

incenti

SAVE THE BUTT, AND THE ENVIRONMENT



SOURADEEP DAS



AGNISWAR PAUL



JINMYEONG AN



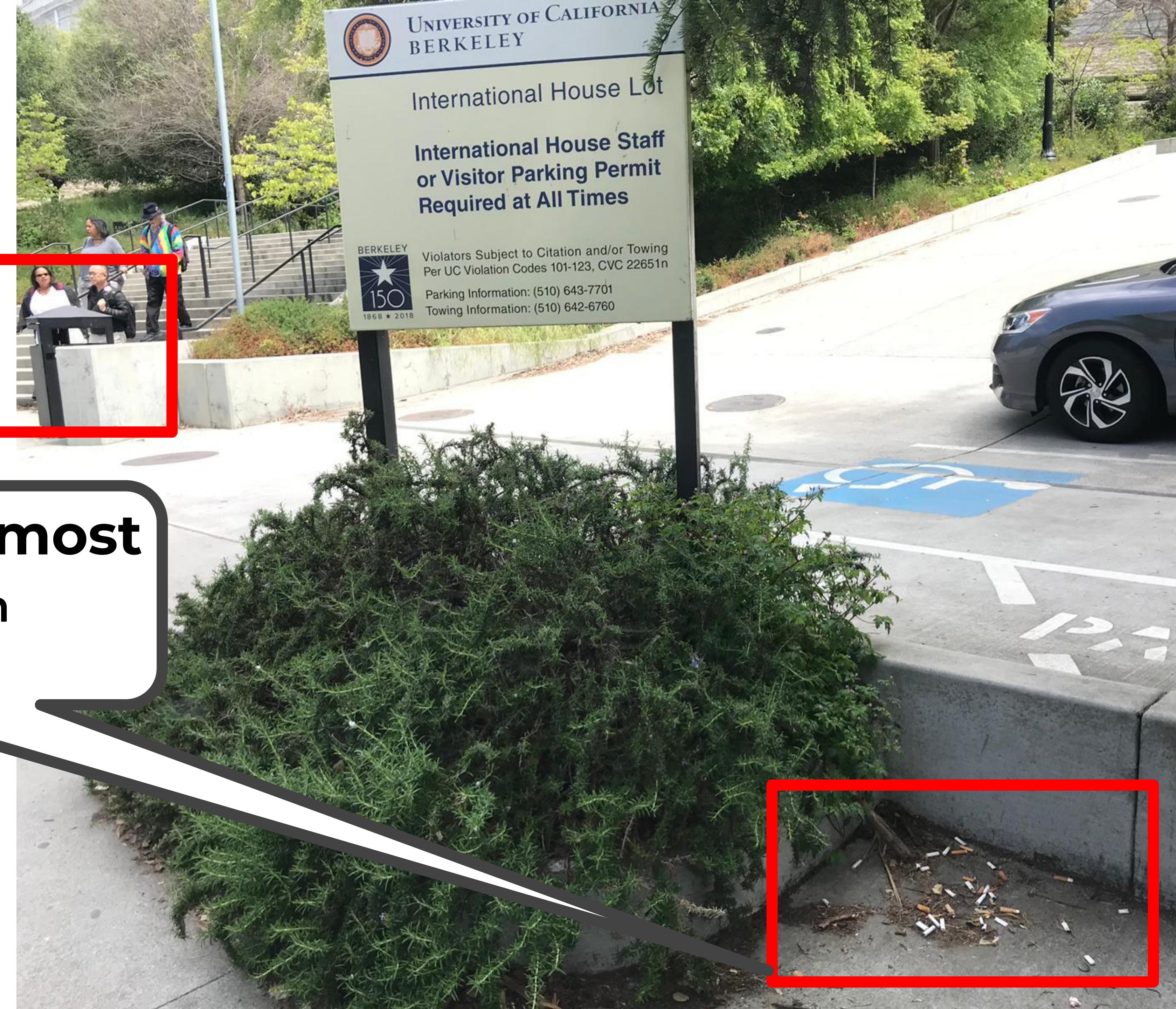
Qi(Gigi) Wang



NILOFER MOHAMMAD

PROBLEM

-Cigarette butts are the **most littered item on earth**



source:

