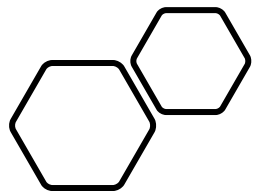


Team 8



No
WAYste



Solution Description

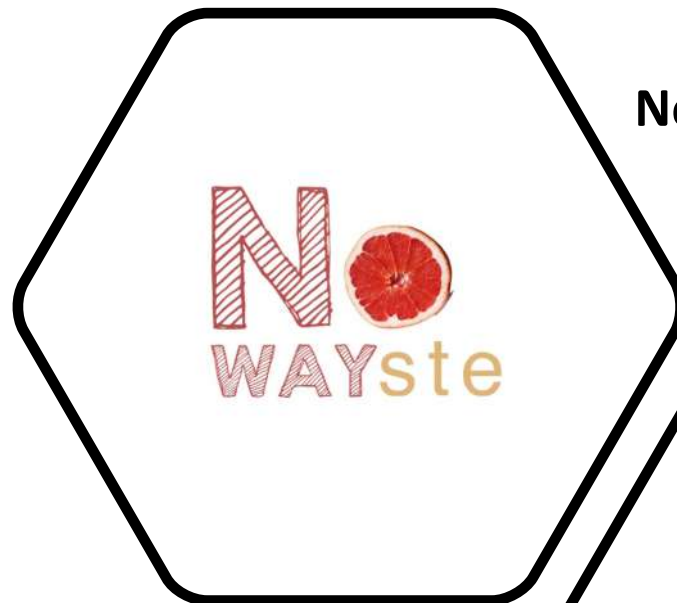
With **one simple** click you can monitor how much food you waste and you receive **educational** information on how to change your consumption behavior.

The more you waste, the lower your score is...

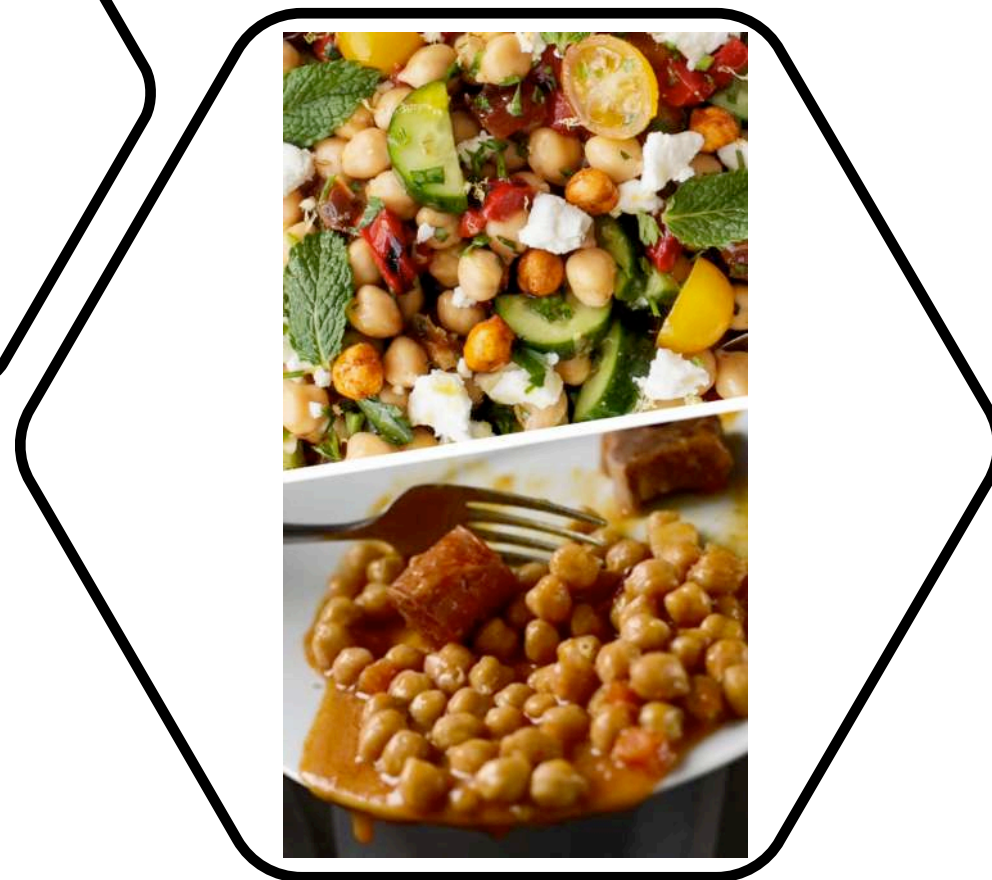
...so you better go for No Waste.

Start **interacting** with your friends, family and colleagues and challenging them to gain points.

At the end of each month you receive a score report with your personal food waste statistics.

