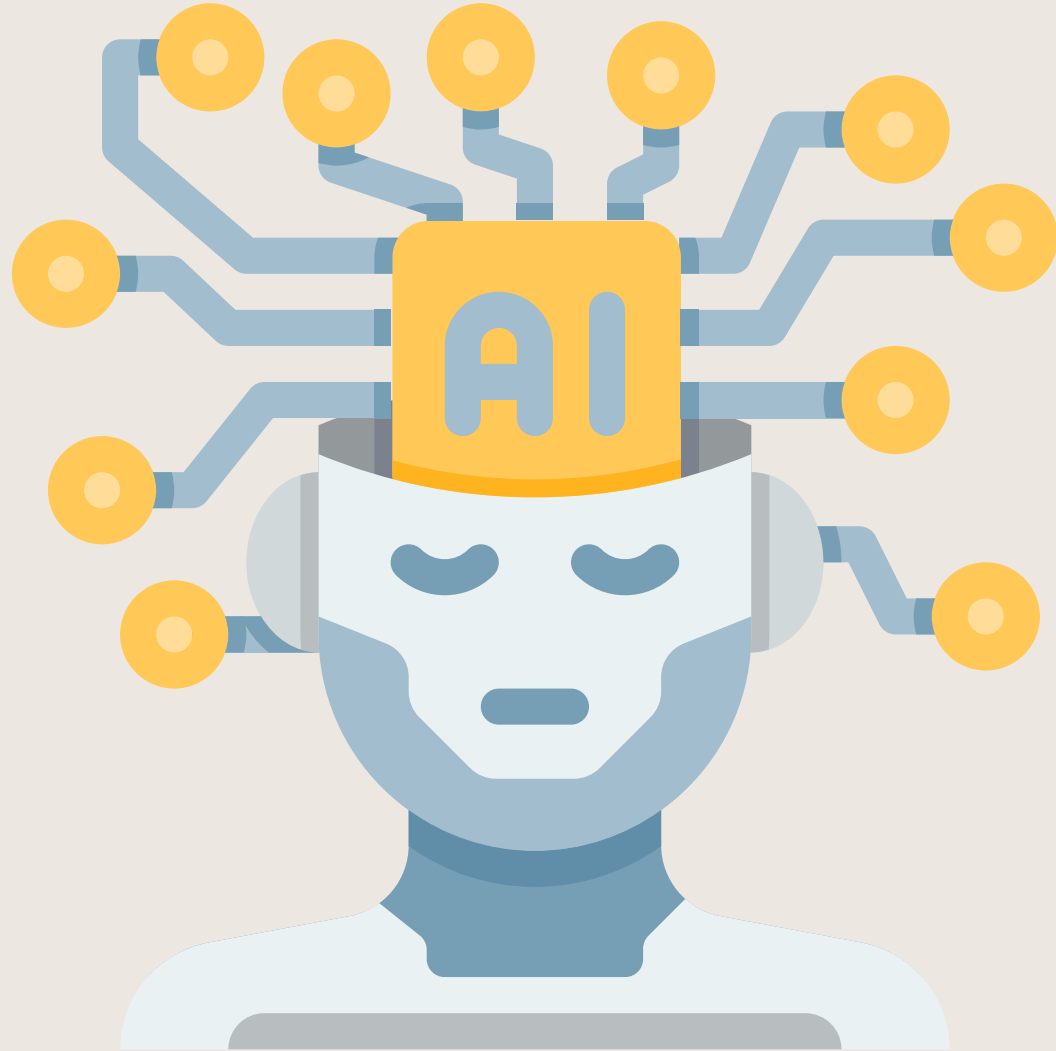
Platform Technologies

Cloud Computing



- **Host and Run BinBuddy Website and Mobile Application**
- **Store and Process BinBuddy collected data efficiently and cost-effectively**
- **Run complex computations that can provide predictive or prescriptive insights**

