



GAIA

Salvage the past. Build the future.

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Problems



Photo by Leo Arslan

Getting rid of broken electronics harms the planet

Selling old electronics at good prices is a convoluted process



Photo by Karolina Grabowska



Photo by Negative Space

Affordable and eco-friendly electronics are hard to find

Personalised devices are hard to find



Photo by Tracy Le Blanc



Donate or sell unwanted electronics easily at collection centres



Buy customisable and affordable devices built from recycled materials



Customers can schedule a pick-up for their unwanted devices, making the process easy and effortless.



Donors receive discounts on our products



Idea Description

What is it for?

- Quick and easy disposal of old electronics while minimising carbon footprint.
- Buying customisable electronics and accessories at low prices.

What does it do?

- People will drop off their electronics (or sell them) at authorised collection centres through quick visits.
- These electronics will be disassembled to create customised electronics for selling on our own platform. **Parts that are not patented will be used.**

Why would they use it? What is the need?

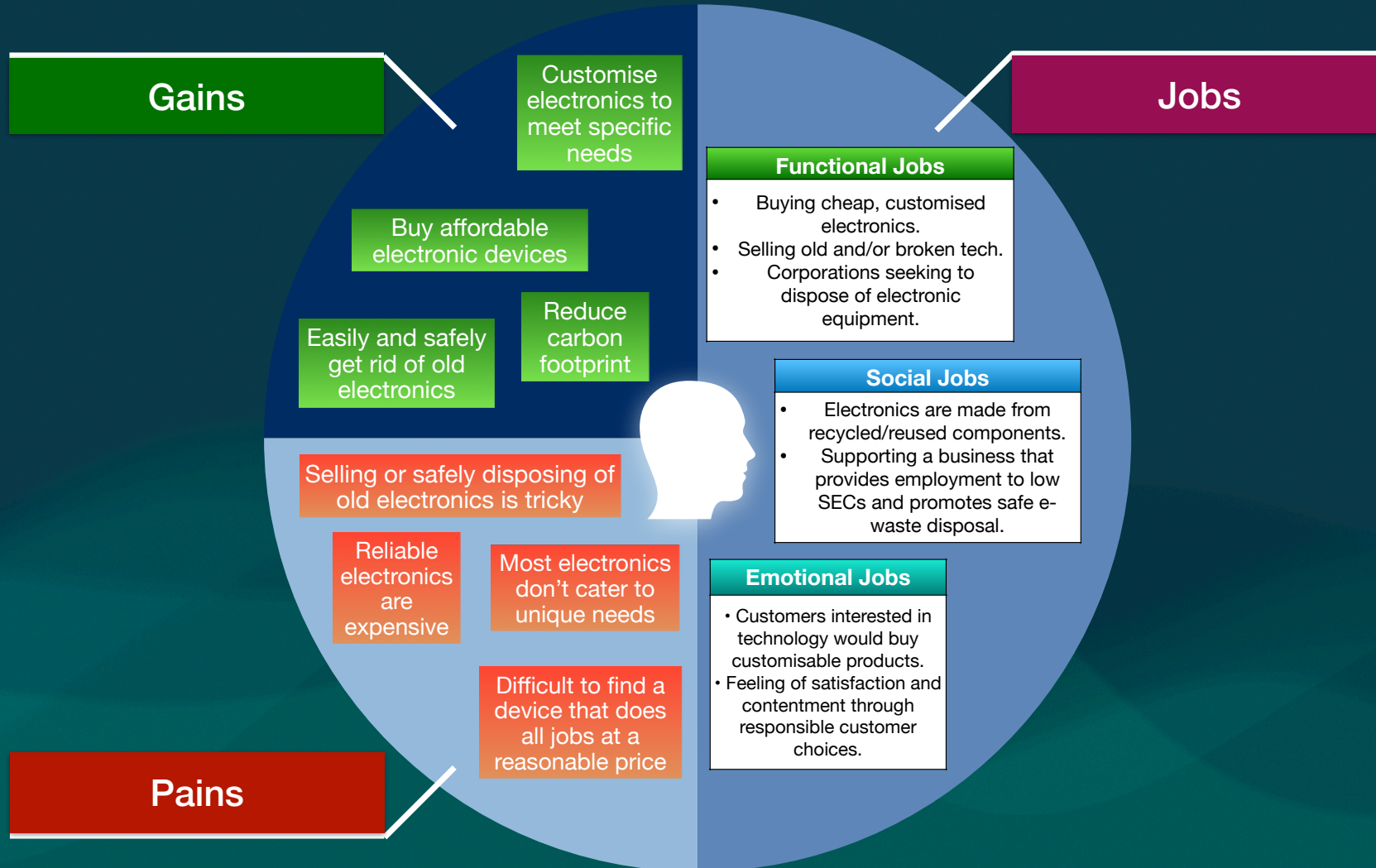
- Providing people with a convenient and environment-friendly solution for selling or getting rid of old, unwanted electronics without much hassle.
- Allowing people to buy electronics with customised specifications to minimise purchase price.

