





Only 15,000 (5%) of 300,000
garbage were recycle everyday

**Malaysia produce average
300,000 tons of garbage
every days. However only
5% were recycle**

Problems With Traditional Dustbin



People not utilize the rubbish bin properly & Dislike Segregating Their Garbage

- There is little information provided about waste segregation
- lack of environment awareness
- Laziness




Bad Dustbin Condition



open lid and the smell of garbage will attract wild animal to scavenge and make a mess around the area

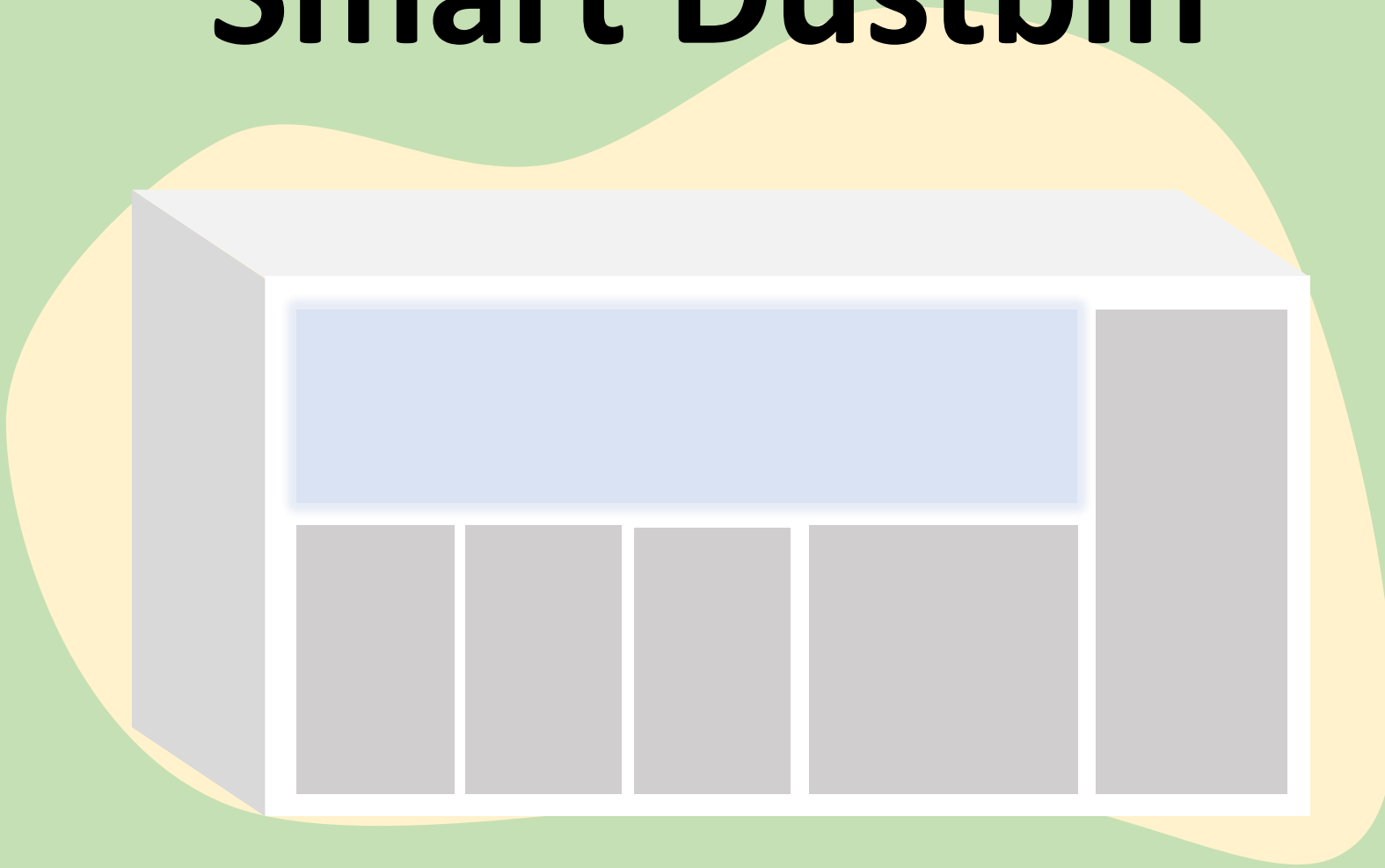






Introducing

Smart Dustbin



Advertisement/ Info Panel

- share information regarding environment awareness
- can serve as advertisement panel for client

