

WasteWise

By Ludovica, MJ, Eric, Eva, and Rui



Agenda

1. Concept

2. Findings

3. Smoke Test

4. Financials [P&L]

5. Decision & Way Forward



Initial Value Proposition



We offer Our then Becky - **New York Residents**
with a **game and monetary** incentives
to **motivate** them to
separate food waste from regular trash

Primary Research Insights



1. Our **Becky** - **New York Resident** who separates food waste

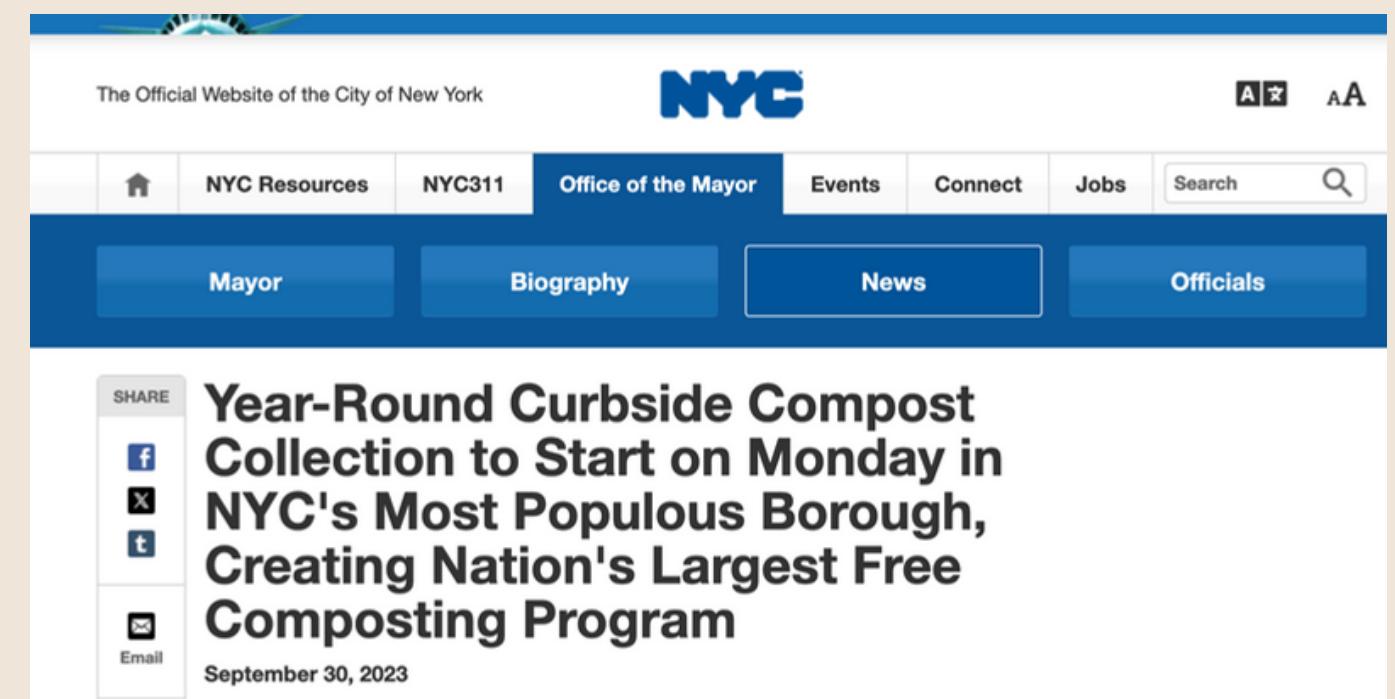
2. Becky don't want a **game** or **money** incentives but **convenience & transparency**

3. Aha! They are **already motivated** - so why not provide **Becky needs** and build a **community** around that

How big is your initial target Customer?



1. **~3.3 Million** Households
2. **50000/3.3 M (1.4%)** participating in NYC Compost program
3. **10,000/50,000** - Our Market Share



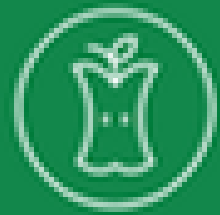
Revised Value Proposition



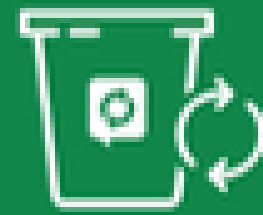
**WasteWise: Revolutionizing
Residential Food Waste Management**

How it works?

