

Idea Pitch Example: Drone Waste Collection

Summary

Opportunity Name

- Drone Waste Collection

Graphic Picture/Image



Summary (continued)

Opportunity Story/Description

- Imagine a world where we no longer need to use large trucks to pick up waste. Instead drones would collect waste from residential customers and deliver it the appropriate facility.

Inspiration

- Quimby
- Hackathon



Demand

Who cares?

- Customers
- Waste management companies/organizations
- Community leaders
- Haulers
- Drone companies
- Regulators

Why do they care?

- Safety
- Efficiency
- New markets

Demand (continued)

How much do they care?

- Studies
- Costs
- Safety incidents
- Jobs
- Revenue

Demand (continued)

Workarounds and Accommodations

- Opportunity to partner with drone companies to acquire necessary technical assistance



Demand (continued)

Market Data

- Study on the perceptions of drones
- Truck health and safety incidents
- Economics of truck pick-ups by area

Design

Offerings:

- Drones could assigned to different areas
- Each household could have their own personal drone

Design (continued)

Business model

➤ Production

- Drones could be issued and maintained by waste management organizations

➤ Delivery

- Drones would be flown to their assigned residency

Value

Does this offer community value?

- Safety?
- Efficiency?
- Customer satisfaction?
- Increased jobs?
- Increased revenues?

Questions and Assumptions

Largest unanswered or looming questions

- How do Michigan residents feel about drones?
- How much would this cost?
- How will it be funded?
- How do we ensure that the drones will be used appropriately?