Idea Pitch Example:
Drone Waste Collection
Summary

Opportunity Name

➢ Drone Waste Collection

Graphic Picture/Image
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 to 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 be 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?