Artificial Intelligence



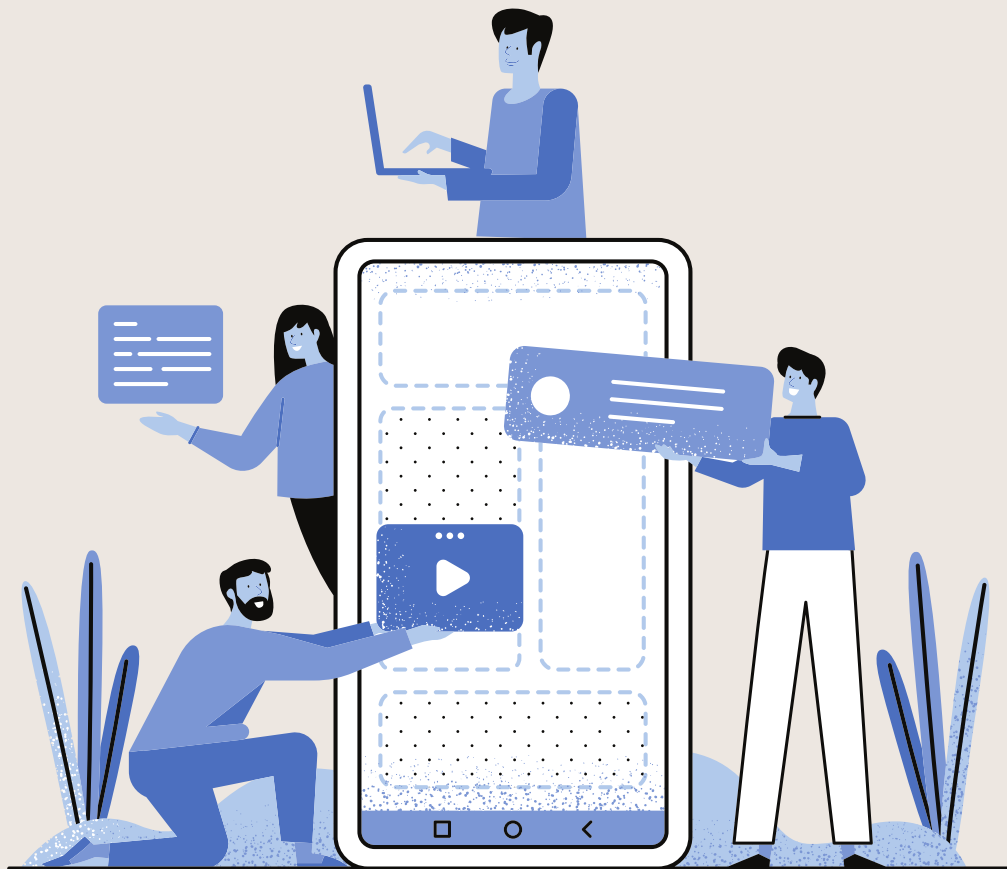
- Utilize data to efficiently map pickup and delivery routes
- Process fleet sensor data to provide predictive maintenance alerts
- Process customer data to help predict volume of listings and orders
- Provide automated customer support chatbots using Natural Language Processing (NLP)

Internet of Things (IoT)



- **IoT can provide us real-time data on physical conditions of the fleet and deliveries.**
 - **No need to contact the driver team**
 - **Data measured can include:**
 - **Container temperature/humidity**
 - **Load Weights**
 - **Vehicle Mileage**
 - **Vehicle Emissions**
- **Using IoT-enabled weight sensors installed in the customers' waste containers, we can stay informed on the amount of waste piling up at customer facilities**
 - **No need to wait on customers to list their waste.**
 - **Through this, we can notify customers to list their materials.**

Platform Technologies



- **BinBuddy Platform will connect buying and selling parties in a centralized place**
- **BinBuddy Platform will provide the tools to:**
 - **List materials**
 - **Search for materials**
 - **Track Order Status**
 - **Receive payments**
 - **Make payments**
 - **Post Reviews**
- **BinBuddy will create the building blocks and the users will create the rest**

BINBUDDY ONLINE PLATFORM HAS NOW OFFICIALLY LAUNCHED



BREAKING NEWS: BINBUDDY APP MAKES THE PURCHASE AND SALE OF RECYCLABLE MATERIALS AS EASY AS ONLINE SHOPPING.

HOUSTON - September 12, 2023 - BinBuddy, a Houston company, today launched a new application on iOS and Android that allows companies to buy and sell recyclable waste without having to worry about logistics.

BinBuddy makes this whole process as simple as downloading an app and clicking a few buttons. It creates a platform where sellers can list their waste products and buyers can find their desired waste products. BinBuddy also takes it a step further by handling all the deliveries and logistics between the time of sale and the time of delivery giving both the buyer and seller a hassle-free experience.

When a seller is listing a product and quantity, the BinBuddy algorithm will automatically recommend a listing price per pound of that material that helps maximize customer conversion and increase likelihood of a sale. On the other end, BinBuddy helps the buyers by vetting and ranking the selling companies prior to signing up to guarantee that product quality is maintained. In addition, BinBuddy provides the buyer with live tracking of their delivery to keep the buyer informed of the whereabouts of their expected delivery. All of a sudden, the "Go-Green" process does not seem hard at all. Do I need to remind you that all this is available at your fingertips?

To join the BinBuddy community, go to BinBuddy.com or download the app for iOS or Android and sign up as a seller or a buyer. Enter all the relevant information, view the in-app tutorials if you need any help, set your location and product filters, and then you are all set to start listing or buying recyclable waste while helping our community become more sustainable in the process.

"Our goal with BinBuddy is to remove as many roadblocks as we can for companies looking to make our world a more sustainable place while making and/or saving money in the process," said Abdullah Zaher, one of the five founding members of BinBuddy. "There are millions of pounds of recyclable materials that go to waste in the United States every year and our company is dedicated to helping both our buying and selling members capitalize on this opportunity and realize that "Going-Green" is not as hard as it once was. "

"We have been able to cut our material and logistics costs by 30%," said Moe Shmow, CEO of Shmow Manufacturing in Houston. "BinBuddy has really helped create a user-friendly platform to help companies like ours find great deals on raw materials while creating a community that shares the same passions for going green. I wish this was available sooner."

If you want to join the BinBuddy movement while saving or making money, visit BinBuddy.com today and sign up.

Meet The Team Behind This



Valentina Varetto
- C.E.O



Abdullah Zaher
- C.O.O



Julieta Mariano
- C.F.O



Cecilia Alberti
- C.M.O



Swarnim Sandeep
- C.T.O

"BinBuddy - The Amazon for Recyclable Material."

VISIT OUR WEBSITE TO JOIN: WWW.BINBUDDY.COM



THANK YOU