<https://www.keeptruckeegreen.org/top-10-littered-items/>

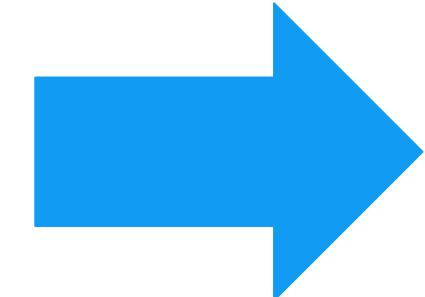
PROBLEM

-Cigarette filters are made of **plastic fibers, toxic to the environment**



THE SOLUTION

- Effective cigarette butt collection by gamification

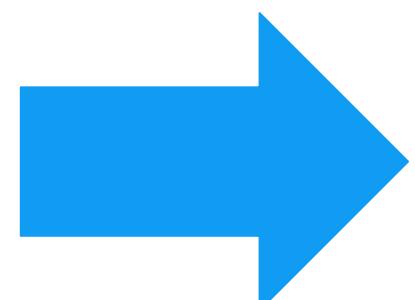
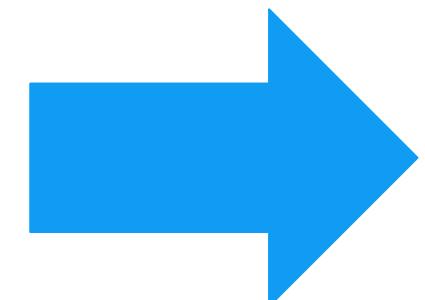




