



WASTE2EARN WHITEPAPER

**"Earning for the Planet: A Blockchain Solution for
Regenerative Waste Management"**

A Project for ICP Thinkathon 2023

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Problem Statement

"Waste management is a global crisis. According to the United Nations, over 4.5 billion tons of waste are generated annually, with only 10% being recycled. Globally 2.01 billion tonnes of municipal solid waste are generated annually, with at least 33% of that improperly disposed of through dumping or landfilling. This not only pollutes our environment but also wastes valuable resources. The problem is exacerbated by the lack of incentives for waste reduction and recycling.

Waste2Earn addresses this issue by creating a blockchain-based platform that rewards users for recycling waste and enabling proper capture and management of valuable waste streams while educating and engaging communities. However, the current system is inefficient and lacks transparency, leading to low participation rates.

Our solution aims to revolutionize waste management by providing a transparent, incentivized system that encourages waste reduction and recycling. Our goal is to double recycling rates in target regions within 3 years, reducing landfill use by 20% and unlocking the economic potential of this untapped resource. By transforming waste into a valuable asset, we can create a self-sustaining ecosystem that benefits both the environment and the economy."

Solution Overview

- Web and mobile app with blockchain backend to incentivize and track recycling
- Users verify recycling activities via photos, IoT sensors and QR codes.
- Automatic weighing scales connect user accounts to QR codes on waste collector
- App quantifies recycling effort and awards digital tokens
- Tokens are redeemable for rewards on our platform
- Creates positive feedback loop and gamifies recycling
- Data provides analytics on waste streams and recycling behaviors
- Decentralized structure empowers local communities
- Targeting 100,000 users and 20 corporate partners in first 2 years
- Projected to double recycling rates and reduce landfill usage in target regions
- Unlocking economic value of waste materials and advancing circular economy

By integrating automatic weighing scales and unique QR codes, Waste2earn can accurately quantify and reward recycling effort at scale. This enhances user engagement, provides verifiable impact data, and drives adoption of sustainable waste management behaviors through our digital token rewards system.

Traction

"Waste2Earn has been making significant strides in its mission to revolutionize waste management. Despite being a new project, we have already achieved several milestones that demonstrate our progress and potential.

- 1. Early Adoption:** We are about to develop attraction for early adopters who will actively use our testnet for faucet tokens. This early engagement shows that our concept will help resonate with potential users and will be ready to scale.
- 2. Community Engagement:** We have been actively engaging with our community on the Internet Computer Protocol (ICP) platform. Our community has been supportive and proactive in providing feedback, which we are using to continually improve our platform.
- 3. Product Development:** We are continually working on improving our platform based on user feedback and industry best practices. This ongoing product development shows our commitment to creating a robust and user-friendly platform.
- 4. Partnerships:** We are actively exploring strategic partnerships that could help us scale our platform and reach a wider audience. These partnerships could provide us with valuable resources and expertise.
- 5. Social Media Engagement:** We have a growing following on our social media platforms, which shows that we are attracting interest and engagement from our target audience.

In conclusion, while we are still in the early stages of our journey, we have already achieved significant traction that demonstrates our potential to revolutionize waste management."

Teams



Edmund M. Albores

*Founder
Electronic Engineer*

Developer

Enthusiast and Nature Lover



Chriswalter Bautista

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IT Student - UP
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Charmagne Jane Duyag

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Julse Merencillo

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IT Student
Enthusiast and Nature Lover*



Junelle Galupo

*Developer
IT Student
Enthusiast and Nature Lover*

Fundraise Details

"Waste2Earn is seeking to raise a total of 10 million Philippine Pesos to reach our desired milestones. This capital will be used to further develop our blockchain-based waste management platform, expand our team, and launch our platform in the market.

The funding will be structured as follows:

- **Operational Expenses:** 3 million Philippine Pesos to cover costs associated with product development, marketing, and operational expenses.
- **Team Expansion:** 2 million Philippine Pesos to hire additional team members to support our growth and expansion efforts.
- **Market Launch:** 5 million Philippine Pesos to launch our platform in the market and build awareness about our solution.

In terms of dilution, we are prepared to offer a 20% stake in Waste2Earn in exchange for the funding. This equity stake will be valued at 20 million Philippine Pesos. This means that for every 1 million Philippine Pesos raised, the investor will receive 0.2 million Philippine Pesos worth of equity in Waste2Earn.

We believe that this fundraise will provide us with the necessary resources to reach our goals and make a significant impact in the waste management industry. We are confident that with the right investment and support, we can revolutionize waste management and contribute to a sustainable future."

What We Ask?

We are looking for partners and investors who share our vision for building an incentivized circular waste economy.

Specifically, we ask that you:

- Consider investing in our seed round with 10 million Philippine peso
- Make introductions to potential corporate recycling partners
- Provide expertise in scaling web3 platforms and hardware
- Give feedback on our product roadmap and go-to-market strategy
- Join our advisory board to help guide our mission

In terms of partnerships, we are open to strategic collaborations with other companies in the waste management industry. These partnerships could provide us with valuable resources, expertise, and a broader reach in the market.

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With your support, we can accelerate development, rapidly expand our user base, and maximize our environmental impact.

MOCK-UP

A KEY FEATURES OF END-TO-END UI/UX BEFORE FULL DEPLOYMENT



USER PROFILES

ALLOW COLLECTORS/RECYCLERS TO CREATE PROFILES AND MANAGE THEIR ACCOUNT.

REWARDS SYSTEM

INTERFACE TO VIEW REWARDS ACCUMULATED AND REQUEST PAYOUTS.

LEADERBOARDS

DISPLAY TOP COLLECTORS/RECYCLERS BASED ON MEASURES LIKE VOLUME. CREATES COMPETITION.

COLLABORATION TOOL

MESSAGE BOARDS, TASK MANAGEMENT, CALENDARS TO ORGANIZE GROUP COLLECTION.

ADMIN DASHBOARD

MANAGE USER APPROVALS, VIEW ACTIVITY ANALYTICS, CONFIGURE PARAMETERS.

WASTE COLLECTION TRACKING

ALLOW COLLECTORS/RECYCLERS TO CREATE PROFILES AND MANAGE THEIR ACCOUNT.

WALLET INTEGRATION

CONNECT EXTERNAL CRYPTO WALLETS TO TRANSFER TOKENS.

EDUCATIONAL RESOURCES

ARTICLES, VIDEOS, GUIDES TO TEACH WASTE MANAGEMENT BEST PRACTICES.

NOTIFICATIONS

ALERT USERS TO REWARD UNLOCKS, GOVERNANCE VOTES, ANNOUNCEMENTS.

GRAPHS/CHARTS

VISUALIZE WASTE COLLECTION DATA ACROSS REGIONS, TIMES, EVENTS AND DEMOGRAPHICS.

GOVERNANCE PORTAL

CREATE AND VOTE ON PROPOSALS, ELECT LEADERS, MANAGE BUDGETS.