

# THE DUMPSTER PROJECT



# Our task



## **To Create...**

- An app representing the Dumpster Project
- An interactive app to encourage sustainability

We are Warp Tech



Temporary App Developing Company

# Purpose of the App



**To promote...**

- Energy self-sufficiency
- Sustainable living

**...To inspire green solutions**

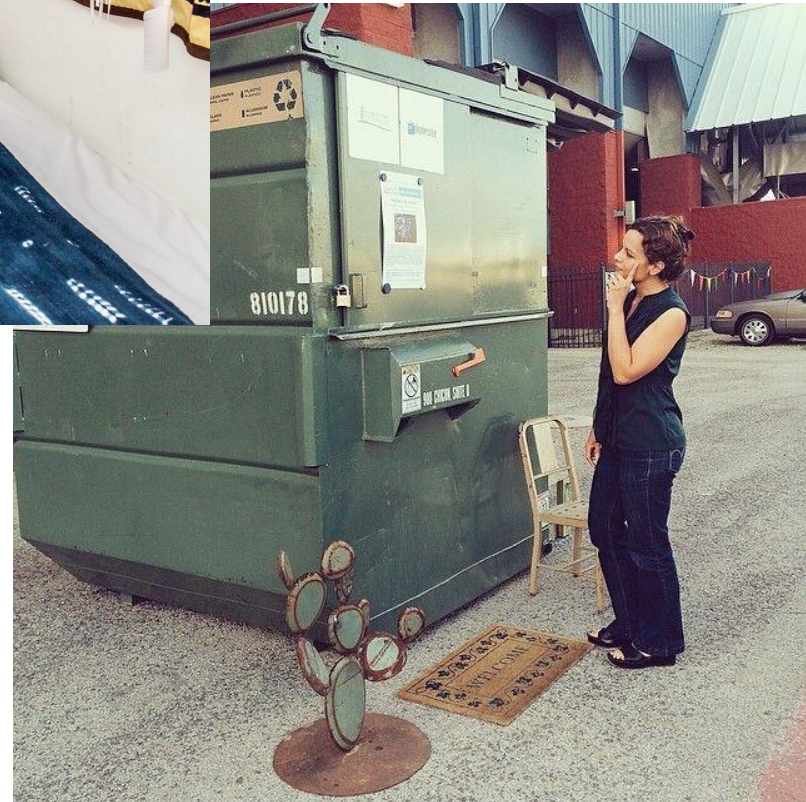
# About the Dumpster



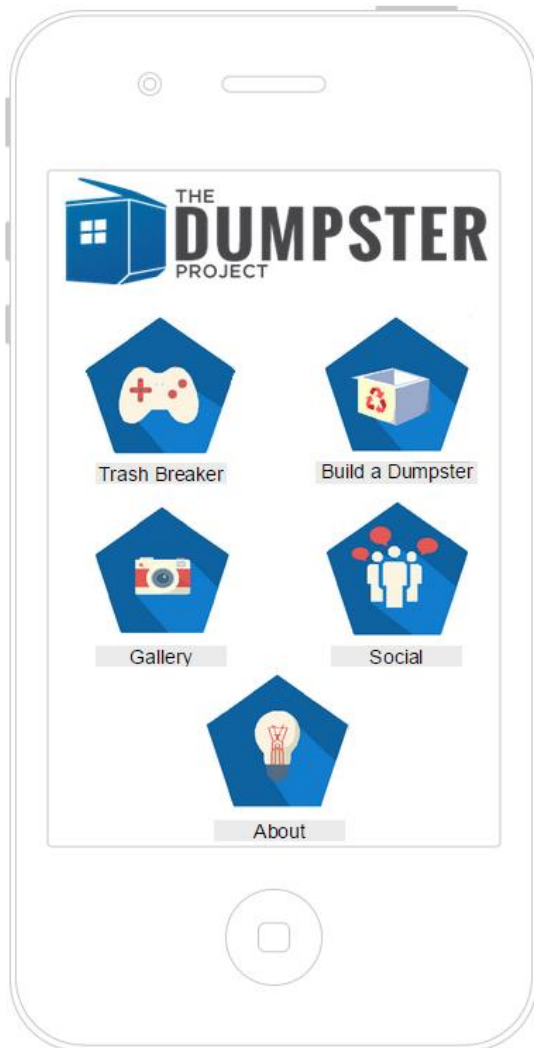
## Facts:

