IDEATION PHASE – DOCUMENT 1:

BRAINSTORMING

Date	06 November 2025
Team ID	NM2025TMID07246
Project Name	To supply Leftover Food to Poor
Maximum Marks	4 Marks

Title: Brainstorming for "FoodConnect – To Supply Leftover Food to Poor"

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1. Objective

The purpose of the brainstorming phase is to **generate and evaluate multiple ideas** for addressing the critical problem of food wastage and hunger.

This session aims to bring together creative thinking, social awareness, and technical feasibility to develop a solution that leverages digital tools—specifically **Salesforce**—to create social impact.

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2. Brainstorming Process

The brainstorming process was conducted in three rounds:

1. **Ideation Round 1:** Gathering ideas from general perspectives — how can technology help reduce food wastage?
2. **Ideation Round 2:** Filtering ideas that align with feasibility and available tools.

3. **Ideation Round 3:** Refining selected ideas into concrete, actionable solutions using Salesforce.

Each round included a mix of discussions, concept sketches, and digital whiteboard activities using tools like **Miro** and **Google Jamboard**.
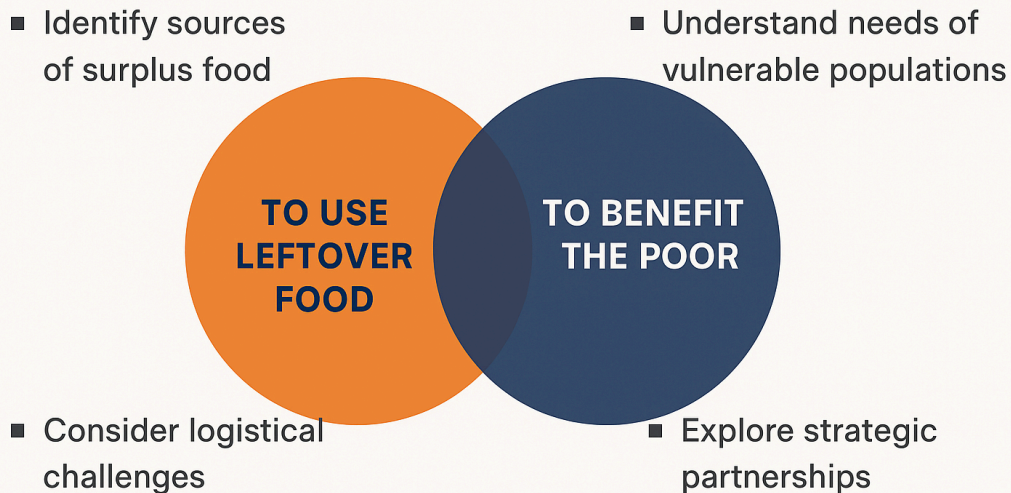
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3. Stakeholders Involved

Stakeholder	Role in Brainstorming	Contribution
Donors (Restaurants/Caterers)	Provide insights into how surplus food is handled	Identified donation logistics challenges
NGO Representatives	Explain the ground-level needs and constraints	Helped define distribution network
Volunteers	Provide real-life experience from fieldwork	Suggested app usability requirements
Technical Advisors	Salesforce mentors and faculty	Guided platform selection and architecture

Brainstorming

- Identify sources of surplus food
- Understand needs of vulnerable populations

TO USE LEFTOVER FOOD

TO BENEFIT THE POOR

- Consider logistical challenges
- Explore strategic partnerships

4. Idea Generation Methods

The following methods were applied during brainstorming:

1. **Mind Mapping:** A visual map connecting "Food Wastage" → "Collection Process" → "Distribution" → "Tracking."
2. **SCAMPER Technique:** Focused on *Substitute*, *Combine*, *Adapt*, *Modify*, *Put to another use*, *Eliminate*, and *Reverse* existing donation workflows.
3. **Reverse Brainstorming:** Instead of asking "How to donate food effectively?", the question was reversed to "What causes food donation to fail?" to find root inefficiencies.

5. Consolidated Ideas

Idea No	Idea Description	Feasibility	Impact
1	Mobile app for food pickup and donation	High	High
2	Real-time volunteer tracking	High	High
3	AI prediction of surplus food generation	Medium	Very High
4	Salesforce automation for donation tasks	Very High	High
5	Blockchain-based verification of donations	Medium	Moderate

After evaluation, **Salesforce-based automation** was selected for immediate implementation due to its:

- Readily available free developer environment
- Powerful automation tools (Flows, Triggers, Dashboards)
- Cloud scalability and security

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6. Rationale for Choosing Salesforce

Salesforce provides a **low-code/no-code environment** that is ideal for social projects. It supports:

- **Custom Objects** to represent Venues, Tasks, Volunteers, etc.
- **Flows** for automating donation collection.
- **Dashboards** to measure impact (number of people served, food saved).
- **Scalability** for adding more NGOs or volunteers later.

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7. Outcome of Brainstorming

The final concept, *FoodConnect*, emerged as a **Salesforce-driven ecosystem** that digitizes and automates food redistribution.
It offers a structured model to:

- Connect donors and volunteers in real time,
- Optimize food collection logistics, and
- Provide analytics for NGOs to assess impact.