



# incenti

SAVE THE BUTT, AND THE ENVIRONMENT



SOURADEEP DAS



AGNISWAR PAUL



JINMYEONG AN



Qi(Gigi) Wang



NILOFER MOHAMMAD



# PROBLEM



-Cigarette butts are the **most littered item** on earth



# PROBLEM

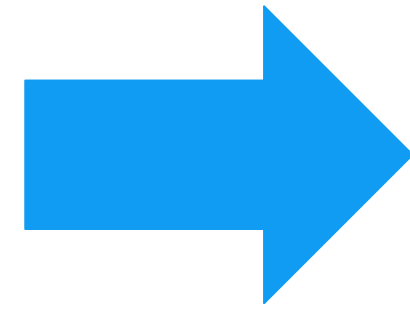
-Cigarette filters are made of **plastic fibers, toxic** to the environment





# THE SOLUTION

- Effective cigarette butt collection by gamification







Do You like  
electronic  
cigarette?

Yes

No

VOTE  
USE YOUR  
CIGARETTE  
BUTT

Rectangular  
STAPLES  
Medium Box





KING DIN

Do You like  
electronic  
cigarette?

Yes

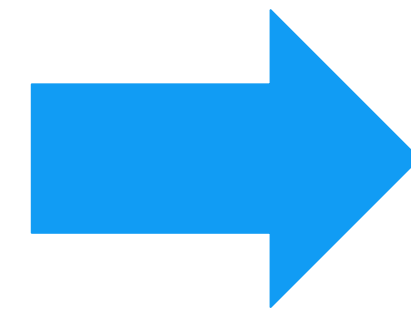
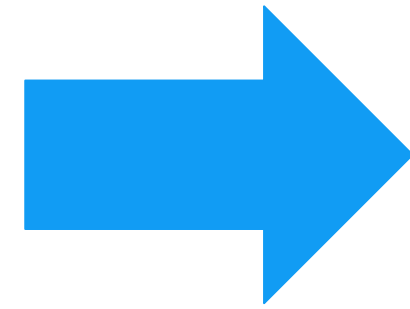
No

