

A lush green forest with a mossy stream flowing through it. The scene is filled with tall, thin trees and a dense canopy of green leaves. The ground is covered in thick moss and fallen branches. A small stream flows through the center of the forest, surrounded by mossy rocks and fallen logs. The overall atmosphere is serene and natural.

DePlastified

Headed towards a plastic free future

Deck Homies - Cohort H

Meet Our Team

Celeste Harrison

VALLEJO

Rising Junior at American Canyon High School



Dhanvi Ganti

CAMPBELL

Rising Senior at BASIS Independent Silicon Valley



Kathleen Zapata

SAN FRANCISCO

Rising Junior at Immaculate Conception Academy



Emmily Cotzojay

SAN MATEO

Rising Senior at Crystal Springs Uplands School





Who is DePlastified?

As an organization, we...

- Make recycling information more accessible to everyone
- Create opportunities for members to help reduce microplastics
- Target the new generations who are our future



Mission Statement

Plastics are used in millions of products, from transportation, to shipping, to consumer goods. These plastics eventually break down into microplastics (smaller pieces of plastic debris), end up in the oceans, hurt wildlife, and are burned as fuel which emit noxious fumes.

We at DePlastified aim to make recycling plastic and reducing the production of microplastics an easier and painless process.

The Microplastic Pandemic

Small pieces of plastic under 0.2 inches in length

Created by dissolving plastic waste

Non-biodegradable forever

~20+ trillion individual pieces of microplastics

Over 50% of Americans are befuddled by recycling

Effective recycling reduces generation of microplastics



Zooming in Closer

32%

Of Americans recycle,
despite 94% of
Americans supporting it

U.S. EPA FORBES SURVEY

65%

Of Americans surveyed
responded that they were
confused about plastic
sorting when recycling

