

Business Lean Canvas

<p>Problem</p> <ul style="list-style-type: none"> • Improper disposal of recyclable waste that could be reused by manufacturing companies. • Low integration between waste generators and recycling companies. • Lack of economic incentives for the reuse of recyclable materials. • Logistical inefficiency in selective waste collection in Brazil. 	<p>Solution</p> <ul style="list-style-type: none"> • Digital platform connecting citizens and recycling companies. • Scheduling system for sending recyclable waste to manufacturing companies. • Geolocation of collection and drop-off points. • Incentive program (points, benefits, or rewards) for active users. • Partnerships with cooperatives, municipalities, and state governments to optimize logistics. 	<p>Unique Value Proposition</p> <p>Connect people and companies to transform waste into economic value and positive environmental impact, promoting an efficient and accessible circular economy.</p>	<p>Existing Alternatives</p> <ul style="list-style-type: none"> • Conventional selective waste collection systems. • Apps for locating recycling drop-off points. • Independently operating recycling cooperatives. • Informal or improper waste disposal. 	<p>Target Market</p> <ul style="list-style-type: none"> • Users: citizens interested in sustainable practices. • Companies: generators of recyclable and returnable waste. • Public sector: municipalities, state governments, and environmental agencies.
<p>Feedback</p> <ul style="list-style-type: none"> • Growing interest in sustainability and circular economy solutions. • Need for a simple, accessible, and user-friendly interface. • Importance of including financial incentives or benefits. • Strategic relevance of institutional partnerships for scalability and credibility 	<p>Key Metrics</p> <ul style="list-style-type: none"> • Volume of recycled waste (kg/tons). • Number of active users. • Number of collections/shipments completed. • Number of registered companies. • Estimated reduction of waste sent to landfills. 		<p>Outreach</p> <ul style="list-style-type: none"> • Social media campaigns. • Partnerships with municipalities and state governments. • Joint initiatives with partner companies. • Support from public agencies and environmental campaigns. 	<p>Early Adopters</p> <ul style="list-style-type: none"> • Environmentally conscious individuals. • Small, medium, and large sustainability-oriented companies. • Organized recycling cooperatives.

Cost structure

- Platform development and maintenance.
- Operational and administrative team.
- Logistics and transportation (when applicable).
- Marketing, educational campaigns, and advertising.

Revenue streams

- Partnerships with companies through monthly subscription fees.
- Fees for intermediation of recyclable waste transactions.
- Sponsorships and environmental incentives.
- Public grants and funding programs.

Suggested order: There are many approaches to what to fill out first. We recommend focusing on what makes sense to you first.