STAPLES  
Medium Box

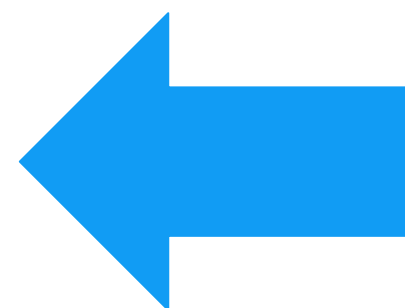


# THE SOLUTION

- Effective cigarette butt collection by gamification



- Incentives in the form of coupons/vouchers for the depositor





# VALUE PROPOSITION



Save the planet,  
everytime you dispose  
cigarettes properly



Get Rewards for being  
sustainable, in the form  
of vouchers/ coupons

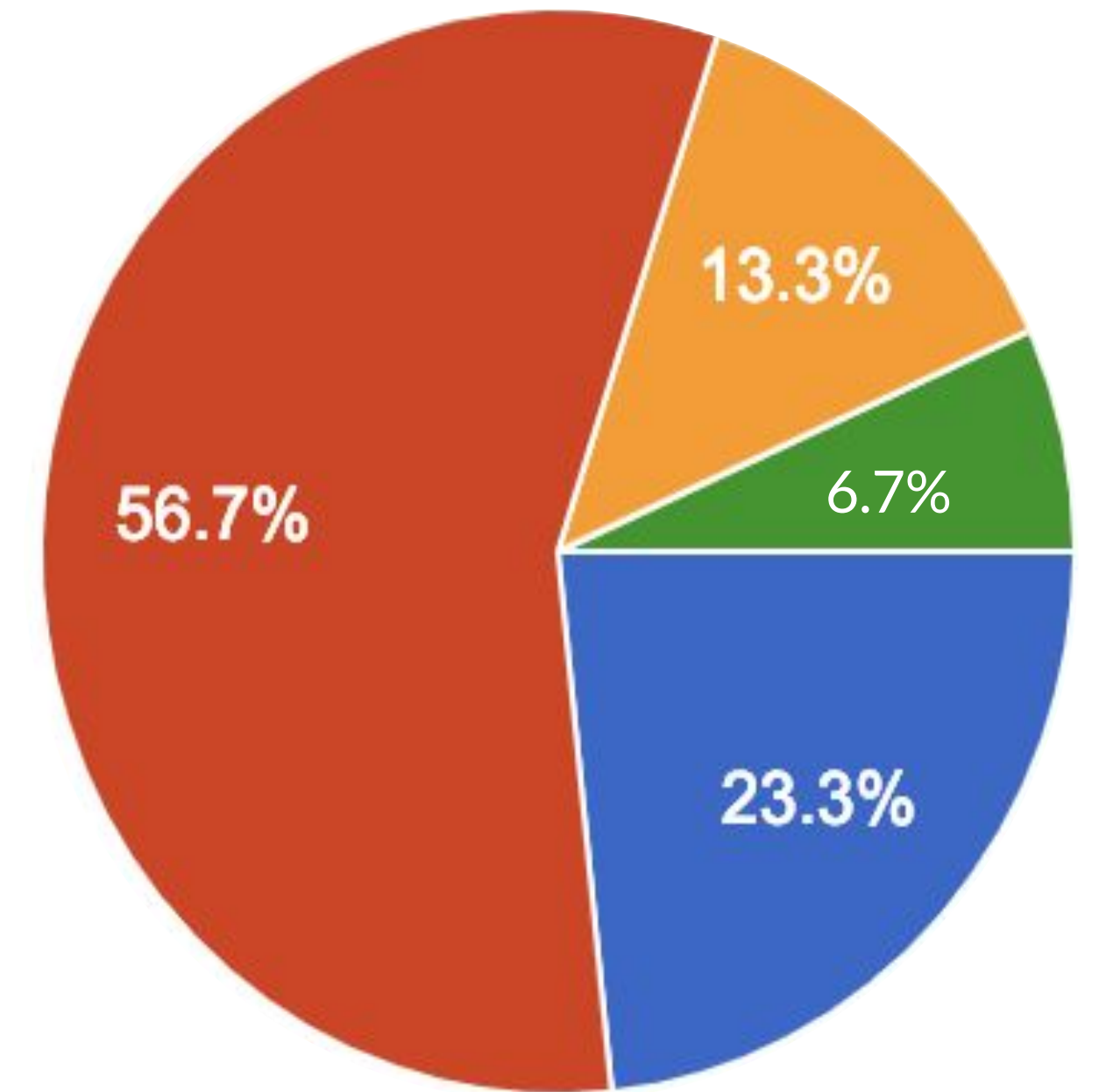


Generate Awareness  
among people with  
advertisements



# CUSTOMER DISCOVERY

Out of 40 smokers



“I loved the idea also I am pretty interested in advertising on your device”- says the owner of Vapour Den

“People would definitely use the bins if placed near the bars.”- Says the owner of Smokes and Gifts

