Inception (Team 7)

Yunji Kim
- Easy-going & Generous

Hyeonjeong Kim
- Enthusiastic & Dreamer

Ian Hwang
- Principled & Clear-sighted

Ayoun Koh
- Creative & Bright

Akira Setaruchi
- 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 information.
  - (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

https://miro.com/app/board/o9J_l11R0X8=/
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.

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

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

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 received 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/

Thank You