Smart Recycle Bin

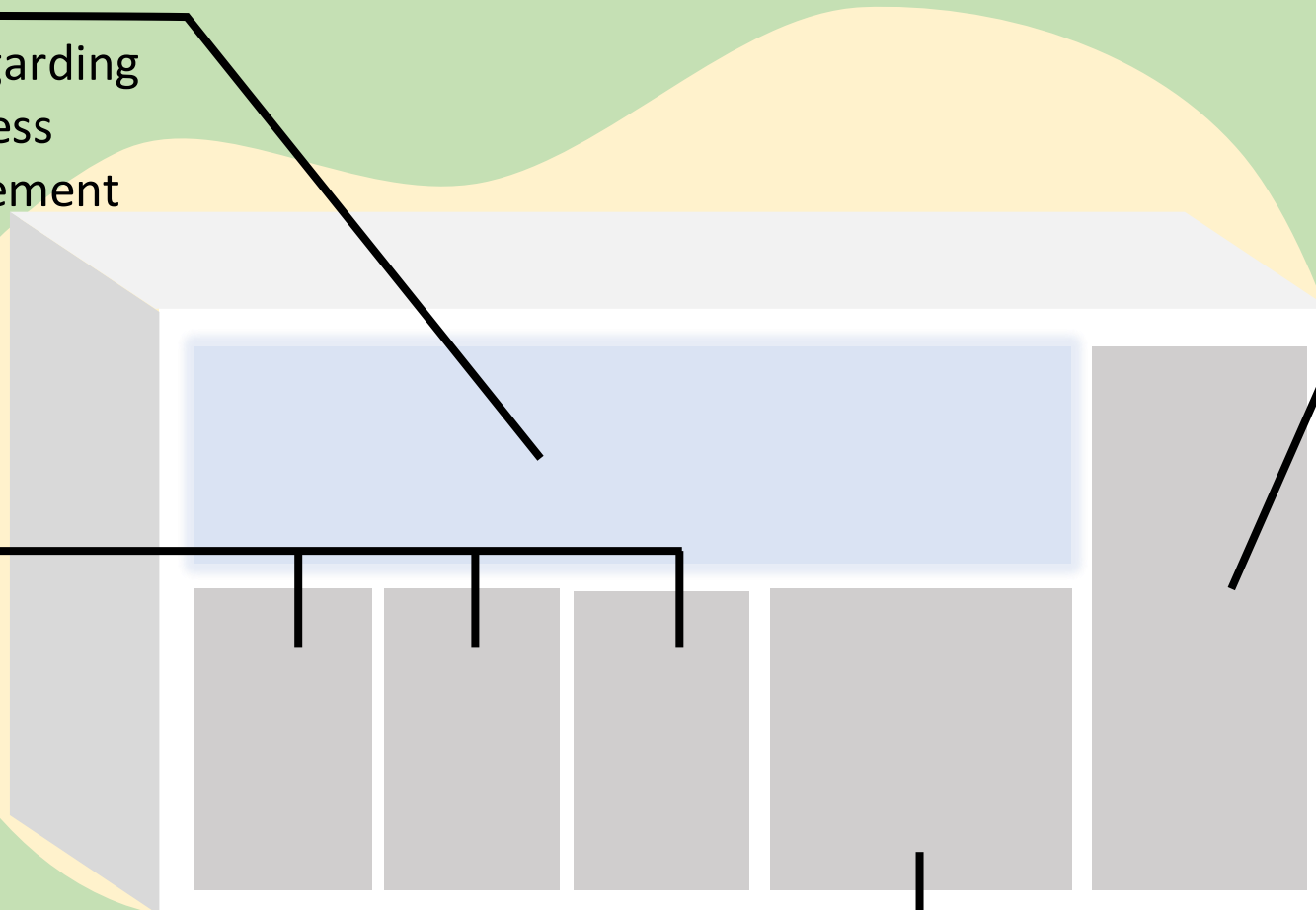
- three smart recycle bin each for different material

Reward Machine

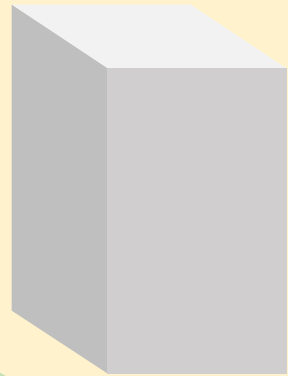
- can redeem coin for recycle rubbish
- enable people to enjoy direct benefit from recycling
- encourage people to recycle