INSTITUTE OF SCRAP RECYCLING
INDUSTRIES

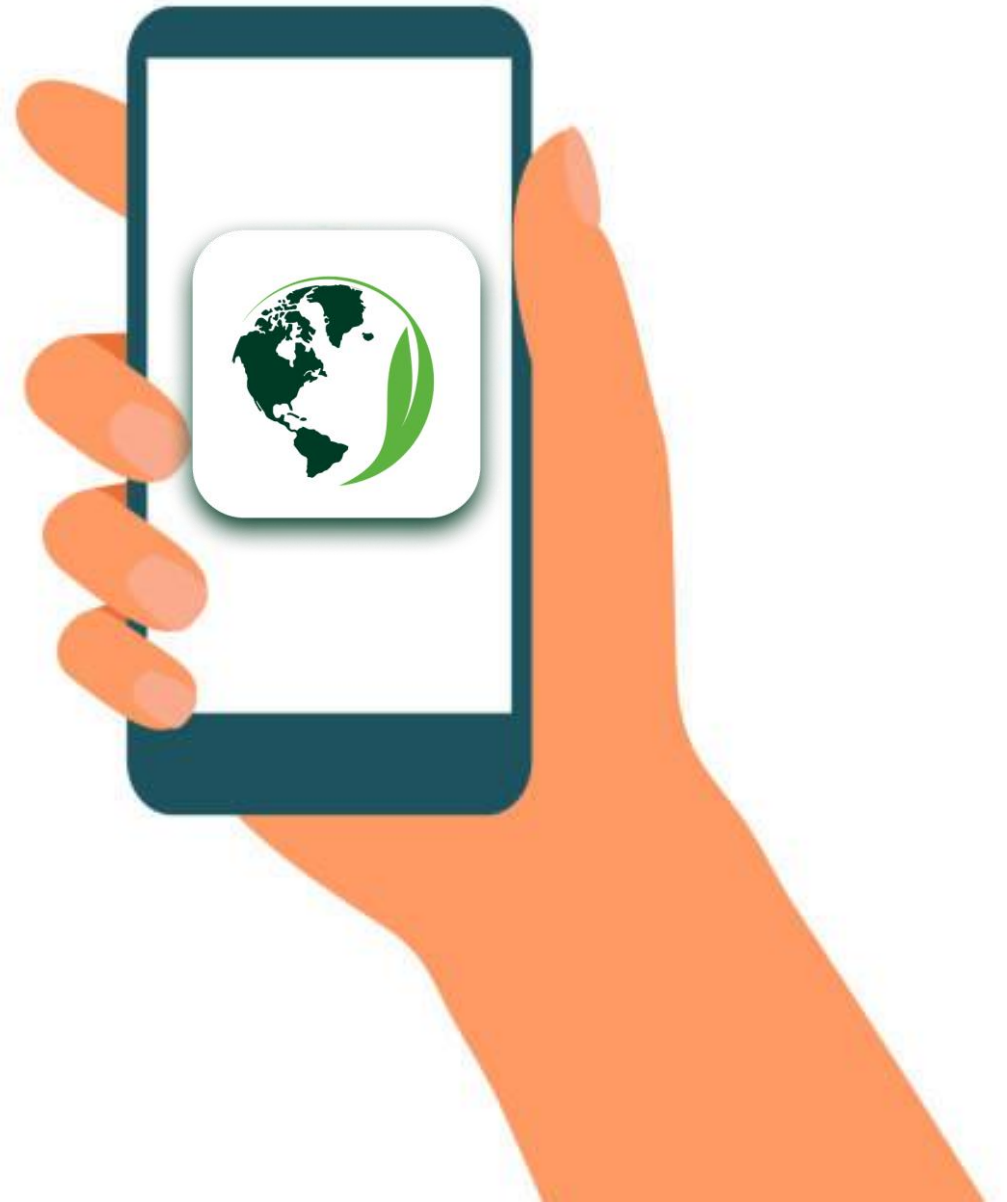
73%

Of Americans feel like
they could be more
knowledgeable about
recycling

THE RECYCLING PARTNERSHIP STUDY

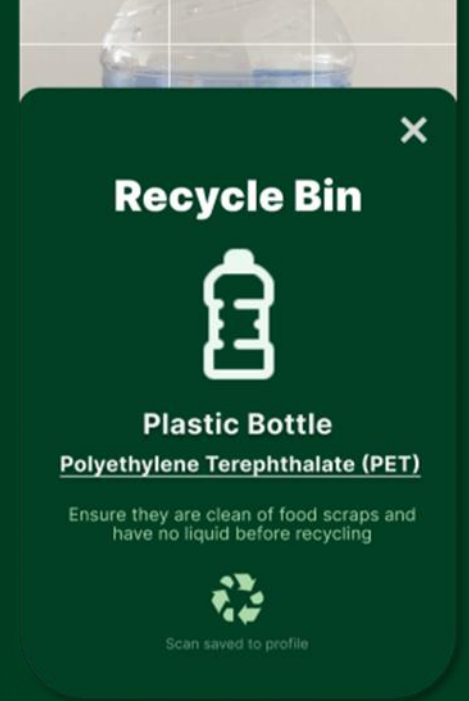
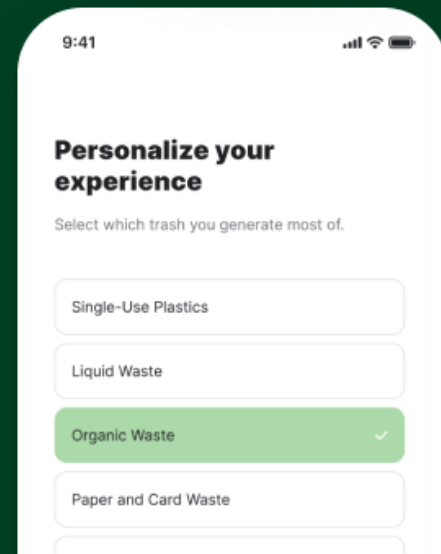
Solution: App Concept

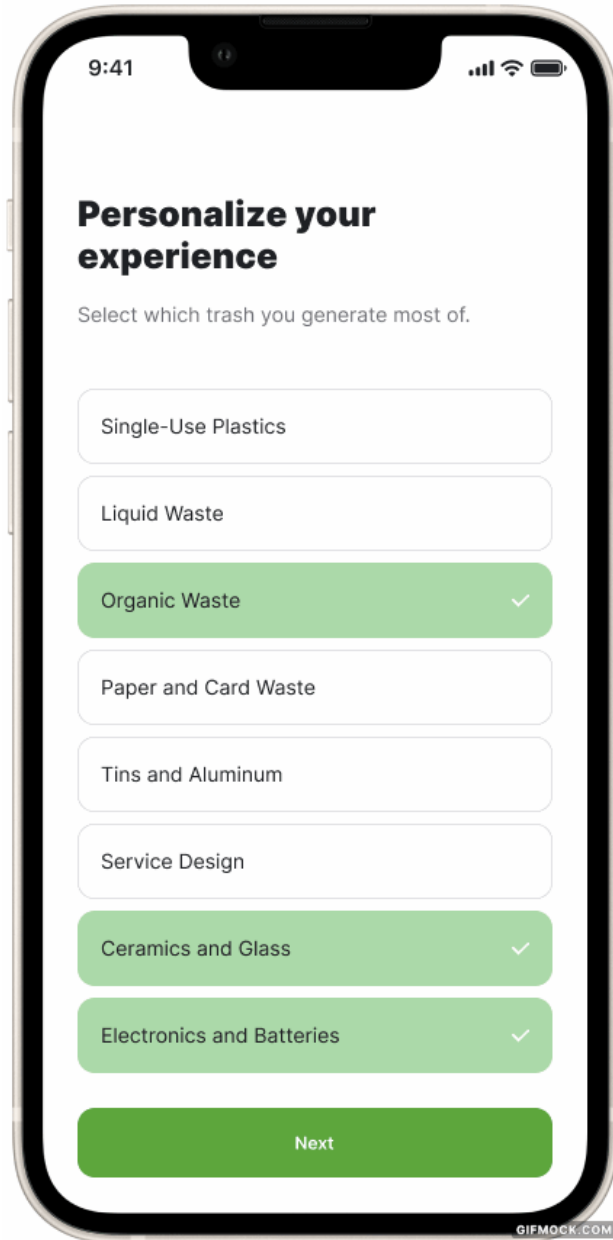
- An easy-to-use camera to identify and categorize waste materials for proper disposal
- Provide alternate options to plastic – encourage users to be eco-aware
- Convenience of fast recycling information at your fingertips