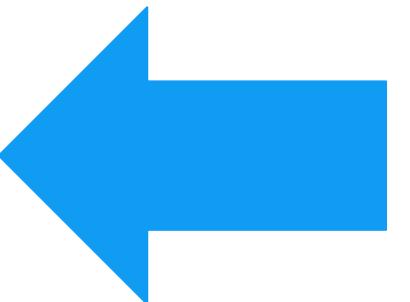


THE SOLUTION

- Effective cigarette butt collection by gamification



- Incentives in the form of coupons/vouchers for the depositor



VALUE PROPOSITION



Save the planet,
everytime you dispose
cigarettes properly



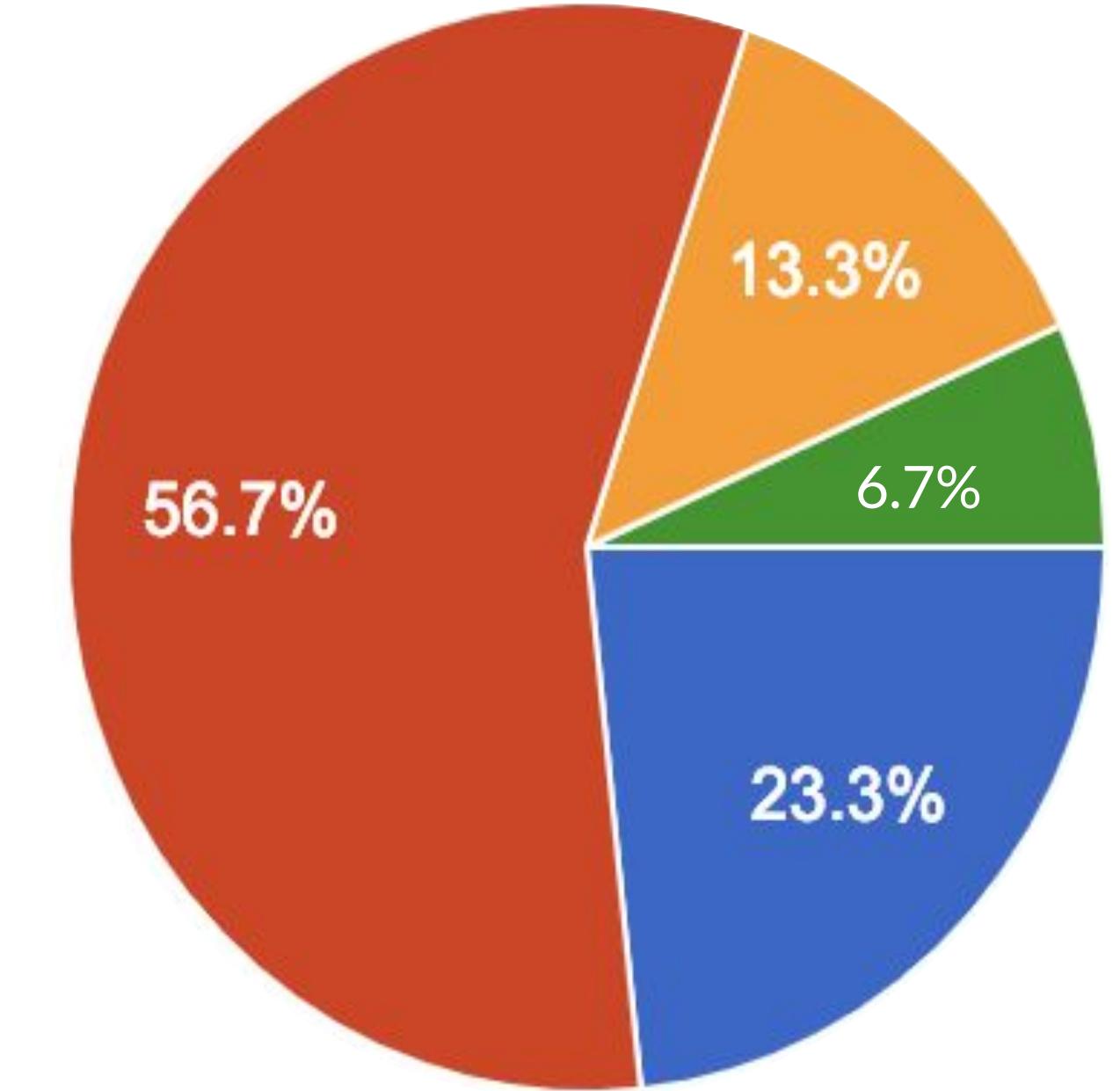
Get Rewards for being
sustainable, in the form
of vouchers/ coupons