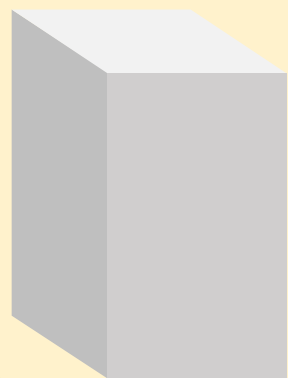
Smart Bin

- one large bin for rubbish that cannot recycle

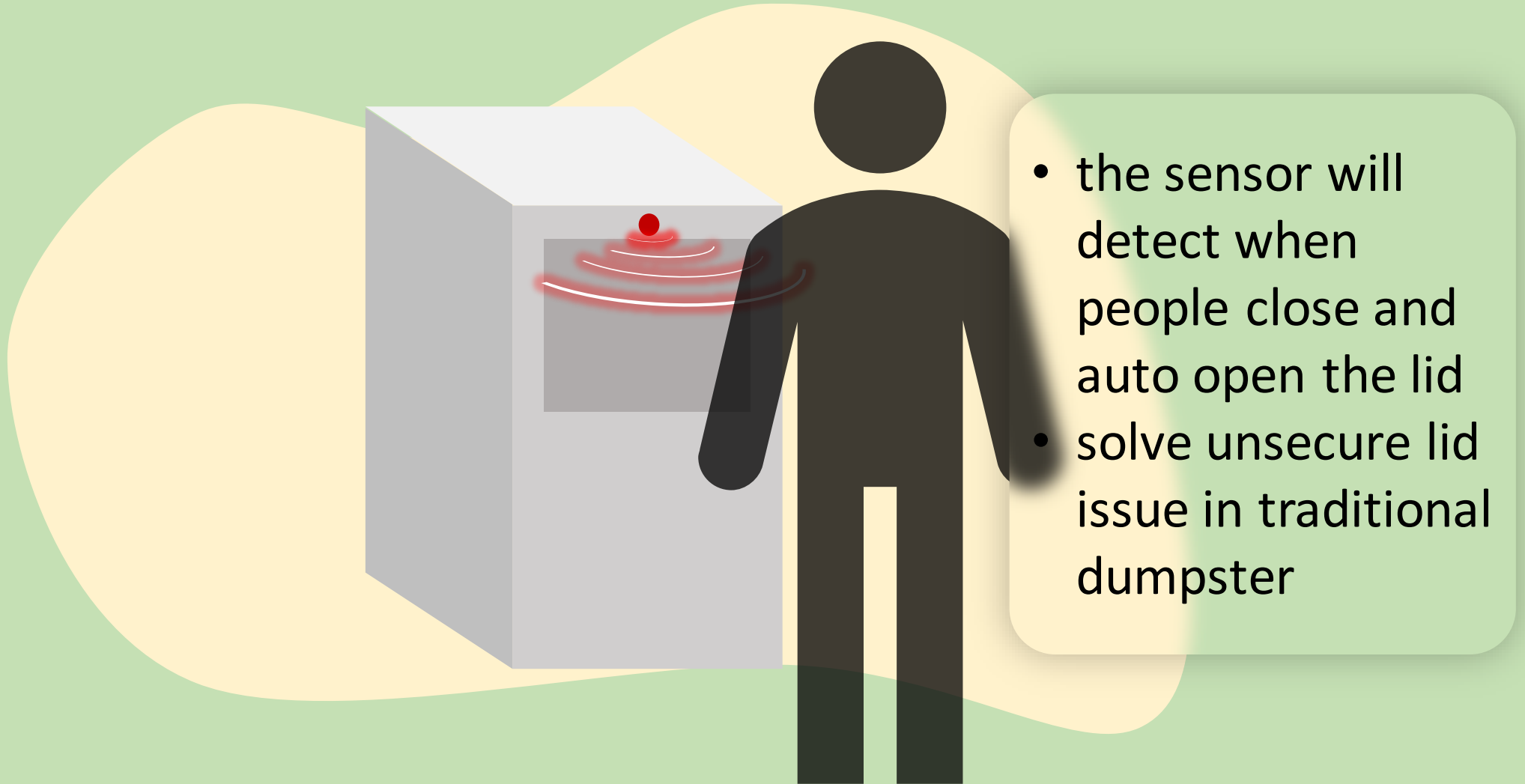


Detail Look Of The Smart Dustbin

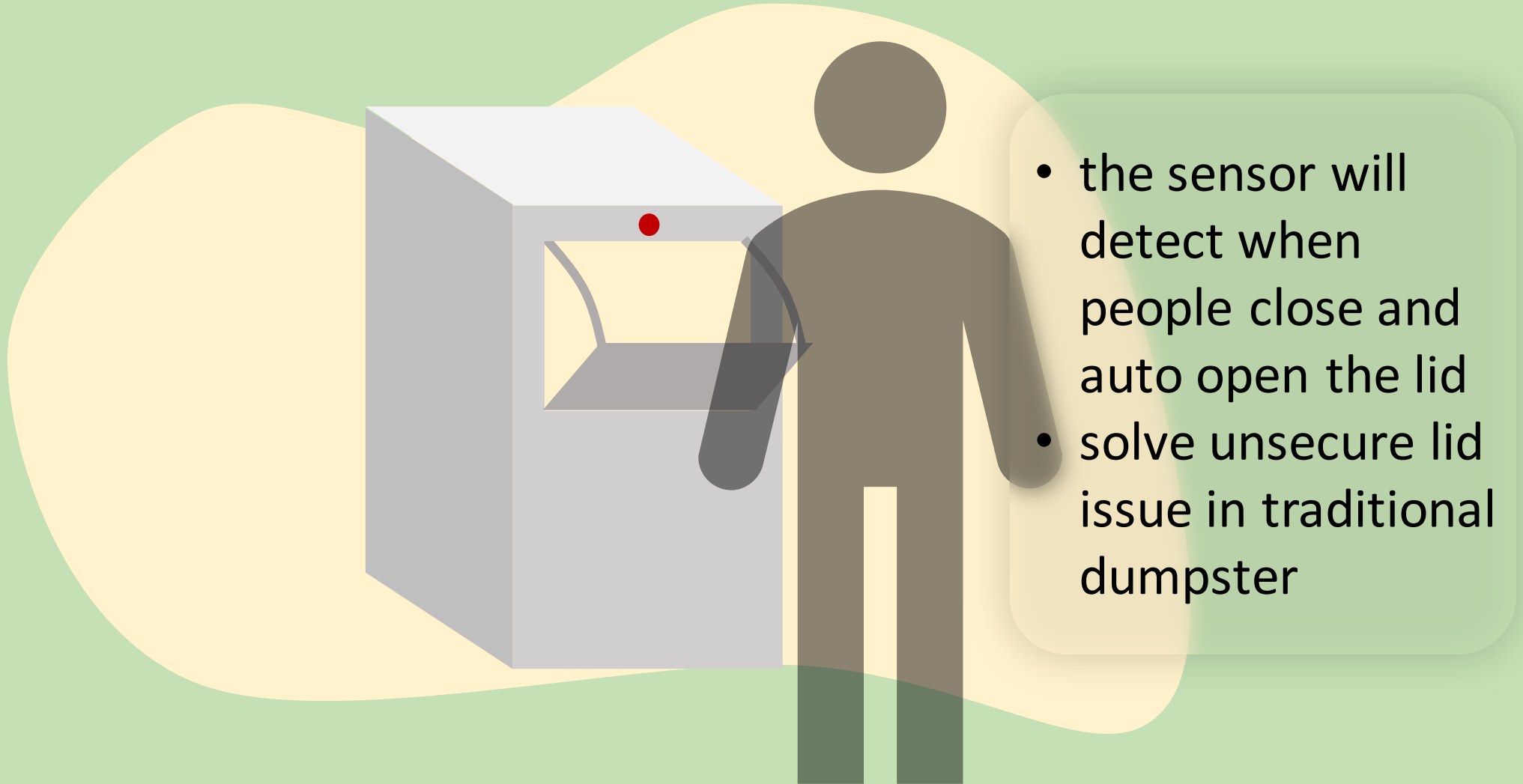