DePlastified App

How it works





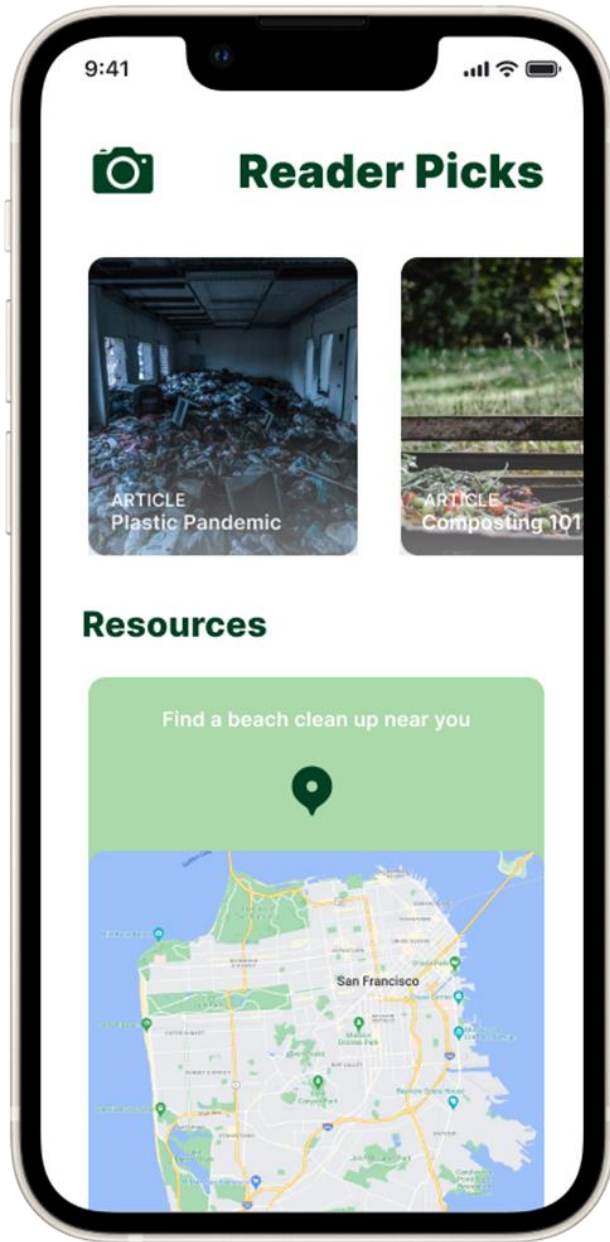
Signing Up

- Sign up to be a part to be a part of DePlastified's network and organization
- Personalized experience adapted to each user's lifestyle



Camera Home Page

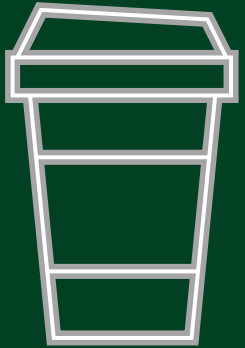
- Camera home page takes picture of waste to classify
- Pop-up shows information on how to properly dispose material
- Allows users to save scans for points and monetary incentives



Content & Resources

- Simplified to make it easy to find what users are looking for
- Verified and fact checked information using fact checking algorithms
- Allows users to participate in local environmental events

Use-cases



In Restaurants

Sorting packaging & materials



Fast & Accessible Info

For on-the-go users



Recycling Centers

Shows nearby locations
for each user



Public Cleanups

Sorting collected trash
and materials

Demographic

Audience

- Young people
- Schools & social media

Maya

- School club leader
- Teaches about microplastics
- Wants to promote plastic alternatives



Expanding DePlastified



Focus locally

Bay Area high schools



Expand to other US states

Other high schools & middle
schools



Expand globally

Include universities and well-
known companies

Looking Forward: Potential Outcomes



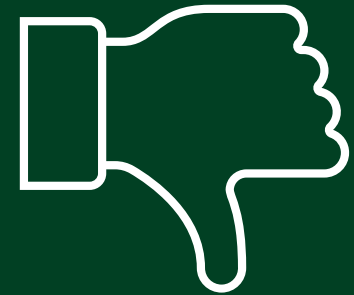
Best Case Scenario

Makes a great global impact,
decreases microplastics
around the world



Realistic Case Scenario

Spreads nationally, microplastics
decrease in the U.S.



Worst Case Scenario

Remains local (SF Bay Area),
Used by local environmentalists

Summary

The DePlastified app eliminates the confusion surrounding sorting and recycling plastic waste.

With DePlastified, you can spend less time making recycling a habit, earn rewards, and preserve the Earth and its natural resources.



Thank you!

Questions & Comments?