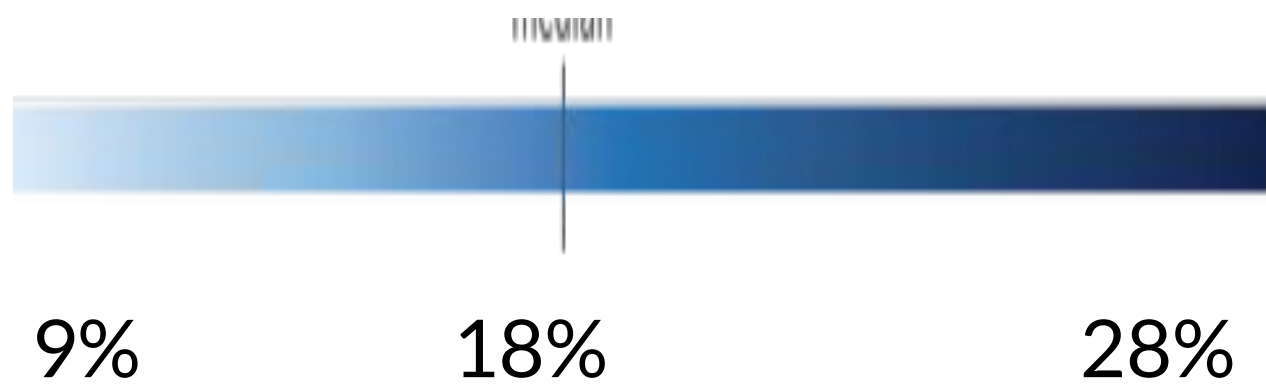
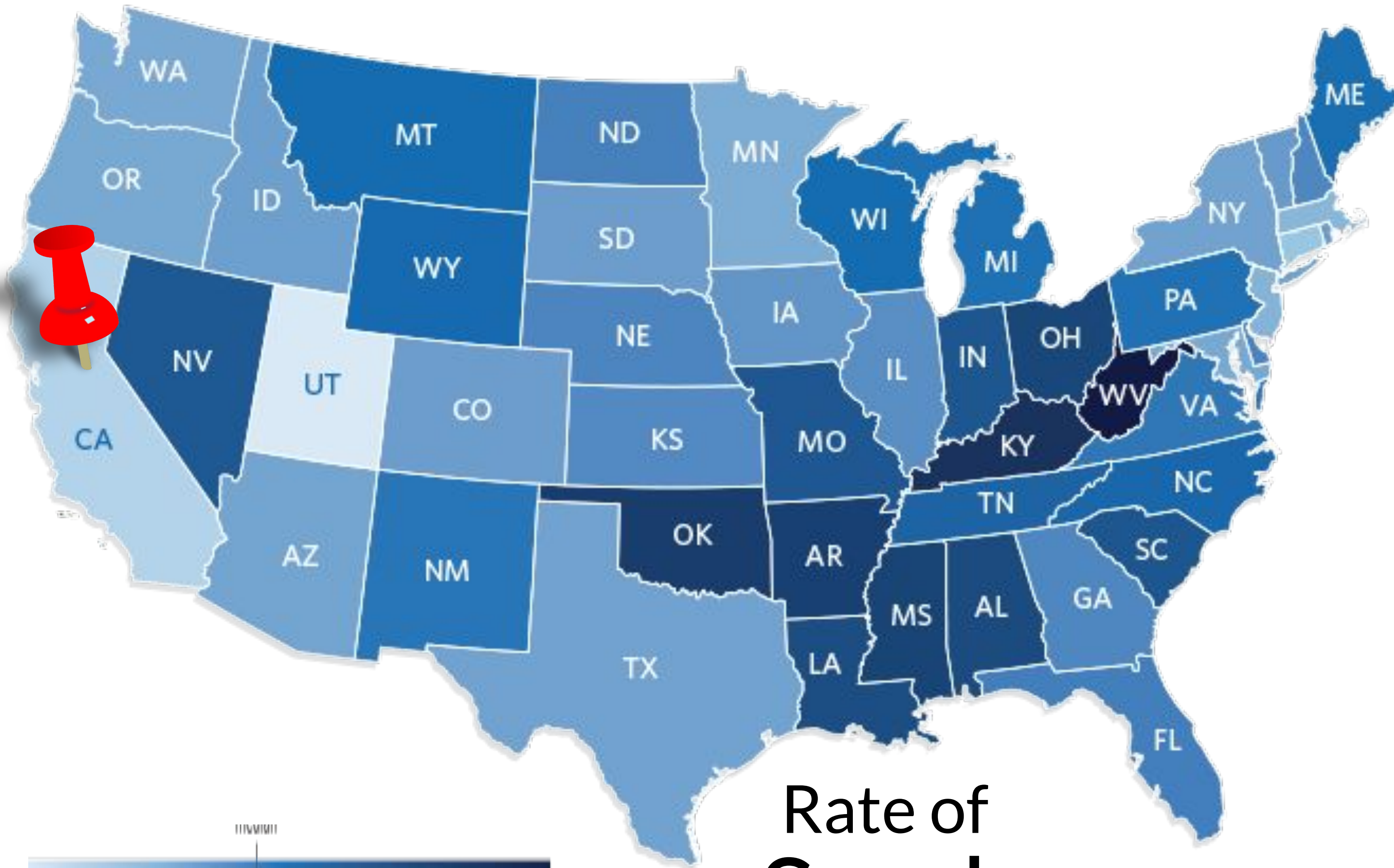
- throw it on ground
- throw it in trash cans.
- throw it in cigarette disposal bins
- throw it in sewer