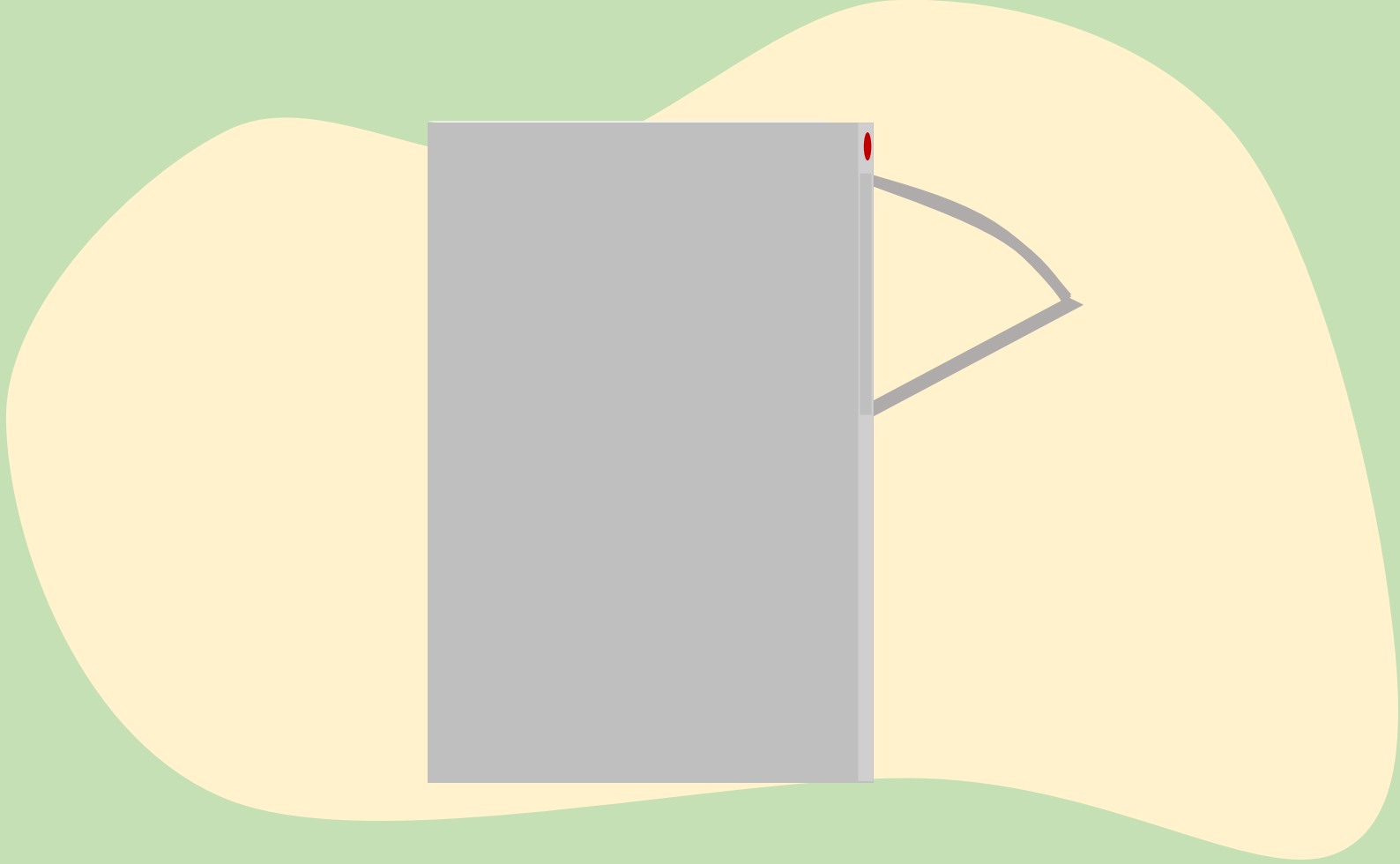


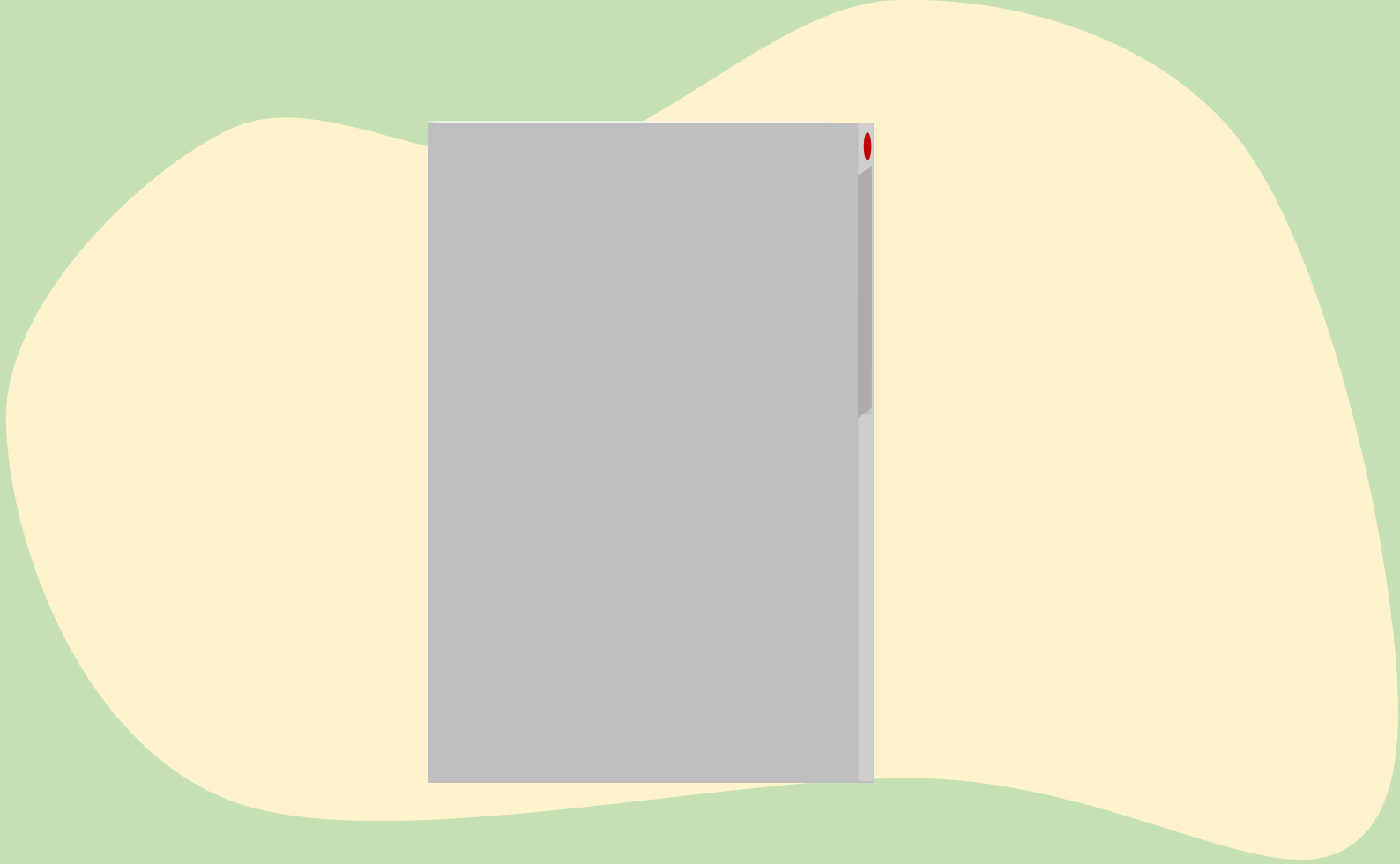
Auto Open & Close Lid



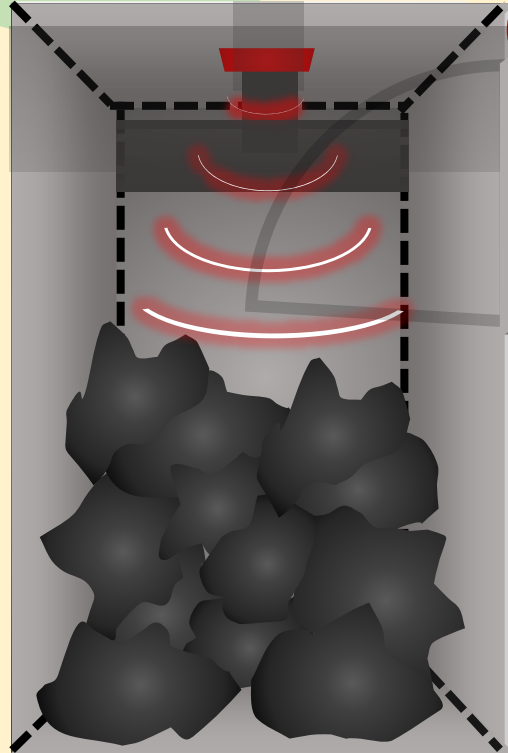
Auto Open & Close Lid





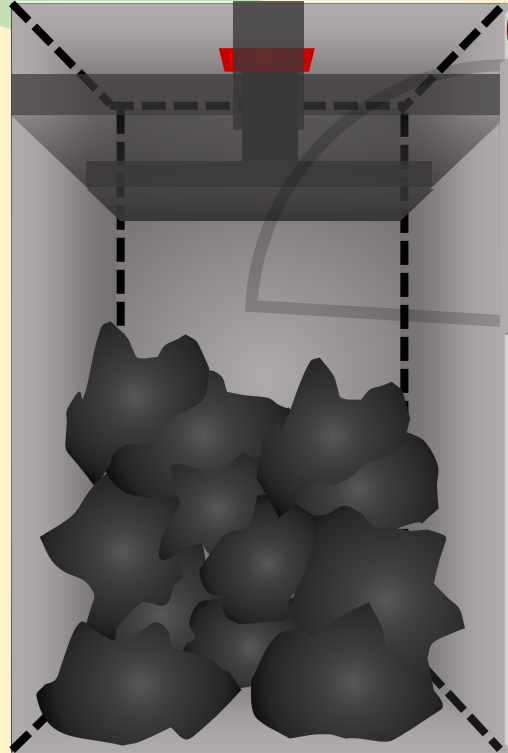


