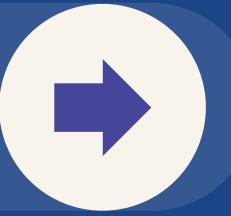


VIAM

Design Team 6

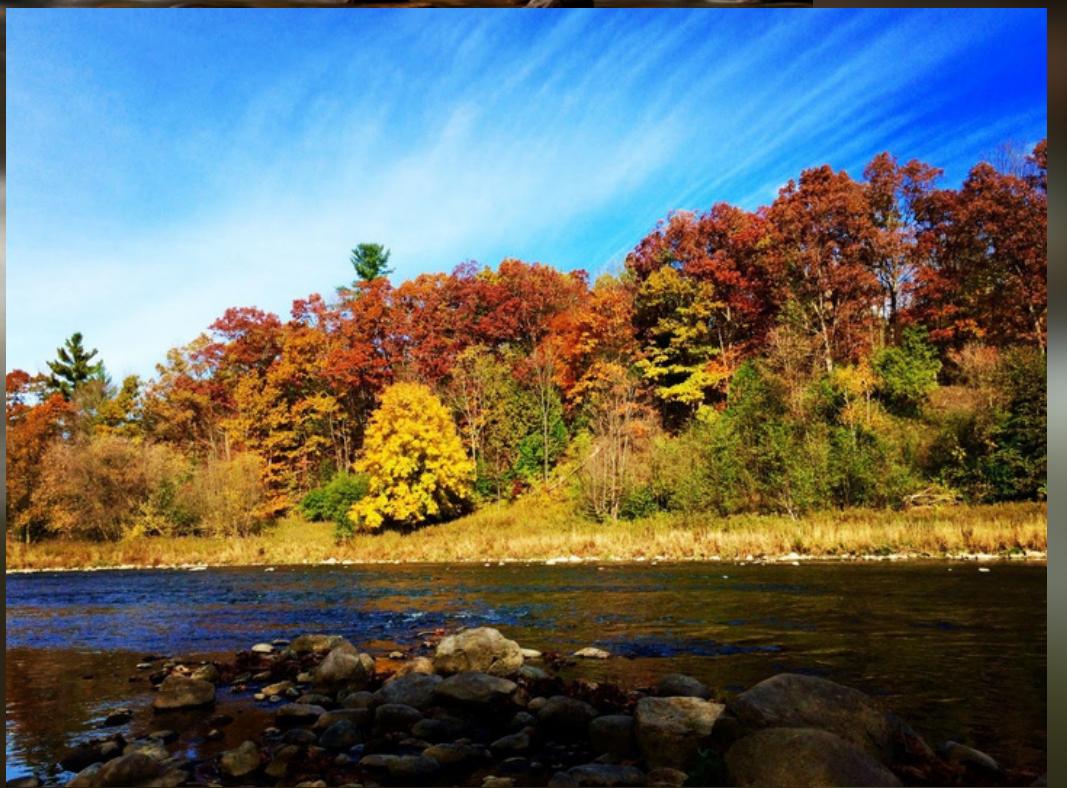
Team Members:

Audrey Roy Beausoleil, Mayya Chaykina, Matthew Chen, Haaris Hassan, Justin Hua, Varya Kataria, Tori Warner, Eliza Yip, Youssef Youssef



Question!

**How many of you have seen or been
to the Thames River?
(Show of hands)**





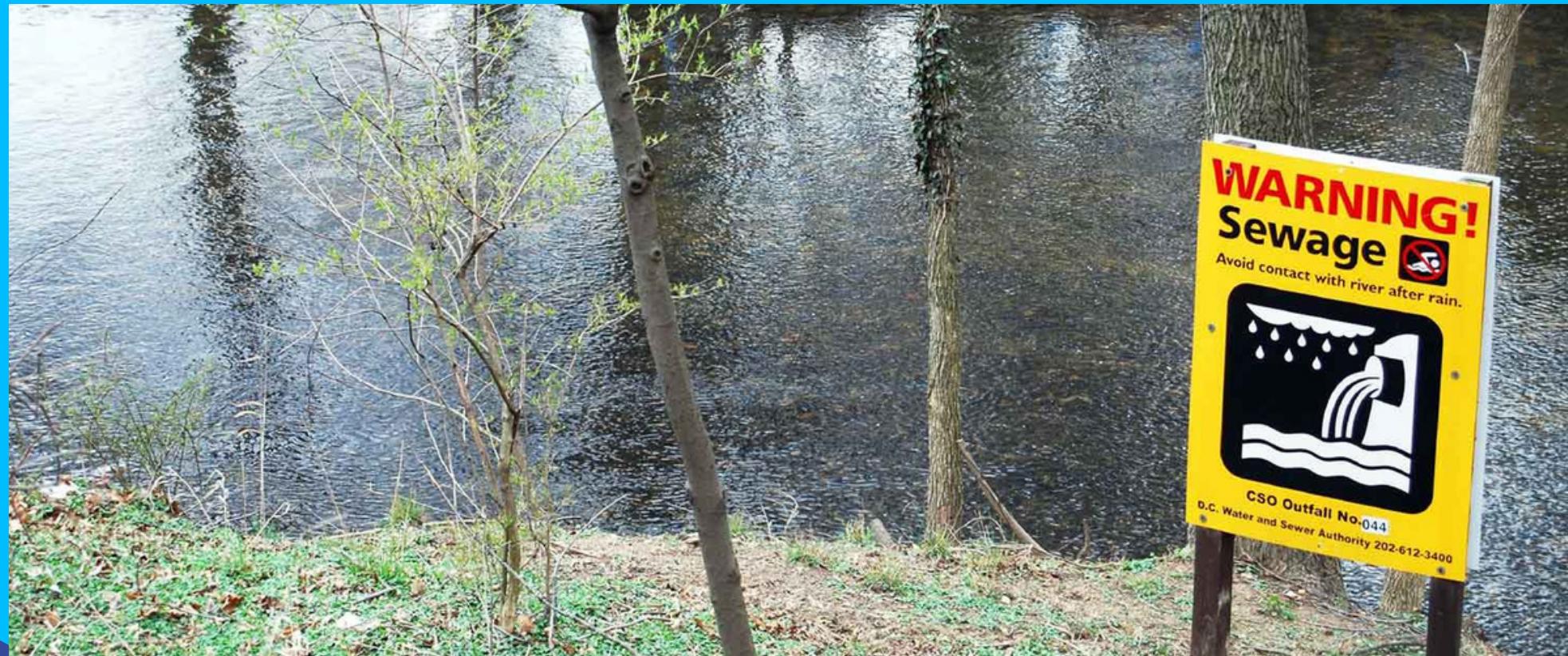
2021 stats BY THE NUMBERS

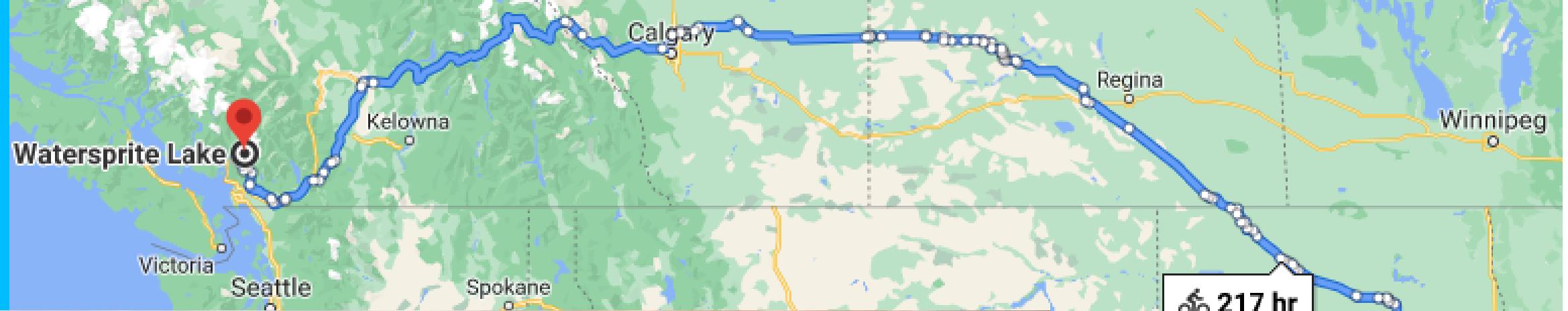
5: Wastewater treatment plants in London

