

# Bin Possible: Golden Girls: Business Plan (including three sentence app description)

Our Bin Possible app addresses the community problem of overflowing domestic rubbish bins in your local community.

## **App Description**

Have you ever had overflowing rubbish bins and needed more space, the night before collection day? This app will match people in your street who have too much rubbish to residents who have room left in their bins. With the click of a button you will be able to request space for your left over rubbish in a nearby domestic bin.

## **Why do we need an app like Bin-Possible?**

This app idea is something people will want to use because it will assist councils in solving the overflowing bin problems including animals and bird life getting into domestic rubbish and possible associated health problems. Although many council websites offer information about bin collection days including calendars and recycling centres we have not found an app similar to our own, it seems to be one of a kind. It gives users of the app the advantage of not having to pay extra fees to dispose of their excess rubbish at council recycling stations or even worse dumping unwanted rubbish illegally adding to pollution problems and threats to wildlife.

Therefore we believe our idea is special because many people in the community experience this problem and there is really no easy digital solution available at the moment. Bin-Possible is easy to use and easily connects you with people close by. While some residents already connect with their neighbours face to face to solve this ongoing weekly problem, many don't really know their neighbours or have the time, bin day comes around so quickly.

## **Revenue Stream and Cost Structure**

We feel this app should be free as it creates a much needed community service. However in the future we hope people will realise the value of this app and would be willing to pay for bin space. We will not charge people to make our app but we are hoping to make links with local agencies such as the local council, tourism groups and real estate companies. We also have an offer from employees at Rockwell Automation to help us with this. Our hope is to assist local communities, we have written to our local council hoping they may promote our app on their website. We hope local councils view this as an opportunity. It would essentially be a cost saving exercise for environmental issues as it would reduce environment change in the future and allow rubbish collection to be more streamline.

If councils did not wish to use this app we would view it as a lost opportunity. We would look into marketing the app ourselves. Who knows, with the cost of council recycling station fees the local community may be willing to pay for bin space in their neighbours

bin. We could earn money by taking a small commission for each time this service is requested and used. With **Bin-Possible** we believe anything is POSSIBLE.