My First Product - Trash Bot

PROBLEM

Public places like parks, city centers, etc. have to hire people to pick up trash people throw on the ground, reusable items are usually thrown away with the trash.

When people vacuum their homes, they have to manually pick up large trash items like soda cans, twigs, etc, and collect reusable items.

Automatic vacuums (like Roomba) are not effective at cleaning spaces that have large trash items.

EXISTING ALTERNATIVES

Have a person manually pick up all the big trash items.

Leave trash on the floor.

SOLUTION

A robotic arm on wheels that moves around an area looking for objects, then picks the trash up and disposes of it, It also picks up reusable items and store them.

Some technology in the above solution could also be licensed to robot vacuum companies like Roomba.

KEY METRICS

Key actions: How many times the sold bots are used.

Customer reviews of the trash bot.

Success metric: Number of the trash bot sold.

UNIQUE VALUE PROPOSITION

Tired of collecting and sorting trash? just buy a robot to do it for you and stop wasting your time!

HIGH-LEVEL CONCEPT

A Roomba for big items.

UNFAIR ADVANTAGE

Nothing at this point. A partnership with Roomba could be one idea to pursue.

CHANNELS

Internet advertisements.

Placement in retail stores.

Contact with governments that manage the environment of public spaces.

CUSTOMER SEGMENTS

Public spaces like parks, restaurants, academic institutions and businesses would benefit the most since they pick up trash most frequently.

Households and anyone who vacuums or cleans could benefit from this product.

Companies that make robot vacuums might be interested in some of the technology as well, as an addition to some of their existing products.

EARLY ADOPTERS

People who already own Roombas would be good early adopters since they're interested in tech and cleaning.

COST STRUCTURE

Variable costs are R&D, parts, manufacturing, possible maintenance, and distribution/shipping. Until we create a prototype, it's hard to estimate how expensive these will be.

Fixed costs could eventually include labor, advertising, and office space..

REVENUE STREAMS

People/ Companies/Governments buying the trash bot.

Maybe: Royalties from other companies using the tech in their robot vacuums.