38: Pumping stations across the city

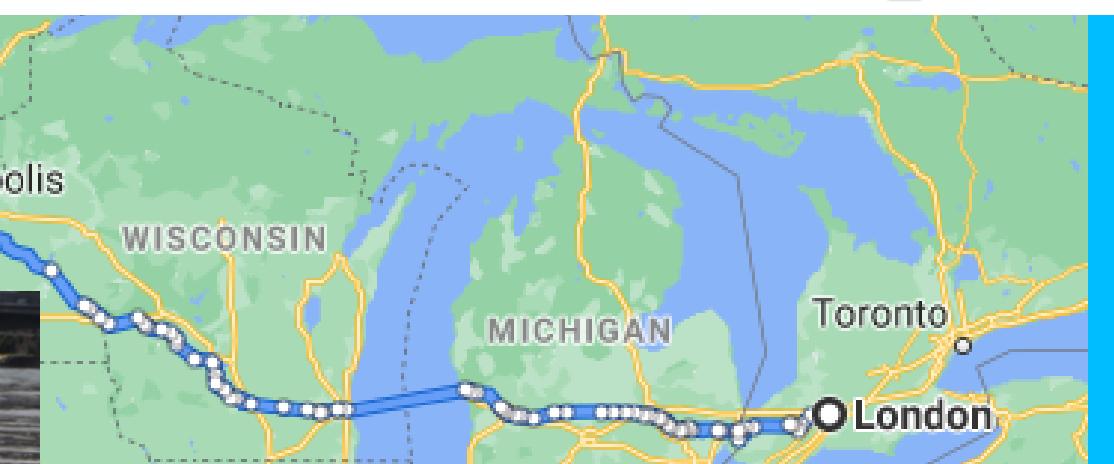
\$1 million: Cost of treating “unwanted water” that seeps or flows into London’s sewer system every year

673,000: Litres of raw sewage released into the Thames River so far this year





Toronto Star  @TorontoStar · Aug 29, 2020
One problem? Too many people, and many inexperienced. In this photo, campers had to crowd into an overflow area at Watersprite Lake in B.C. on a recent July weekend. Maintenance crews say they're overwhelmed by excessive garbage.
[thestar.com/news/canada/20...](https://thestar.com/news/canada/2020/08/29/campers-crowd-into-overflow-area-at-watersprite-lake-in-bc/)



HMW Question

Take a Hike!

How might we help Canadian Teens NEAR THE WATER make choices that lead to healthy recreational waters?

British Columbia

Students shamed for 'appalling' Harrison Lake area campsite mess

f



CANADA

COVID-19 stopped travel and spurred Canadians to get outside or go camping instead. Some of them have left a real mess

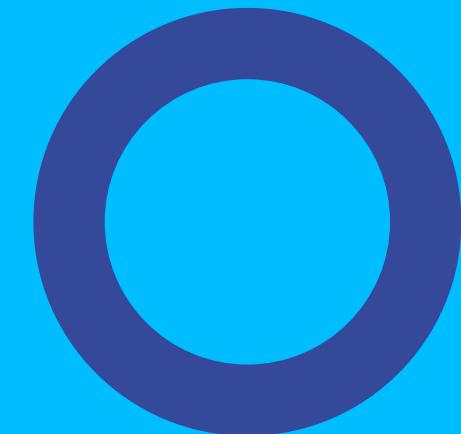
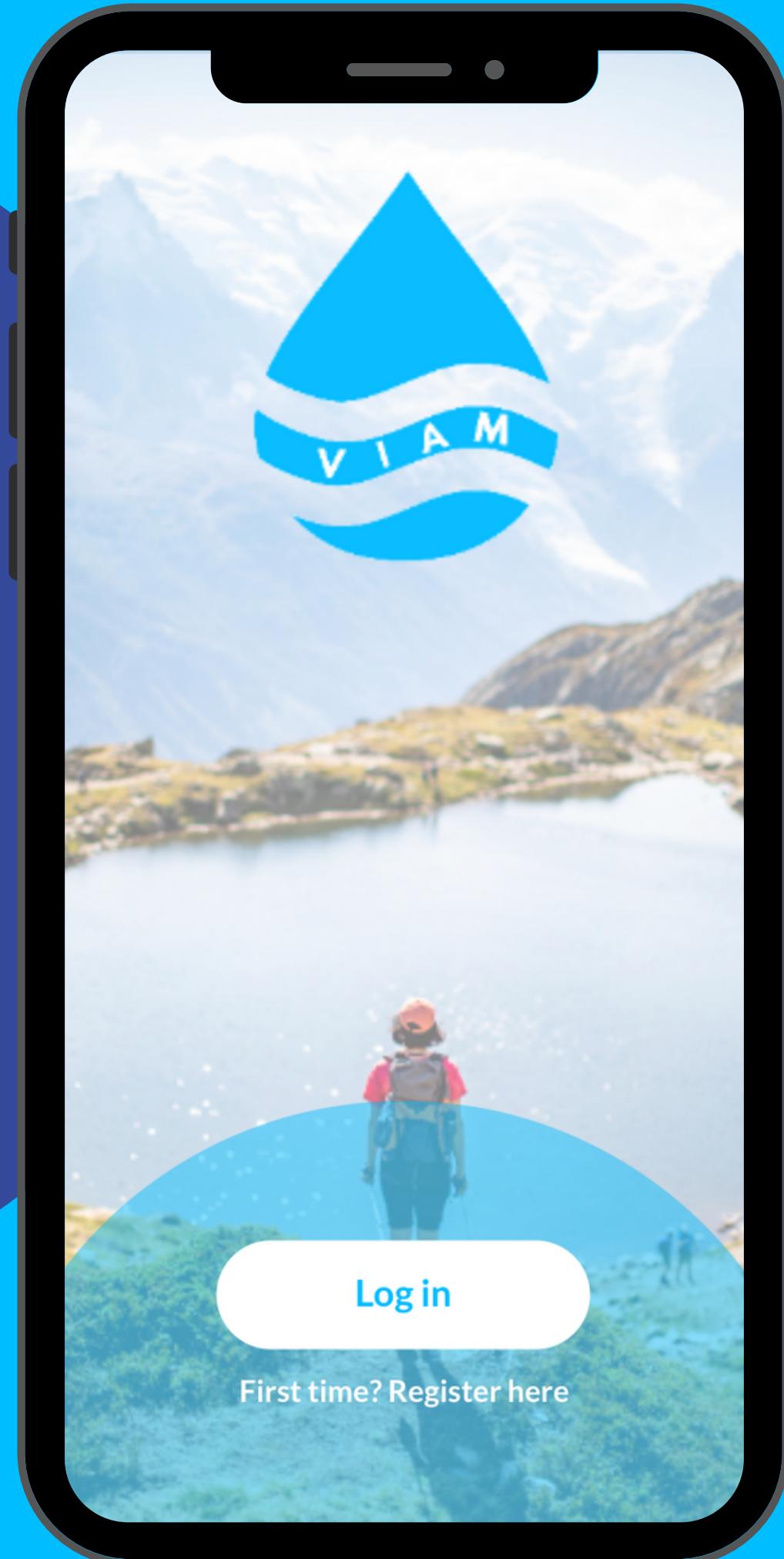
By [Douglas Quan](#) Vancouver Bureau