Convenience at your door step



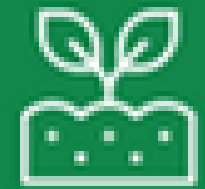
1. You throw your food scraps in the container we provide.



2. We pick it up at your selected time.



3. You will see what the end product is and know it made an impact!



4. Together, we save the planet!



How it works?

Becky pays a small monthly fee

Pricing

Composting your food waste is the simplest action one can take to help with climate

Bi-weekly Pickup	Weekly Pickup	Twice a Week Pickup
\$29.99/mo	\$39.99/mo	\$49.99/mo
<ul style="list-style-type: none">✓ Free bin✓ Serviced every other week✓ Earn compost for your garden or share with local partners✓ Keep track of your food waste	<ul style="list-style-type: none">✓ Free bin✓ Serviced every week✓ Earn compost for your garden or share with local partners✓ Keep track of your food waste	<ul style="list-style-type: none">✓ Free bin✓ Serviced twice a week✓ Earn compost for your garden or share with local partners✓ Keep track of your food waste

Competitive Landscape

We are not alone?

- **Green Box, Wastenot compost, Bootstrap compost and compost now.**



Competitive Landscape

How do we differentiate from competitors?

- **Serve NYC.**
- **Transparency: 360-degree service.**
- **Building a community: common desire of reducing food waste.**
- **Ability to indirectly support local businesses and the environment.**






Will it fly? The smoke Test

The Smoke Test Process

1. Refined the Value Prop
 2. Built the landing page
 3. Created an explainer video
 4. Shared Posters on streets and in buildings
 5. Made Instagram and LinkedIn Posts
 6. Collected Customer Feedback
- 

Will it fly? The smoke Test

Landing



WasteWise [Home](#) [How it works](#) [Pricing](#)