- 6 X 6 ft.
- Has a garden
- Electricity
- Weather Station
- WIFI
- A/C Unit





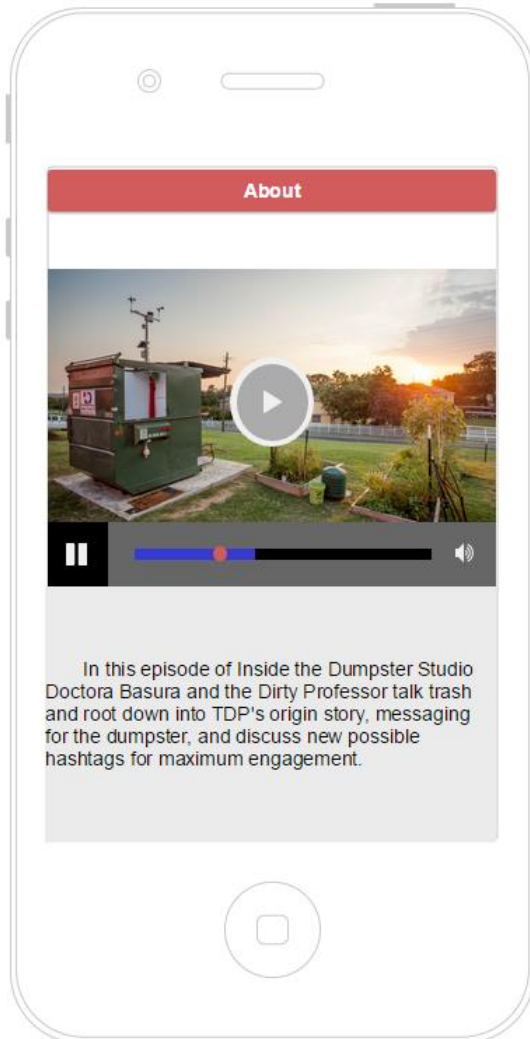
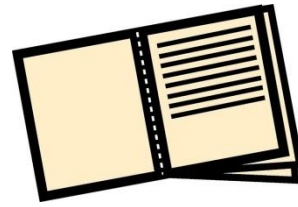
# Green Up



## Contains 5 tabs:

- About
- Social
- Gallery
- Design-a-Dumpster
- Trash Breaker

# About Tab

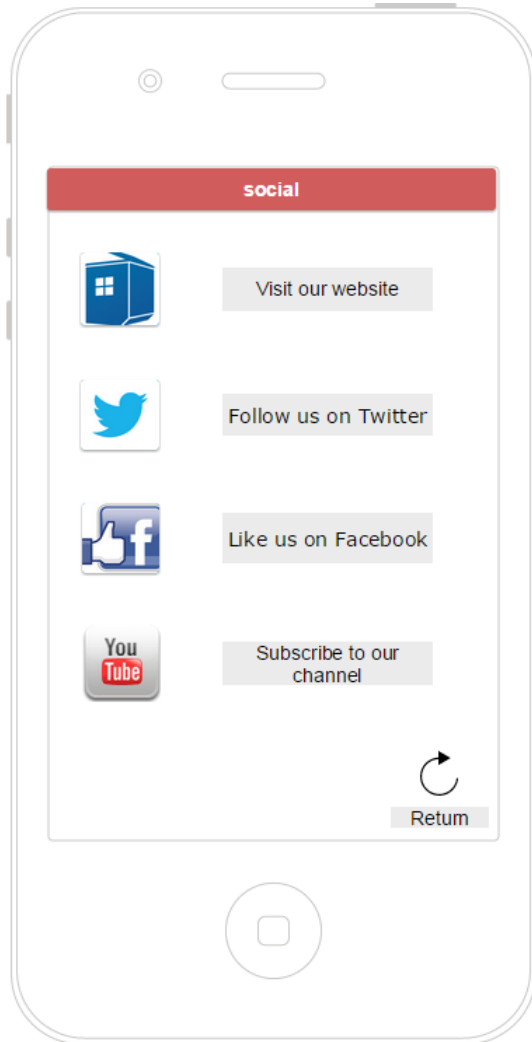


## Contains:

- Quick description of the purpose of the Dumpster Project and what the Dumpster Project is