Generate Awareness
among people with
advertisements

CUSTOMER DISCOVERY

Out of 40 smokers

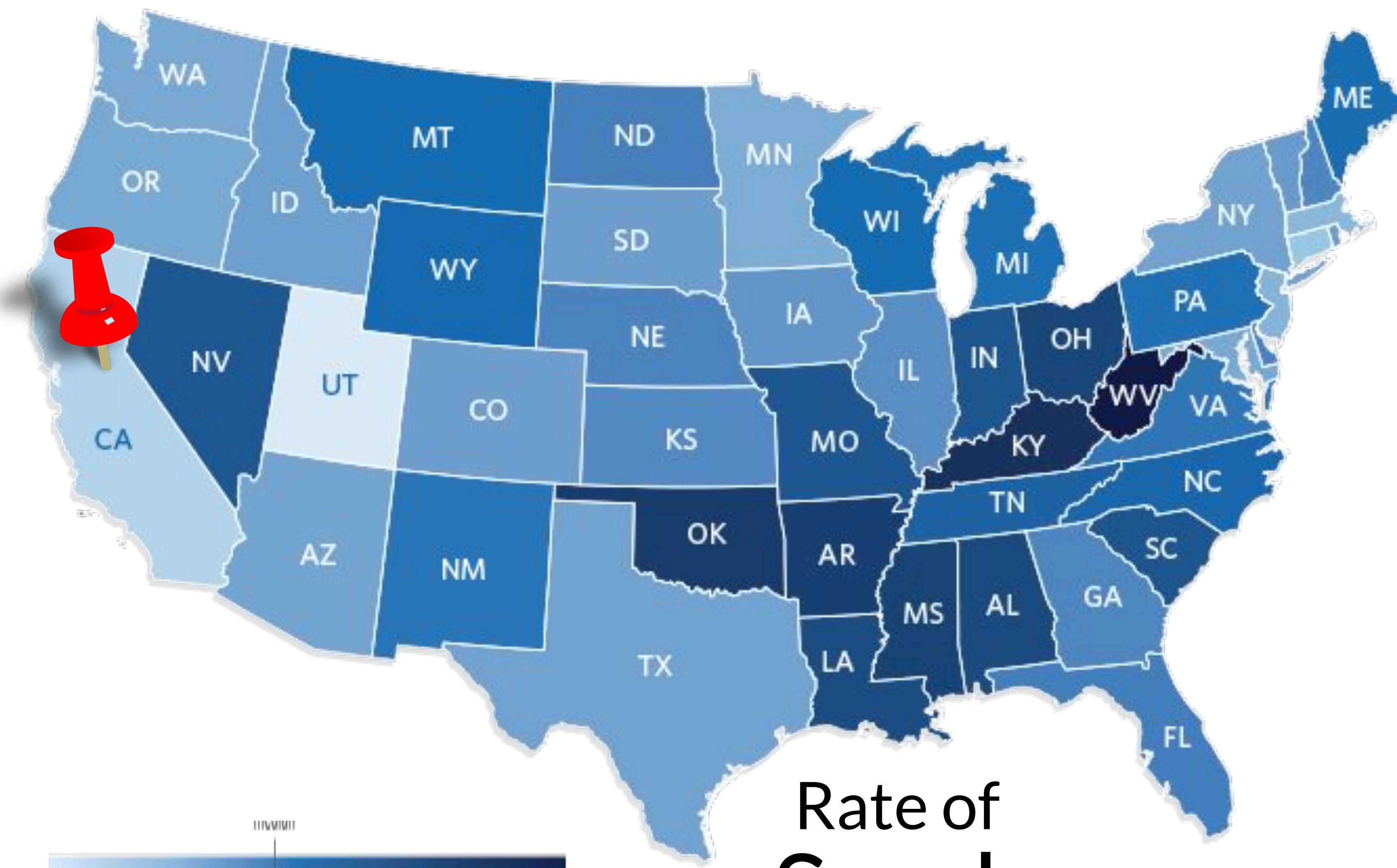


"I loved the idea also I am pretty interested in advertising on your device"- says the owner of Vapour Den

"People would definitely use the bins if placed near the bars."- Says the owner of Smokes and Gifts

- throw it on ground
- throw it in trash cans.
- throw it in cigarette disposal bins
- throw it in sewer