One pickup at a time for a sustainable future

Get the transparency you need

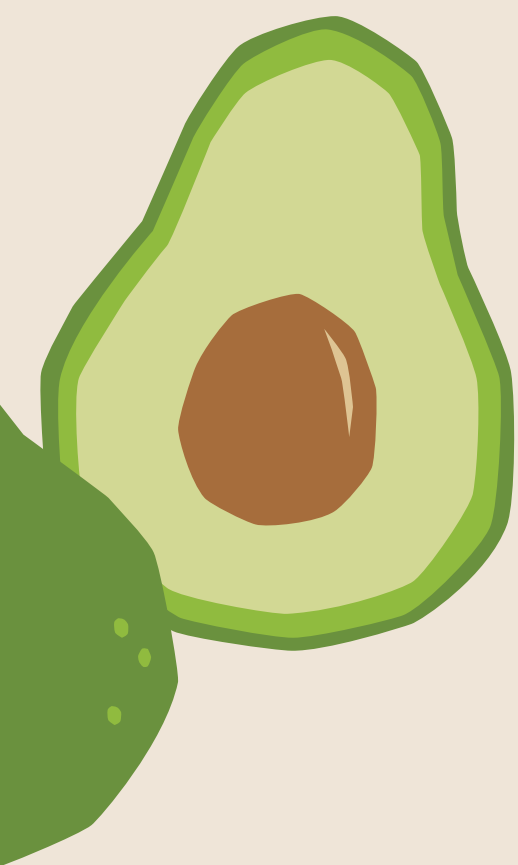
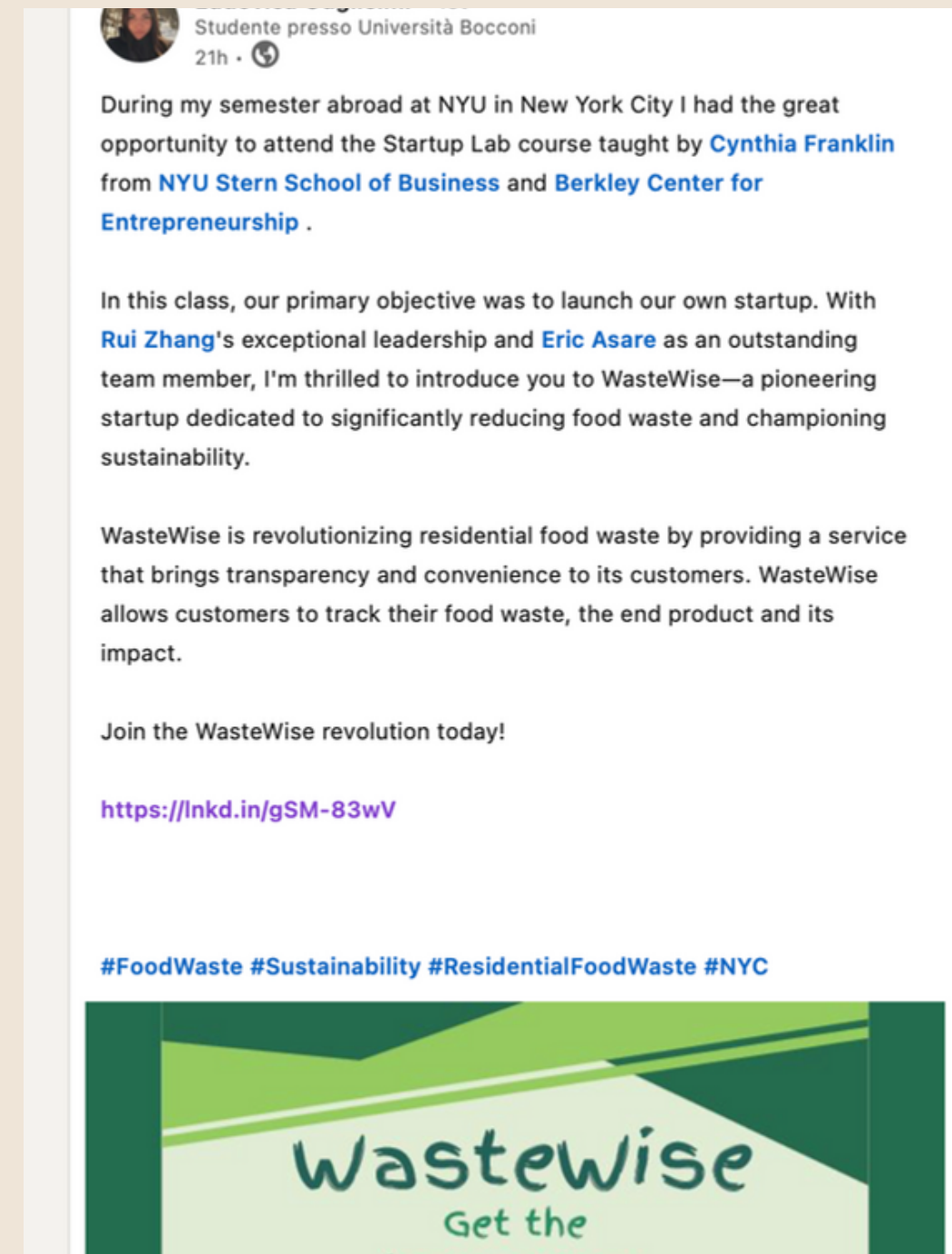
Join us to receive a **free** guide uncovering eye-opening insights about food waste!

Email Address *

[Let's Chat!](#)

