

Take a pic, clean your street. Be a hero.

Urban Clean Heroes



Problem

“NYC is the second dirtiest city in the world”

TimeOut 7/11/2022



AI Generated “urban clean heroes”



Problem

“NYC is the second dirtiest city in the world”

TimeOut 7/11/2022

“NYC polled as one of the dirtiest cities on the planet”

New York Post 7/14/2022



AI Generated “urban clean heroes”



Problem

“NYC is the second dirtiest city in the world”

TimeOut 7/11/2022

“NYC polled as one of the dirtiest cities on the planet”

New York Post 7/14/2022



Mohy

@_mohyahmed

Follow



NYC street cleaning the biggest scam out there

Streets be dirty and there are never any sanitation trucks out , even though there's street cleanin everyday



9:43 AM · Jun 27, 2023 · 219 Views



AI Generated “urban clean heroes”



Problem

“NYC is the second dirtiest city in the world”

TimeOut 7/11/2022

“NYC polled as one of the dirtiest cities on the planet”

New York Post 7/14/2022

“The city that never sleeps is also the city that never cleans up its act”

Roosevelt Island 1/28/2023



Mohy

@_mohyahmed

Follow



NYC street cleaning the biggest scam out there

Streets be dirty and there are never any sanitation trucks out , even though there's street cleanin everyday