[Alex Boyd](#) Calgary Bureau

Sat., Aug. 29, 2020 | 8 min. read

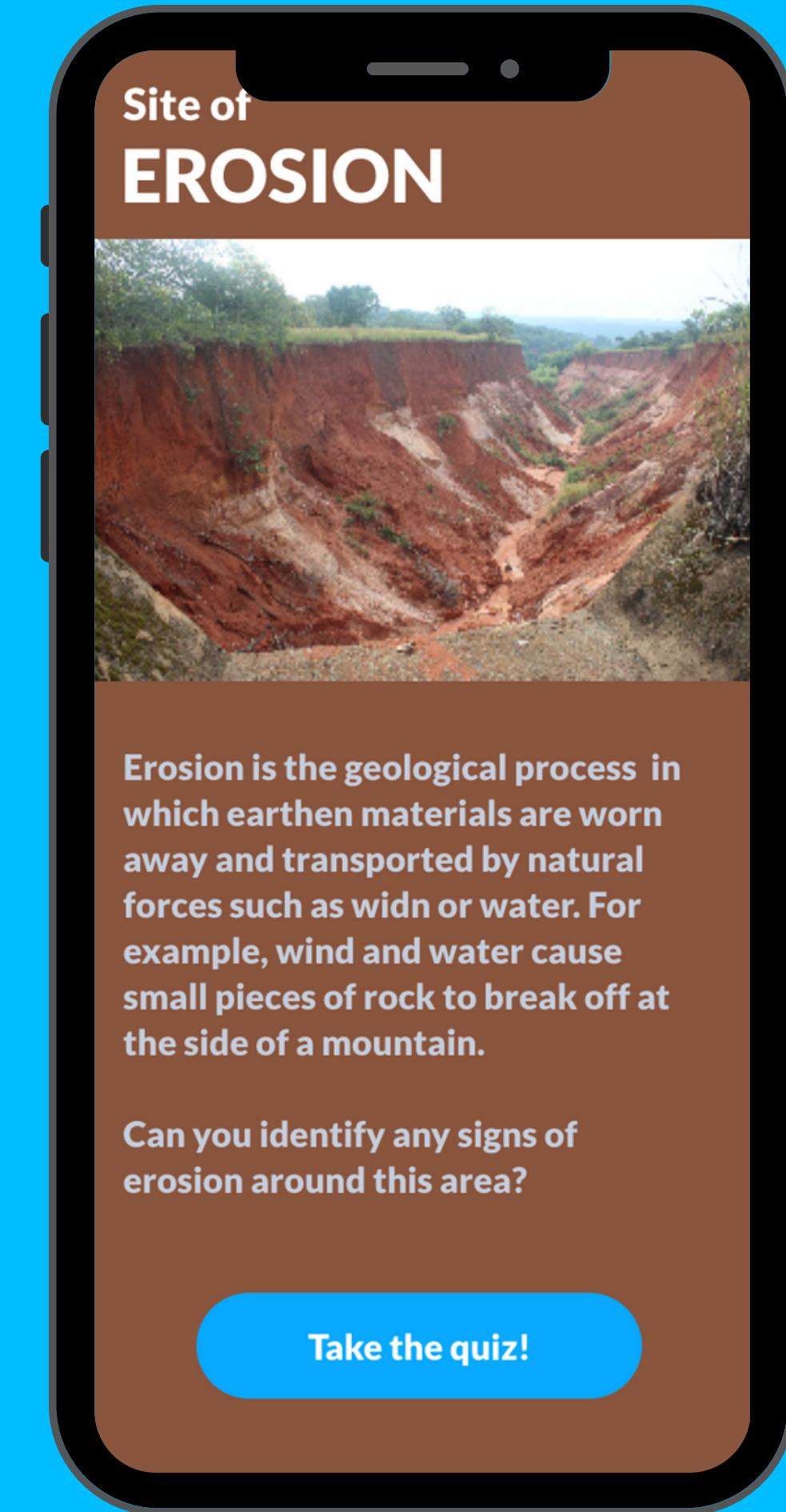
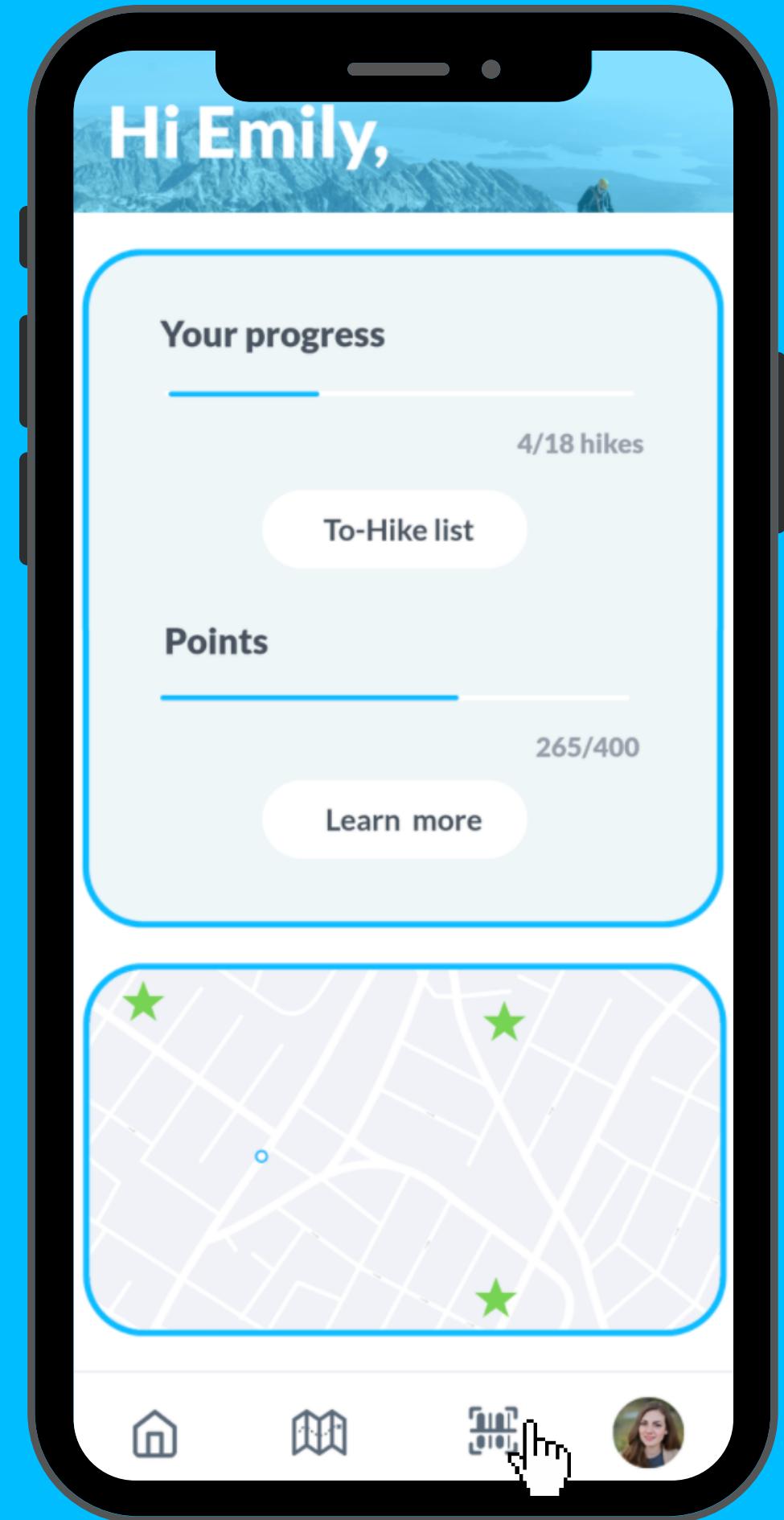
THE
PROBLEM
LONG-TERM





VIAM

The Solution



Erosion

Quiz 1



Click to start



Erosion

Quiz 1



Question 1 / 5

Fill in the blank:
Erosion is a _____ process

"Ecological"

"Geographical"

"Geological"

"Aquatic"