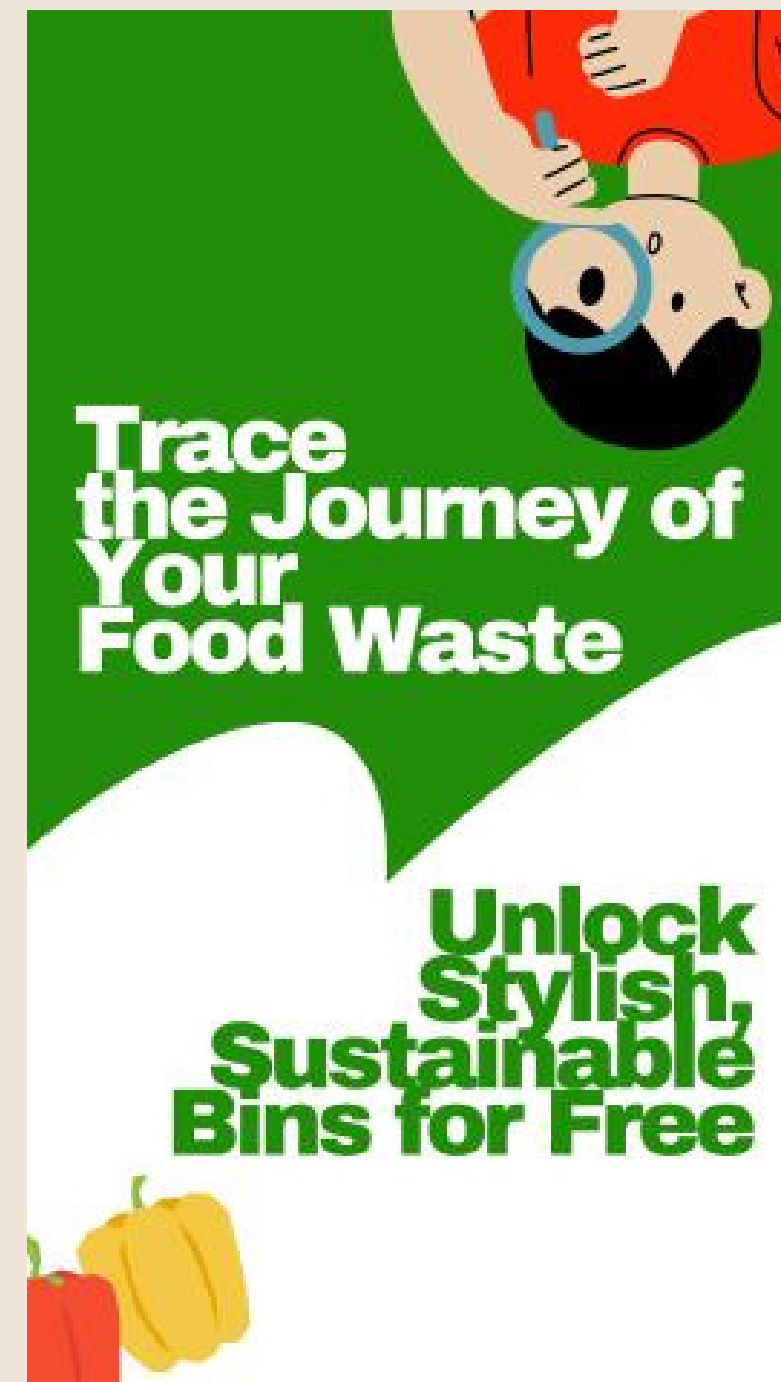
Will it fly? The smoke Test

FLYERS/LinkedIn Posts



Will it fly? The smoke Test

Instagram posts



Smoke Test Results

Traffic Overview



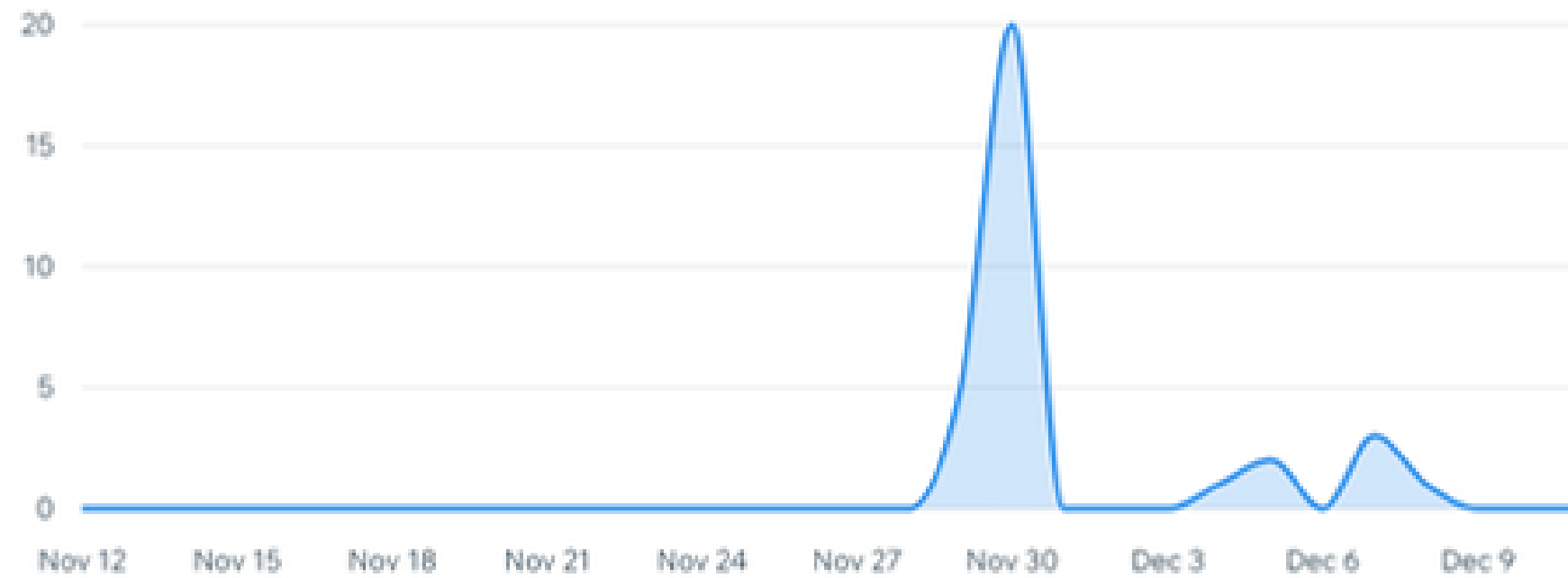
Subscribe

Last 30 days (Nov 12 - Today) compared to previous period (Oct 13 - Nov 11, 2023)

Site sessions
32

Unique visitors
17

Sessions over time



[See Full Report](#)

Sessions by traffic source

Direct	25
LinkedIn	7
Google	1
Wix email marketing	Get traffic
Facebook.com	Get traffic

[See Full Report](#)

Avg. sessions by day



Financials

Revenue Model Description



Subscription-Based Revenue Model

- a. Biweekly: Monthly Price: \$29.99
- b. Weekly: Monthly Price: \$39.99
- c. Twice a Week: Monthly Price: \$49.99



Financials

Revenue Model Description

1) Commitment-Based Discounts

2) Referral Programs

3) Premium Features

(Detailed Waste Analytics / Personalized Sustainability Reports)

4) Data Insights

(Aggregate + Anonymize the Big Data and Utilize for Data Licensing)



Financials

[Profit & Losses]



Income Statement	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Total Orders	300	528	723	918	1,114	1,331	1,508	1,684	1,895	2,231	2,570	2,921
Revenue	\$ 11,997	\$ 21,128	\$ 28,902	\$ 36,713	\$ 44,548	\$ 53,236	\$ 60,311	\$ 67,343	\$ 75,765	\$ 89,237	\$ 102,793	\$ 116,803
Cost of Goods Sold												