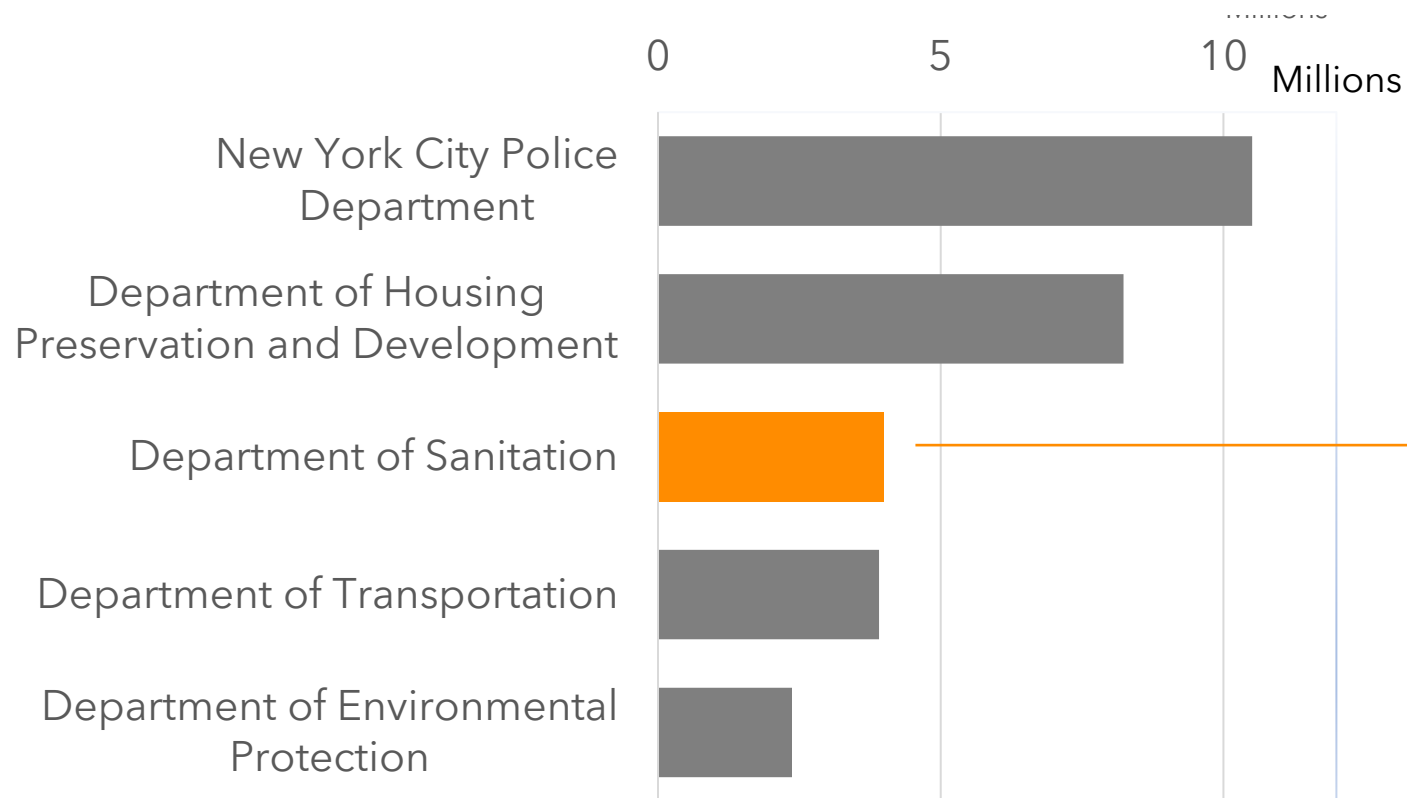


9:43 AM · Jun 27, 2023 · 219 Views



Problem

NYC 311 Call Count since 1/1/2010



Garbage related
311 service requests
since 2010

3,984,000

/ 34,880,000

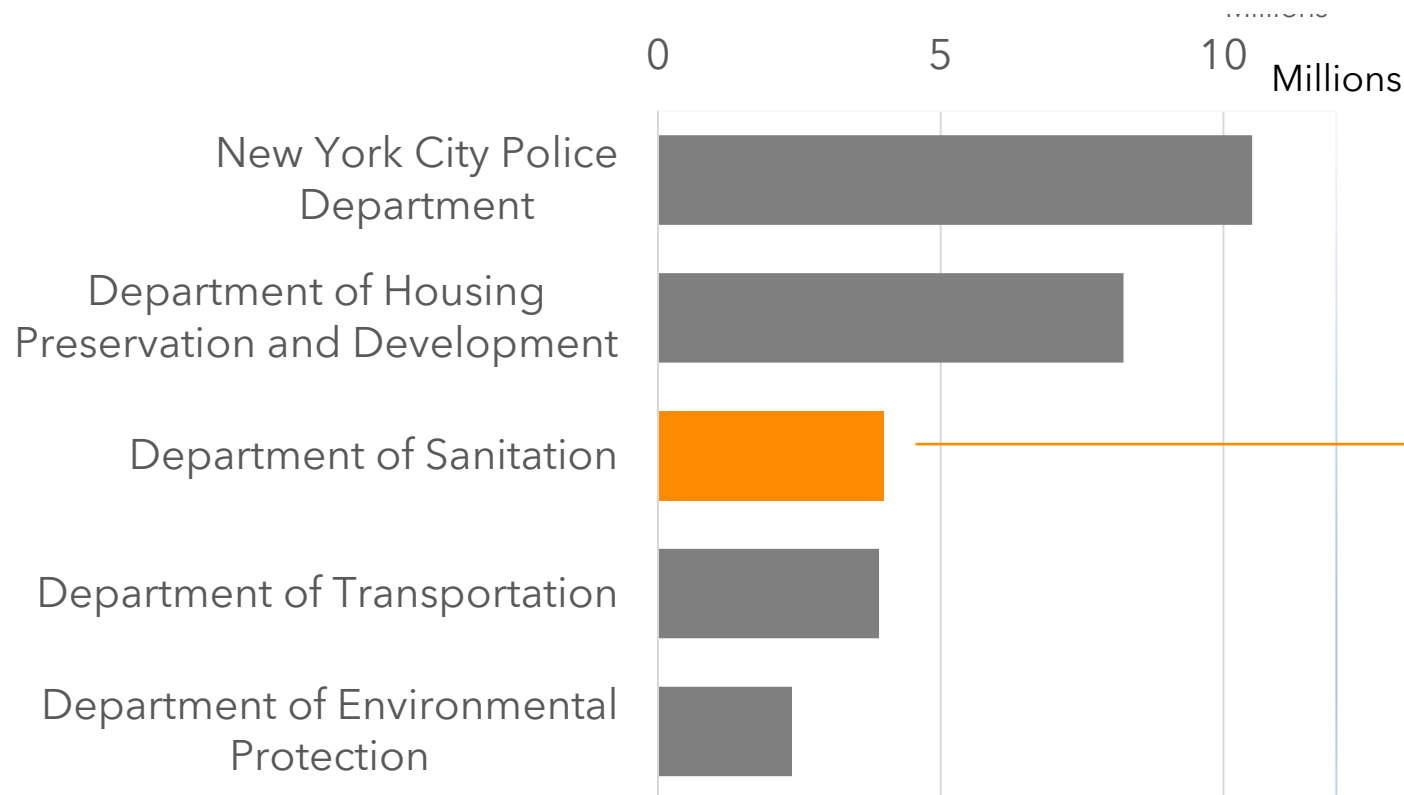
= **11% of all calls**

n = 34879877 as of 11/29/2023



Problem

NYC 311 Call Count since 1/1/2010



Garbage related
311 service requests
since 2010

3,984,000

/ 34,880,000

= **11% of all calls**

And,

1,170,000

= **33%**

calls were made in the
last 3 years

n = 34879877 as of 11/29/2023



Problem

- Local sanitation agencies face challenges in identifying garbage hotspots due to inefficient methods and limited manpower. Our survey (n = 134) shows **91%** of New York City respondents believing that garbage in New York City is not being handled the best way possible.
- Another survey data from 339 NYC neighborhoods underscores the pressing need for a faster, more convenient method to report garbage. Residents express frustration with the current lack of swift reporting options.



Problem

- Local sanitation agencies face challenges in identifying garbage hotspots due to inefficient methods and limited manpower. Our survey (n = 134) shows **91%** of New York City respondents believing that garbage in New York City is not being handled the best way possible.
- Another survey data from 339 NYC neighborhoods underscores the pressing need for a faster, more convenient method to report garbage. Residents express frustration with the current lack of swift reporting options.

88% of Neighborhoods Need Clean Up!