NEXT



Home

You've reached the end of

Erosion

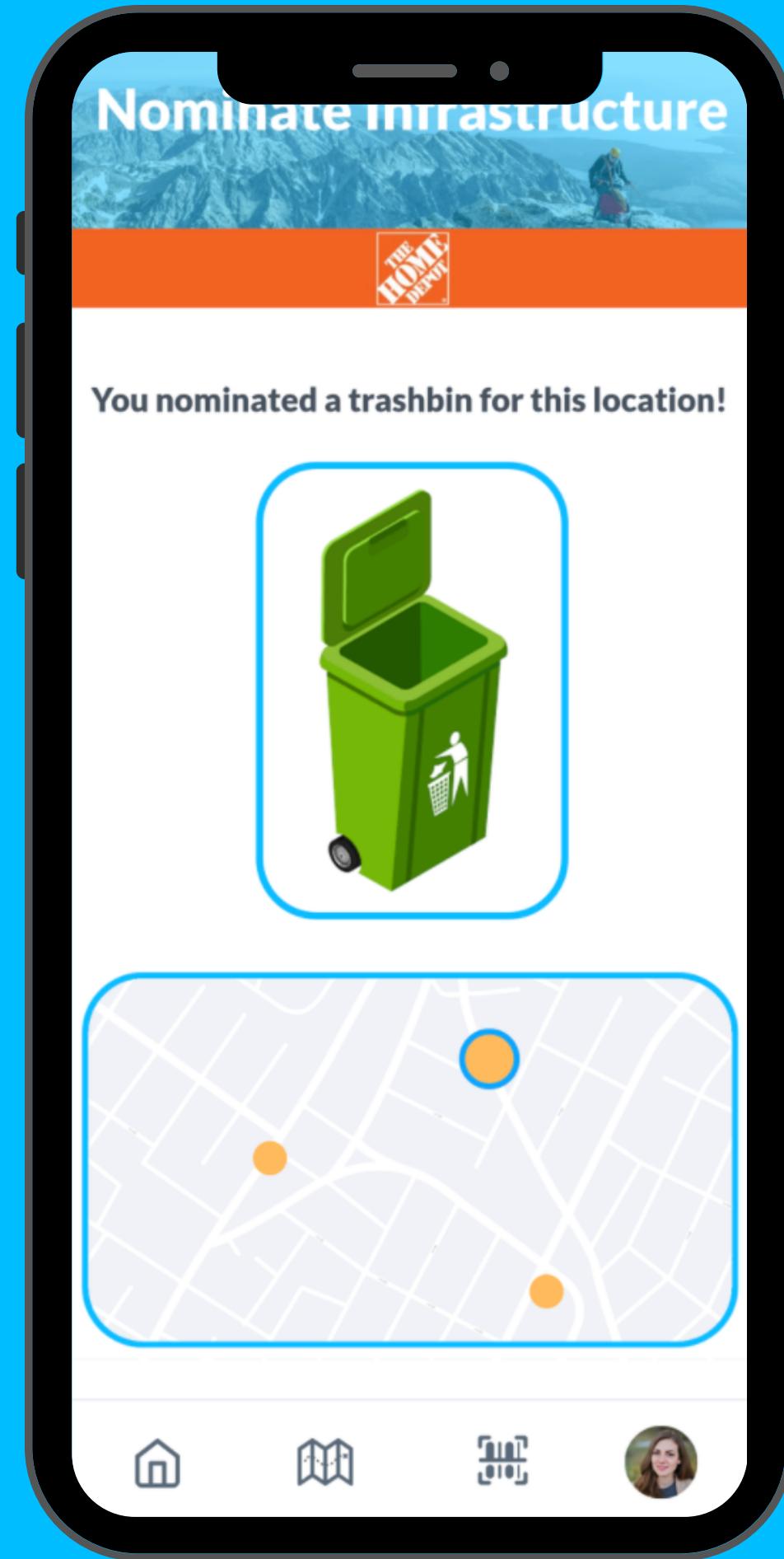
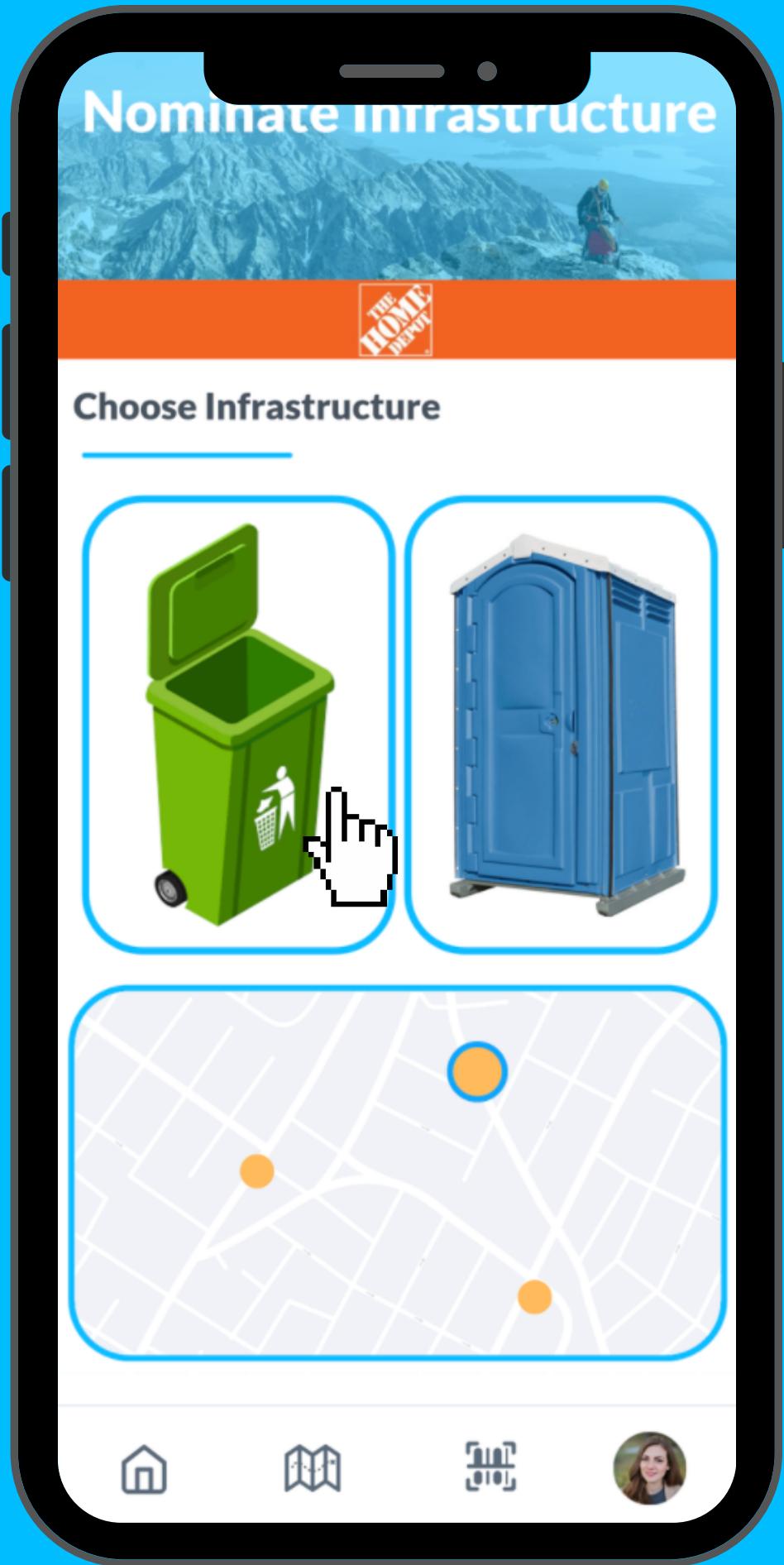
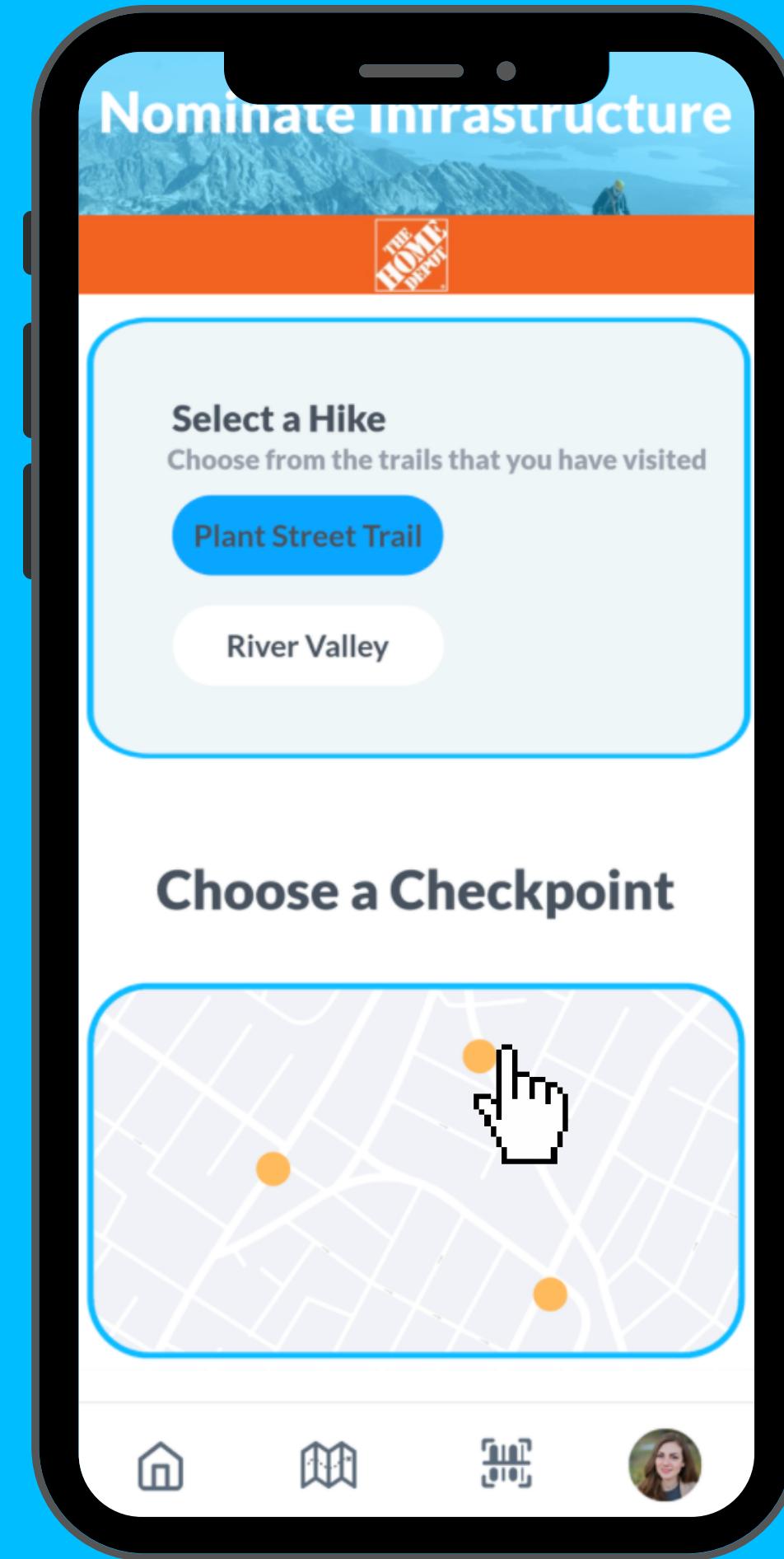
Quiz 1



