

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



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

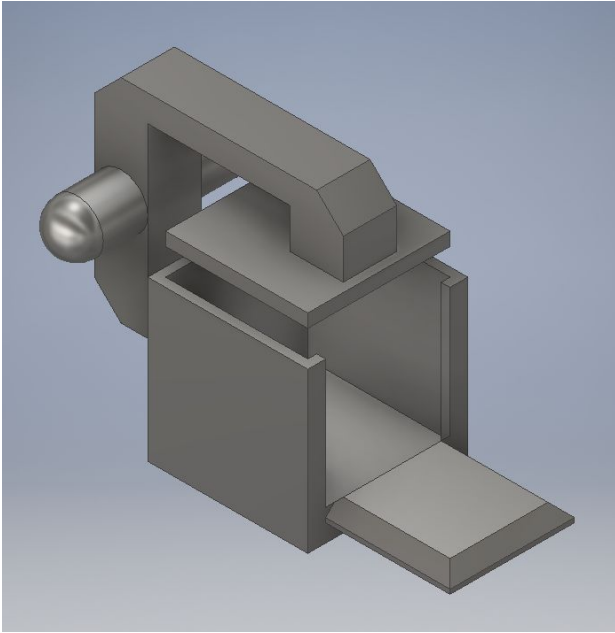
2.

Solution/Plan

Trash Infrastructure:



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 coefficient, and lifetime cost

Costs vs Revenue

Production

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

Design

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

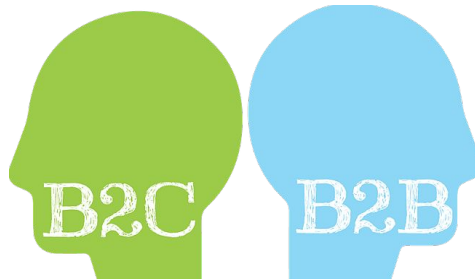
Awareness/Education

- ◆ Marketing Costs
- ◆ Graphic Designers
- ◆ Public Relations
- ◆ Customer Support

Financial Grants



Transactions



Advertising



Partnerships



wasteaid^{UK}





3. Value Proposition

Criteria

Scalability

Competitive
Difference

Cost
Effectiveness

Ease of
Operation

Community
Awareness

Sustainable
Impact

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?

imsaprojectcompress@gmail.com