What are the root problems it addresses?

- Accumulation of e-waste.
- Limited accessibility to affordable electronics for low socioeconomic demographics.



Customer Profile



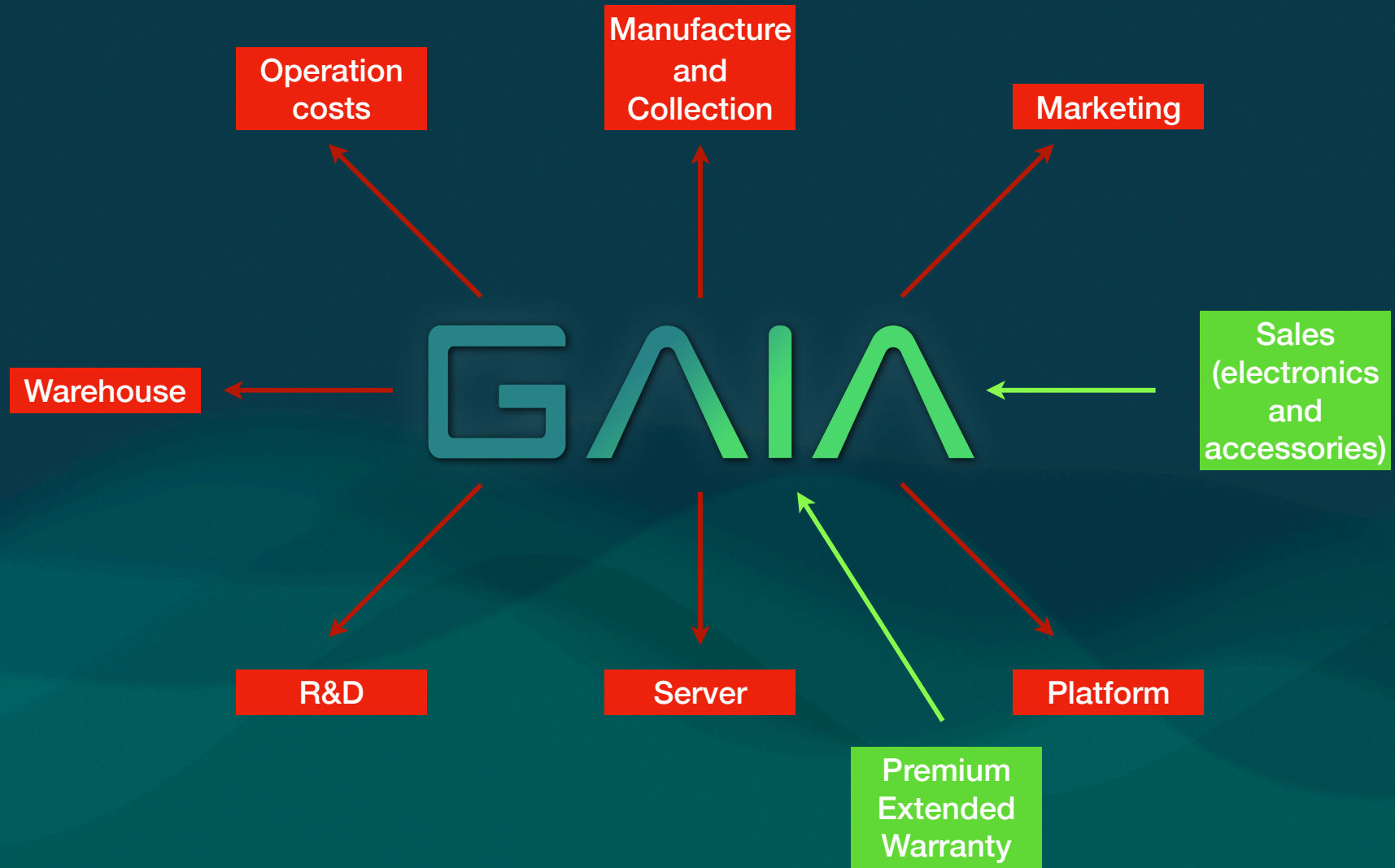


Value Proposition



