Project Compress

"

If we can't properly fund the overburdened trash infrastructure, why don't we decentralize it?

1.

Problem/Research

62 million

Tons of waste is generated yearly by India

The total waste generation is estimated 165 million tonnes by 2030.

50.8 million

Tons of waste is left untreated

11.5 million

Tons of waste is totally uncollected

Sustainable Cities and Communities

UN Sustainable Goal #11

Initial Target Audience

High density populations in India who don't have the proper infrastructure to handle large amounts of trash

- ◆ Adults: 30-55 years old

- ◆ Environmentally conservative

- ◆ Open to change

Pain Point

Many communities in India do not have the proper facilities to efficiently dispose of trash

- ◆ Extremely expensive
- ◆ Requires too much land

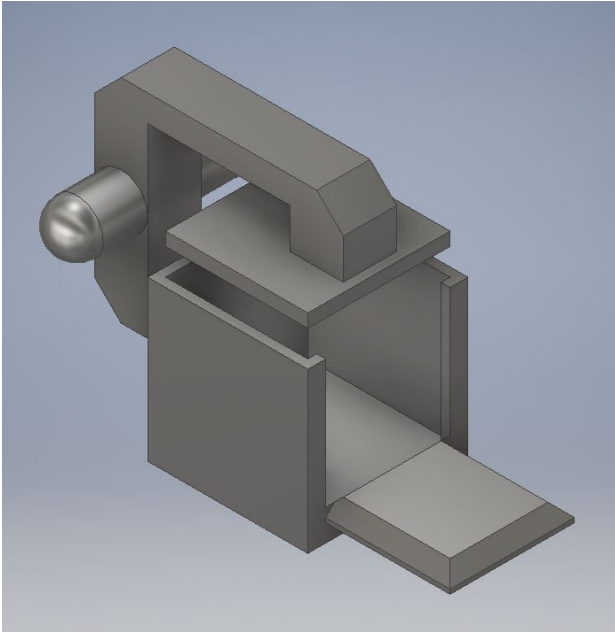Improper handling of the excess trash can lead to environmental and economic concerns

2.
Solution/Plan

Trash Infrastructure:

Collection → Processing → Storage

MVP

A hand-operated trash compactor that utilizes a gear reduction ratio in order to minimize user work.

◆ Cheap
◆ Accessible
◆ Effortless
◆ Independent

Resources

Physical/Intelligence

- Distributors
- Manufacturers
- Licensing Agents

Financial

- Grants
- Donations
- Volunteers

Human

- Engineers
  - Mechanical
  - Industrial
- Design Managers
- Manufacturing Agents

Customer Segments/Relationships

Market

Niche market in a large population

Specificity

Segmented customer population that struggles with space due to trash

Optimization

- Surveying customers
- A/B Testing

Analysis: Analyze impact and progress by overseeing revenue, focusing on the viral coefficent, and lifetime cost

Costs vs Revenue

Production
- Material Cost
- Production Cost
- Labor Cost
- Locally Sourced

Design
- Ideation Costs
- Engineering Team
- Viability Experts
- Industrialists

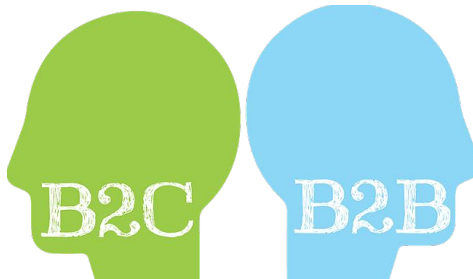**Awareness/Education**
- Marketing Costs
- Graphic Designers
- Public Relations
- Customer Support

Financial Grants

Transactions

B2C   B2B

Advertising

Partnerships

3.
Value Proposition

Criteria

Scalability

Competitive Difference

Cost Effectiveness

Ease of Operation

Community Awareness

Sustainable Impact

Competitive Analysis

Unregulated Trash Collection

Government Clean Up Committees

Composting

Community Awareness

Regulated Trash Collection

1,365,981,684
Population of India (2019)

9.25 %
Initial Target Audience

126,353,305 users
Total success!

"It's time to create a high quality, affordable trash compactor . We strive to decrease uncollected trash, eliminate pollution and make the world more comfortable for everyone."

Thanks!

Any questions?

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