| *Ekhane* | |
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| Identity *Ekhane* is an alternative place for your waste which allows you to have choice on how to dispose your waste in a more sustainable way. | Problems  * No waste segregation & overburdened landfills; * Uncollected waste & illegal dumping; * Inefficient waste collection system. |
| Our solution *Ekhane* is a web platform, which connects the waste producer (e.g. households) with the waste collectors (e.g. *bhangariwalas*) in order for the waste to be delivered to the proper stakeholders: startups/NGOs, corporates/companies or individual recyclers (for biodegradable waste in future), etc. within the waste management ecosystem, which are able to purchase and reuse waste granting financial incentives for waste producers. | Target market  * Households or individuals who dispose their waste (B2C); * *Bhangariwalas*and other waste collectors (B2C). * Entities that purchase waste – recycling companies, start-ups and NGOs (B2B); * (potentially) Government (B2G). |
| The competition Lack of any other digital solution supporting the waste management system in Dhaka, lack of opportunities for inhabitants to have more control over the ‘afterlife’ of waste and the government’s plan to increase the level of waste segregation create a promising market for *Ekhane*. | Revenue streams  * Waste Value * Advertisements on the website; * Commission fee from business partners; * (later) Events fee and advertisement fee during the events. |
| Marketing activities Initially, *Ekhane* will introduce its services through posters and leaflets and utilize its website to communicate with customers (through ‘blog’ section), and at the later stage its own social media, e.g. Facebook, LinkedIn. As business grows, *Ekhane* will organize events promoting sustainable way of life and its services. | Expenses  * Marketing; * Wages for *bhangariwalas* and new waste collectors; * Equipping new waste collectors with litter weighers and bicycles; * Fees for utilization of the secondary transfer stations; * (later) Events organization-related costs (depending on type and scale of an event). |
| Team and key roles  * Technical Subteam: Yusuke Kaga, Valentino Jehaut, Nimra Perveen; * Research Sub team:Anna Wierzbicka, Ramya Khare; * Advisor:Tahreem Shah. | Milestones - Targeted  * 1 year after being fully operational, at least 5 beneficiaries, 100 connections, 10% increase in collected waste; * 3-5 years: increasing the efficiency of collection process by introducing new collectors & routes; * 48% of all waste to be recycled in Dhaka by 2032. |