

GO LEUVEN

PRESENTED BY :

Chiara, James, Zakaria, Zeynep

HACKTHEWASTE

GO LEUVEN

TEAM



JAMES

From : South-Africa
Campus : Belgium campus



CHIARA

From : Belgium
Campus : UCLL



ZEYNEP

From : Turkey
Campus : Istanbul Beykent University



ZAKARIA

From : Belgium
Campus : UCLL

PERSONA

GOALS

- Enjoys competing with friends
- Wants quick, efficient tools that don't waste time
- Doing something good for others/planet
- A clean space in the city

FRUSTRATIONS

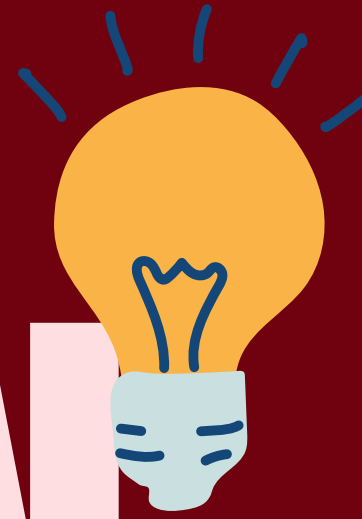
- Doesn't want to download extra apps
- Gets irritated by dirty streets after nights out
- No motivation to clean up for free
- Cleanup initiatives often feel boring or obligatory



18 -
26



OUR SOLUTION



MAIN

- Website
 - Takes input users → Whatsapp bot.
 - Bot will take a pin location and image
 - To pinpoint the level of trash and the location
 - Stored and used for future calculations
-

GAMIFICATION OF REPORTS

- To incentivize students to use the bot
 - Don't download a separate app
 - The amount of trash and reported = points
 - Get coupons / make progress in a turf war style game
 - Different universities play against each other
-

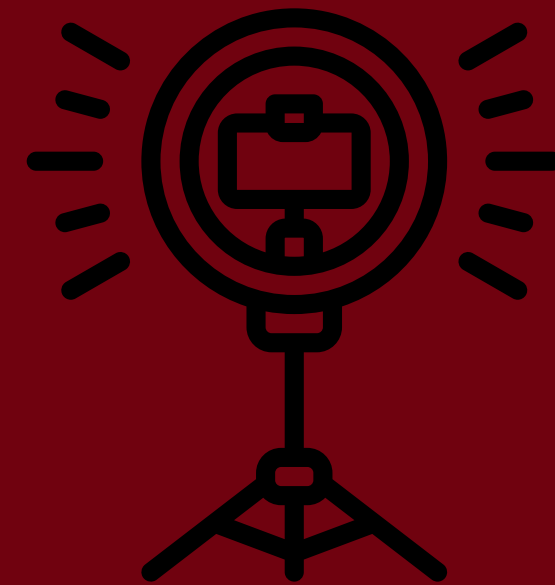
PREDICTIVE MODAL

- Machine learning modal
- Predict where trash/litter would likely happen
- Hystorical data and the influx of new data
- Accurate as possible, as time goes on

MARKETING

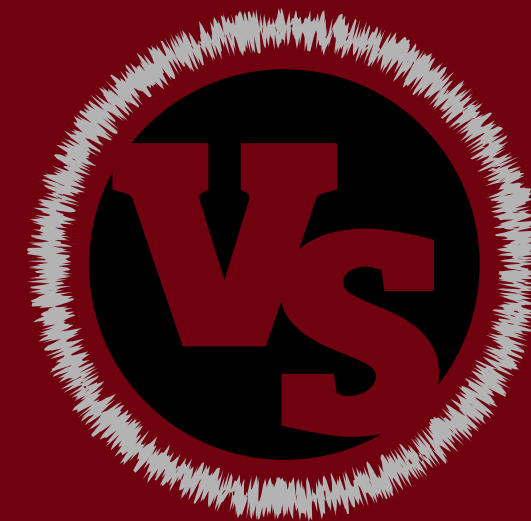
STUDENT INFLUENCERS

- Working with students
- Use their personality
- Use system in fun way
- Creates awareness



CAMPUS CLEAN BATTLE

- Competition campus
- 20 students
- Photos of waste
- QR-code
- Point per photo
- Winner gets rewards



BUSINESS MODEL

REVENUE PROBLEM

A. Main Problem

- The main problem → could not find a reliable revenue that could maintain the costs of the solution.
- Counter this argument we propose that the benefits outweigh the costs associated with our solution

BENEFITS

A. More Foot Traffic

- Local business
- For the coupons
- Increase in foot traffic → increase revenue
- Students will stop if they see something that they want to buy, where normally they just pass by

B. Community Development

- Making the territory wars between campuses
- Campus students feeling more connected
- Become the best university in the area.

C. Cleaner Leuven

- Focus on finding and reporting litter, dumps, and trash
- Around Leuven.
- Increase → efficiency and → more reports
- Predictive heatmap to send cleaners to places
- Litter might be before it is reported

FINANCIALS



WHATSAPP BOT (TWILIO WHATSAPP BUSINESS API)

The API that allows us to use whatapp to communicate the reprots given by the students/users

Cost: \$100 - \$250
Yearly cost : \$3000

AI FOR CALCULATION AND VAIDATION

\The main AI we used is Gemini. The average costs depends on the amount of tokens, but aveargaes show around a 150-200 dollar to 1 million credits

Cost: \$150 – \$200
Yearly cost:

MARKETING AND COUPONS

These will change depending on which businesses we collaborate with such as bars and cafe's that students already use often.

The marketing would also depend on what we would choose, e.g. The University Clean Battles would have costs where prizes would have to be given out and working with student celebrities could result in a small fee so they would promote us

THANK YOU

PICTURE THE CITY CLEAN

HACKTHEWASTE

PRESENTED BY :

Chiara, James, Zakaria, Zeynep