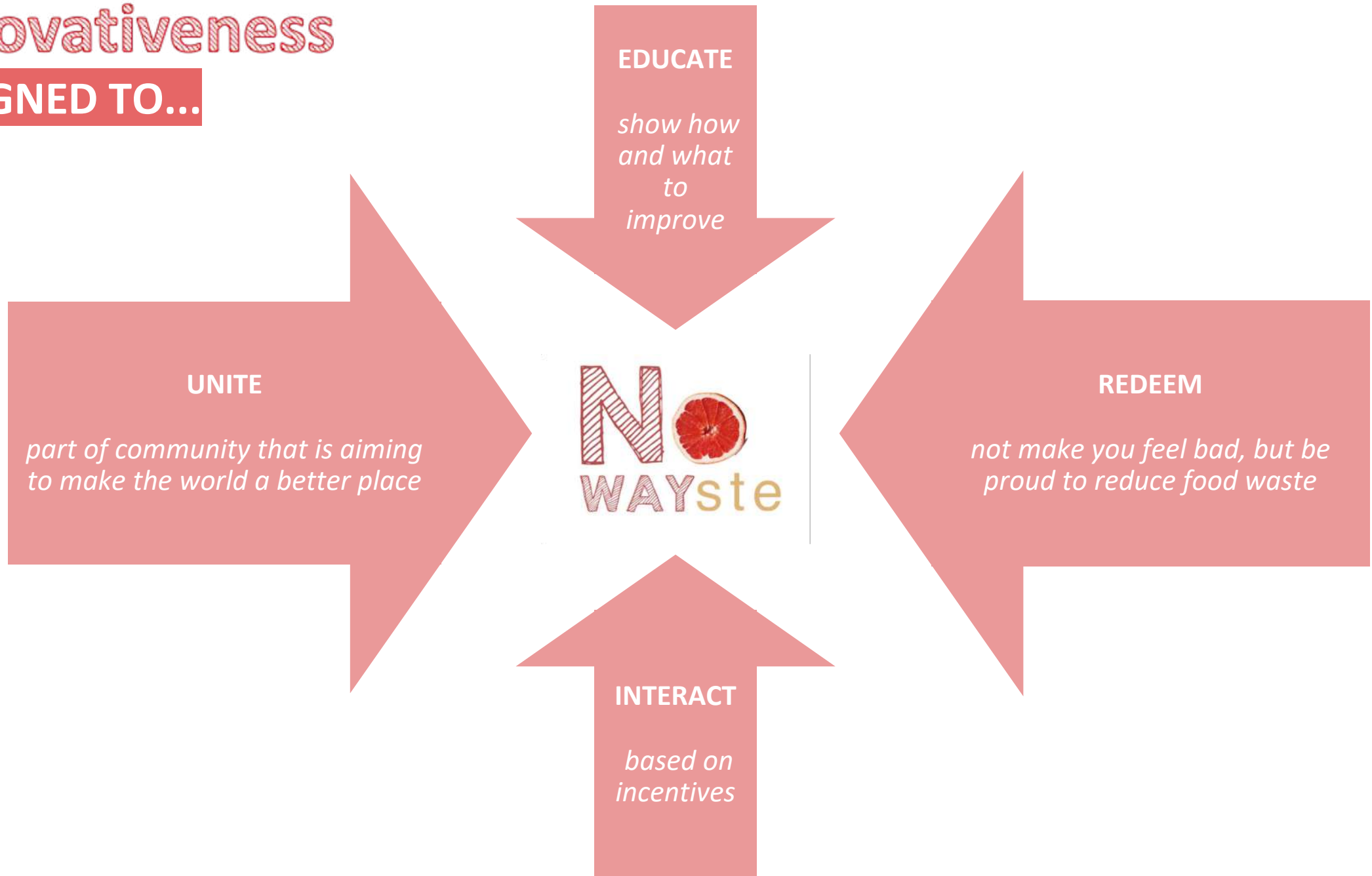


New ways to track your food waste



Innovativeness

DESIGNED TO...





Solution

Target

Group

No
WAYste

Millennials

Active smartphone users, **digitally empowered** consumers

Caring for the environment

Seeking **change** and **reducing** waste

Rational spenders

Actively **running or part of a household**, particularly students moving out and living alone for 1st time



Solution Impact

Problem

1.6 billion tons annually. Almost half of the food waste is created by individual **households**.

Challenges

Circularity and **complexity** of the food waste problem makes individual impact is currently **non-traceable**.

Importance of **mobile** is constantly increasing

Solution Context



Impact

Pave the way for behavioural change towards less individual / household food waste in the long-run

Measurement

Number of downloads, users, app ratings and feedbacks

Track discussions about the app on social networks: media, influencer, celebrity support

App statistics: time spend on the app, frequency of use, amount of taps, users' monthly score reports

Transferability, Sustainability and Business Model

Business model based initially on a **free app**.

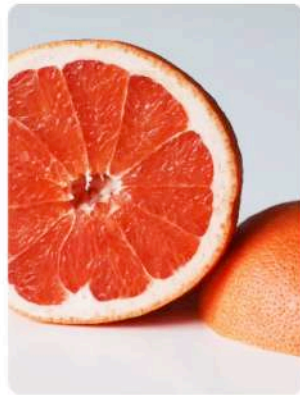
A basic version of the app available on the Apple/Google Store to first **create a community** and encourage users to become also customers.

Educational content provided by **partner/sponsor**

Develop our community and strengthen the bonds between users via series of **challenges** in order to bring new NOWAYsters to the app

Further development includes selling app to schools or companies to track food waste on wider scale, develop the community through the creation of accounts and a global chat

Sustainability of the business is given by **revenues generated through advertisements**.





Vito Daniele Balice
Business Model Planning



**Lina Hartwig &
Maria Makarova**
*Idea, Design,
Creativity*

NO WAYste

The Team



Lisa Cadamuro
Head Coordinator



Thibaud Paillard
*Rational Filter &
Quality Control*



No Waste App.



@nowasteapp

3h



@NoWAYste is an innovative app that relies on your motivation to fight food waste. By monitoring your impact on tomorrow's world, you can preserve it for future generations and help make the world a better place.

View

[Learn more](#)

