



TRASHTOCASH

Country: Pakistan

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OVERVIEW

- Pakistan is a developing country that sees a continuous increase in its educated citizens and workforce
- Statistics are in favour of the trend of working women in Pakistan
 - Government statistics: 22% of the Pakistani workforce is composed of females over the age of 10 - compared to 14% a decade ago
 - Recent survey shows women now constitute 4.6% of board members of different companies in Pakistan
- Unlocked potential of Pakistani women is now being recognised and utilised

PROBLEM STATEMENT

- Proper disposal of waste material uncommon in Pakistan
- Pakistan produces more trash than we know what to do with
- Environment-friendly solutions are not present



PREVIOUS SOLUTION

- TrashIt: use of food waste to create organic compost
- Not sustainable for plastic and other types of waste that is not biodegradable

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TRASH TO CASH: PRODUCT SCOPE

- An automated kiosk that awards its users with redeemable points in the form of a receipt
- May be used at a number of outlets for different purposes somewhat essential to everyone's lifestyle - food and clothing in particular

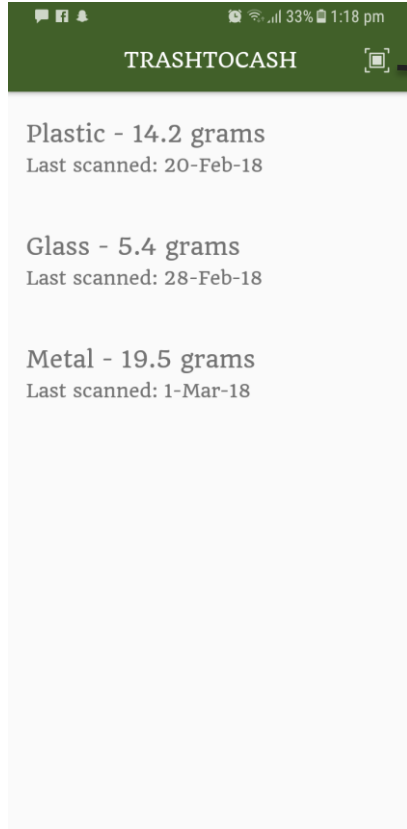
FEATURES

- Easy to use
- Bilingual (English & Urdu)
- Chute for inserting trash, simple LED screen indicating what users need to do
- Receive a receipt that can be shown to different stores to redeem food and clothing, making it essentially free

BENEFITS

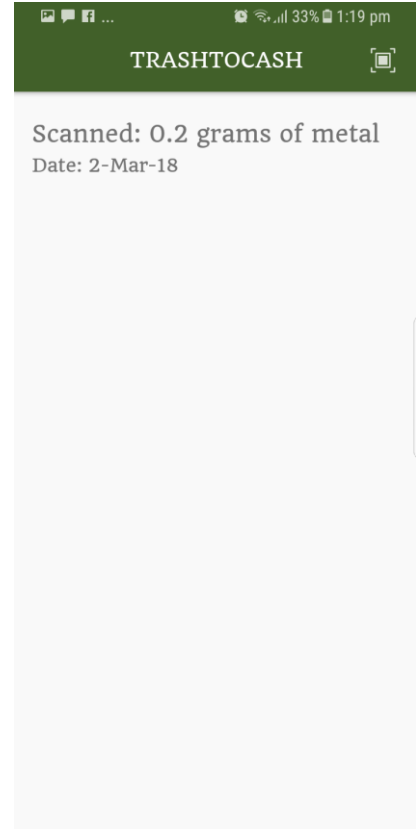
- Ease of use
 - The kiosk will have an extremely simple outlook and UI, making it easy for anyone and everyone to use with minimal confusion
- Placement
 - Placing the TrashToCash kiosks at areas of high poverty will help spearhead two of Pakistan's most urgent issues
 - The poor will have easier access to food and clothing, while the country's garbage will decrease bit by bit
- Increase in awareness
 - The damage being done by waste that is not environment-friendly and the importance of proper disposal
- Reduction of carbon footprint

USER INTERFACE - A MOCKUP



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THANK YOU