

SDG GOAL 14:

LIFE BELOW WATER

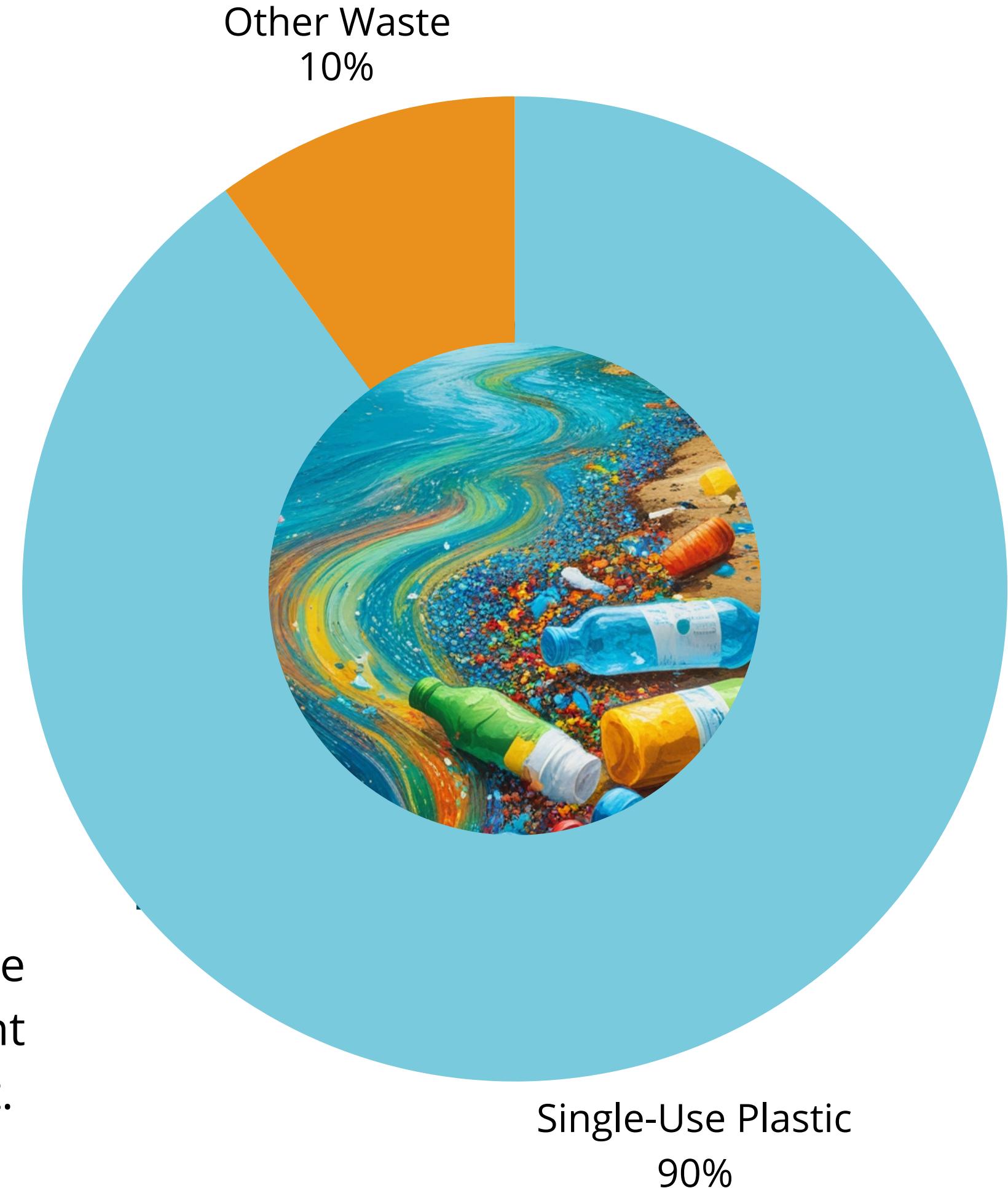
What is the Problem?

Plastic pollution in rivers contaminates water and seafood, harms marine life, and spreads toxins through the food chain. As fish eat plastic, harmful substances reach humans, posing a serious health risk.

“Plastic waste is now found in the most remote areas of the planet. It kills marine life and is doing major harm to communities that depend on fishing and tourism.”

— António Guterres, UN Secretary-General.

Single-use plastics constitute approximately 90% of the trash along Israel's coastline, posing a significant environmental threat.





Why It's Urgent:

- Health Risks: Plastic exposure can cause digestive issues, hormonal imbalances, and toxicity.
- Environmental Damage: Polluted rivers destroy marine ecosystems.
- Water Scarcity: Contaminated drinking water puts millions at risk.

What is Our Solution?

Recycle smart. Get stuff. Save Earth.

How It Works

Input:

User takes a photo of plastic waste.

AI:

The app uses Convolutional Neural Networks (CNN) to identify the plastic type and suggest the correct bin.

Output:

- Smart bin opens if recyclable.
- Reverse vending machine sorts and compresses.
- User earns reward points.



Who is Our Target Audience?

Target Audience:

- Environmentally conscious, tech-savvy individuals
- All ages, from students to professionals
- People interested in sustainability and eco-friendly habits
- Estimated global size: Billions of people



What is Our Business Model?

Who Uses & Pays:

- Users: Individuals, schools, municipalities
- Customers: Businesses, municipalities, eco-companies
- Partners: Sponsors, eco-friendly brands

Revenue Model:

- Sponsorships
- Subscriptions
- Advertising

Our model combines B2C, B2B, and B2G.



What is Our Next Step?

Next Step:

- Develop AI model & app
- Prototype bins & machines
- Test in pilot locations
- Partner with businesses

Development Stages:

- Phase 1: Build AI & hardware
- Phase 2: Test & refine
- Phase 3: Scale & partner

What We Need:

- Funding, mentorship, tech support