5/5 Questions Correct

25 Points Earned

See Your Points

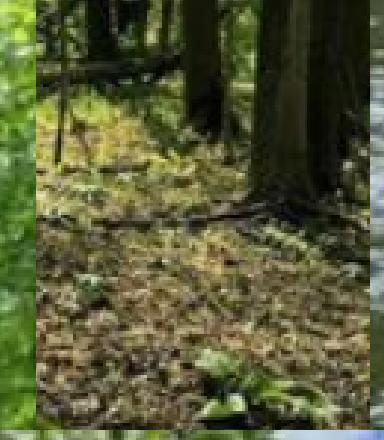
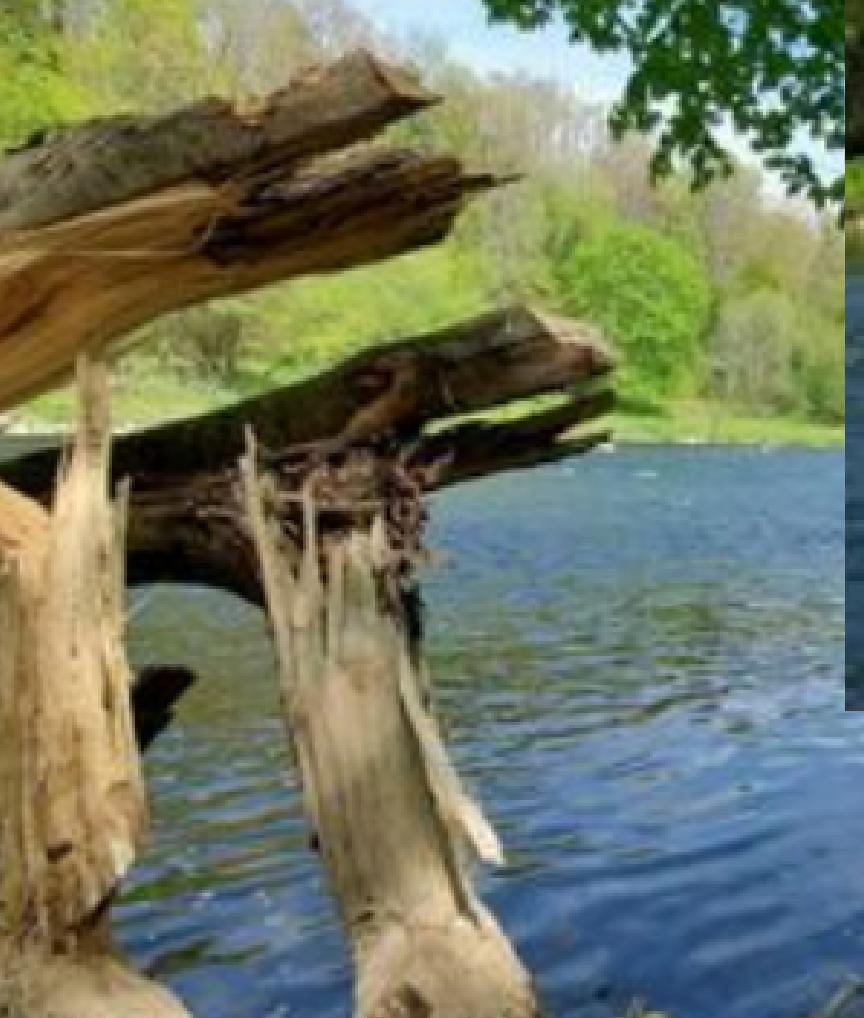


THE IMPACT



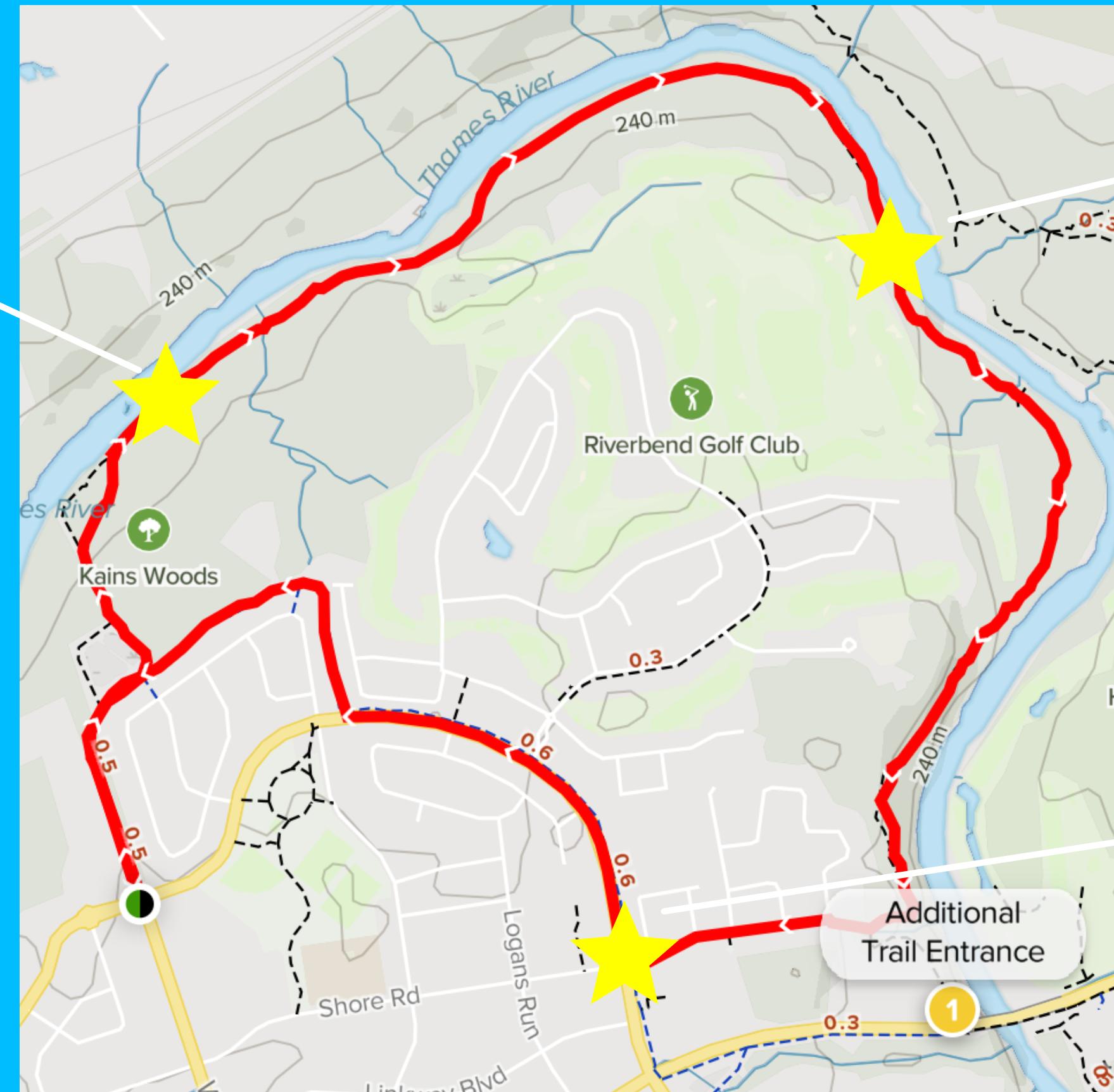
Introducing our pilot city!





