

SDN jam final presentation

My Boxy: My story (Sid 1:10)

We would like people to think about what boxes go through.

Concept and value proposition (Millicent :30)

- We offer a service called Boxy, which includes a suite of 3 digital products that helps reduce cardboard waste.
- One is for creative use of cardboard, one is minimizing use of cardboard, and the one we will focus on most today supports recycling of cardboard.
- The service reduces cardboard in landfill, and reduces waste handling costs for NYC
- During field research we learned there are existing informal networks around the community for already holding large batches of good quality used cardboard boxes, people just need to know where they are located

Role play: How the service will be used (Sid and Millicent :45)

Prototype: How the product works (Simon 2:30)