

INNOVATION PLAN

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I. Executive Summary

California, the 3rd largest state in the U.S.A, currently produces ~42.7 million tons of waste each year. Two large contributors to this are single-use plastics and human negligence. People need a way to easily give back to the environment and sport jewelry.

42.7 million tons. This is the amount of waste our state of California generates every year, of which almost 123,000 tons are plastic bags. This number is only increasing and people need a better way to give back to the environment that has sustained them for so long. There are two potential problems that contribute to the influx of plastic in our California community: the overuse of single-use plastics and human negligence.

Los Angeles is currently most populated city in California comprising of 3,990,456 people; 10.1% of California's population. Oakland is currently the 8th largest populated city in California holding 429,082 residents; 1.09% of California's population. San Francisco is currently the 4th most populated city in California with 884,363 residents; 2.24% of California's population. These three cities are not only heavily populated, but they lead the state in the amounts of waste produced. So, based on thorough census research, the primary target market is mainly women living in Los Angeles, San Francisco, and/or Oakland, that are Asian, African Americans, Hispanic, or white, earning between \$20,000 to \$200,000, who have passed high school or higher. This target market is usually people who enjoy conserving reusable items, and love to recycle as well as save the environment.

Our upcoming product, Neckstic, is composed of recycled items such as plastic and steel. Of course there are many products that contain reusable items, but 3D printed plastic necklaces are a fresh, new concept. And, that's why Neckstic's slogan is "Save the environment and look pretty doing so!". We plan to use reusable items from OaklandRecycles, San Francisco Recycling Center, and recycLA to make our product, Neckstic. In return, each organization will receive 10% of the profits, leaving 70% for Neckstic.

Our solution, Neckstic, is a 3D printed necklace pendant that can be attached to any necklace chain. The goal of this product is to reuse plastics (including single-use plastics), while spreading the awareness about our environment.



III. Customer Segments

California is a U.S. state and its most popular cities include San Francisco, Oakland, and Los Angeles. These 3 are in the top ten cities are located in the Bay Area and they generate 40-80% of the California's waste.

San Francisco is currently the 4th most populated city in California with 884,363 residents; 2.24% of California's population. The prime race is white people consisting of 47.2% and the second major race is Asian people which is 34.2%, both of the city's population. The rest of the ethnic minorities in Oakland are African Americans and Native Americans and/or Hawaiians. In terms of age, 13.4% of San Francisco's population is under 18, while 73% ranges from 18-64 and about 13.6% of the residents are older than 65. As 38.91% of San Francisco's population combined has only studied from 9th grade to college, 33.4% of San Francisco's residents have obtained bachelor's degrees as their highest level of education, and 27.69% have received professional degrees.

Oakland is currently the 8th largest populated city in California holding 429,082 residents; 1.09% of California's population. Like San Francisco, majority of Oakland's population is white (36.7%) and other majority are African Americans (24.3%), Asians (15.9%), and etc. The average age for men and women respectively, is about 36 years old and 37 years old. In Oakland, for people over the age of 25, 15.6% have a high school diploma, 22.4% have bachelor's degrees, 17.8% have professional degrees. As a result, the average male earns \$41,531 and the average woman earns \$38,780.



Activities: People who conserve reusable objects are people who like to explore nature, and see that their surroundings are clean.

Geographics

Specific cities in California such as: Oakland, San Francisco, and Los Angeles

Behavioral

Recycling residents are usually more willing to recycle when it is more convenient. So, if there is a recycling bin outside a resident's house, they tend to be more alert and reminded to recycle reusable items.

IV. Unique Value Proposition

Our upcoming product, Neckstic, is composed of recycled items such as plastic and steel. Of course there are many products that contain reusable items, but 3D printed plastic necklaces are a fresh, new concept. There is a large demand for more accessories and a growing population that loves to wear products like necklaces, bracelets, and earrings. What's more amazing than a necklace that customers can wear, while also saving the environment! And, that's why Neckstic's slogan is "Save the environment and look pretty doing so!" .

OaklandRecycles is a recycling organization in Oakland, California that manages waste for apartments, condos, single-family households, and even rental properties. San Francisco Recycling Center is a recycling company in San Francisco, California that



material coming from some of the largest cities in California, our product will help lessen this over-waste and conserve and reuse the materials instead! Our product offers the consumer a win-win situation: they contribute to environmental awareness, while also sporting a trendy accessory!

VII. Bibliography

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Neckstic

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Problem

- overuse of single-use plastics
- human negligence
 - ◆ Are not conscious of how their actions impact the environment around them



Customer Segments

- Oakland, San Francisco, and Los Angeles
- Target Market
 - Age: 7-60
 - Gender: Mainly women; secondary target is men
 - Race/Ethnicity: Asian, African Americans, Hispanic, and white people
 - Income Level: \$20,000 and \$200,000
 - Marital Status: Married and not married
 - Educational Level: high school diploma, bachelor's degree, and professional degree
- Aware people, interested in nature/keeping world a clean place



Unique Value Proposition

- Composed of recycled items such as plastic and steel (reason for slogan)
- Slogan: "Save the environment and look pretty doing so!"
- OaklandRecycles, recycLA, and San Francisco Recycling Center
 - ◆ 10% profits for each; 70% for Neckstic



Solutions

- 3D printed necklace pendant that can be attached to any necklace chain
- When consumers buy a Neckstic product, they are sent a 'check-off' list, which lists 10 environmentally-friendly actions
 - ◆ Inspires customers to start helping the environment even more!



Conclusion

- Neckstic benefits environment
 - ◆ Giving back to community
- Fulfills two unique needs:
 - ◆ Environmental awareness
 - ◆ Increased demand for accessories
 - People that are millennials and Gen Z