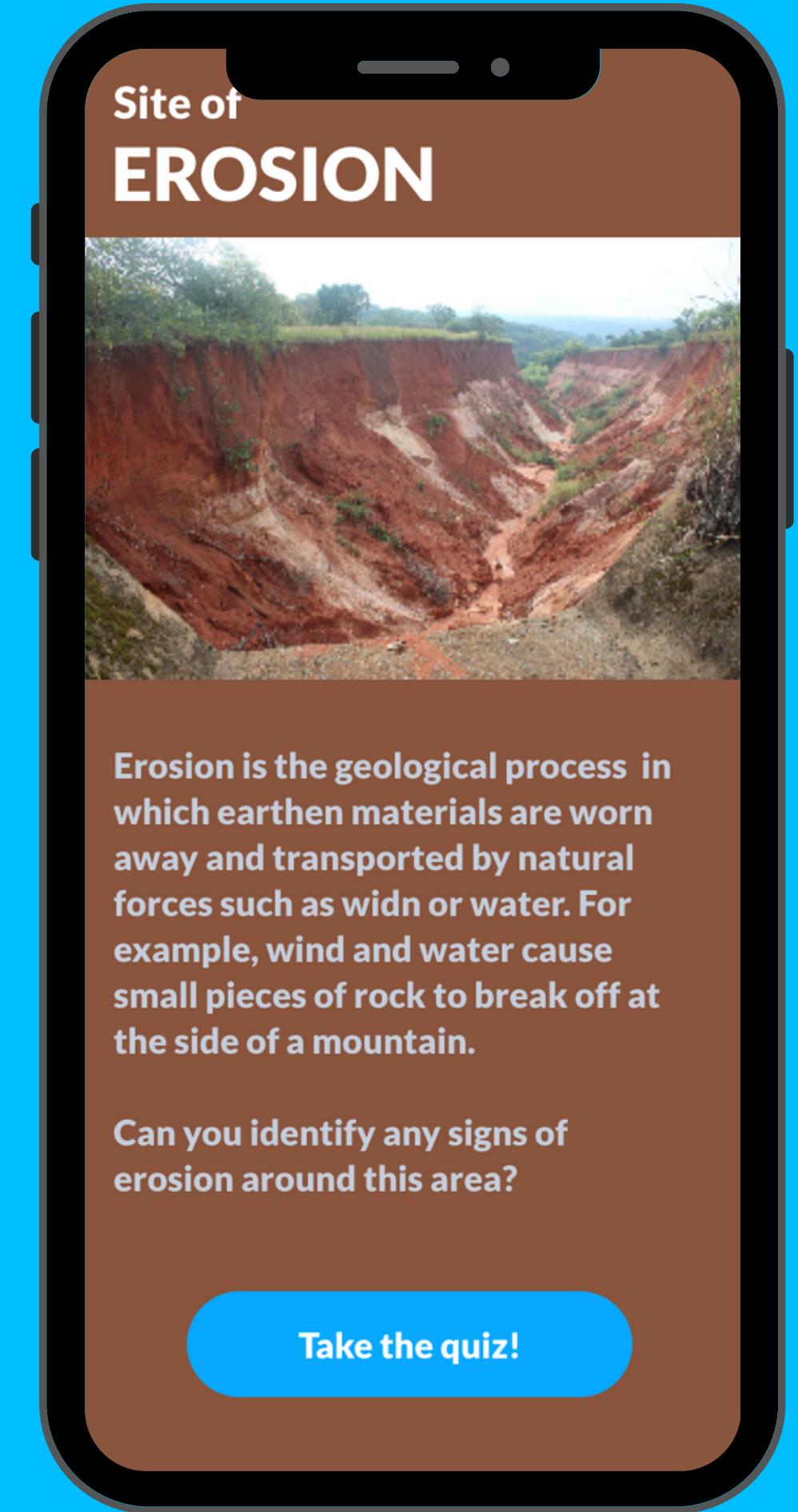
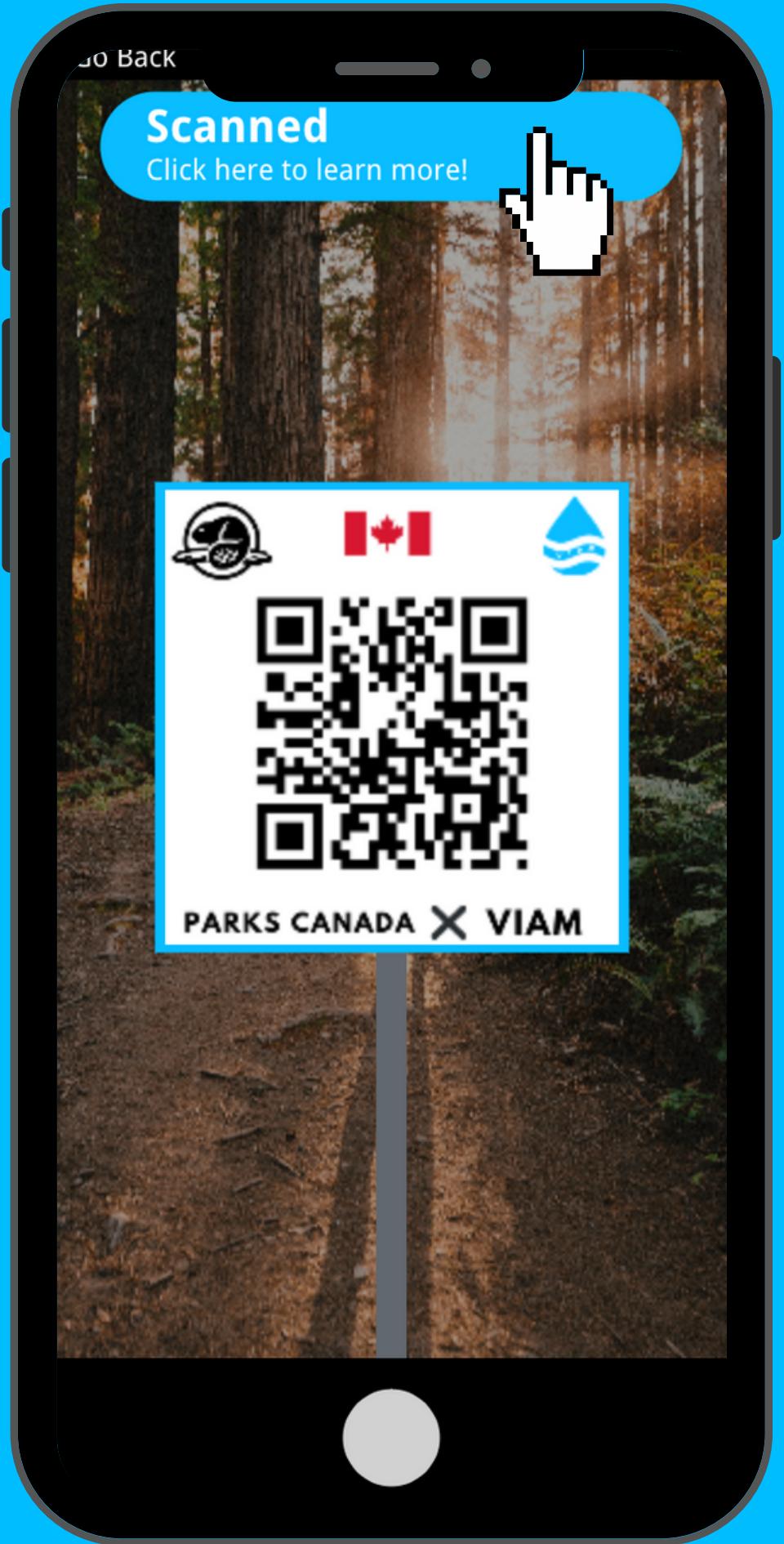
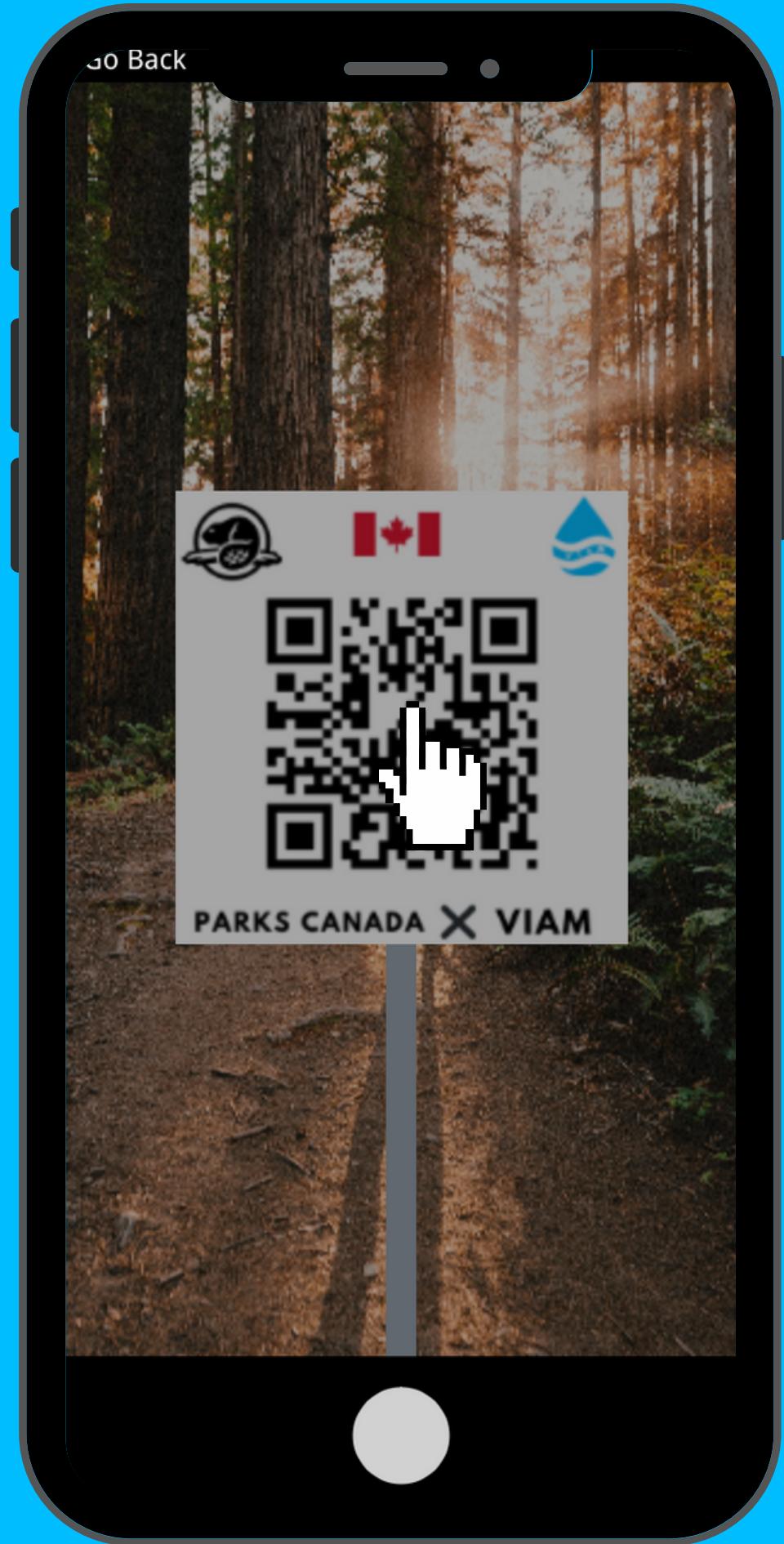
The Thames Valley Trail Loop

