BUSINESS PLAN - RECYCLE

LetsApp – Solve for Tomorrow

Basic Information

Name: Recycle

App Category: Tools

Description: Recycle is an app that helps to recycle the junk trough an IA that recognize the material and estimates the presence of the material in percentage. Moreover, there is also a map where ecological islands and bins are highlighted, and the app instructs the consumer with time, teaching him about the subject and spurs him to recycle and his advantages. All this characteristics make Recycle perfect to help disabled people recycle, in particular blind people.

Color Scheme: Green Lime (#95c63f) – White (#ffffff)

Mantra: Effective Material Reuse – The Future is in Our Hands

Mission Statement: The mission of Recycle is to help disabled people to recycle waste, especially blind people, and use the new technologies to reduce the waste of resource and to spur people to improve the entire planet starting from the little: ourselves as a citizen. In this way, we can have a more responsible mind and, talking about companies, we can have the creation of new circular economies.

Action Plan: Application

Recycle app shows as main screen a camera from where you have to take a picture of an object the which material is unknown or uncertain and, trough the AI, the material will be recognized according to material properties (smoothness, light reflection ect.ect;). After recognizing the material and displaying the estimated percentage, it will ask if the result seems to be accurate and will show the consumer in which bin it must be thrown and where is located on the map.

Into the side menu, we can find more options: Settings, History and Map.

In "History" there is a list of the old analysis, and tapping on them you have the possibilty of vieweing these again.
In the "Map" section there is an interactive map marked with points: those shows the various ecologic islands and recycle bins.[1]
And after this, you can have, using Google Maps, the directions for the selected place.

Monetization of the App

Starting from the idea of a free app, and/or preinstalled into Samsung devices, there are few opportunities of monetizing in short term. The most suited is using ads insertions, that can be handled by homogeneously mixing them with the app UI. On the other side, the app can bring earnings in the long term, in brand awareness, and, by initializing a newsletter, is possible to start a funnel or a customer loyalty process.

[1] Every city needs to give maps with multiple marks of Google Maps. It shouldn't be a problem because normally every public service company should have one.

Marketing of the App

We can subdivide marketing into two possibilities:

    1) The app is preinstalled

    2) The app is downloadable from the app store

In the first case, all the owners of Samsung phones already have the App, so we don't have to think about how to let people download it, but how to let them use it. In the second one, we need to entice the citizen to download and use the app through the use of a persuasive language or a simple call to action (CTAs).

First of all, since this app needs a little support from nations/cities, they must help by notifying their population about the existence of the service. Since the target[1] is very wide (age from 16-50, both genders and territorial limit not significant, and in particular disabled people), we can use both classic and modern communication channels: therefore, you can both invest in local billboards, TV spots and ads on social media. The characteristics that these advertisements must have are:

    1) Efficient Call to Action

    2) Capture the attention the first 3 seconds[2]

Furthermore, it can be tried with an influencer marketing campaign, given that, as we have recently seen with the case of coronavirus[3], they can be an excellent alternative, even if it's done through public figures who are external to environmental issues, at lower costs and specialized for a young audience, who will be the citizens of the future.

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[1] It must be specified that one of the aims of this app is also to help blind people, or people with disabilities to recycle in a better way, with the use of a voice assistant.

[2] With the growth of social networks, the attention of consumers has decreased, so if you can catch it in the first few seconds, the continuation towards the conversion into customer/user is much more likely.

[3] https://www.vanityfair.it/people/italia/2020/03/09/chiara-ferragni-coronavirus-influecer-foto-gossip

Action plan: Long-term project

Wanting to aim for a short-term project, the document can end on page 4. But being known that you have to think long-term, here comes the interesting part.

This is a project that requires great determination and a elevated budget, but the return in visibility, respect for the brand, monopoly on an unsaturated sector and economic savings, will have a great value.

Taking Europe as an example, 47% of waste is recycled, but this average is lowered by some countries (Malta 8%, Romania 15% for example) or by some areas (Southern Italy 37% even if increasing) in particular. The remaining percentage of the waste is thrown into landfills or is sold to other countries, which use it to generate energy or for recycling, consequently obtaining greater savings than spending, therefore a profit; or those remain in the municipality until they reach a warehouse.

So, Recycle can be the beginning towards modernization in the collection and disposal of waste.

Recycle can be expanded and become a company that collects municipal waste and deals with its sale to other local companies that want to convert their business scheme into a more eco-sustainable one, by making agreements with municipalities or with public service companies in order to manage part of the waste in cooperation or exclusively.

From this profit, the municipalities take a percentage to stimulate a decrease in the tax per citizen and the future, exclusive ecological islands of Recycle can be built for which in addition to normal bins we can find collection points for electronic components, lithium (recently discovered that it can be recycled) and larger objects.

Furthermore, as already anticipated before, it is the opportunity to have a monopoly on a market that has not yet been fully explored and therefore without great competition.

Monetization of the project

The application, at this point, would serve as an MVP (Minimum Viable Product) to test this sector. If successful, you can move on to long-term project construction.

By making agreements with municipalities or public service companies, Recycle takes care of part or all of the waste to be sold to emerging companies in the green sector, to companies that want to convert their model into a more eco-sustainable one or, especially for unsorted waste, brought to special incinerators in order to produce energy. From the sale, Recycle must give the municipality a percentage while the rest is considered as net profit.

Regarding the collaboration with other companies, part of the waste such as plastic, glass or aluminium, can be recovered in large quantities and be processed to obtain sheets that can be used in industries to produce the first devices made of recycled material. Accompanied by an excellent marketing partner, by enhancing this characteristic, it can improve the brand's visibility and esteem for it, as well as an economic gain, thanks to the savings obtained by recycling raw materials.

There are already cases of success with a similar strategy such as, for example, Adidas, which by collaborating with Parley for The Oceans has made viral its choice to start using recycled polyester obtained from waste present at sea.[1]

Project marketing

As for the single app, here too there is a need for small support from the nations/cities, which must be activated by notifying their population of the existence of the service. Since the target is very large (age from 16-50, both genders and territorial limit not evident, especially disabled people), both classic and modern communication channels can be used: therefore, you can both invest in local billboards, and short TV spots, either in ads on social media. The characteristics that these advertisements must have are:

1) An effective call to action
2) Capture attention in the first 3 seconds[1]

Furthermore, it can be tried with an influencer marketing campaign, since, as we have recently seen with the coronavirus case, they can be an excellent alternative, even if through external figures to environmental issues, at lower costs and specialized for a young audience, who will be the citizens of the future.

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[1] https://www.businessinsider.com/adidas-sneakers-plastic-bottles-ocean-waste-recycle-pollution-2019-8?IR=T