THE OPPORTUNITY

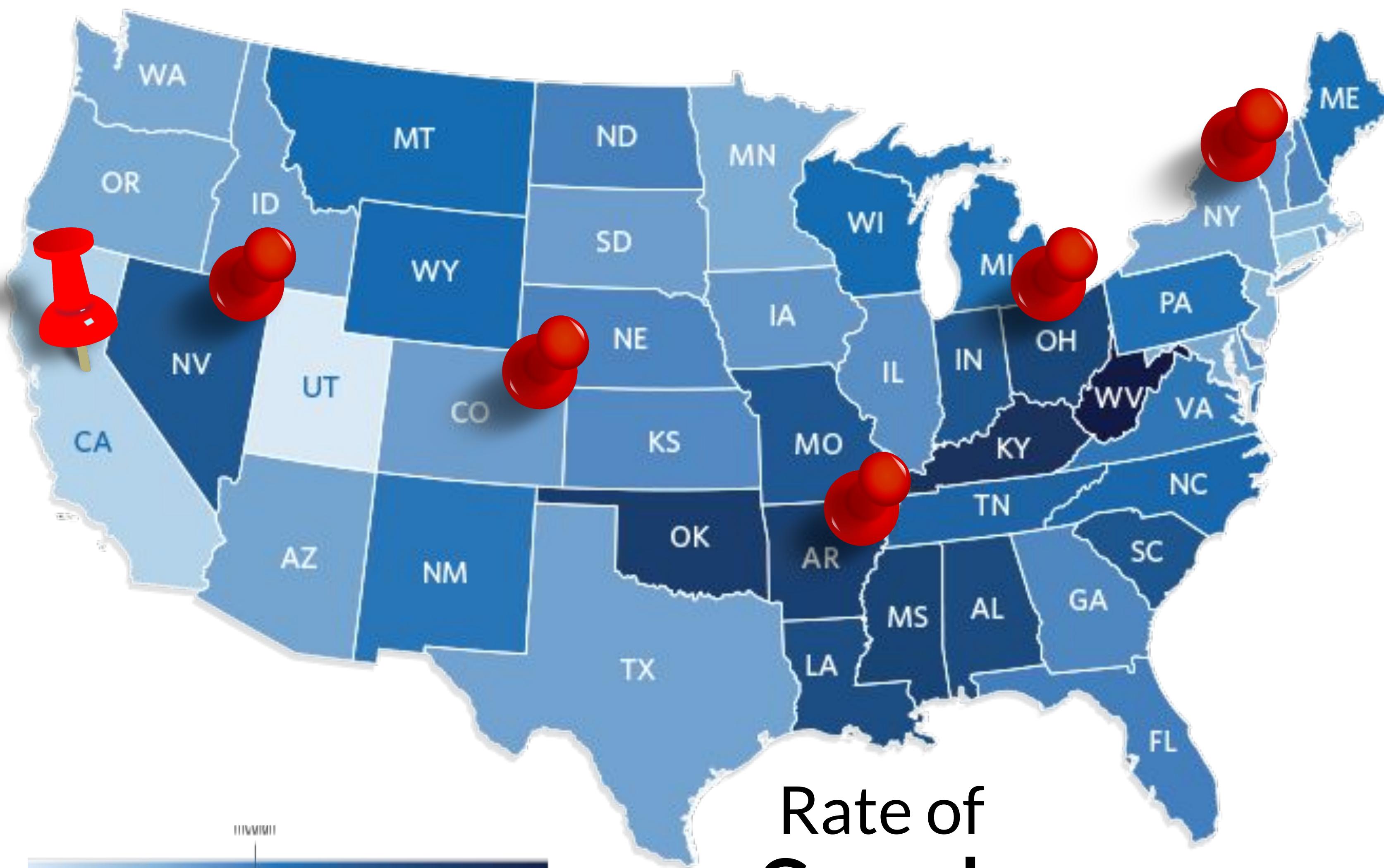


Rate of
Smokers
by States

14 of every 100
U.S Adults smoke
cigarettes

CA has been
leading the battle
against Tobacco-
great place to start

