

Subject: Application for Participation in the Innovation Showcase – EcoBite

Dear Innovation Showcase Panel,

I am writing to formally apply for the opportunity to present my project, EcoBite, at the upcoming Innovation Showcase. As a student enrolled in SIT317 – Information Technology Innovations and Entrepreneurship, I have developed EcoBite as an intelligent mobile application that addresses the global issue of food waste through proactive inventory management, AI-powered suggestions, and user engagement strategies.

EcoBite holds significant potential due to its alignment with current environmental, technological, and social trends. Food waste contributes significantly to greenhouse gas emissions and economic inefficiencies. EcoBite aims to tackle this by offering users a mobile-first platform to track food items, receive expiry alerts, view consumption trends, and reduce waste through personalized recommendations. The app also incentivizes sustainable behavior through gamification and reward systems, fostering long-term user engagement.

To date, I have completed a comprehensive business plan, outlining EcoBite's market positioning, competitive advantages, and scalability strategy. I have also developed a detailed high-fidelity prototype using Figma, supported by a structured usability testing plan that targets real user behavior and feedback. My submission includes a project pitch and a short video demonstration to showcase the app's core features and user interface. These deliverables collectively demonstrate the technical feasibility, user-centric design, and market readiness of EcoBite.

I believe EcoBite deserves to be featured in the Innovation Showcase because it represents not only an innovative and scalable digital solution but also a real opportunity to create social and environmental impact. Presenting at the Showcase will enable me to share my vision with industry professionals, gain constructive feedback, and potentially connect with partners or investors to take this project to the next stage.

Thank you for considering my application. I look forward to the opportunity to contribute to the Innovation Showcase and demonstrate how EcoBite can make sustainable living more accessible, practical, and rewarding for everyday users.

Yours sincerely,

Jingwei Shi

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