Solution



*We are
Introducing...*

Solution



***We are
Introducing...***

***Garbage
Reporting App***

Solution

*We are
Introducing...*

*Garbage
Reporting App*

“Urban Clean Heroes”



Solution

- Effortless garbage geolocation through user-captured photos
- Revolutionizing reporting at speed and efficiency.

Interactive Map



Solution

- Effortless garbage geolocation through user-captured photos
- Revolutionizing reporting at speed and efficiency.

Interactive Map

Urban Clean Heroes

Actionable Data



Solution

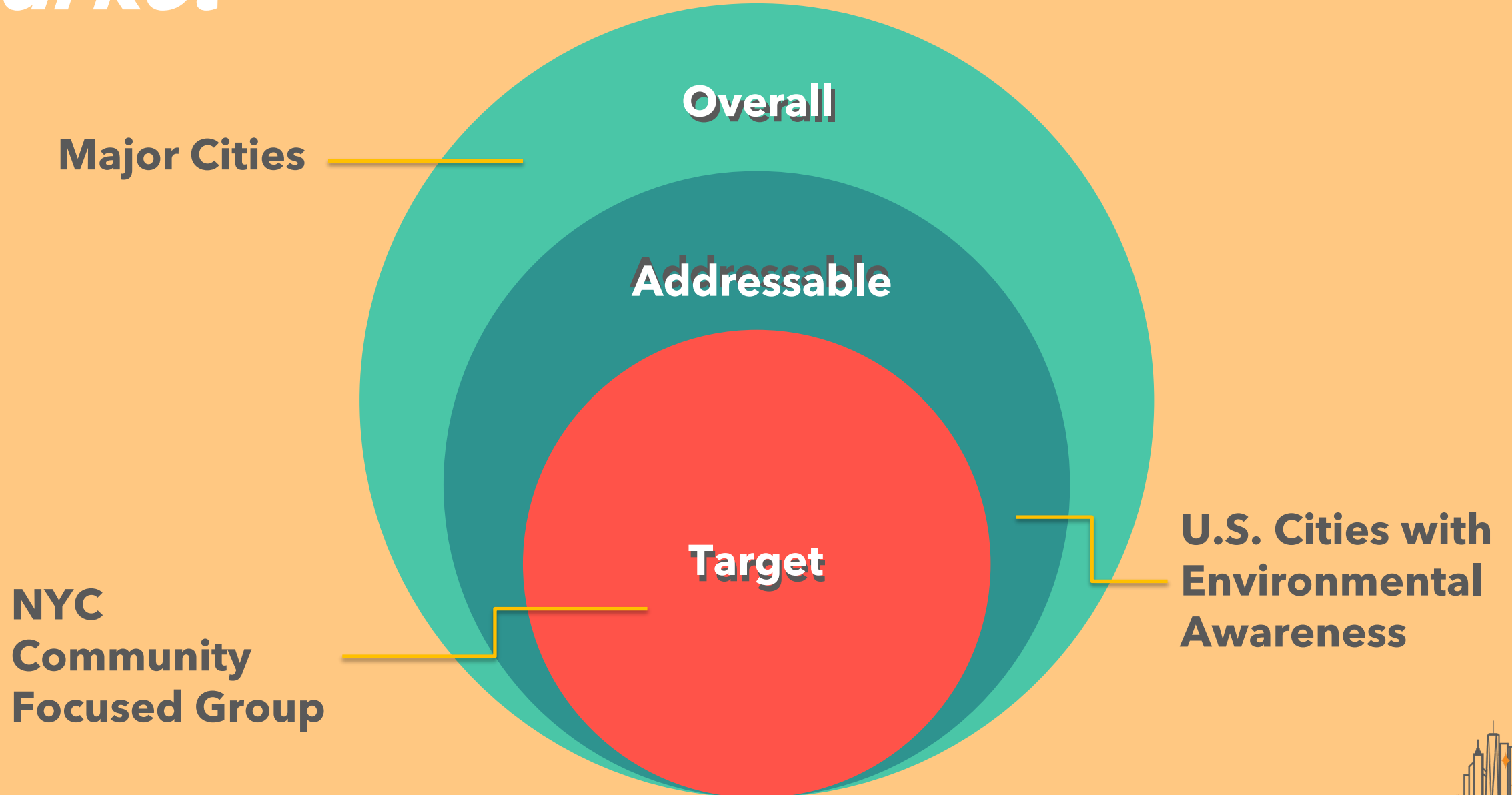
- Effortless garbage geolocation through user-captured photos
- Revolutionizing reporting at speed and efficiency.



**Government Agencies
Our Partner Vendors**



Market



Market

- Commencing with pilot testing in select **NYC neighborhoods**, empowering users to report garbage in their communities proactively.
- The future roadmap includes scaling across all of NYC post-validation, with an overarching vision for **global expansion to every major city**, tapping into vast market potential.



Competition



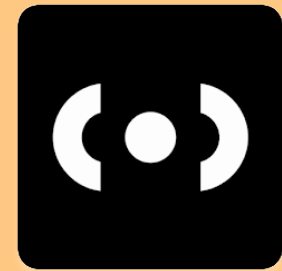
VS.