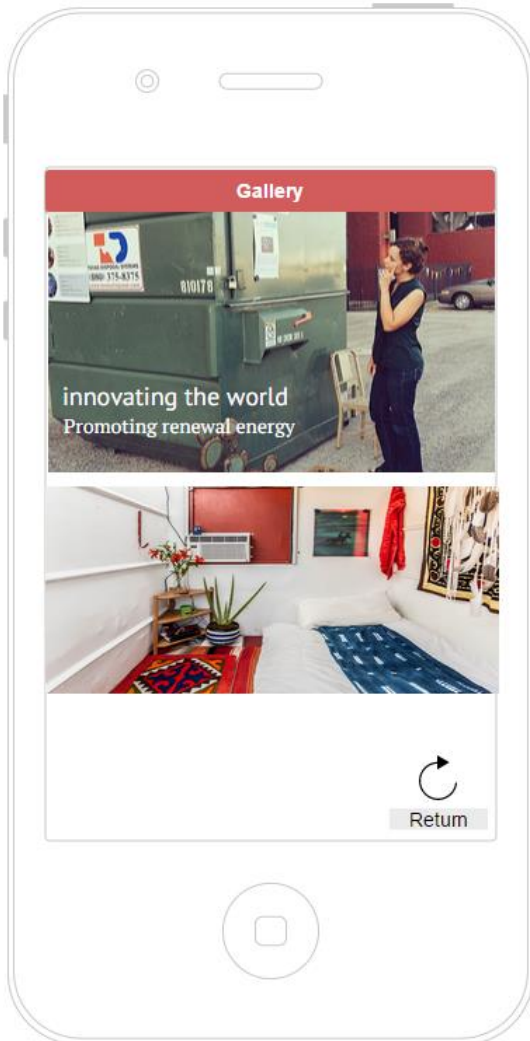
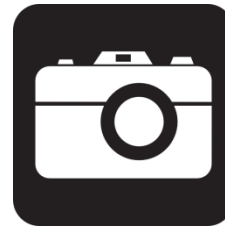
# Social Tab



## Contains 4 links:

- Website
- Twitter
- Facebook
- YouTube

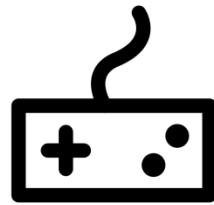
# Gallery Tab



## Contains:

- Images of the dumpster with captions

# Games



## Contains:

- Links of two games that educate and entertain the app user
- Design-a-Dumpster
- Trash Breaker

# Design-a-Dumpster



# Trash Breaker



# Game Demonstrations



# Design-a-Dumpster

# Trash Breaker

# Dumpster Consumption

Items	Cost	Power Consumed Monthly	Power Consumed Yearly	Monthly	Yearly	CO2 Monthly Output	CO2 Yearly Output
TV Vizio	\$179.99	25.7 W	308.4 W	\$0.38	\$4.59	6.24 lbs	75.92lbs
LG A/C	\$189.99	530 W	6,360 W	\$23.35	280.20	385.92 lbs	4695.36 lbs
Temp. monitor	\$465	Undefined	Undefined	\$51.92	623.04	Undefined	Undefined
Voltage meter	\$239	Undefined	Undefined	Undefined	Undefined	Undefined	Undefined
Power Cord	\$4.00	Undefined	Undefined	Undefined	Undefined	Undefined	Undefined
<b>Total:</b>	<b>\$1,077.98</b>	<b>555.7 W</b>	<b>314.76 W</b>	<b>\$75.65</b>	<b>\$907.80</b>	<b>392.16 lbs</b>	<b>4771.28 lbs</b>

# Monthly Electricity Costs

- Dumpster (based on given data)
  - 11 kWh per month = \$1.30
  
- Dumpster (based on average living)
  - 197.75 kWh per month = \$23.73
  
- Average Household
  - 1,174 kWh per month = \$140.88

# Average Living Cost

Dumpster	Household
\$---<\$10,000	\$42,000-\$84,000

- Dumpster is less than \$10,000 to live in.
- An average household cost is at the estimate for the average family of 2 children 2 adults.

# App Development Cost

Item	Cost
Android	\$25
iOS fee yearly	\$100
Ads	\$2,000-\$5,000
Two games	\$30,000
Total cost to make app(geo location, interface, payment administration, etc.)	\$65,000
<b>Total:\$100,125</b>	