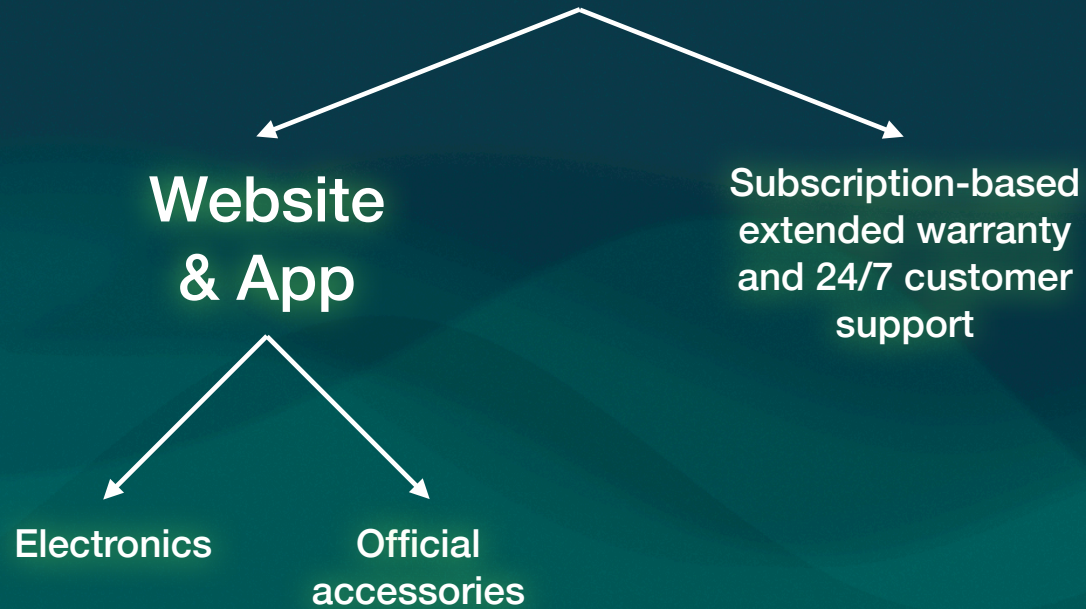
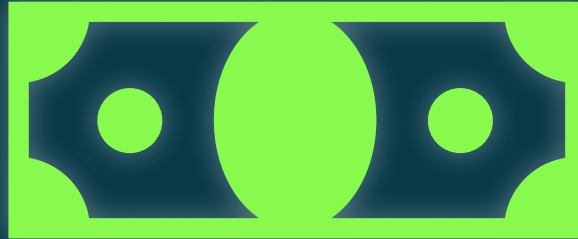


Business Model





Revenue Stream





Customer Channels



Communication

Advertisements and live customer support lines



Sales

Website sales (direct) and from third-party platforms (indirect)