Competition



vs.



Competition

Feature	Urban Clean Heroes 	 Nextdoor	 SeeClickFix	 TrashOut	 Citizen
Unique Selling Point	Community Engagement, Reward System	Neighborhood Networking	Non-Emergency Reporting	Global Waste Mapping	Safety Awareness
Reporting Functionality	✓	✓	✗	✓	✓
Community Engagement	✓	✓	✓	✓	✓
Real-time Reporting	✓	✗	✓	✓	✓
Collaboration with Authorities	✓	✗	✓	✗	✗



Business Model



Freemium Model

Traction
Additional benefit for users and raise option to premium.

Revenue Streams

Premium Subscription
Exclusive features, rewards, ad-free experience

Market Expansion

NYC to Global
Developing scalable validation in other cities

Partnerships & Collaboration

Streamline garbage collection
Local communities and government agencies

Continuous Improvement

App features
Adjust with tech advancement and market trends

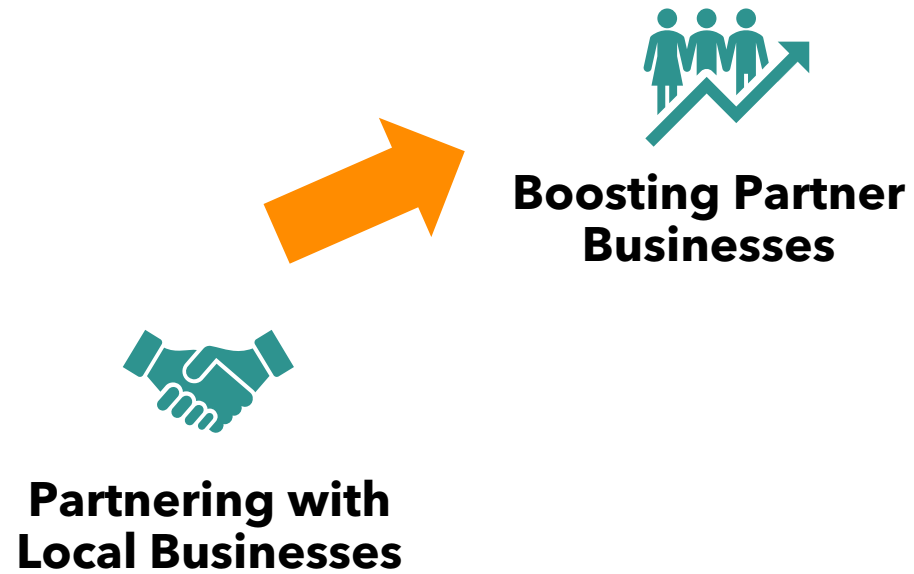
Community Engagement

Incentives
Encourage participation which results in community involvement for social good



