CIRCULAR INNOVATION CHALLENGE
SUBMISSION SHEET 2023

Deadline of idea submission: 5th October 2023 (11:59 PM GMT+7 BKK Time)

Announcement of finalists: 12th October 2023

Submit your submission sheet at https://forms.gle/BaPvBJfqsfPnXtbf9

SCORING CRITERIA (100 POINTS)

- **Impact (25 points) -** The ability to create a positive impact or solve a problem, considering both qualitative and quantitative aspects.

- **Feasibility (25 points) -** The practicality and realistic possibility of implementing the innovation or solution, including a clear plan and timeframe.

- **Uniqueness (25 points) -** The outstanding and competitive advantages of the team's innovation compared to existing ideas.

- **Relevance (25 points) -** The innovation or solution should align with Circular Economy.
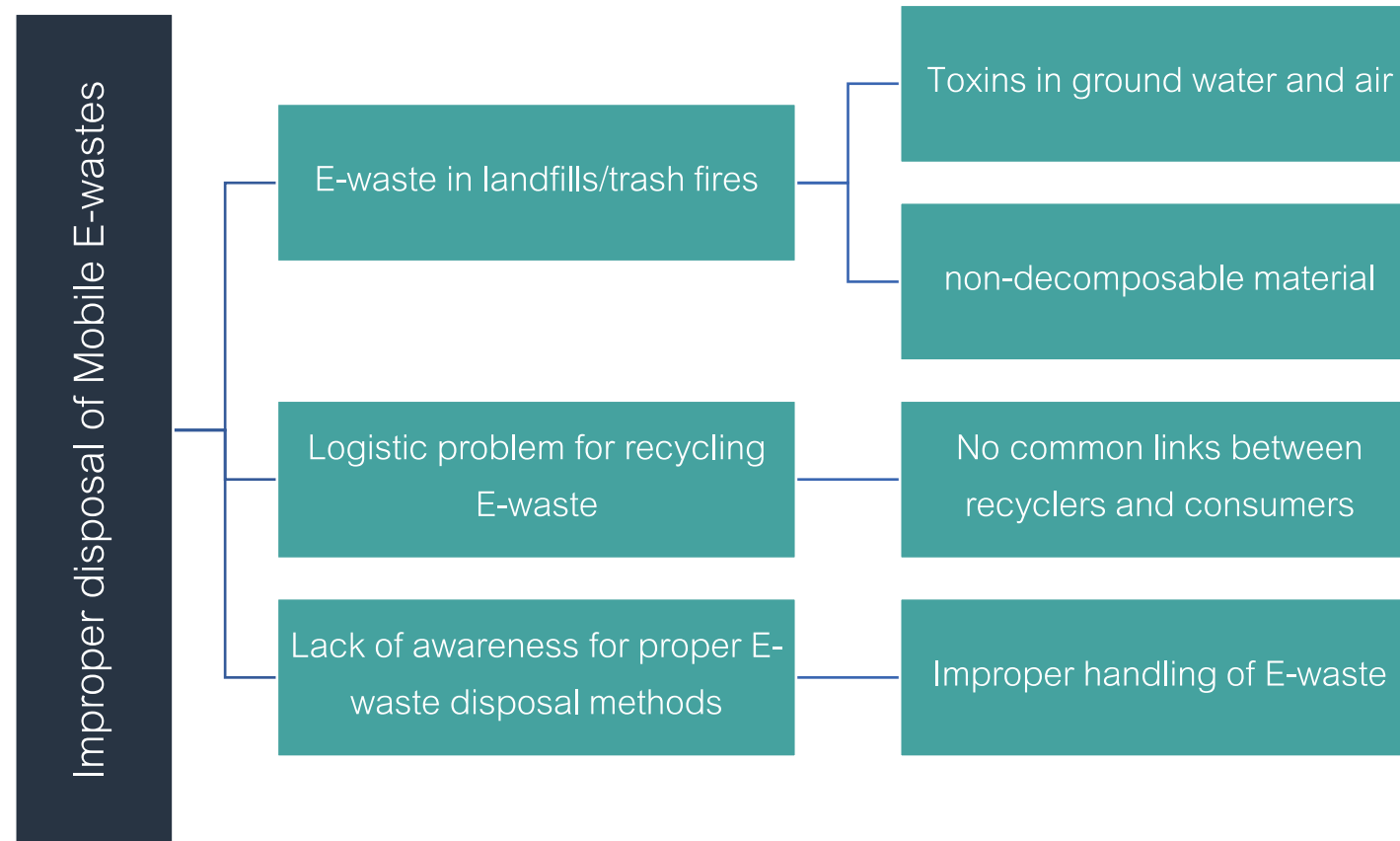
TEAM NAME:

MegaCEN

- Team Members:

  - Nyi Nyein Aung, 19, Student, Payap University International College, Thailand

  - Yu Wah Aung, 25, Student, Payap University International College, Thailand

  - Zhao Mingxuan, 19, Student, Payap University International College, Thailand

  - Paing Kaung Thant, 23, Student, Payap University International College, Thailand

  - Zhang Enhong, 21, Student, Payap University International College, Thailand

MISSION STATEMENT *(Limit to 1 slide)*

- *Product description*
  - *A mobile web application that provides helpful and timely information on proper E-waste recycling by influencing consumer choices and behavior with regards to the disposal of their mobile devices*

- *Benefits proposition*
  - *To raise awareness about consumer products' recycling options by acting as an information hub for handling E-waste within a circular economy*
  - *To improve the efficiencies of the recycling process by connecting consumers directly with the local E-waste recyclers and refurbishers*
  - *To influence new purchases of phones based on the principles of circular economy*

- *Business goals – Tangible targets*
  - *500 users first month*
  - *Number of users referred to an e-recycler via the App*
  - *Positive improvement in e-recycler's recycle rate after partnering with the App*

- *Primary/second market*
  - *New device consumers*
  - *Mobile device owners*
  - *Repair shop owners*
  - *Electronic Goods Producers*

PROBLEM DECOMPOSITION *(Limit to 1 slide)*

Break the single problem into several sub-problems.