Algal Blooms
Present

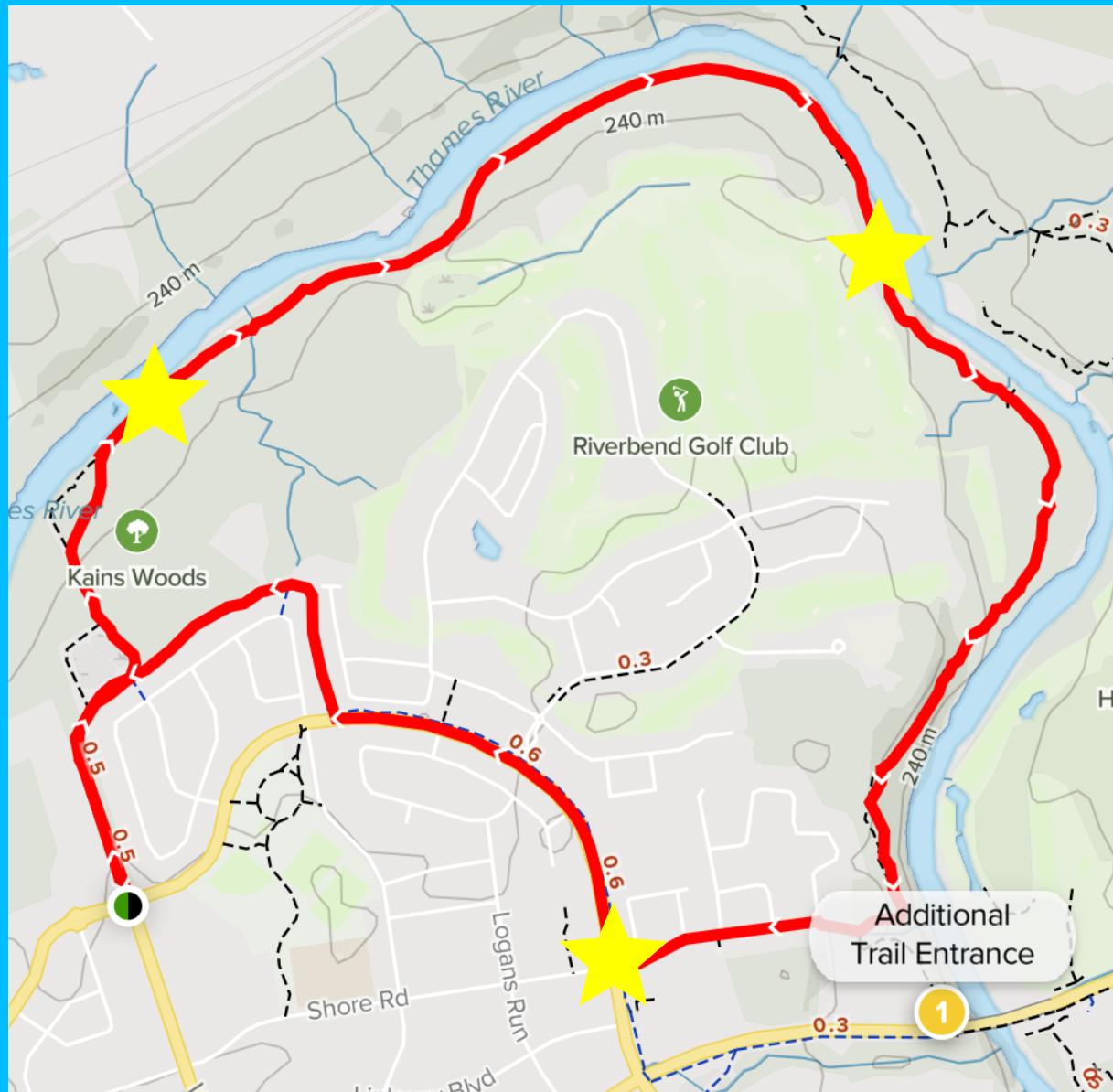


Site of
Erosion

At risk for
Runoff



The Thames Valley Trail Loop



PROJECTED COST FOR THIS TRAIL

Physical Cost per unit: \$60.60/sign

Cost for trail: $3 \times \$60.60 = \181.80

Official Cost per unit: \$663.006/sign

Cost for trail: $3 \times \$663.006 = \1989.018

The 41 Trails in the City of London

Total Startup Costs:

\$97,727.60



Cost Breakdown

HOW WILL WE FUND THIS?