Business Model

Our Exclusive Freemium Reward Ecosystem



Business Model

Our Exclusive Freemium Reward Ecosystem

**Partnering with
Local Businesses**



**Boosting Partner
Businesses**

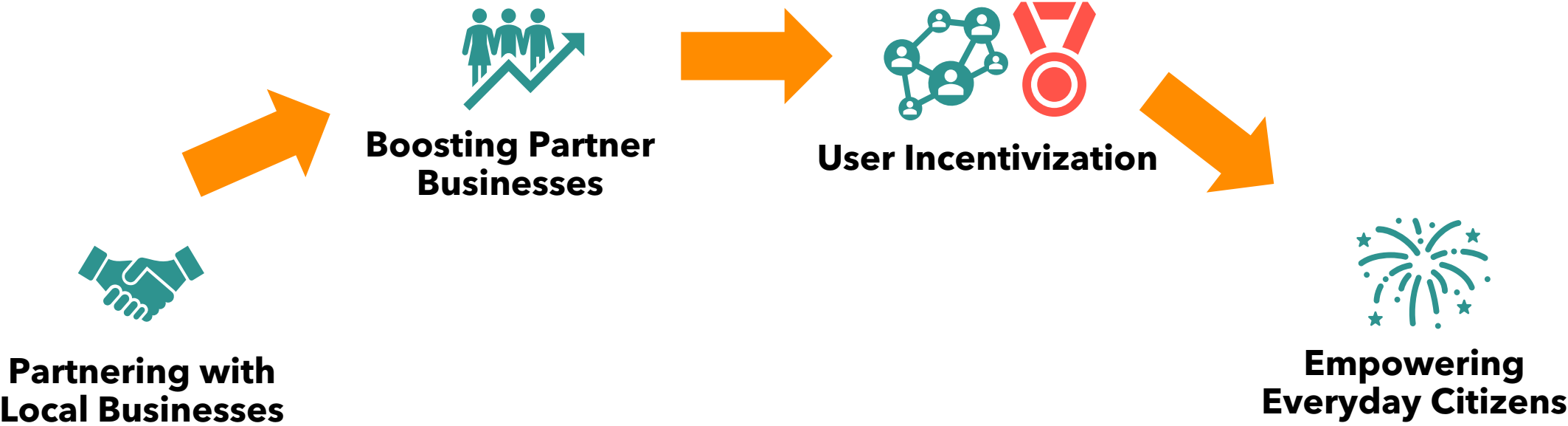


User Incentivization



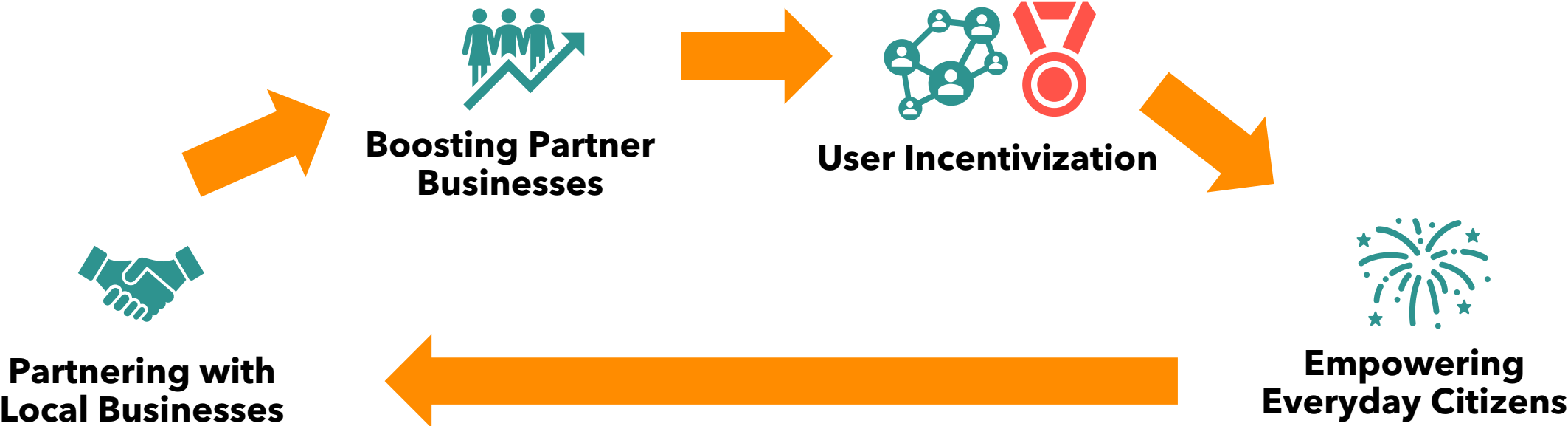
Business Model

Our Exclusive Freemium Reward Ecosystem



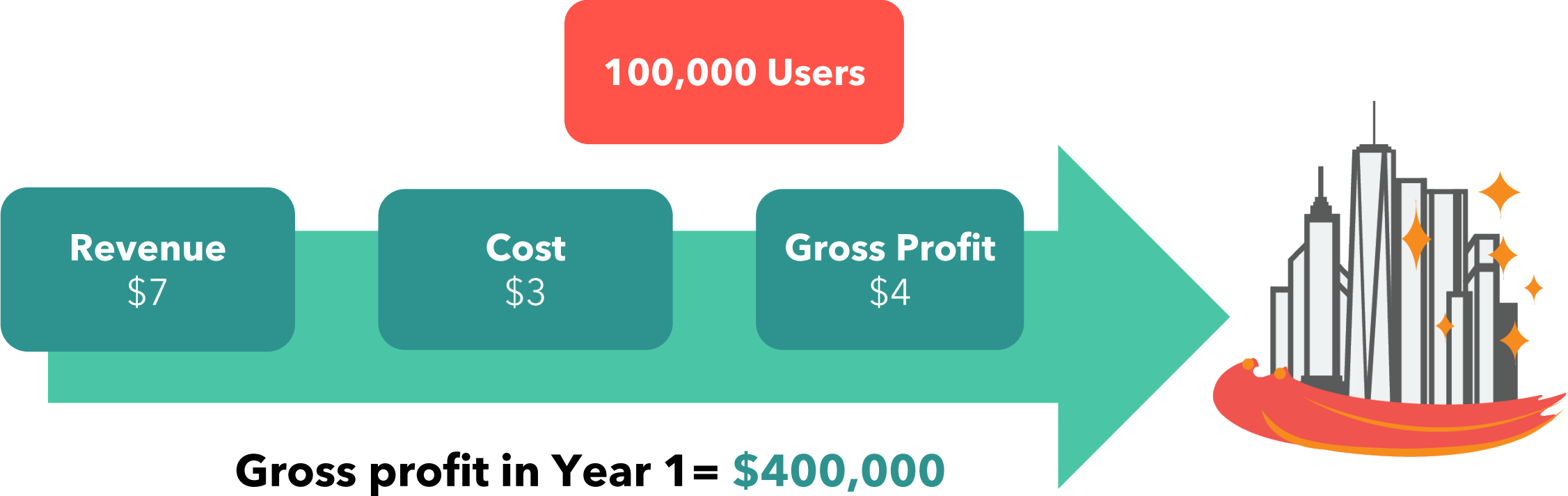
Business Model

Our Exclusive Freemium Reward Ecosystem



Business Model

Premium Subscriber Revenue Model



Go-To Market



Visit Us at:

<https://linktr.ee/urbancleanheroes>



Go-To Market

Problem Recognition



Go-To Market

Problem
Recognition

Actualization



Go-To Market

Problem
Recognition

Actualization

Orientation



Both the **local ads** and **online presense** makes it easier for users to actualize the issue for taking an action.



