## **NAME change to: Reroot**

Include an About our Organisation section

<explain the name of our company>

## **Landing page:**

## Replace: A revolutionary smart compost solution for Singapore's hospitality sector, powering a circular economy from kitchen to farm.

With: Uproot your outdated waste management with our smart compost solution for Singapore's hospitality sector, championing a circular economy from kitchen to farm.

1. Make the reduce repurpose redistribute a circle PLEASE

## **You have Reached the Future of Urban Composting**:

Change “value proposition” to “Why Us?”

## Replace: CompoSG is a first-of-its-kind smart compost bin designed for Singapore's hospitality sector. It's more than just a bin; it's an integrated solution with analytical and integrative abilities to reduce food waste, create valuable compost, and support local agriculture.

## With: Want a one-stop solution to food waste management that takes the mental load off your organisation? Turn your waste management **from a messy chore into a data-driven feedback loop for operational excellence, while contributing positively to Singapore’s food sustainability.**

Change logo (renee)

## Replace stupid image of ice cream cooler with something renee uploads here as png

PRODUCT PAGE:

Reduce the waste sent to landfill by 30% by 2030

Replace: Discover the sleek, efficient, and intelligent heart of our circular economy solution.

With: The heart of our solution—click on the icons to learn more!

#### **Replace: Motion Sensor Lid**

A soft-close, motion-activated lid ensures hygienic, hands-free operation in a busy kitchen environment. The integrated LED ring indicates bin status.

With: **Motion-Sensor Activated Lid**

Our soft-close, motion-activated lid ensures hygienic, hands-free operation that proves essential in a busy kitchen environment. We have integrated an LED ring to indicates bin status.

#### **Replace: Minimalist Interface**

A simple touch panel with LED indicators provides at-a-glance information. Deeper analytics are available via the companion app.

With: **Sleek Design**

We keep it simple here. LED indicators on the bin allow information to be quickly disseminated, while deeper analytics are available via the companion app, linked to all devices

Replace: **Compost Collection Drawer**

An ergonomic, pull-out drawer makes collecting the finished compost effortless. The green accent handle signifies its connection to sustainability.

With: **Compost Collection Drawer**

Our ergonomic, pull-out drawer makes cleaning and collecting the finished compost effortless. Don’t worry about this—we collect and redistribute it for you.

#### **Replace: AI Camera & Sensor Array**

Flush-mounted under a tinted glass panel, this is the brain of the bin. It identifies food waste to classify it as "green" or "brown" for optimal composting.

With: AI **Camera & Sensor Array**

This is the brain of our bin. It not only identifies and classifies food waste as “green” or “brown” to easily help you track compost ratios, but identifies the specific food being wasted to provide analytics on how to reduce your overall wastage.

## **Replace: Key Features**

Engineered for performance, sustainability, and ease of use.

AI-Powered Waste Classification

Optimal Green-to-Brown Ratio Management

Odorless Composting Process

Real-time Data & Analytics Dashboard

Seamless Integration with Kitchen Workflow

Supports Singapore Green Plan Compliance

With: **Key Features**

Engineered for performance, sustainability, and ease of use.

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Odorless Composting Process

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Seamless Integration with Kitchen Workflow

Supports Singapore Green Plan Compliance

Its core features include:

* **Automated Waste Identification & Tracking:** Each time food waste is disposed, the bin’s camera and sensors log the *type* of food (e.g. vegetables, meat, starches) and its weight[t](https://time.com/6103206/rayner-loi-next-generation-leaders/#:~:text=Lumitics%20uses%20garbage%20cans%20equipped,spoiled%2C%20uneaten%20or%20kitchen%20scraps). Over time it learns to recognize ingredients and dishes, even in a mixed waste stream, capturing near 100% of what’s discarded. This provides rich data on *what* is being wasted and *how much*.
* **Compost Classification (Green vs Brown):** The system can classify organic waste into **“green” (nitrogen-rich, e.g. fruits, veggies) vs “brown” (carbon-rich, e.g. paper, dry leaves)**, which is crucial for composting. This helps ensure the right balance for efficient composting processes. For venues doing on-site composting or anaerobic digestion, the bin’s feedback can guide staff to add appropriate brown materials when needed, optimizing the compost mix and preventing malfunctions.
* **Waste Reduction & Cost Savings:** By analyzing waste patterns, the bin reveals insights that help kitchens *reduce overproduction and inefficiency*. Managers can see which dishes or ingredients are most wasted and adjust purchasing, portion sizes, or menus accordingly[time.com](https://time.com/6103206/rayner-loi-next-generation-leaders/#:~:text=Lumitics%E2%80%99%20customers%20use%20the%20waste,out%20of%20landfills%20in%202019). This leads to significant waste reduction – often cutting food waste by *30–50%* – and corresponding cost savings on ingredients[abcimpact.com.sg](https://abcimpact.com.sg/media-release/singapores-abc-impact-invests-in-winnow-the-global-ai-leader-in-commercial-food-waste-solutions/#:~:text=recording%20process%20captures%20100,Winnow%20is)[weforum.org](https://www.weforum.org/stories/2020/01/ai-bin-trash-food-waste-davos-2020/#:~:text=Documenting%20waste%20in%20this%20graphic,a%20number%20of%20unwanted%20tomatoes). On average, users of such AI bins have reduced food waste by about **50% and cut costs 2–8%** in commercial kitchens[abcimpact.com.sg](https://abcimpact.com.sg/media-release/singapores-abc-impact-invests-in-winnow-the-global-ai-leader-in-commercial-food-waste-solutions/#:~:text=change%20behaviours%2C%20and%20drive%20significant,also%20a%20Certified%20B%20Corporation). Every 1% reduction in food waste can save a restaurant around S$10,000 per year in operating costs[restroworks.com](https://www.restroworks.com/blog/restaurant-food-waste-statistics-singapore/#:~:text=,6).
* **Regulatory Compliance & Reporting:** For large Singapore establishments now required to segregate and report food waste, a smart bin automates the tracking. It accurately measures organic waste quantities (separated from non-food trash) per day or per tenant, **streamlining compliance reporting**. The data helps prove that food waste was properly segregated and can feed into annual waste reports mandated by NEA[restroworks.com](https://www.restroworks.com/blog/restaurant-food-waste-statistics-singapore/#:~:text=,over%20the%20last%2010%20years). Moreover, by detecting non-food contaminants (e.g. plastics, metal) in the waste stream, the bin can alert staff, thereby *improving source-segregation quality* and protecting on-site treatment equipment (which can break down if contamination is high[innovation-challenge.sg](https://innovation-challenge.sg/esg/challenge/36/statement-details.html#:~:text=stakeholders%20such%20as%20tenants%2C%20cleaning,etc)[innovation-challenge.sg](https://innovation-challenge.sg/esg/challenge/36/statement-details.html#:~:text=%2A%20Existing%20on,would%20need%20to%20be%20minimised)).
* **Predictive Analytics:** Using historical trends, the system can forecast future waste generation and identify patterns. For instance, it might predict that on Mondays the lunch buffet waste will be high in certain categories, prompting chefs to prepare less of those items. It can also optimize **inventory and procurement**, forecasting demand more accurately to prevent oversupply. Some systems even calculate the *monetary value* of the waste in real time[weforum.org](https://www.weforum.org/stories/2019/03/this-ai-bin-tells-you-off-for-wasting-food/#:~:text=The%20device%20is%20fitted%20with,the%20volume%20of%20each%20type), effectively creating a “waste bill” that motivates staff to improve and lets managers quantify savings from waste reduction efforts.
* **Environmental and Social Impact:** By reducing waste, the bin helps cut the carbon footprint of operations. Food waste is a major source of greenhouse emissions (8–10% of annual global emissions) when disposed[restroworks.com](https://www.restroworks.com/blog/restaurant-food-waste-statistics-singapore/#:~:text=C). Waste tracking bins have enabled sites to save thousands of meals from the trash, translating to tons of CO₂ emissions averted[stories.hilton.com](https://stories.hilton.com/apac/releases/savoring-sustainability-hotels-in-asia-pacific-tackling-food-waste#:~:text=Globally%2C%20170%20Hilton%20hotels%20across,carbon%20footprint%20by%202%2C050%20tons). Additionally, detailed waste data raises awareness among kitchen staff and management, driving a culture shift towards sustainability. In some cases, identifying excess edible waste can lead to more donations of surplus food, benefiting the community.

**In summary, the**