Compress Trash



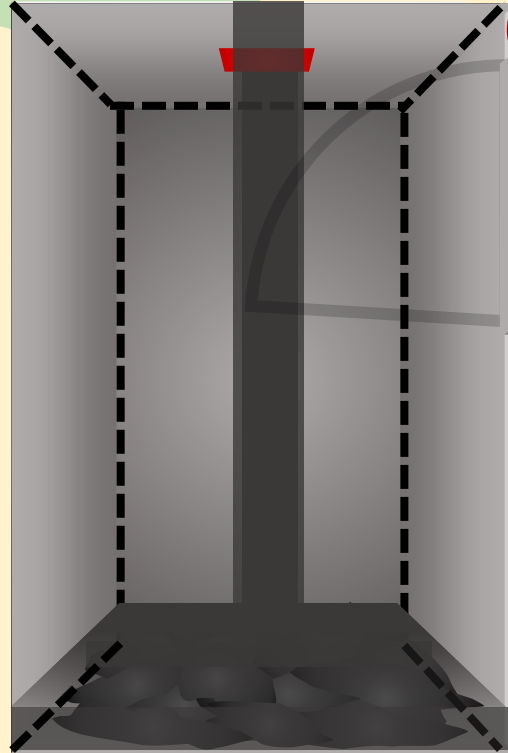
- Trash will be compress when certain level reach
- No more overflow rubbish
- Maximize space

Compress Trash



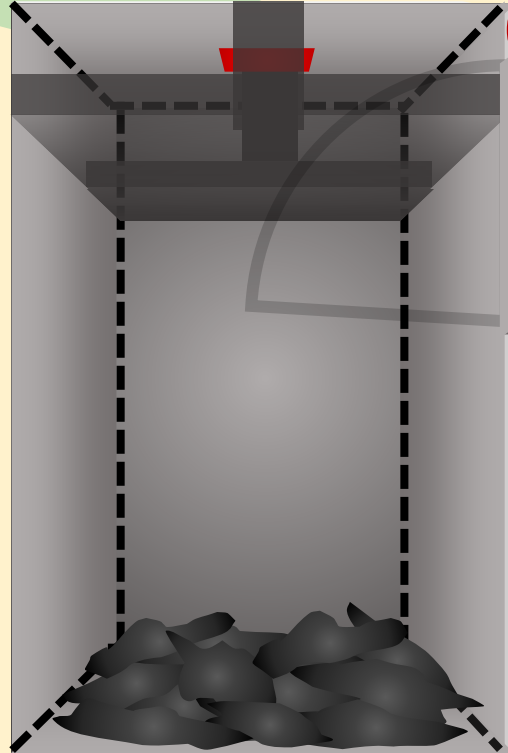