Go-To Market

Problem
Recognition

Actualization

Orientation

Action



Both the **local ads** and **online presence** makes it easier for users to actualize the issue for taking an action.

Use **Urban Clean Heroes** app for **reward**.



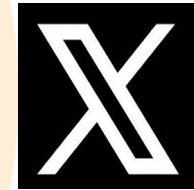
Go-To Market

Local Ads

Social Media

OUTFRONT/

Billboards  my city



Use of Funds



Use of Funds

- App Development
- Marketing & User Acquisition
- Operational Expenses
- Server Costs & Infrastructure
- Reserve



**Seeking
\$50,000
Investment**



Use of Funds

App Development (45%) - \$22,500

Covering development costs, hiring developers, and essential feature implementation.

Marketing and User Acquisition (30%) - \$15,000

Utilizing funds for digital marketing campaigns and user attraction strategies.

Operational Expenses (15%) - \$7,500

Covering software subscriptions, legal fees, and initial operational costs.

Server Costs and Infrastructure (10%) - \$5,000

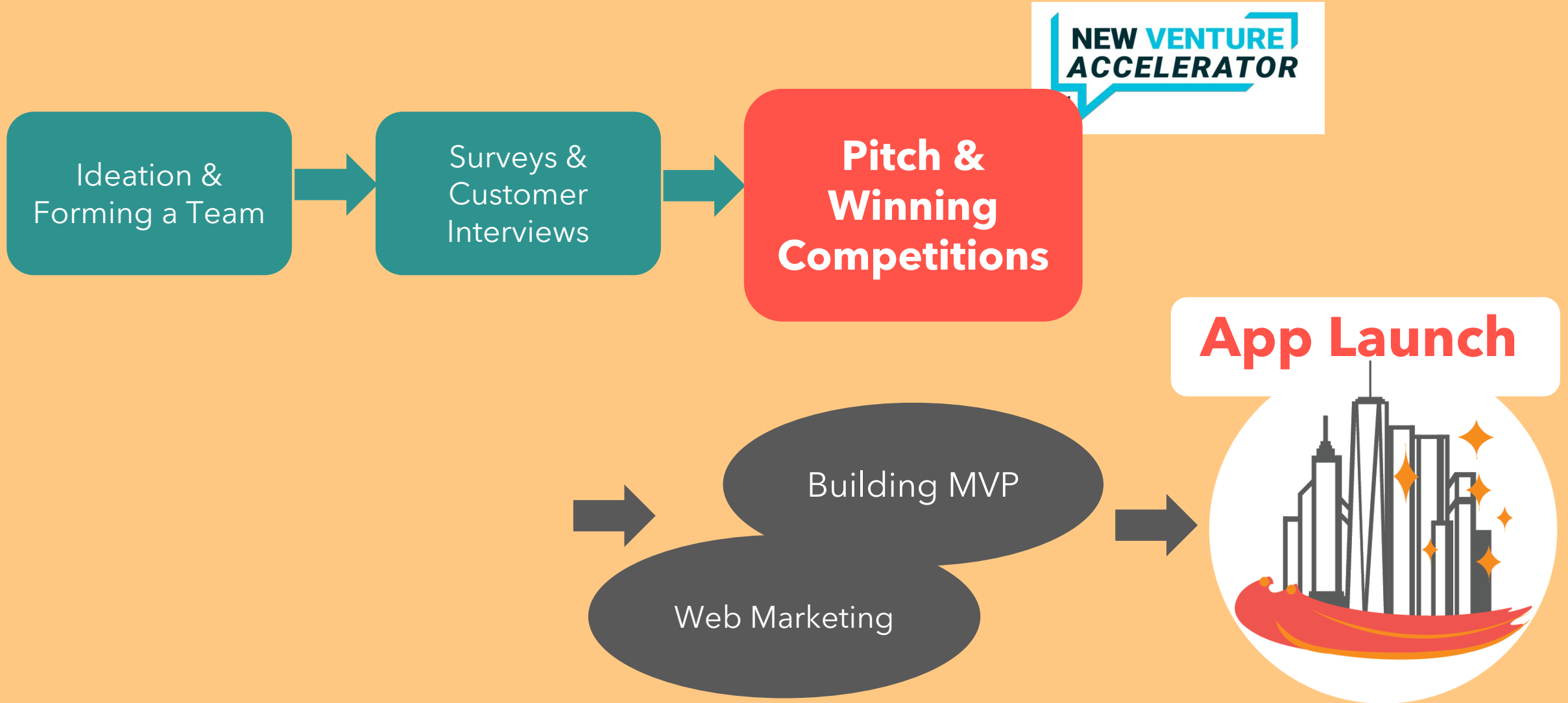
Allocating funds for hosting and maintaining app infrastructure.

