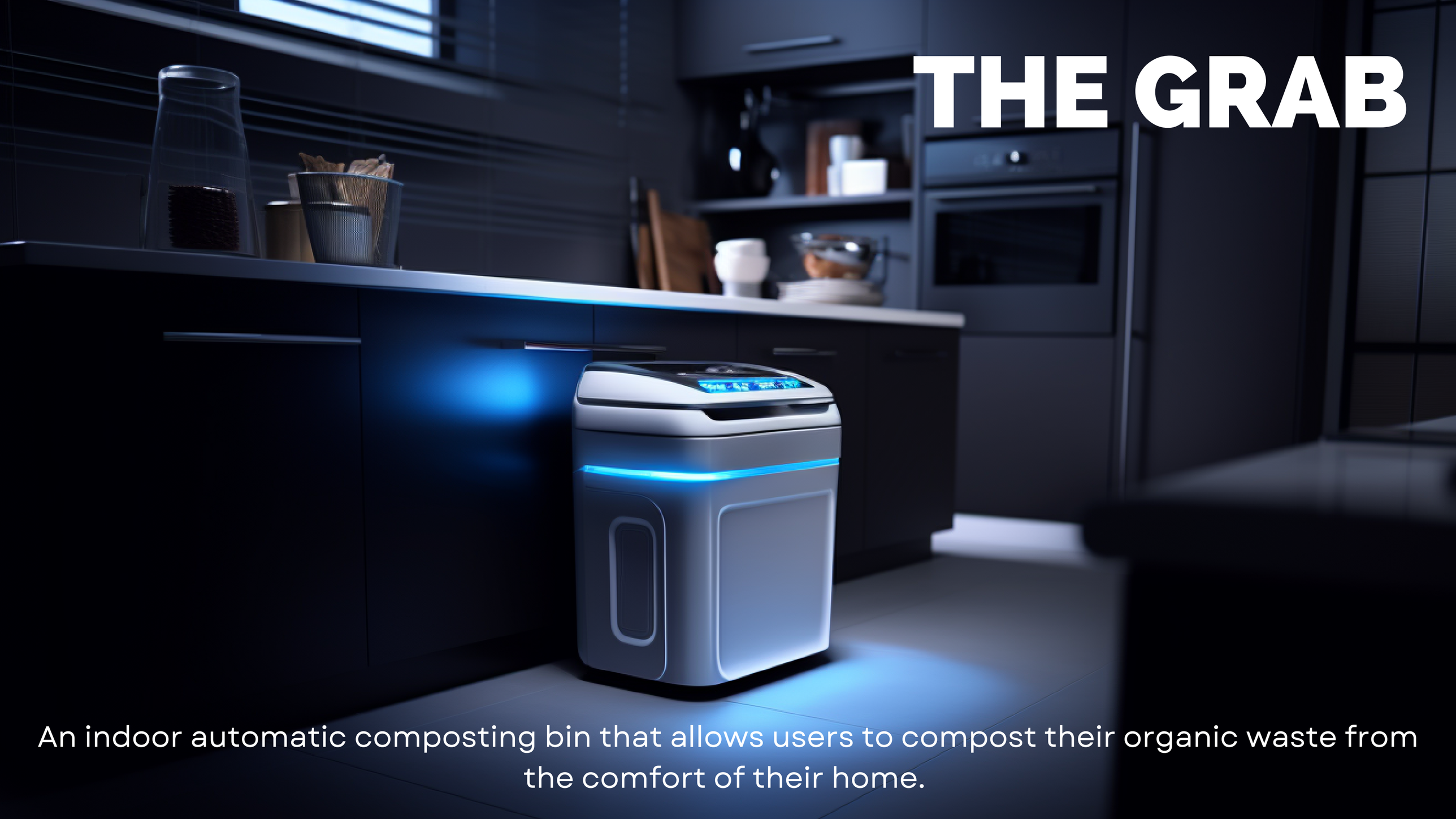
Stanford University

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GREENBOX

SUSTAINABLE TECHNOLOGY

The future of recycling and composting waste


THE GRAB
An indoor automatic composting bin that allows users to compost their organic waste from the comfort of their home.

THE PROBLEM

- In the US 40% of food produced, processed, and transported in the U.S goes to waste.
- 72% of Americans do not compost their organic waste.
- 67% of people would compost their organic waste if composting was made easier.



SOLUTION

MPV

- Quick composting of organic waste
- Anti-smell seals
- Composting is independent on human intervention

Features

- Connection with phone
- Rewards/discounts based on the amount you composted

How it works

- Sensors in the machine use water pressure to push the waste into one of two compartments (Organic waste, Inorganic waste)
- In the organic waste section, the waste is grind down, watered, and pressed.

Approach

- This approach is the first of its kind as it allows composting on an individual level without the hassle of dealing with bad smells and tiring hand composting.

THE FEASIBILITY

Issues

- Customers may not be willing to spend the money on a composting bin since they already do not compost.
- Potential customer may find the $200 price tag expensive.

Solutions

- Market GreenBox as a way to help the environment while getting discounts at your favorite stores.
- Show customers that they will ultimately return $200 worth of discounts from buying the machine.

THE OPPORTUNITY / IMPACT

SUSTAINABLE OPPORTUNITIES

Sustainability

- Prevents the use of harsh chemicals.
- Allows more natural food to be produced.
- Helps combat climate change.
- Improves soil fertility.

Resilience

- Composting is resilient as many 'only organic' famers use compost to provide nutrition to their crops.
- By giving users a motive to compost, many additional users that have never composted before would start composting.

COMPETITIVE ADVANTAGE

Competition

- Large scale composting plants (Generally used by large restaurants when required by law).

- Small home composting companies

Why we are better

- Large scale composting companies may lag behind in the market when deciding whether or not to create an individual composting system. Moreover, our company can partner with these large scale composters to provide the customer waste back to them for resale.

- GreenBox would stay a step ahead of small composting companies by creating robust technologies (Such as the food shredder, that goes in the bin, in the adjacent photo).



REFERENCES

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THANK YOU!

SUSTAINABLE TECHNOLOGY