Direct Materials/Labors (Bi	\$ 2,100	\$ 3,698	\$ 5,059	\$ 6,426	\$ 7,798	\$ 9,319	\$ 10,557	\$ 11,788	\$ 13,262	\$ 15,620	\$ 17,993	\$ 20,446
Customer Service	2,100	3,698	5,059	6,426	7,798	9,319	10,557	11,788	13,262	15,620	17,993	20,446
Total COGS	\$ 4,200	\$ 7,397	\$ 10,118	\$ 12,853	\$ 15,596	\$ 18,637	\$ 21,114	\$ 23,576	\$ 26,524	\$ 31,241	\$ 35,987	\$ 40,891
Gross Profit	\$ 7,797	\$ 13,731	\$ 18,784	\$ 23,860	\$ 28,952	\$ 34,599	\$ 39,197	\$ 43,767	\$ 49,241	\$ 57,996	\$ 66,807	\$ 75,912
GP %	65%	65%	65%	65%	65%	65%	65%	65%	65%	65%	65%	65%
Operating Expenses												
Payroll (Waste Collection S	\$ 16,000	\$ 16,000	\$ 17,000	\$ 18,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 21,000	\$ 25,000	\$ 26,000	\$ 26,000
Marketing	9,000	10,000	11,000	13,000	15,000	17,000	18,000	19,000	20,000	25,000	28,000	30,000
Other Expenses (Supplies /	85,000	10,000	10,000	10,000	12,000	12,000	12,000	14,000	14,000	17,000	17,000	17,000
Total OPEX	\$ 110,000	\$ 36,000	\$ 38,000	\$ 41,000	\$ 47,000	\$ 49,000	\$ 50,000	\$ 53,000	\$ 55,000	\$ 67,000	\$ 71,000	\$ 73,000
Operating Income	\$ (102,203)	\$ (22,269)	\$ (19,216)	\$ (17,140)	\$ (18,048)	\$ (14,401)	\$ (10,803)	\$ (9,233)	\$ (5,759)	\$ (9,004)	\$ (4,193)	\$ 2,912
Taxes	-	-	-	-	-	-	-	-	-	-	-	-
Net Income	\$ (102,203)	\$ (22,269)	\$ (19,216)	\$ (17,140)	\$ (18,048)	\$ (14,401)	\$ (10,803)	\$ (9,233)	\$ (5,759)	\$ (9,004)	\$ (4,193)	\$ 2,912
Net Income %	-852%	-105%	-66%	-47%	-41%	-27%	-18%	-14%	-8%	-10%	-4%	2%