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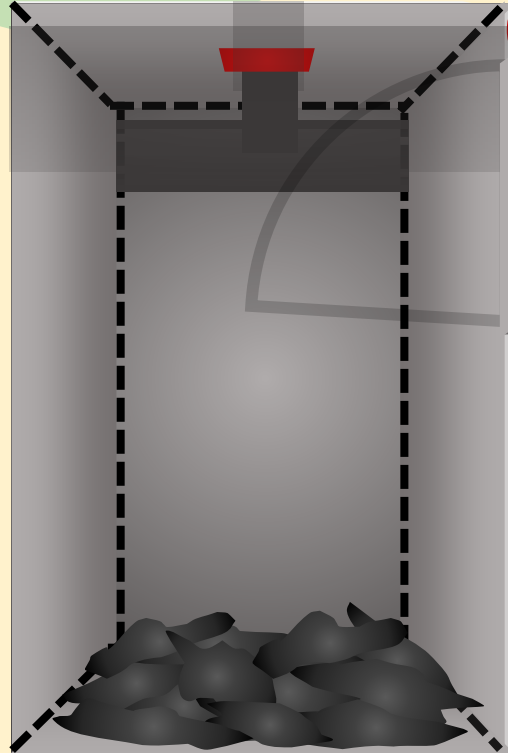
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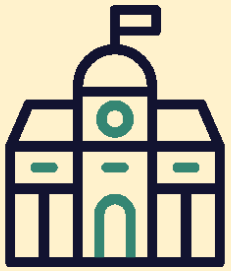
Notification When Full



