

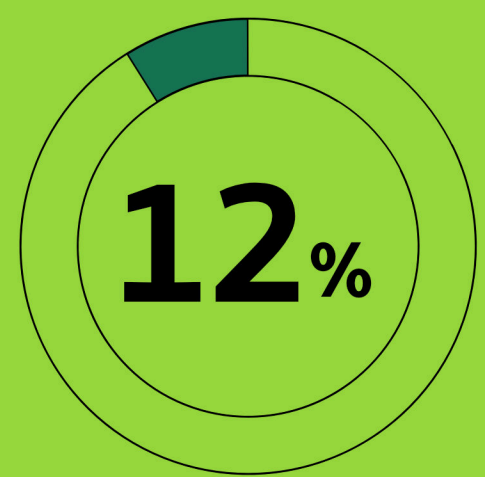
E-WASTE

DIY Repurposing Kits



Minimizing e-waste and educating the public

PROBLEM SPACE



Only 12% of e-waste is recycled properly

70 million tons of e-waste is generated annually



Toxic materials leach into 3rd-world countries

Pb
Lead

- developmental disorders
- brain damage

Hg
Mercury

- higher risks of cancer
- weakened immune systems

PCB

- respiratory issues
- obstructive pulmonary disease

INSIGHTS



High Public Interest

Earth911, a platform for properly recycling e-waste receives half a million visits annually.



Usable "e-waste"

From our talks with e-waste recycling plants, we learned that most e-waste that is thrown out is still completely functional.



Recycling -> Reusing

Within the tech industry, we found a shift in focus from recycling devices to reducing waste by refurbishing devices.

OUR SOLUTION

DIY E-WASTE REPURPOSING KITS



REUSE

Our solution encourages the reuse of old electronics by turning them into new, practical devices. This increases product life cycles and reduces the amount of waste going to landfills.



EDUCATION

Through building the kit, users will gain a better appreciation for the electronics inside every-day devices and also learn interesting facts about e-waste included in the instructions.



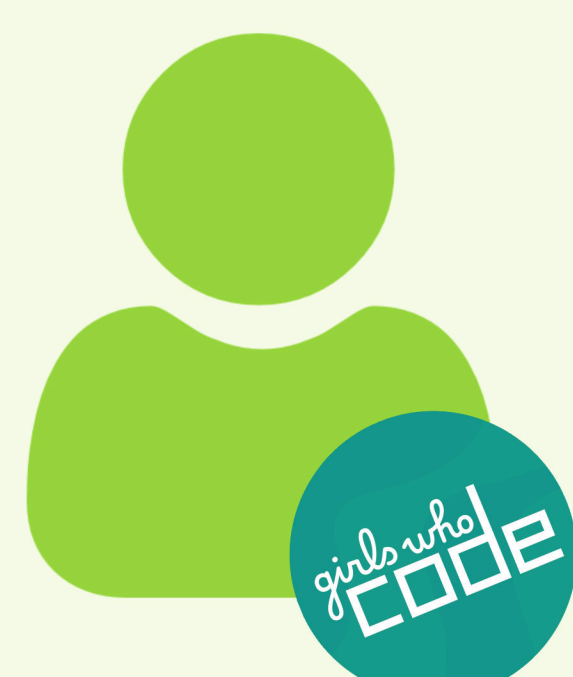
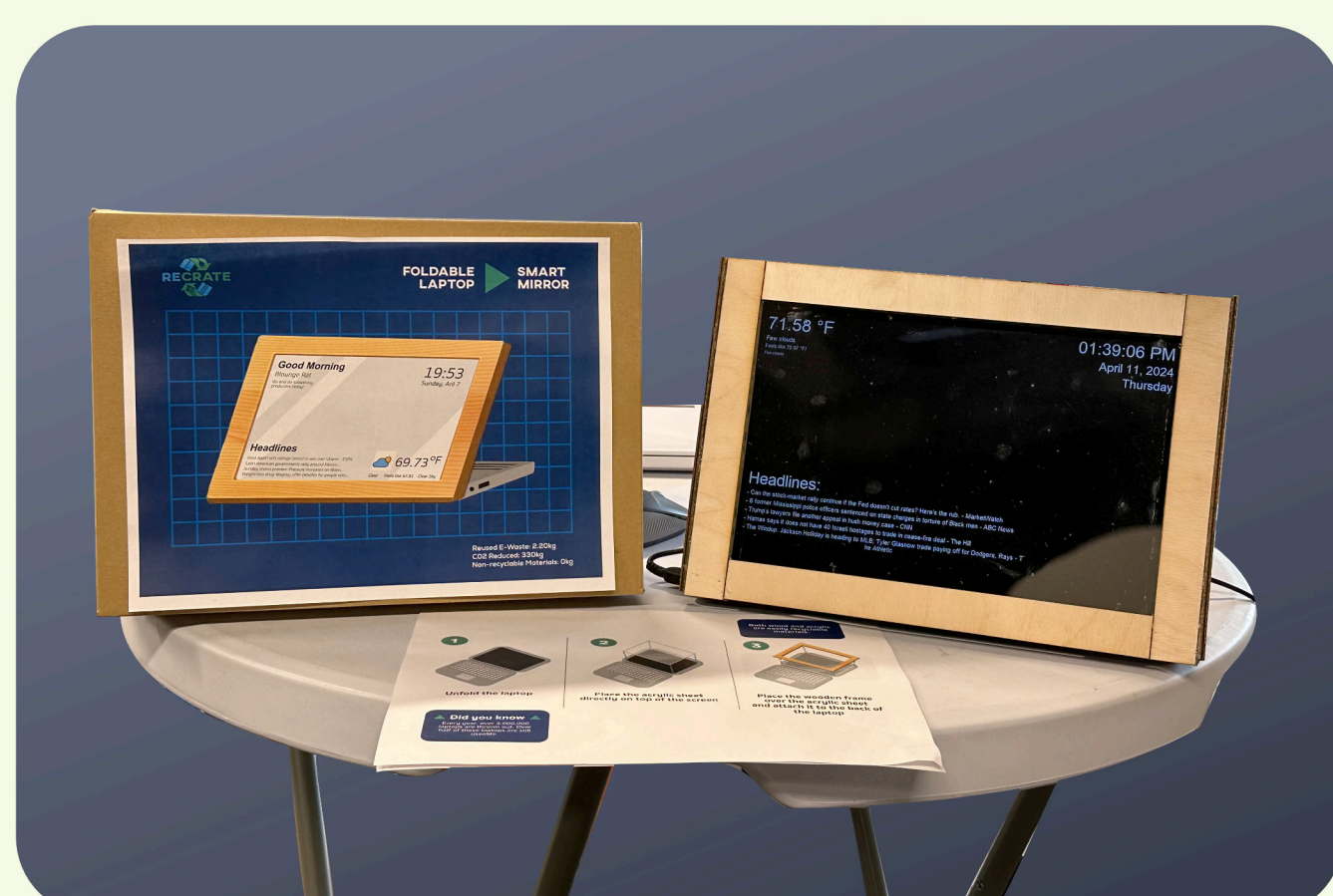
NEXT STEPS

1. Reach out to HS clubs

Gain traction by launching our kits in local high school clubs or at Georgia Tech

2. Launch Online

Launch our solution online through a website that allows users to choose kits based on devices they have at home



EARLY ADOPTERS

- high school STEM clubs
- engineering students (teen-college)