Financials

[Profit & Losses]



Income Statement	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Steps to Build Model	
ASSUMPTIONS														
Estimated => Flyers / Pop-up / Online ADs														
Marketing (Flyers / Pop-up)	\$ 9,000	\$ 10,000	\$ 11,000	\$ 13,000	\$ 15,000	\$ 17,000	\$ 18,000	\$ 19,000	\$ 20,000	\$ 25,000	\$ 28,000	\$ 30,000	Step 1: Revenue Plan	
Estimated														
Customer Acquisition Cost	\$ 30	\$ 30	\$ 29	\$ 29	\$ 29	\$ 28	\$ 28	\$ 27	\$ 25	\$ 25	\$ 25	\$ 24		
Calculated => Marketing / CAC														
New Orders	300	333	379	448	517	607	643	704	800	1,000	1,120	1,250		
Returning Orders	Calculated => Total of Previous Month * Return Rate		195	343	470	597	724	865	980	1,095	1,231	1,450		1,671
Total	300	528	723	918	1,114	1,331	1,508	1,684	1,895	2,231	2,570	2,921		
Estimated														
Return Rate (Monthly)		65%	65%	65%	65%	65%	65%	65%	65%	65%	65%	65%		
Average Order Value	\$ 40	\$ 40	\$ 40	\$ 40	\$ 40	\$ 40	\$ 40	\$ 40	\$ 40	\$ 40	\$ 40	\$ 40		
Calculated => Avg from 3 pricing plans														

- 1) Compelling service, prompting seamless re-subscription
- 2) Commitment-Based Discounts
- 3) Premium Features
(Detailed Waste Analytics / Personalized Sustainability Reports)

Financials

[Profit & Losses]



Income Statement	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Steps to Build Model
COGS (Per Order) Estimated => Direct Materials (Bins)													
Direct Materials/Labors (Bin)	\$ 7	\$ 7	\$ 7	\$ 7	\$ 7	\$ 7	\$ 7	\$ 7	\$ 7	\$ 7	\$ 7	\$ 7	Step 2: Cost of Sales
Customer Service Estimated	\$ 7	\$ 7	\$ 7	\$ 7	\$ 7	\$ 7	\$ 7	\$ 7	\$ 7	\$ 7	\$ 7	\$ 7	
Operating Expenses Estimated => Waste Collection Staff / Administrative Staff													
Payroll (Waste Collection)	\$ 16,000	\$ 16,000	\$ 17,000	\$ 18,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 21,000	\$ 25,000	\$ 26,000	\$ 26,000	Step 3: Operating Expenses
Other Expenses (Supplies / Utilities / Office Rent / Government Relationship / Legal / Insurance / Tech Infrastructure / etc)	\$ 85,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 12,000	\$ 12,000	\$ 12,000	\$ 14,000	\$ 14,000	\$ 17,000	\$ 17,000	\$ 17,000	
Corporate Tax Rate Fixed	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	
Tax Loss Asset	\$ (102,203)	\$ (124,472)	\$ (143,688)	\$ (160,828)	\$ (178,876)	\$ (193,277)	\$ (204,080)	\$ (213,313)	\$ (219,072)	\$ (228,076)	\$ (232,269)	\$ (229,358)	Step 4: Profit Margins

