




JUSTIFICATION

Plastic pollution...
...exponentially grows
...enormous problem for the environment
...is mostly produced by poor areas

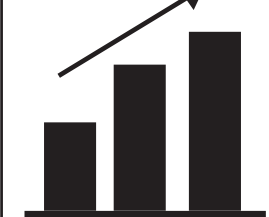
- no existing recycling system
- no awareness of the importance of recycling
- no/low income
- jobs needed



SMART OBJECTIVE

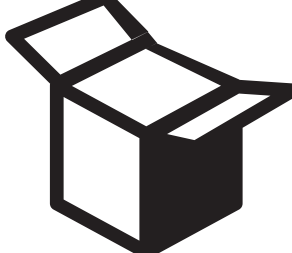
1. Develop a banking app that includes all the necessary features to ensure the smooth operation of the services we provide.

2. Establish a stable crypto-currency.



BENEFITS

- helps to improve recycling of plastic and reduce plastic pollution
- generating monetary value in Cryptocoins
- provides a secure, cashless method to earn money, where people are at risk for robbery
- revenue by selling the collected plastic to participating companies
- revenue from advertising for partner companies and their products on the app
- boost for the local economy
- image boost for partnering companies
- Income cash flows are expected to be:
 - 140K€ at beginning of 2nd year,
 - 280K€ at 3rd,
 - 420K€ at 4th.



PRODUCT

- blockchain-based crypto coin
- banking app as an exchange platform (plastic <—> coins)



REQUIREMENTS

Administrative Anforderungen:

Funktionelle Anforderungen:




EXT STAKEHOLDERS

- Customers
- local / online businesses who are partnering
- country/state
- partnering recycling centers
- crypto-coin platforms
- all companies producing plastic products



TEAM

- Developers
- Marketing/Sales
- Project Manager
- Local interpreter to communicate
- Political/Environmental scientist



CONSTRAINTS

Release on 31.12.2019



ASSUMPTIONS

- People in developing countries do want to get a job
- Plastic will still be used in the next 10 years
- Plastic pollution won't get better on its own
- The majority of people have access to smartphones and know how to use one




DELIVERABLES

Was wird abgeliefert, Projektphase, ALpha/Beta...




RISKS

- political headwind
- finding sponsors and partners —> Local store owners want to participate
- difficult to establish



TIMELINE

Wann wird abgeliefert: Alpha, Beta, etc



COSTS

600K€ overall cost