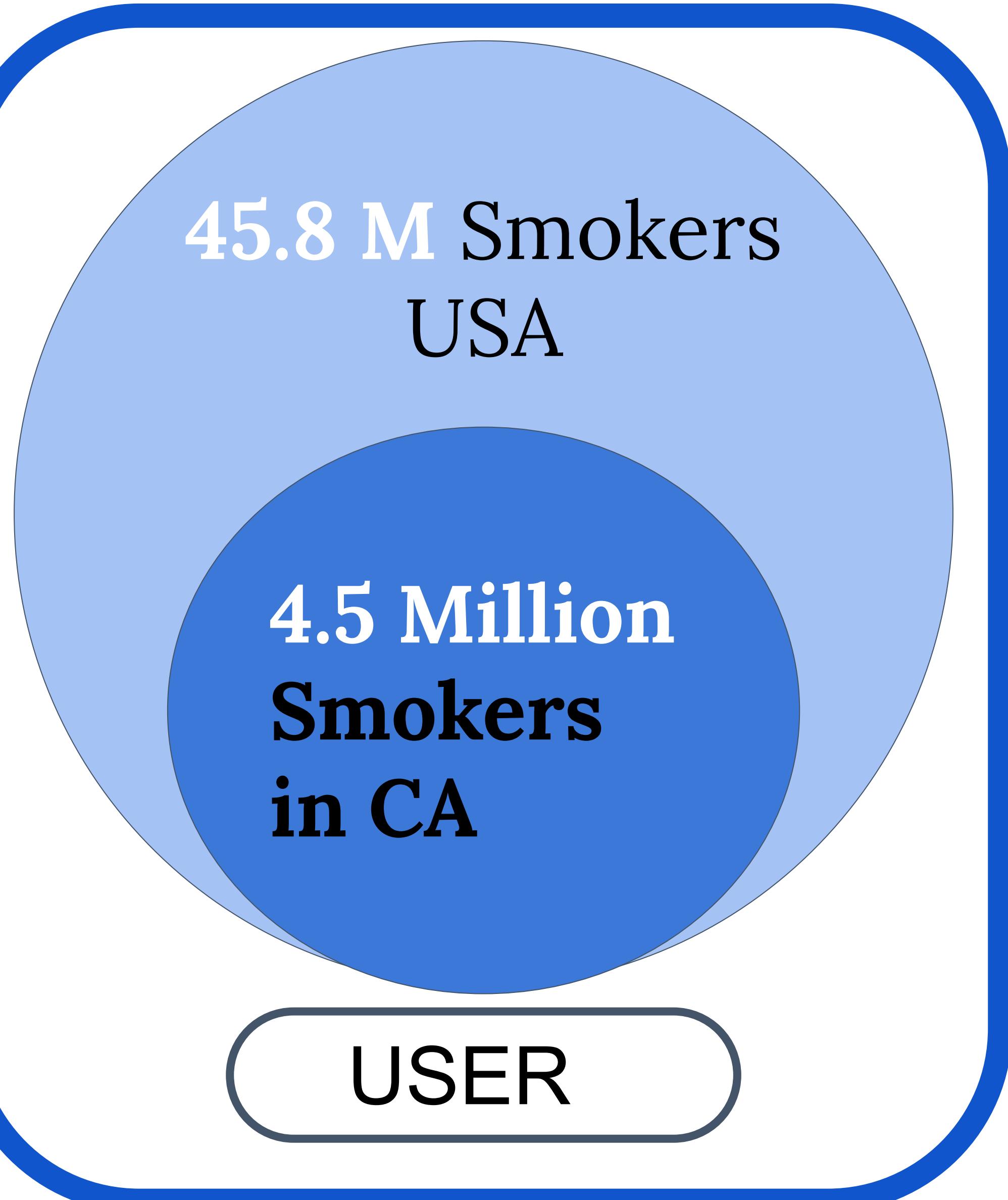
THE OPPORTUNITY



14 of every 100
U.S Adults smoke
cigarettes

CA has been
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great place to start