Calculated =>

“Tax Loss Asset” of Previous Month + “Operating Income” of Current Month



Financials

[Profit & Losses]



ONE TIME START UP EXPENSES (Month 1)	AMOUNT	NOTES
One Time Start-Up Costs:		
Office Rent Deposits	\$20,000	
Office Furniture & Fixtures	\$14,000	
Waste Collection Truck (1)	\$40,000	
Total One Time Start-Up Costs:	\$74,000	
Monthly Expenses for the First Year:		
Payroll: Wages (Waste Collection Staff) (Start with 2)	\$10667	
Payroll: Wages (Administrative Staff) (Start with 1)	\$5333	
Marketing & Promotion: Advertising	\$10000	
Supplies & Utilities	\$1000	
Office Rent	\$6000	
Government Relationship	\$500	
Legal	\$2000	
Insurance	\$60	
Technology Infrastructure	\$440	
Total Monthly Expenses:	\$36,000 (Month 2)	Starting with \$36,000 in Month 2, keep increasing to \$73,000 in Month 12.

Financials

[Profit & Losses] / BEP: 2,921 Orders, Month 12



Income Statement	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Steps to Build Model
Total Orders	300	528	723	918	1,114	1,331	1,508	1,684	1,895	2,231	2,570	2,921	Step 1: Revenue Plan
Revenue	\$ 11,997	\$ 21,128	\$ 28,902	\$ 36,713	\$ 44,548	\$ 53,236	\$ 60,311	\$ 67,343	\$ 75,765	\$ 89,237	\$ 102,793	\$ 116,803	
Cost of Goods Sold													
Direct Materials/Labors (B)	\$ 2,100	\$ 3,698	\$ 5,059	\$ 6,426	\$ 7,798	\$ 9,319	\$ 10,557	\$ 11,788	\$ 13,262	\$ 15,620	\$ 17,993	\$ 20,446	Step 2: Cost of Sales
Customer Service	2,100	3,698	5,059	6,426	7,798	9,319	10,557	11,788	13,262	15,620	17,993	20,446	
Total COGS	\$ 4,200	\$ 7,397	\$ 10,118	\$ 12,853	\$ 15,596	\$ 18,637	\$ 21,114	\$ 23,576	\$ 26,524	\$ 31,241	\$ 35,987	\$ 40,891	
Gross Profit	\$ 7,797	\$ 13,731	\$ 18,784	\$ 23,860	\$ 28,952	\$ 34,599	\$ 39,197	\$ 43,767	\$ 49,241	\$ 57,996	\$ 66,807	\$ 75,912	Step 4: Profit Margins
GP %	65%	65%	65%	65%	65%	65%	65%	65%	65%	65%	65%	65%	
Operating Expenses													
Payroll (Waste Collection S	\$ 16,000	\$ 16,000	\$ 17,000	\$ 18,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 21,000	\$ 25,000	\$ 26,000	\$ 26,000	Step 3: Operating Expenses
Marketing	9,000	10,000	11,000	13,000	15,000	17,000	18,000	19,000	20,000	25,000	28,000	30,000	
Other Expenses (Supplies /	85,000	10,000	10,000	10,000	12,000	12,000	12,000	14,000	14,000	17,000	17,000	17,000	
Total OPEX	\$ 110,000	\$ 36,000	\$ 38,000	\$ 41,000	\$ 47,000	\$ 49,000	\$ 50,000	\$ 53,000	\$ 55,000	\$ 67,000	\$ 71,000	\$ 73,000	
Operating Income	\$ (102,203)	\$ (22,269)	\$ (19,216)	\$ (17,140)	\$ (18,048)	\$ (14,401)	\$ (10,803)	\$ (9,233)	\$ (5,759)	\$ (9,004)	\$ (4,193)	\$ 2,912	Step 4: Profit Margins
Taxes	-	-	Estimated Break-even Point: Month 12 with 2,921 Total Orders										
Net Income	\$ (102,203)	\$ (22,269)	\$ (19,216)	\$ (17,140)	\$ (18,048)	\$ (14,401)	\$ (10,803)	\$ (9,233)	\$ (5,759)	\$ (9,004)	\$ (4,193)	\$ 2,912	
Net Income %	-852%	-105%	-66%	-47%	-41%	-27%	-18%	-14%	-8%	-10%	-4%	2%	

Financials

[Profit & Losses]

In this financial model, our startup first pays tax around **Month 23**, when “Tax Loss Asset” became positive.