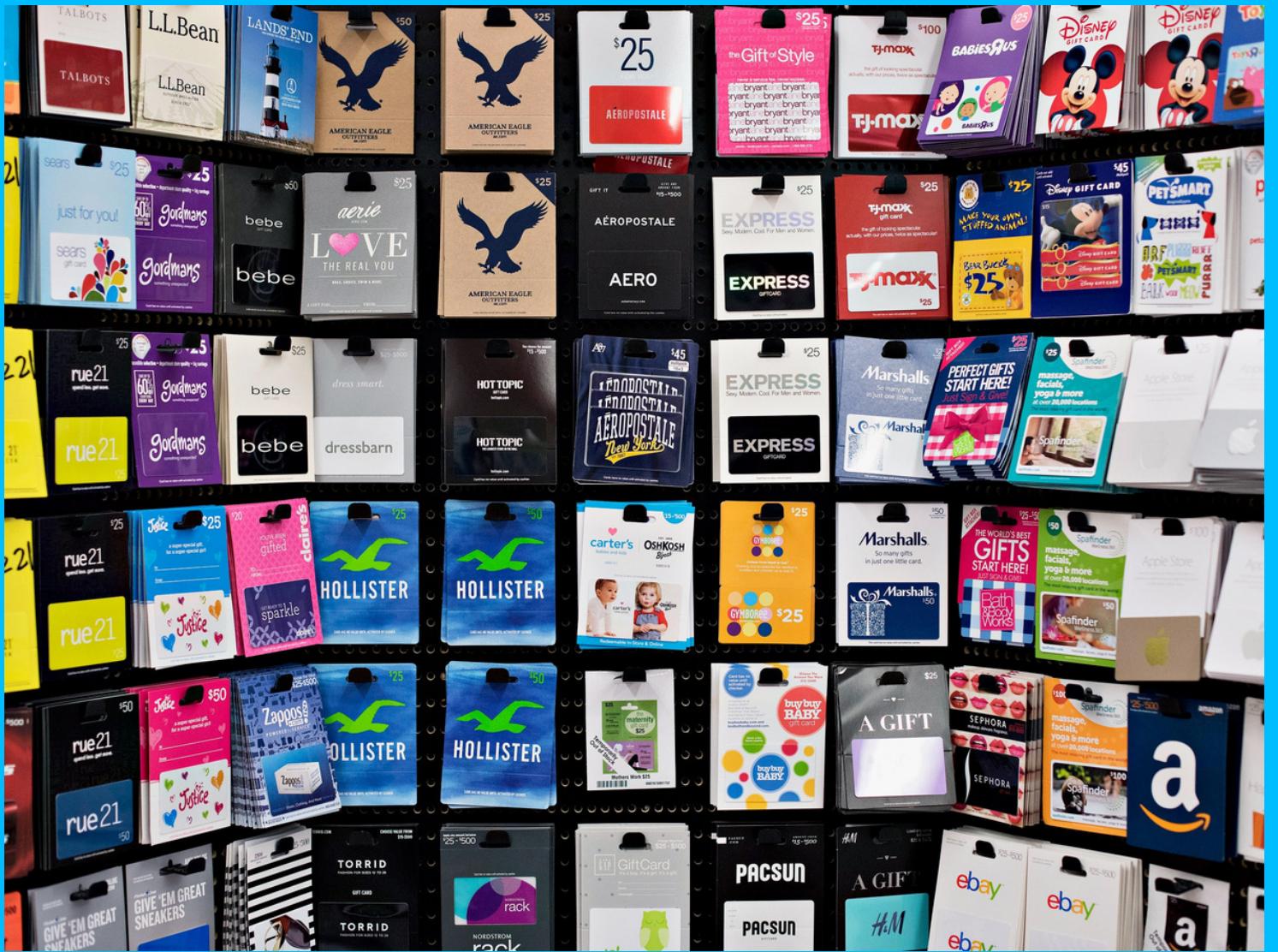
| One-Time Grants | | Monthly Sponsorships | |
|---|-------------|--|--------------|
| Increasing Knowledge on Plastic Pollution Initiative | \$72,000.00 | Blue Flag | |
| Ontario Trillium Foundation: Community Building Fund - Operating Stream | \$7,272.72 | Eco Schools | |
| | | Global Forest Fund | |
| | | MEC Outdoor Impact | |
| | | Fiji Sponsorship Requests | |
| | | | |
| | | | |
| | | Upfront/Maintenance costs + 20% Operating Costs | |
| | | Monthly Website Costs | \$24.00 |
| | | Portable Washroom Fees (20 newly added) | \$2,400.00 |
| | | Garbage Cans (41 newly added) | \$766.70 |
| | | Garbage Maintenance | \$2,263.20 |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| Total Amount Applied For (CAD) | \$79,272.72 | Total Sponsorship Revenue/Month (CAD) | \$5,453.90 |
| | | Total Sponsorship Revenue/Year (CAD) | \$65,446.80 |
| | | | |
| | | | |
| | | | |
| | | Total Revenue | \$144,719.52 |

Potential Sponsors

What will be covered by the sponsorships

Breaking Even

HOW WILL WE GET PEOPLE TO USE THE APP?

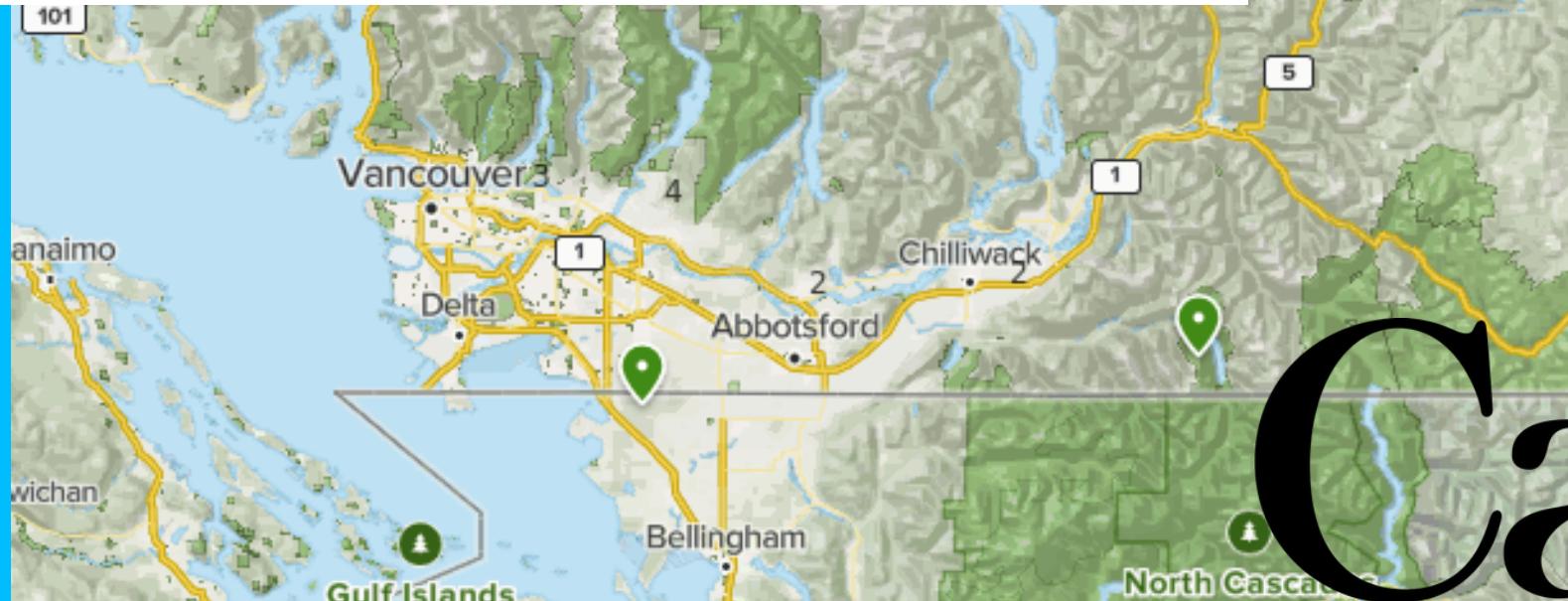


PERFORMATIVE ACTIVISM



SCALABILITY:

Expansion Potential



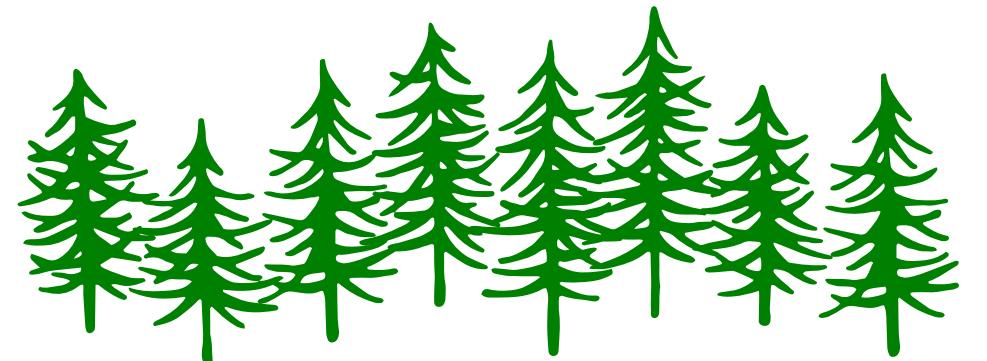
Canada

COMPETITION



Answering Potential Questions

**Why pull out my phone during a
hike?**



To The video!

"Really neat app that will keep bring much needed change. If we add utilities like trash cans, garbage won't distract from the trees and nature around us."

- Sophie Freestone, Grade 12

"I love how much information it gives me about the parks/trails in my area and how I know I can help change the parks/trails for the better by nominating new infrastructure"

- Adrianna Teal, University Student

"It's a great idea! I would use it with my family."

- Eric Janssen, Prof. at Ivey Business School