AND THE MARKET



45.8 M Smokers
USA

4.5 Million
Smokers
in CA

USER

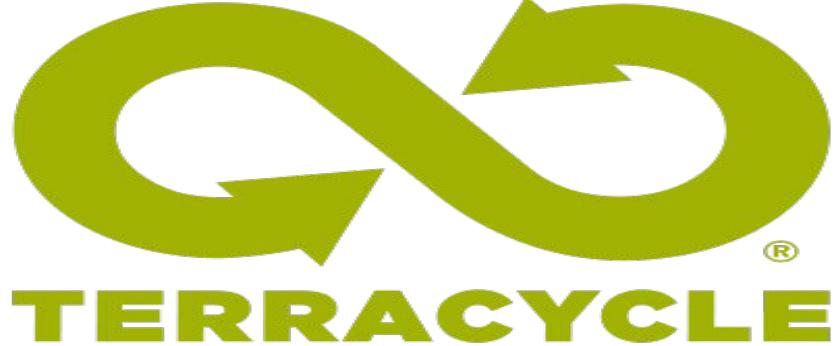
Outdoor Advertising
\$ 8.6 B

Avg expenses/month
\$ 400

No. of E-cigarette brands
> 460

CUSTOMER

COMPETITIVE ANALYSIS

	 TERRACYCLE	 SURFRIDER FOUNDATION	BALLOT BIN	incenti
SERVING THE ENVIRONMENT	✓	✓	✓	✓
GAMIFICATION	✗	✗	✓	✓
REWARD	✗	✗	✗	✓

REVENUE MODEL

Revenue 2020-2022



1st Year

100

=

\$ 500K

2nd Year

300

=