Income Statement	Month 20	Month 21	Month 22	Month 23	Month 24
Total Orders	4,412	4,504	4,610	4,758	4,855
Revenue	\$ 176,441	\$ 180,125	\$ 184,337	\$ 190,278	\$ 194,139
Cost of Goods Sold					
Direct Materials/Labors (Bi	\$ 30,885	\$ 31,530	\$ 32,267	\$ 33,307	\$ 33,983
Customer Service	30,885	31,530	32,267	33,307	33,983
Total COGS	\$ 61,770	\$ 63,059	\$ 64,534	\$ 66,614	\$ 67,966
Gross Profit	\$ 114,671	\$ 117,065	\$ 119,803	\$ 123,664	\$ 126,173
<i>GP %</i>	65%	65%	65%	65%	65%
Operating Expenses					
Payroll (Waste Collection S	\$ 32,000	\$ 33,000	\$ 33,000	\$ 34,000	\$ 34,000
Marketing	36,000	36,000	37,000	37,000	37,000
Other Expenses (Supplies /	22,000	22,000	22,000	22,000	23,000
Total OPEX	\$ 90,000	\$ 91,000	\$ 92,000	\$ 93,000	\$ 94,000
Operating Income	\$ 24,671	\$ 26,065	\$ 27,803	\$ 30,664	\$ 32,173
Taxes	-	-	-	725	9,733
Net Income	\$ 24,671	\$ 26,065	\$ 27,803	\$ 29,939	\$ 22,440
<i>Net Income %</i>	14%	14%	15%	16%	12%
ASSUMPTIONS					
Marketing (Flyers / Pop-up	\$ 36,000	\$ 36,000	\$ 37,000	\$ 37,000	\$ 37,000
Customer Acquisition Cost	\$ 22	\$ 22	\$ 22	\$ 21	\$ 21
New Orders	1,636	1,636	1,682	1,762	1,762
Returning Orders	2,776	2,868	2,928	2,996	3,093
Total	4,412	4,504	4,610	4,758	4,855
Return Rate (Monthly)	65%	65%	65%	65%	65%
Average Order Value	\$ 40	\$ 40	\$ 40	\$ 40	\$ 40
COGS (Per Order)					
Direct Materials/Labors (Bi	\$ 7	\$ 7	\$ 7	\$ 7	\$ 7
Customer Service	\$ 7	\$ 7	\$ 7	\$ 7	\$ 7
Operating Expenses					
Payroll (Waste Collection S	\$ 32,000	\$ 33,000	\$ 33,000	\$ 34,000	\$ 34,000
Other Expenses (Supplies /	\$ 22,000	\$ 22,000	\$ 22,000	\$ 22,000	\$ 23,000
Corporate Tax Rate	28%	28%	28%	28%	28%
Tax Loss Asset	\$ (81,943)	\$ (55,878)	\$ (28,075)	\$ 2,589	\$ 34,762



Decision

To Pursue or Not to Pursue

Team Votes :



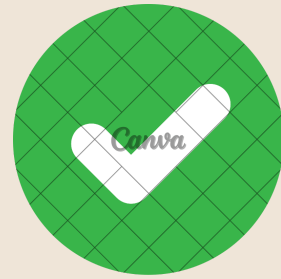
WHY?

17 unique viewers, **no** sign-up



Unrealistic 2921 break-even point

Reflection

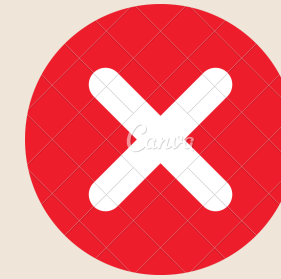


Good market analysis

Found competitors

**Nice posters and landing
page**

Got feedback



Not enough marketing

Scattered Ads

**Didn't talk to enough
people**

The Way Forward

Talk to Competitors



Improve
Marketing



Pivot: Food waste
Consulting service
for business



Thank you!