# THE OPPORTUNITY

14 of every 100  
U.S Adults smoke  
cigarettes

CA has been  
leading the battle  
against Tobacco-  
great place to start



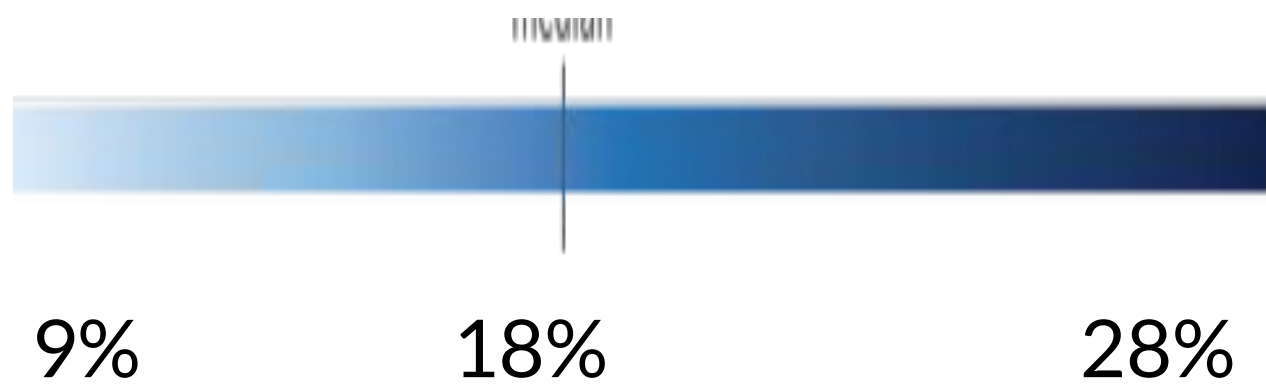
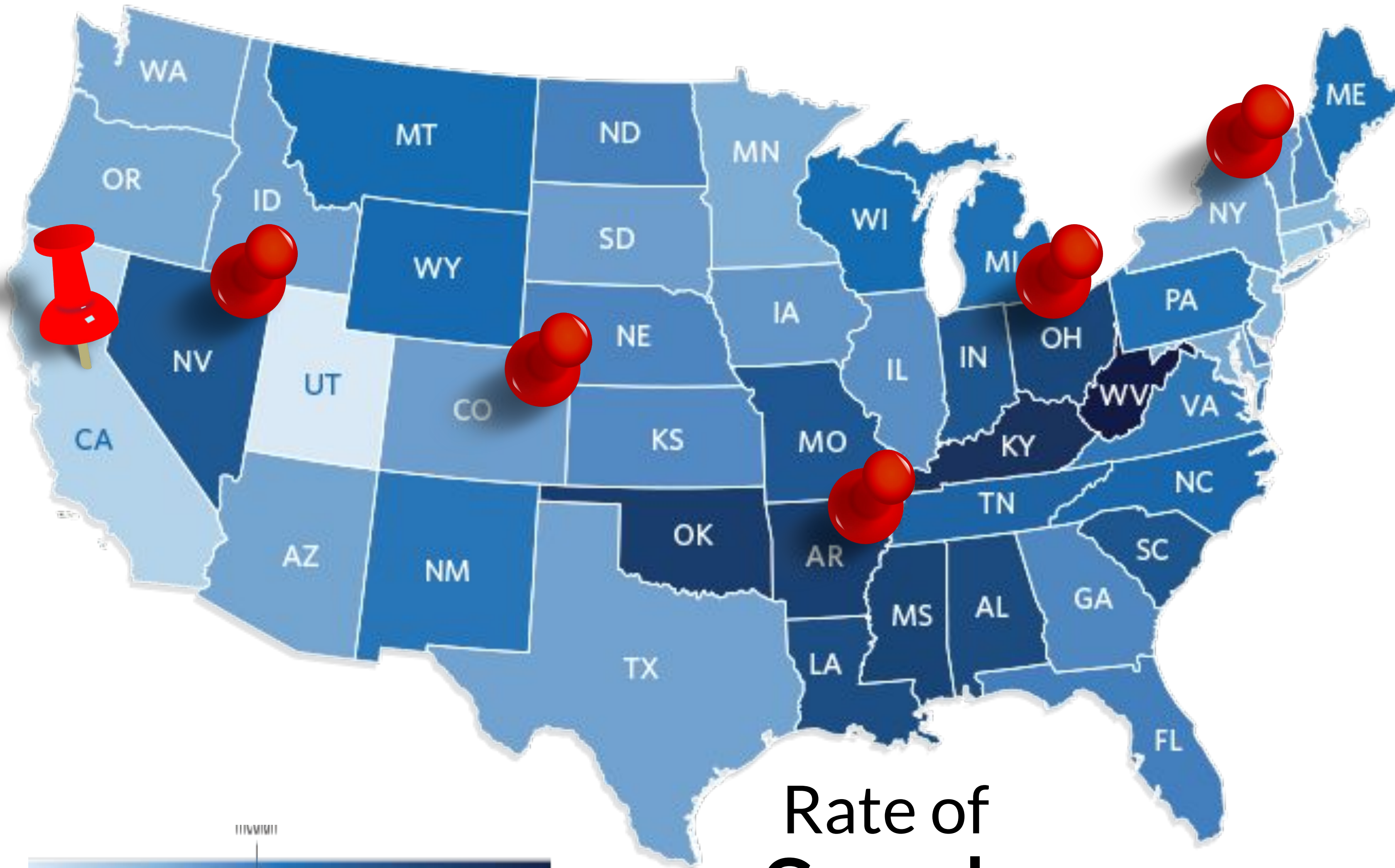
Rate of  
**Smokers**  
by States