- when the compressed trash reach 80% and will auto message the management and notification when 95%
- allow more systematic waste management

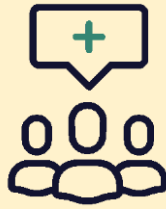
Customer (Stakeholder)

Buyer

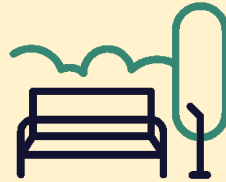


City council

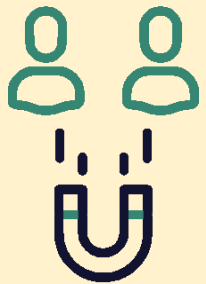
Problem facer & Benefiter



Resident



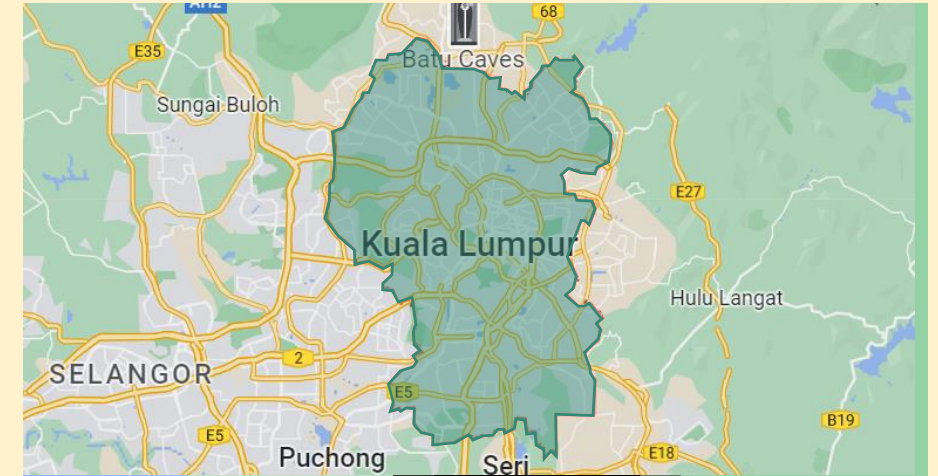
Environment



Entity that looking for
advertisement's services



Place

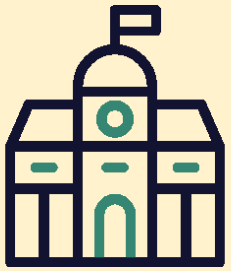


Kuala Lumpur (primary)

Target group: all

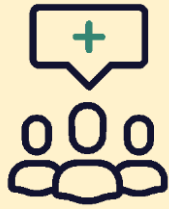
Customer (Stakeholder)

Buyer

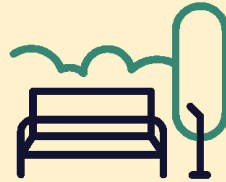


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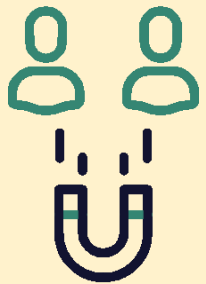
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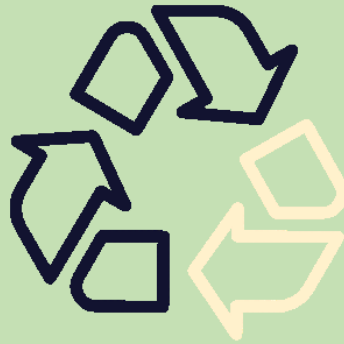
Place



Expand throughout Malaysia

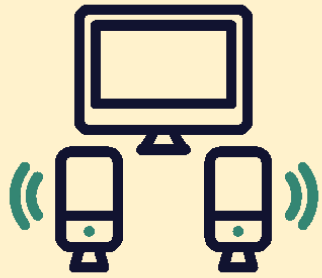
Target group: all

Value Proposition



- Encourage recycle
- Enable more systematic management
- Feature:
 - Auto notification when full
 - Compress trash to maximize used space
 - Advertisement panel
 - Auto open & close lid
 - Reward system

Channel



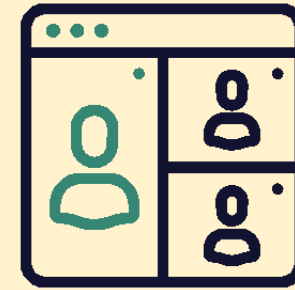
Mobile app

User can manage account in mobile app



Web page

Shows information about product to all user



Social media

Facebook, Instagram, Twitter, Youtube

Financial Plan

1 Smart Dustbin
Operate at minimum ideal level



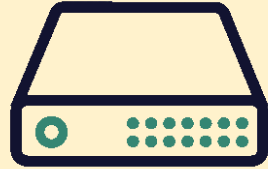
Income		
Description	Price/month	Amount (RM)
Subscription on the services	500	6,000
Sell recycle-able trash	500	6,000
Advertisement	1,500	18,000
Total Income		30,000