Reserve (5%) - \$2,500

Keeping a contingency for unforeseen expenses or strategy adjustments.



Traction



Heroes

Darryl Brathwaite Jr.

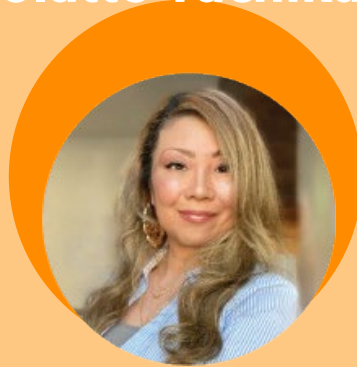


Founder/CEO

Founded cleaning start up in the past and is passionate for community development and maintenance.

Acquired B.A. Sociology and Accounting programs from CUNY Queens College.

Shokolatte Tachikawa



Cofounder/CDO

Alumni from 3 CUNY schools (Medgar (A.S./B.S.), Baruch (MBA), and Graduate Center (MS)) with experience in 3 years in nonprofit, 10+ years in financial institutions. Offers expertise in Data and Business Management.

Daniel An



Cofounder/CTO

Student at CCNY, working on B.A in Economics. Experienced in developing ideas and expanding creativity. 2 Years volunteering at FIRST, non-profit program teaching children in STEM and adults alike. Coding and hardware hobbyist.



Thank you



Take a pic, clean your street. Be a hero.

Appendix

- References
- Tech Stack
- Competitions
- Freemium Tiers
- Feedback & Data



Appendix

References

- TimeOut: <https://www.timeout.com/newyork/news/nyc-is-the-second-dirtiest-city-in-the-world-071122>
- New York Post: <https://nypost.com/2022/07/14/nyc-ranks-as-one-of-worlds-dirtiest-cities-poll/>
- Roosevelt Island, New York, Daily News: <https://rooseveltislanddaily.news/2023/01/28/real-new-york-city/>
- 311 Data: <https://data.cityofnewyork.us/Social-Services/311-Service-Requests-from-2010-to-Present/erm2-nwe9>



Appendix

Tech Stack

Technology Stack

- Flutter Framework: Powering our app's cross-platform capabilities, Flutter ensures consistent performance on both Android and iOS devices.
- Dart Language: Leveraging Dart within Flutter, we've crafted an agile, high-performance codebase that supports real-time reporting and geolocation services.
- Real-time Reporting: Our app harnesses cutting-edge technologies to enable instant reporting, ensuring swift communication of garbage locations.
- Geolocation Services: Integrated geolocation services accurately pinpoint garbage hotspots, enhancing user engagement and usability.
- Backend Infrastructure: Supported by a robust backend infrastructure, including PostgreSQL and Amazon Web Services (AWS) facilitating data storage and app functionality.

Key Technological Advantages

- Efficiency: Our tech stack ensures efficient operations, enabling faster reporting and streamlined user interactions.
- Scalability: Built with scalability in mind, our technology foundation is ready to accommodate future feature expansions and a growing user base.
- Native Performance: With Flutter's native compilation, our app achieves near-native performance across various devices, ensuring a superior user experience.

Future Technological Integration

- Upcoming Features: We're continually innovating, and planning future integrations and technological advancements to enhance functionality and user engagement.
- Adaptability: Our technology stack is designed for adaptability, allowing seamless incorporation of emerging trends and advancements on the horizon.



Appendix

Competition

Feature	Citizen	Nextdoor	SeeClickFix	TrashOut	Urban Clean Heroes
Reporting Functionality	Incidents, Emergencies	Local Events, Services	Non-Emergency Issues	Illegal Dumpsites	Garbage Reporting, Geolocation
Community Engagement	Public Safety, Awareness	Local Networking	Local Issue Sharing	Global Waste Mapping	Direct Community Involvement
Real-time Reporting	Yes	No (Primarily Messaging)	Yes	Yes	Yes
Collaboration with Authorities	Limited	Limited	Reports Shared with Authorities	Awareness Campaigns	Collaboration for Cleanup
Unique Selling Point	Safety Awareness	Neighborhood Networking	Non-Emergency Reporting	Global Waste Mapping	Geolocated Garbage Reporting, Community Engagement, Reward System



Appendix

Reward System

Tier	Free Tier	Premium Tier
1	\$5 gift card for local businesses	\$15 gift card at premium partners
2	\$10 in-app currency	\$20 in-app currency
3	Entry to community events	VIP access to exclusive events
4	Basic profile badges	Premium profile badges
5	\$10 gift card for local businesses	\$25 gift card at premium partners
6	\$15 in-app currency	\$25 in-app currency
7	Limited leaderboard access	Advanced leaderboard access
8	Early notification on new features	Early access to new features
9	Standard community recognition	Enhanced community recognition



Appendix

Survey Data

The Garbage App

Our startup is on a mission to empower individuals to take an active role in cleaning up and beautifying their communities. We're developing a user-friendly mobile app that allows you to easily report and address garbage hotspots in your neighborhood. What sets us apart is our focus on engagement and rewards. You'll be able to earn points, unlock badges, and even participate in challenges, all while making your community cleaner and more enjoyable. Join us in the journey to create cleaner, greener, and more connected neighborhoods.

