# Plan

* Intro – question targeted to an audience, a hook to grasp their attention (15 - 30 sec)
* Problem – Mixed waste is way too much (30sec - 1 min)
* Solution – Quick showdown of our app and recycler, pros and cons for each target group (2.5 – 3 min)
* Enclosure – revising the question + answering it (1 min)

Pitch

# Intro

Have you ever thought that throwing rubbish away can be fun and rewarding? Our team has developed a solution that enhances recycling experience and motivates end users to be more involved in the process

# Problem

Today in Lahti mixed waste is the most expensive to recycle. It is almost 1.5 times more expensive than bio waste and exactly 3 times costlier than energy waste. The main difficulty when it comes to this sort of rubbish is sorting and transporting it. A lot of small households don’t sort plastic just because they have no other solution than going to a bio point which might not be exactly near to their houses or people are just lazy to do so. This is also the case for bigger households. For instance, in student housing mixed waste bins in waste rooms are usually filled up while other bins are quite empty.

# Solution

The answer to all of this lies on the surface: satisfy all parts of the process in a way that it will motivate people, companies and municipality to take an action. People will be encouraged to recycle more waste, companies will gather clean and already sorted plastic straight from the consumer and municipality will collect valuable data of plastic usage. The solution is a platform that connects an app and a recycling machine “Plastmat”.

The app recreates the recycling process for the you through personalization and gamification. It provides thorough information about locations of Plastmat and recycled plastics in simple and fun way. You are connected to social circles allowing you to compete with friends while improving awareness about recycling habits on a global scale. In addition you earn rewards for recycling that can be used for charity or to lower municipality payments or tax rates. The app also promotes competition between cities or even countries. It will collect statistics of amounts and types of recycled plastics, which is valuable source of information for companies and government.

The Plastmat utilizes RAMAN spectroscopy to identify major plastic types and sorts it correspondingly. For any unrecognized plastics there is one extra container. In this fashion we will reduce quantity of incinerated and increase amount of recycled plastics thus making the process more profitable. In addition we can supply Plastmat with green power sources such as solar, wind, hydro or even excess power from railways . All intermittent energy sources can be supplemented by battery storage to provide peak shavings and load leveling, thus, enhancing power efficiency of the system.

# Enclosure

Combining hi-end technologies and innovative thinking all target groups can be satisfied and our goal to increase reasoning for the costumer to responsibly sort plastic waste. We are not only improving the recycling process – we are reframing the mindset of every individual in the chain. We truly believe that this solution is exactly the one market is looking for.