Improper disposal of Mobile E-wastes

- **E-waste in landfills/trash fires**
  - Toxins in ground water and air
  - non-decomposable material
- **Logistic problem for recycling E-waste**
  - No common links between recyclers and consumers
- **Lack of awareness for proper E-waste disposal methods**
  - Improper handling of E-waste

Add more, if required.

SOLUTION CONCEPT - SKETCH

Provide a 2D/3D sketch of your product/service prototype here:
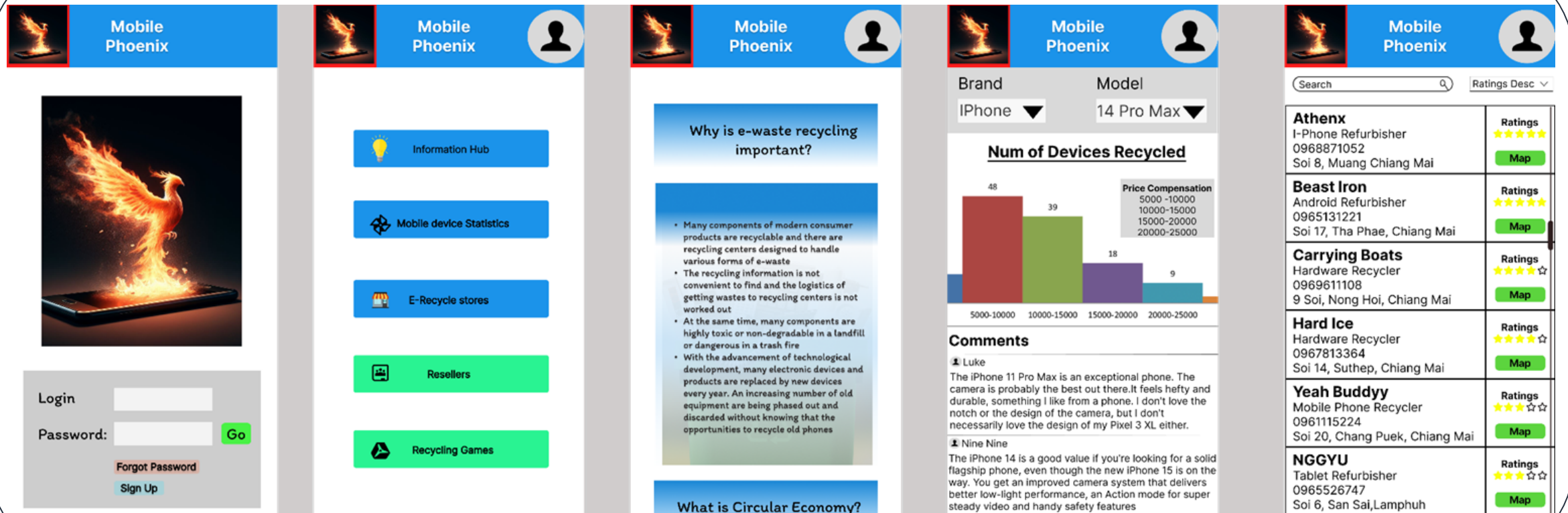
Add more slide(s), if required.

INNOVATIVE OPPORTUNITIES *(Limit to 1 slide)*

What is innovative about your product/service?

Many components of modern consumer products are recyclable and many recycling centers are designed to handle various forms of E-waste. However, the recycling information is not easy to find and the logistics of getting the E-wastes to recycling centers isn't optimized for the recyclers. At the same time, many highly toxic, flammable and/or non-degradable components of mobile phones are discarded in landfills or worse put dangerously in a trash fire, distributing toxins into the air and water. With the advancements of technology, each year new electronic devices are marketed to replace devices in current use. This is especially the case with mobile phones. As an increasing number of old equipment are phased out and discarded, it is of paramount importance that consumers are aware of opportunities to recycle their old phones.

Therefore, our product aims to raise the public awareness of the E-waste recycling as an Information Hub that promotes e-recycling and circular economy and also improving the odds of a mobile device being recycled by connecting the consumer directly with services and opportunities that would be otherwise difficult to find.

ADDITIONAL NOTES *(Limit to 1 slide)*

If any.

Our app, Mobile Phoenix, targets **three stages** of the Circular Economy: **Production**, **Consumption**, and **Disposal.**

1. We indirectly address the **production stage** by raising awareness about the Circular Economy and the hazards of toxins in mobile devices.

2. For the **consumption stage**, we guide consumers on how each company manages e-wastes, encouraging mindful and environmentally friendly purchases.

3. In the **disposal stage**, we educate consumers on proper methods for handling e-waste and facilitate direct connections with recyclers and refurbishers, promoting mobile device recycling."