Key resources



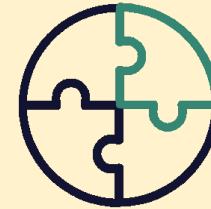
Intellectual

brand, patents,
copyrights,
partnerships,
and customer
databases



Technology

Technology use
in R&D product



Asset

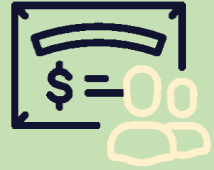
Raw material



Human

Expertise,
knowledge, and
skills

Key partner



Government

Ministry of Housing and
Local Government



Recycle agency

Spreco Recycle Sdn Bhd

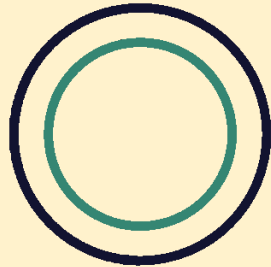


Key activities

- Develops and maintain
- Collect trash
- Recycle
- Search for ads & dana

Cost structure

1 Smart Dustbin
Operate at minimum ideal level

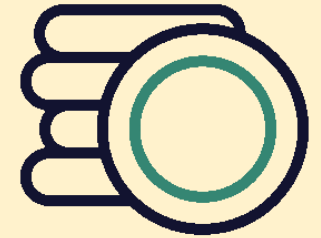


Expenses		
Raw material (one time cost)	2,000	2,000
Technology cost (one time cost)	1,500	1,500
Maintaining cost	1,000	12,000
Total Expenses		13,100

Financial Plan

1 Smart Dustbin

Operate at minimum ideal level



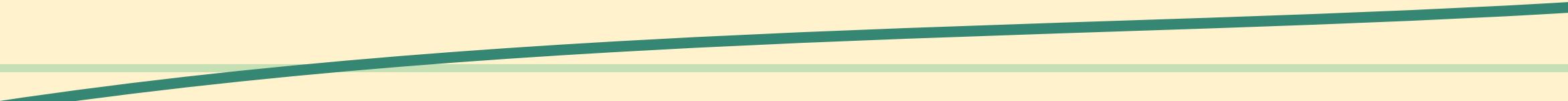
Income			
Description	First Month (RM)	Price/month (RM)	Amount (RM)
Subscription on the services	500	500	6,000
Sell recycle-able trash	500	500	6,000
Advertisement	1,500	1,500	18,000
Total Income	2,000	2,000	30,000
Expenses			
Raw material (one time cost)	2,000	1,000	2,000
Technology cost (one time cost)	1,500		1,500
Maintaining cost	1,000		12,000
Total Expenses	4,500	1,000	13,100
Net Income	-2,500	1,000	16,900

first few months low income

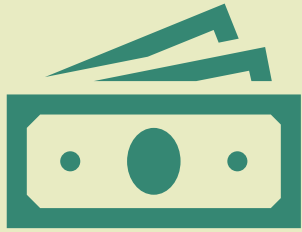


less profit due to large one-time costs

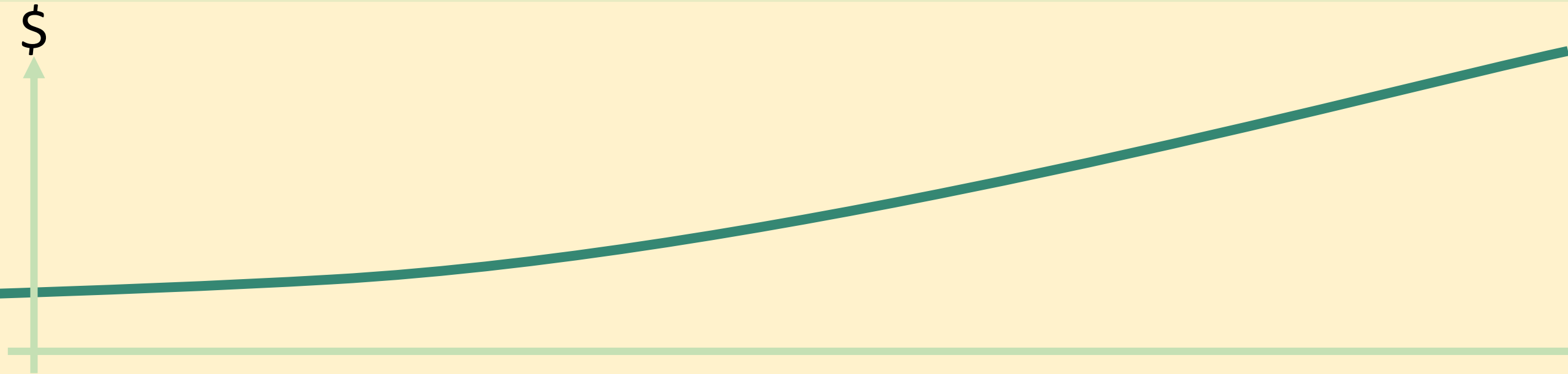
\$



After



profit increase as the revenue caught up to cover the expenses



Product Demonstration



THANK YOU