

WESEP

'We Separate'

Team 7



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Inception (Team 7)

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Easy-going & Generous

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Enthusiastic & Dreamer

Principled & Clear -sighted

Creative & Bright

Open-minded & Considerate

Project Idea

Problem

- There are people who are aware of how beneficial waste separation is but have a hard time doing so because they don't know how, and will finally choose the easy way out because information is not readily available.

Solution

- To create an app that provides instant information on how to separate waste for proper disposal and incentivizes people that use it to encourage them to consume responsibly

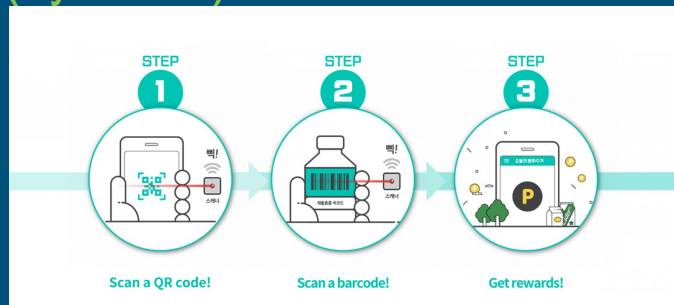
Sustainability Model

- **Customers & users' pain and gains**
 - (Pain) Difficulties on separating garbages due to lack of the informations.
 - (Pain) Unmotivated to separate and discard the wastes properly
 - (Gain) User can get cash points by taking practices.
 - (Gain) Users' lifestyles become more sustainable.

Sustainability Model

- Who are the competition?

- 오늘의 분리수거 (Oysterable)

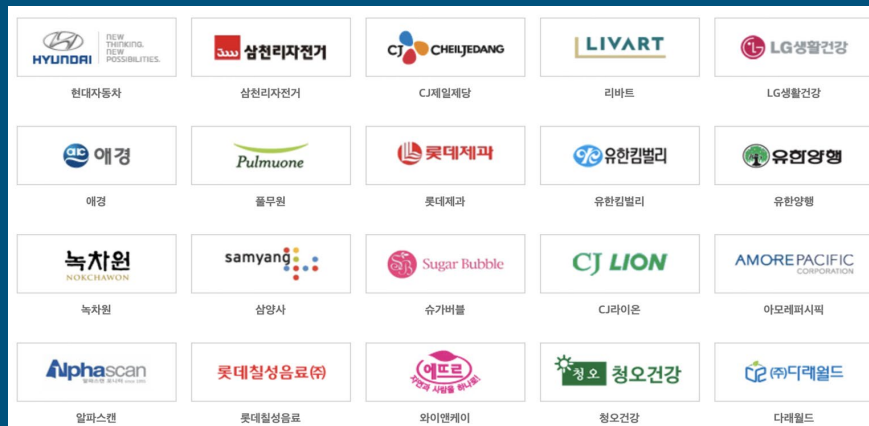


- What's unique about your solution?

- Image search technology
 - Instant, convenient, easy to use

Sustainability Model

- Who is going to pay for this?
 - Could get sponsored by the government
 - Advertisements that show on the app
 - Sponsorship from eco-friendly product manufacturers



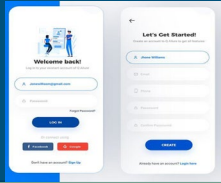
Final deliverable -prototype/ Mock up

- Storyboard

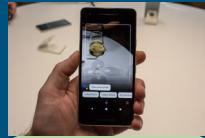
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Final deliverable -prototype/ Mock up

How to utilize 'WESEP'



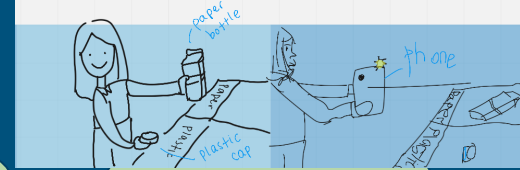
1) Sign-up 'WESEP'
(If users only want the instructions and no contribution in submitting pictures or posts, they DO NOT need to sign-up)



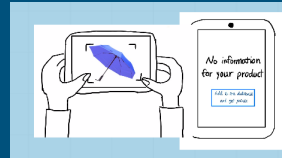
2) Take a photo of the product that the users wish to throw away.



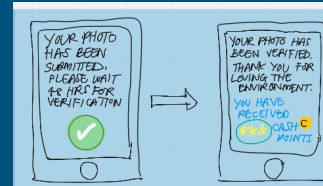
3-1) The instructions of how to throw away/ recycle the specific product will pop up through the image search technology.



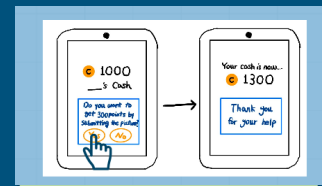
4-1) For the users who want to receive 5 cash points can post a picture of them following the instruction.



3-2) If the app does not show any product, the users can submit the product with information



4-2) Once the product has been verified by the app in few hours or days, the product will be updated on the app.



5-2) Once information has been officially verified, the users can receive 100 cash points.



Potential for Scaling Up

- Targeting a global audience for the future
- Potential to collaborate with existing services such as Eco Money and Eco-Mileage
 - Providing additional benefits for those who already use these services and thus expanding the target audience
- More incentives for people who throw out eco-friendly products that are approved by the government
- Giving out points for recycling ideas of products suggested by the users as well as sharing it in the app



Conclusion

- Limitations- sponsorship is needed to be able to gift the cash points to our users
- Otherwise the app will just function as an app that provides information
- Continuation of project - everyone is interested in this idea but no one has experience in start-ups

Sources

<http://www.ecomoney.co.kr/>

<https://www.oysterable.com>

<https://ecomileage.seoul.go.kr/>

[https://seoulsolution.kr/sites/default/files/policy/
Eco-mileage%2Bprogram.pdf](https://seoulsolution.kr/sites/default/files/policy/Eco-mileage%2Bprogram.pdf)



Thank You