\$ 1,500K

3rd Year

1000

=

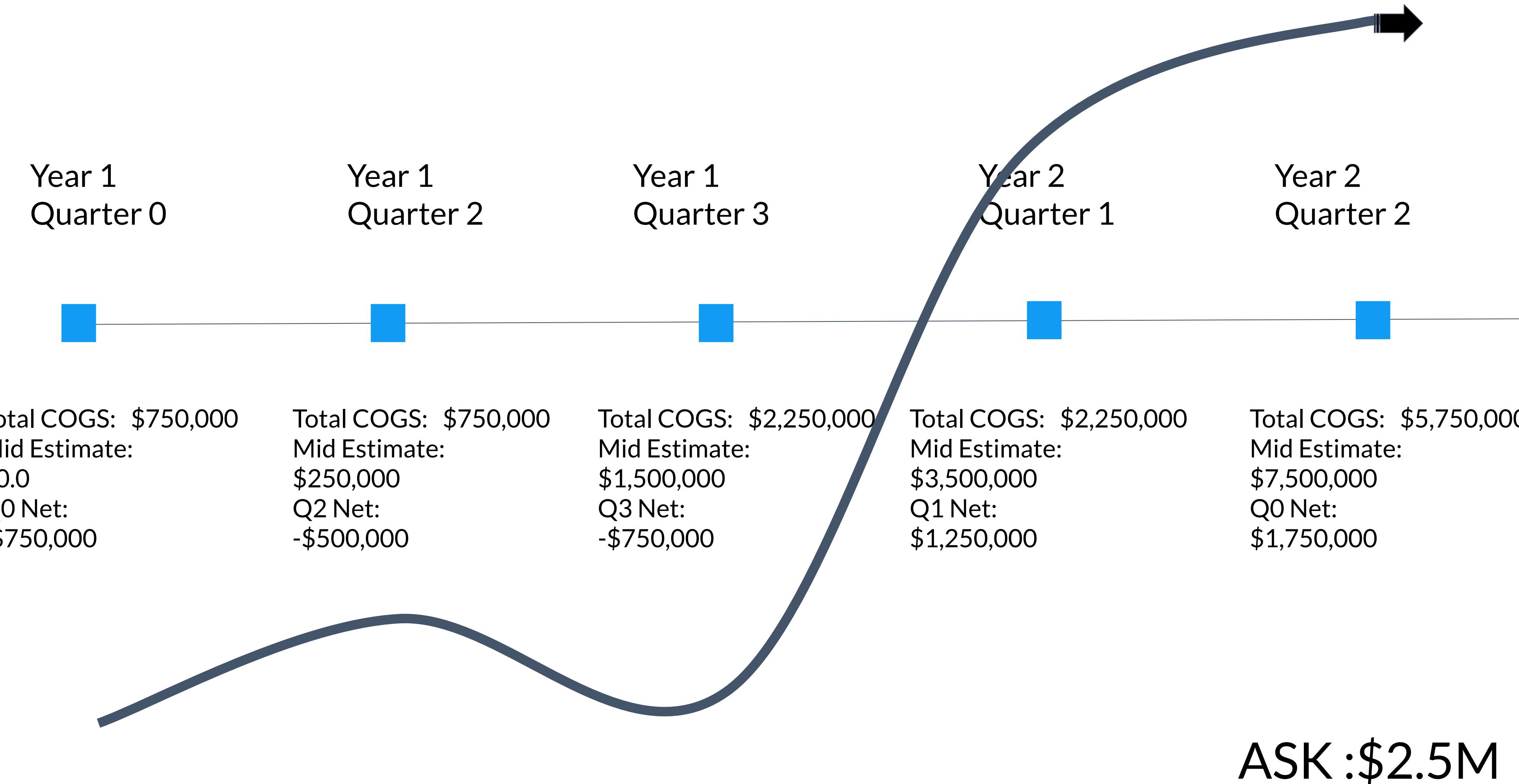
\$ 5,000K

Advertisement
Per Device Per Year

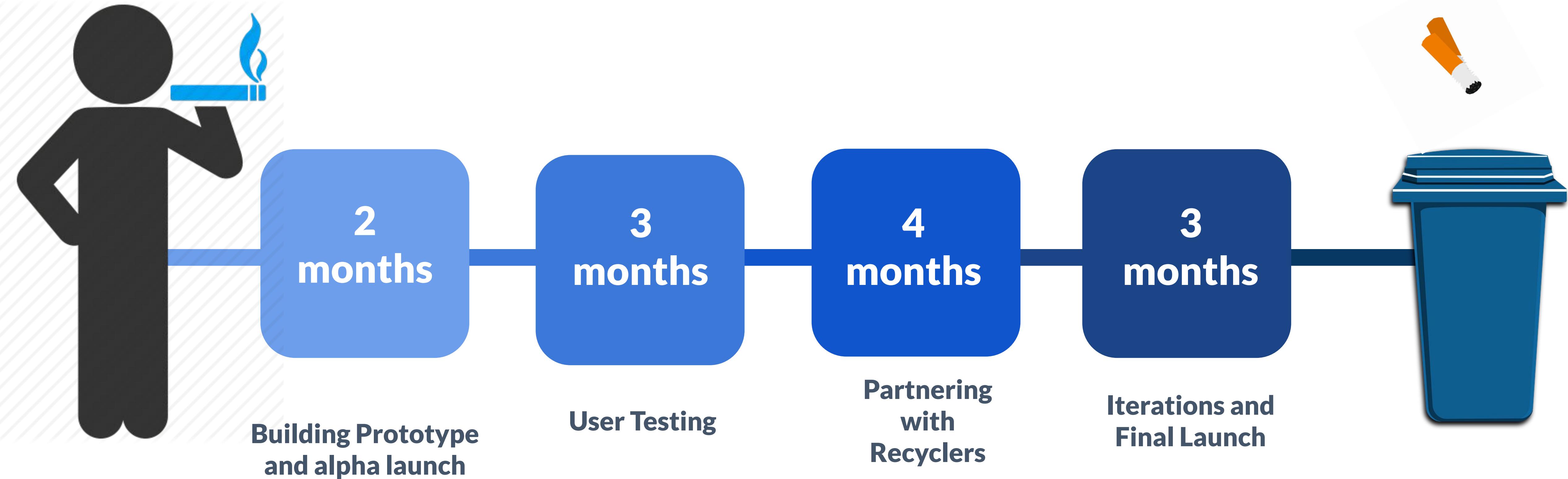
No. of Devices

Total Revenue

FINANCIAL PROJECTION



TIMELINE



THANK YOU!



YOUR
QUESTIONS
NOW.

APPENDIX

i. COGS

CATEGORIES	COST
Manufacturing Cost	\$ 500 / unit
Incentives	1% of Revenue from each device
Transportation and Handling	5% of Revenue from each device

REVENUE CYCLE