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Rate of  
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# AND THE MARKET

45.8 M Smokers  
USA

4.5 Million  
Smokers  
in CA

USER

Outdoor Advertising  
**\$ 8.6 B**















Avg expenses/month  
**\$ 400**

No. of E-cigarette brands  
**> 460**

CUSTOMER



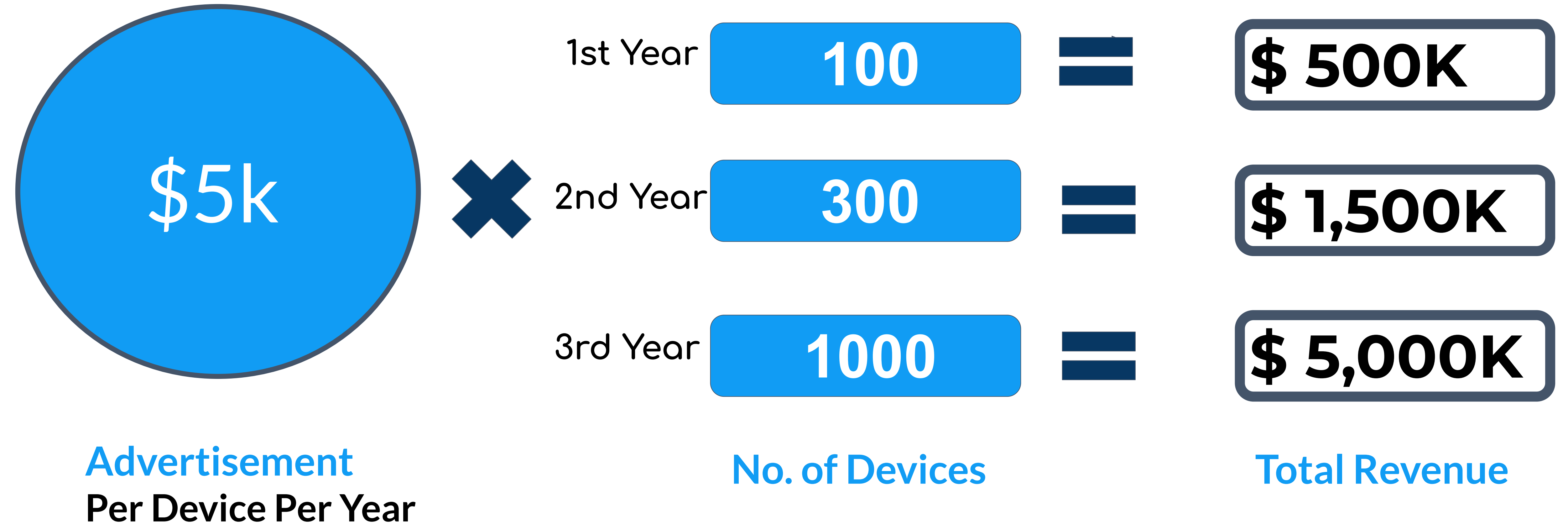