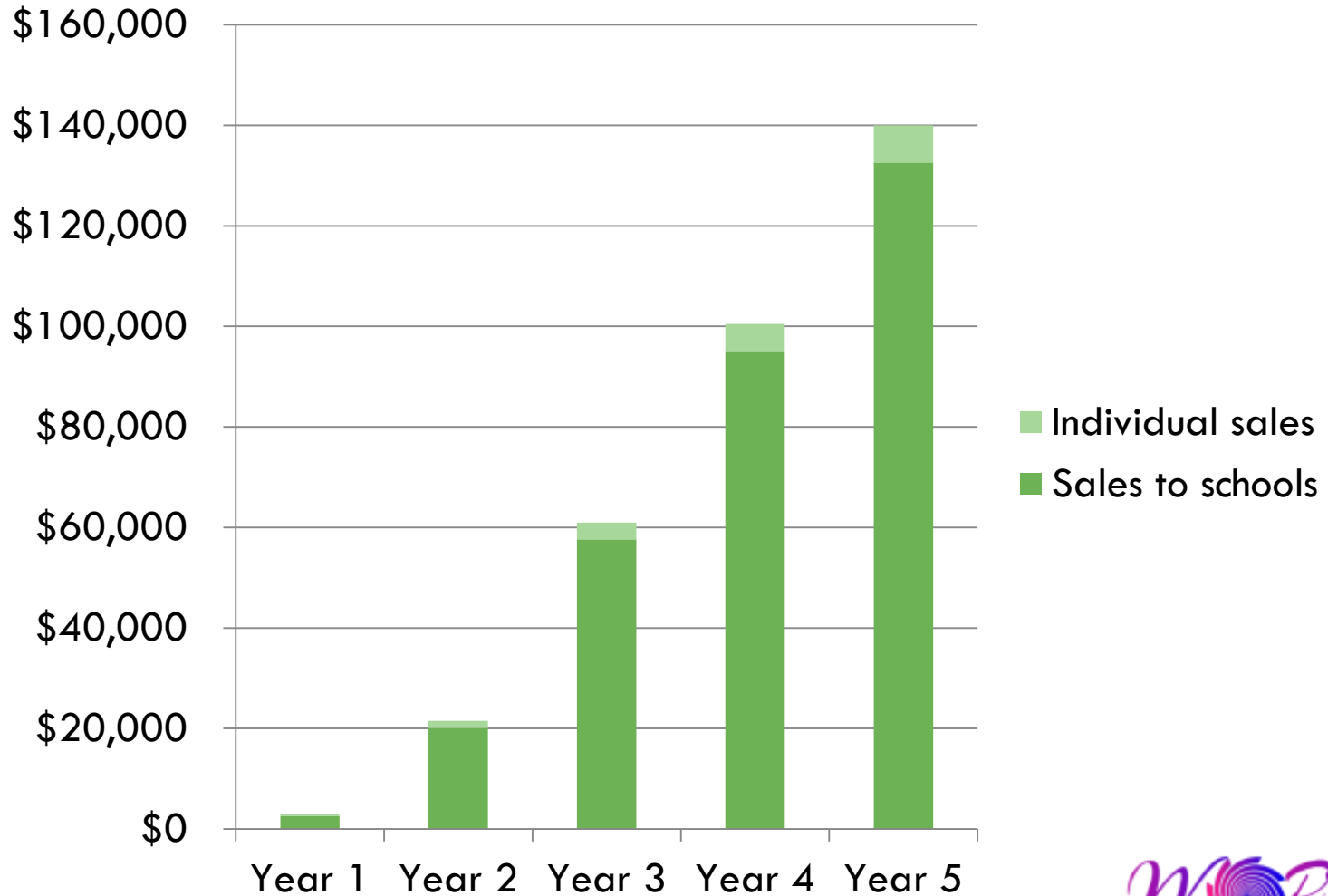
# Profit from Sales

Year	Target Market	Total downloads	Individual and School Sales	Total Sales Plus Years before	Total profits
1	Austin and neighboring districts	5,200	\$400/ \$2,600	\$3,000	\$2,100
2	Texas	35,000	\$1,500/ \$17,500	\$19,000/ \$22,000	\$15,400
3	OK, LA, AR, NM, KS	75,000	\$2000/ \$37,500	\$39,500/ \$61,500	\$43,050
4	5 more states	75,000	\$2000/ \$37,500	\$57,500/ \$101,000	\$70,700
5	5 more states	75,000	\$2000/ \$37,500	\$75,500/ \$140,500	\$98,350
<b>Total : \$229,600</b>					



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# Profit from Sales





# Profit from Ads

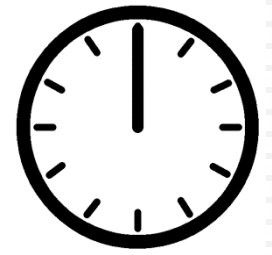
Year	Area	Total Profits
1	Austin and neighboring districts	\$3,584
2	All of Texas	\$15,532
3	OK, LA, AR, NM, KS	\$45,400
4	5 more states	\$90,204
5	5 more states	\$135,006
<b>Total Profit of 5 years: \$289,725</b>		

# Marketing Costs

Year	Percentage of App Development Cost	Cost
1	10%	\$10,000
2	20%	\$20,000
3	30%	\$30,000
4	40%	\$40,000
5	50%	\$50,000
<b>Total:\$150,000</b>		

# Final Calculations of 5 years

Total profits of Sales	\$229,600
Total profits from Ads	\$289,725
Cost of App	\$100,125
Cost Marketing	\$150,000
<b>Total:</b>	<b>\$269,200</b>



Q & A