<https://forms.gle/dfR1srWnYtexncW5A>

On a scale of 1 to 10, how likely are you to use an app that allows you to report and address garbage hotspots in your community? (1 = Not Likely, 10 = Extremely Likely)

= 82% (standardized score)



Appendix

Survey Data

The Garbage App

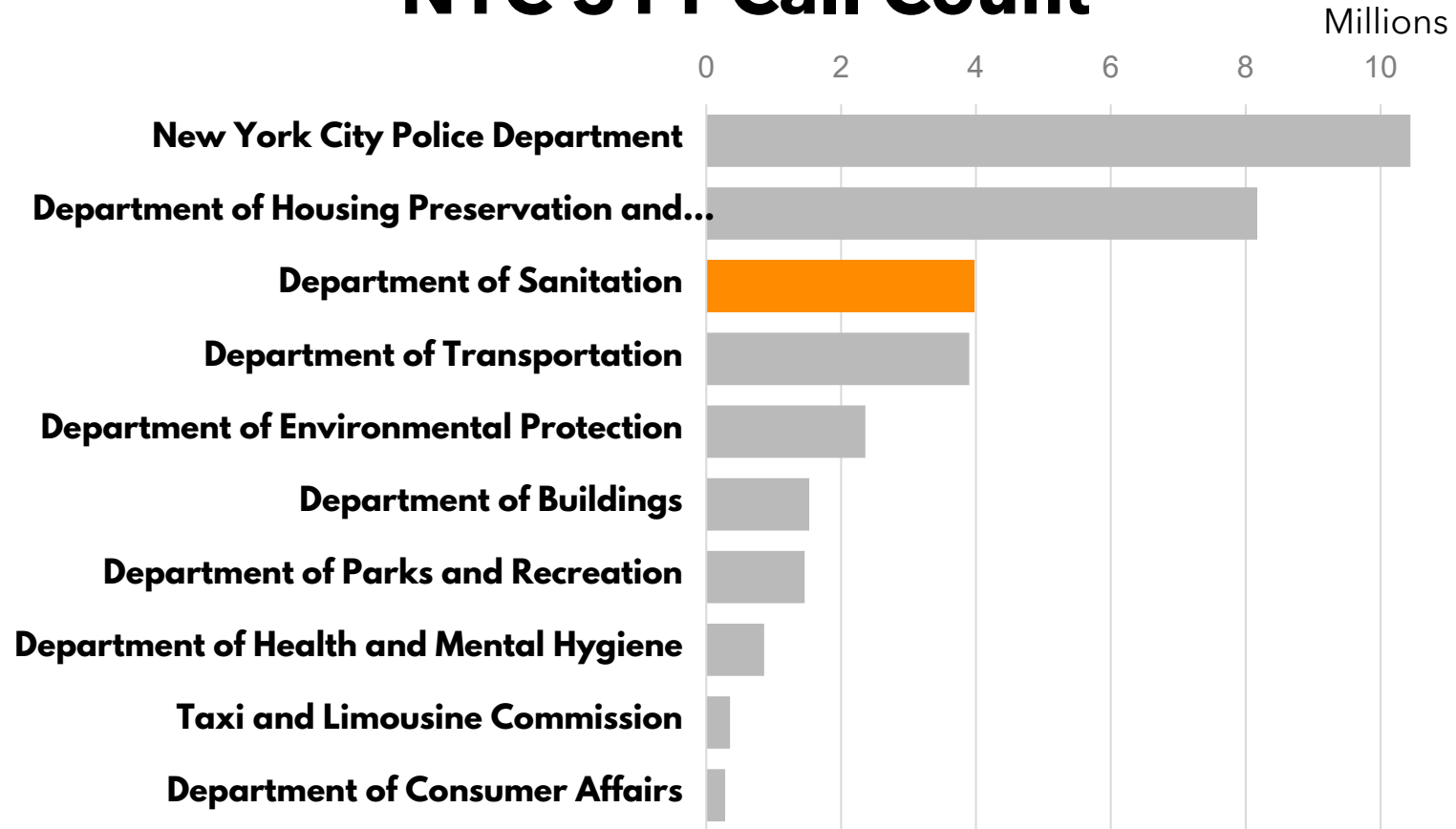
Our startup is on a mission to empower individuals to take an active role in cleaning up and beautifying their communities. We're developing a user-friendly mobile app that allows you to easily report and address garbage hotspots in your neighborhood. What sets us apart is our focus on engagement and rewards. You'll be able to earn points, unlock badges, and even participate in challenges, all while making your community cleaner and more enjoyable. Join us in the journey to create cleaner, greener, and more connected neighborhoods.

<https://forms.gle/dfR1srWnYtexncW5A>



Appendix

NYC 311 Call Count



NYC Service Request Data since 1/1/2010
n = 34702120 as of 11/12/2023

