Imagine Cup

LATAM

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| **Team Name** | Eco Team |
| **Country** | Mexico |
| **Project Name** | EcoTrash |

# **Concept**

# EcoTrash arises from the need to reuse the waste generated, this being one of the main problems of society, as well as to support something important and essential that is to generate awareness of the problem we face by consuming resources without moderation and simply consider useless objects after the end of its use, this being an easy way for everyone to contribute to the planet and receive a reward for it in a simple way as a click.

# EcoTrash has 3 business transfers, being:

# Purchase of recyclable material to users to work it and sell it as a raw material to companies, in addition to collecting these materials from large companies at a low cost to be socially responsible for these.

# Storage of the most generated waste by areas to sell the information to marketing or advertising and sales companies to help improve their performance.

# Carry out social action for tax deduction cleaning green areas (cleaning rivers, beaches, mountains or any place that has been affected by human) and cities with volunteers for action in addition to workers of the company.

# **Target Audience**

# Our main audience is channeled into the middle and lower class since based on surveys conducted are the most willing to perform the task of recycling.

# Another public would be the adolescents and students since they generally need extra income and recirculation is a task that is not very complicated.

# Our audience can be anyone who generates garbage and has a cell phone or a computer.

# **Early Feedback**

# Users

# In surveys made of people who used the beta application, they were enthusiastic about the idea, and the interface, they suggested that the graphs be implemented to know how much garbage they produce and what type it is, in addition to adding the option to contact the company for large amounts of garbage or give feedback

# Drivers

# Our starting point was the opinion of workers of transport platforms such as Uber and Cabify, they were happy to see the multiple options of maps that were provided in addition to the routes drawn intelligently avoiding traffic or possible obstructions, the only thing they would like to change is to notify the user when they are within minutes of arriving

# **Competition**

# Currently our only competitors would be buyers of scrap or recycled materials but, not any app or company that performs the same task or owns the 3 turns of EcoTrash, and those that only perform one of these tasks do not have that interaction with users or manage a message or support for society

# **Personas**

User

* A person who seeks to acquire a remuneration by getting rid of a good way of their waste or simply wants to help the environment recycled

Collector / Worker

* A person with the task of carrying out the scheduled pick-up on the established route or the person in charge of working the waste to make them raw material to use it again

# **Top User Stories**

Marco Antonio Elizondo Gonzalez

* A driver of the Uber platform who has expressed how easy it would be to make delivery with smart routes to optimize the arrival in addition to being able to see the panorama of the place to arrive as it would be easier to locate, looked excited to hear the ide since would generate more job opportunities for people who dedicate themselves to a job of this type.

# Valeria Paula de la Cruz

# She is a student who is enthusiastic about the idea of ​​being able to recycle in addition to being able to have a source of additional income for school expenses or personal use. After testing the application, she was anxious to leave because its easy use and message to society was clear and motivate citizens to be more aware of the importance of recycling.

# Gerardo Reyna Hernandez

# A worker from the company ARPAL in charge of the aluminum work explained what is needed to make the raw material based on the waste and considering the panorama together with the amount of waste generated by an average house was a profitable and easy business. carry out with multiple simple and direct business twists, in addition we provide a list of the machinery that would be needed for the rehabilitation of the materials

# **Business Model**

# Key Partners

# Customers

# Map providers

# Investors

# Key Activities

# Development of the platform

# Marketing

# Contracts with drivers

# Value offer

# Adjustable collection days

# You pay per Kg having the visibility of what will be paid

# The time of collection is shown

# Promoting a social awareness of recycling

# Extra income source for both workers and users

# Ease of payment

# Key Resources

# Technology platform

# Relations with Customers

# Media Society

# Motivation to recycle more by offering better prices if they are frequent users

# Free company service

# Channels

# Mobile applications

# Websites

# Market segment

# People who want additional income for their economy

# People concerned about the environment

# Companies that need to get rid of their excess material or waste

# Drivers and workers who will receive a monetization for their work

# Cost structure

# Technological infrastructure

# Employees base

# Facilities

# Marketing and events

# Sources of Income

# Sale of raw material to companies

# Sale of information to marketing on most consumed products by area

# -Social action cleaning green areas for deduction of taxes and income of matter to be recycled

# Companies that need to get rid of their waste

# **Core Technologies**

1. Angular 5 - FrontEnd
2. Mondo DB - Hosted on Azure
3. Razor - Providing stable data structure and manipulation
4. Xamarin - Mobile app for better iteration with the user
5. F # - To create formulas and generate keys and find matches in the Mongo data and simulate a SQL data base with the scalability and speed of a NoSQL
6. C # - BackEnd
7. Bootstrap - Site layout
8. C3 / D3 - Generate graphics
9. Sass - More customizable styles
10. TypeScript - Better manipulation between Angular 5 and HTTP Request
11. Bing Maps REST Services Api - Provide maps for development
12. Azure Security Center - To have a data load
13. Azure Active Director - Have a better authentication factor for data management
14. Machine Learning - To be able to create data models by zones