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
Target Audience

Impact Area
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
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 coefficient, 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

Advertising
Partnerships
3. Value Proposition
Competitive Analysis

- Unregulated Trash Collection
- Community Awareness
- Composting
- Government Clean Up Committees
- 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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