# COMPETITIVE ANALYSIS

			BALLOT BIN	incenti
SERVING THE ENVIRONMENT				
GAMIFICATION				
REWARD				



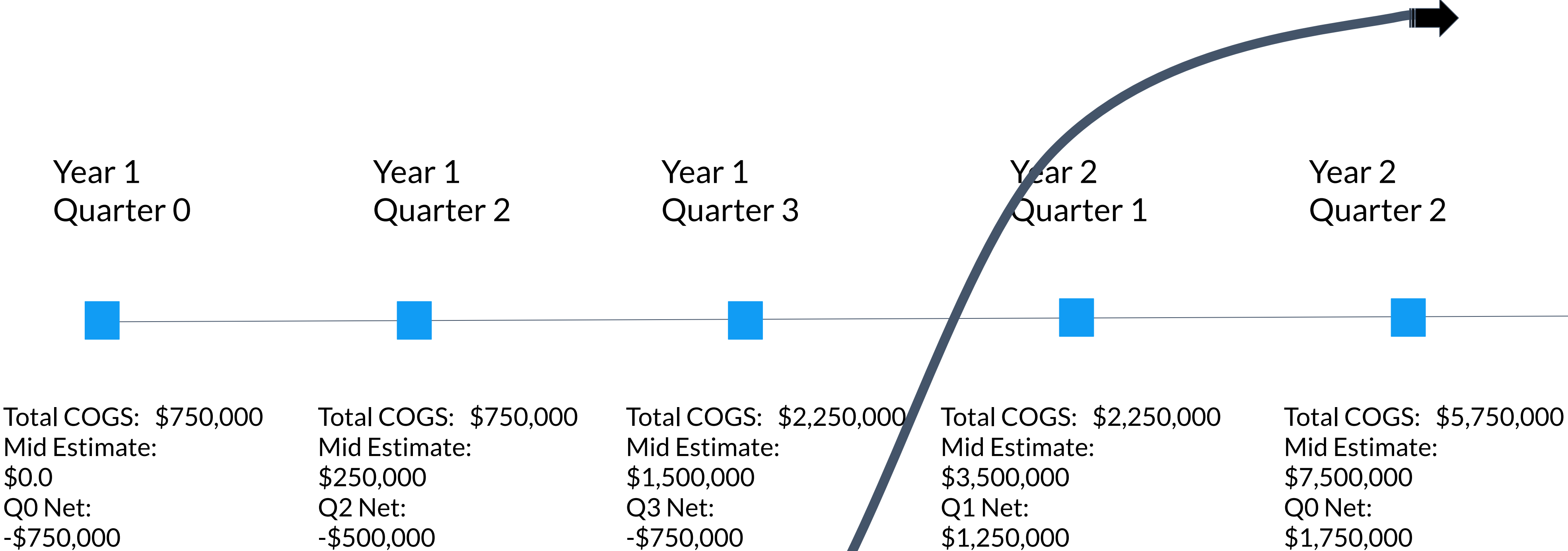
# REVENUE MODEL

## Revenue 2020-2022





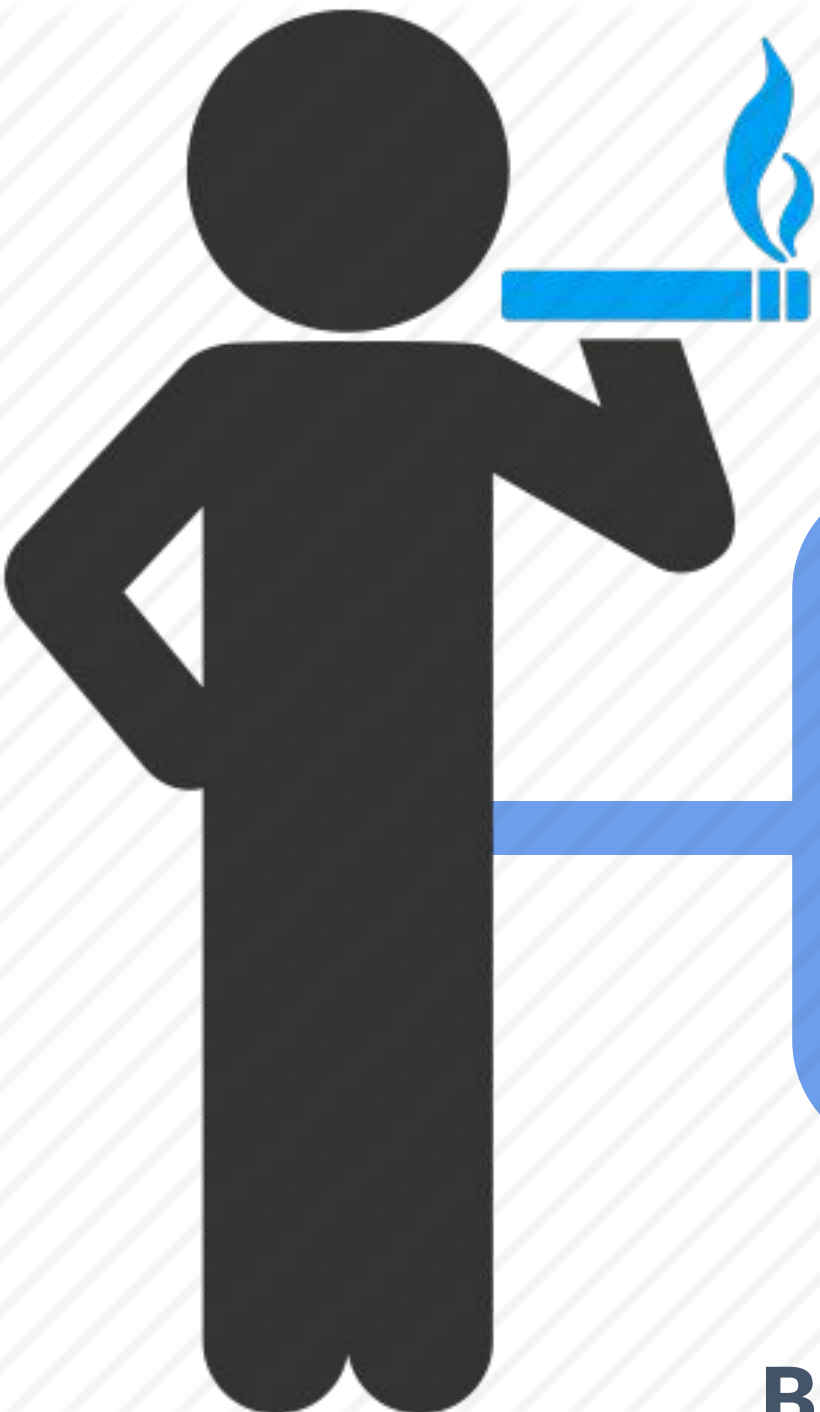
# FINANCIAL PROJECTION



ASK :\$2.5M



# TIMELINE



**2  
months**

**Building Prototype  
and alpha launch**

**3  
months**

**User Testing**

**4  
months**

**Partnering  
with  
Recyclers**

**3  
months**

**Iterations and  
Final Launch**





**THANK YOU!**



**YOUR  
QUESTIONS  
NOW.**



# APPENDIX



## i. COGS

<b>CATEGORIES</b>	<b>COST</b>
Manufacturing Cost	\$ 500 / unit
Incentives	1% of Revenue from each device
Transportation and Handling	5% of Revenue from each device



# REVENUE CYCLE