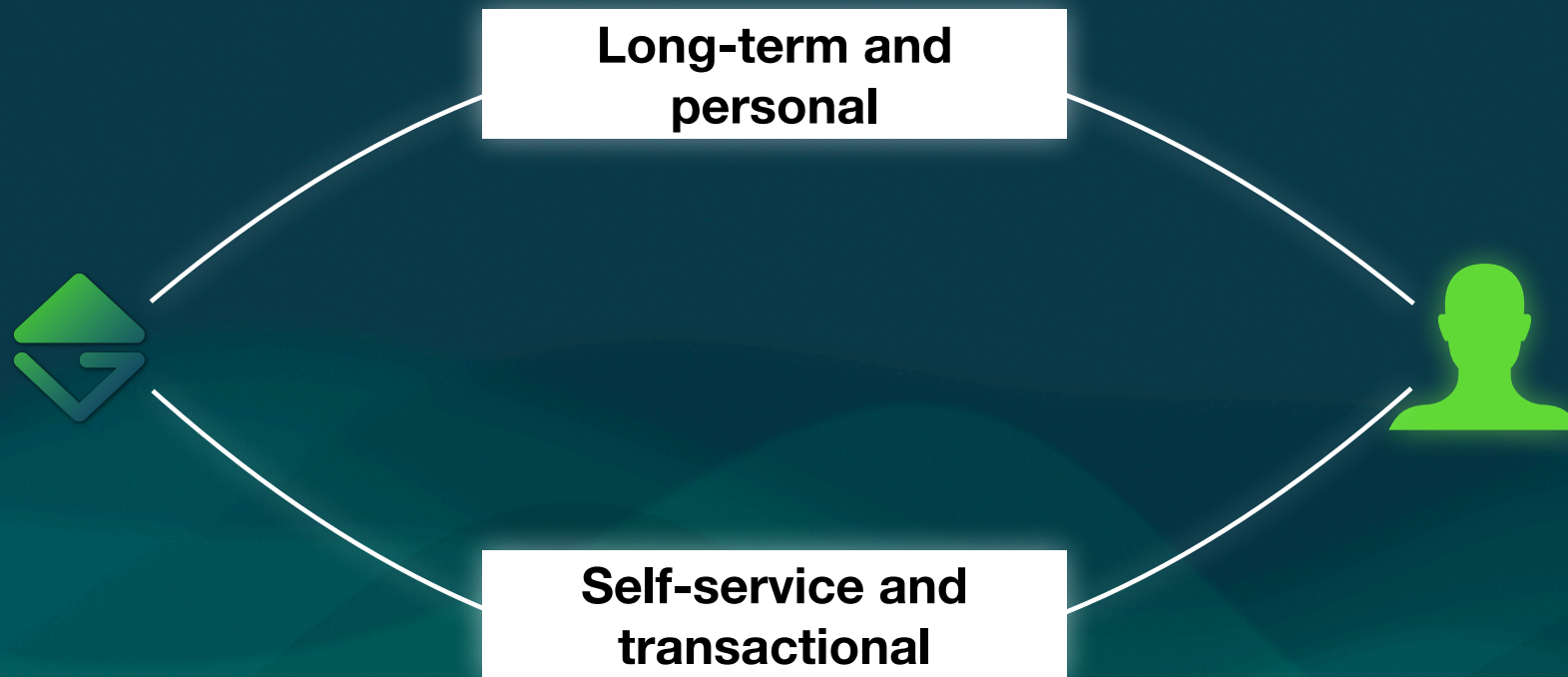


Delivery

Partner with logistics providers such as FedEx, and with platforms like Amazon for selling generic accessories



Customer Relationships



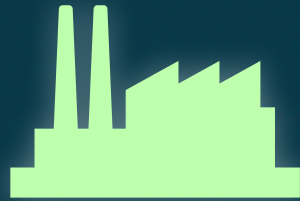


Key Activities



E-Waste Collection

Establish and manage collection centres for e-waste (donation and sales).



Production

Collected devices are then disassembled to harvest usable components.



Marketing

Promoting our online store and collection centres.



Operation

Running all company services, including delivery of products and extended warranty service.



R&D

Designing products to increase customisability and modularity



Key Resources



Physical Resources

Electronic equipment or any other materials collected, our collection centres, factories, and offices



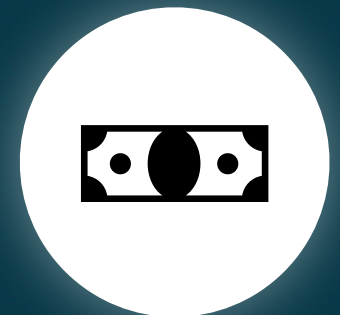
Intellectual Resources

Online platforms (website and app) and product designs



Human Resources

All employees and partners



Financial Resources

Shares, money from investors, and sales + subscription earnings



Key Partners



For cloud computing
services



For designing online
platforms



For logistics



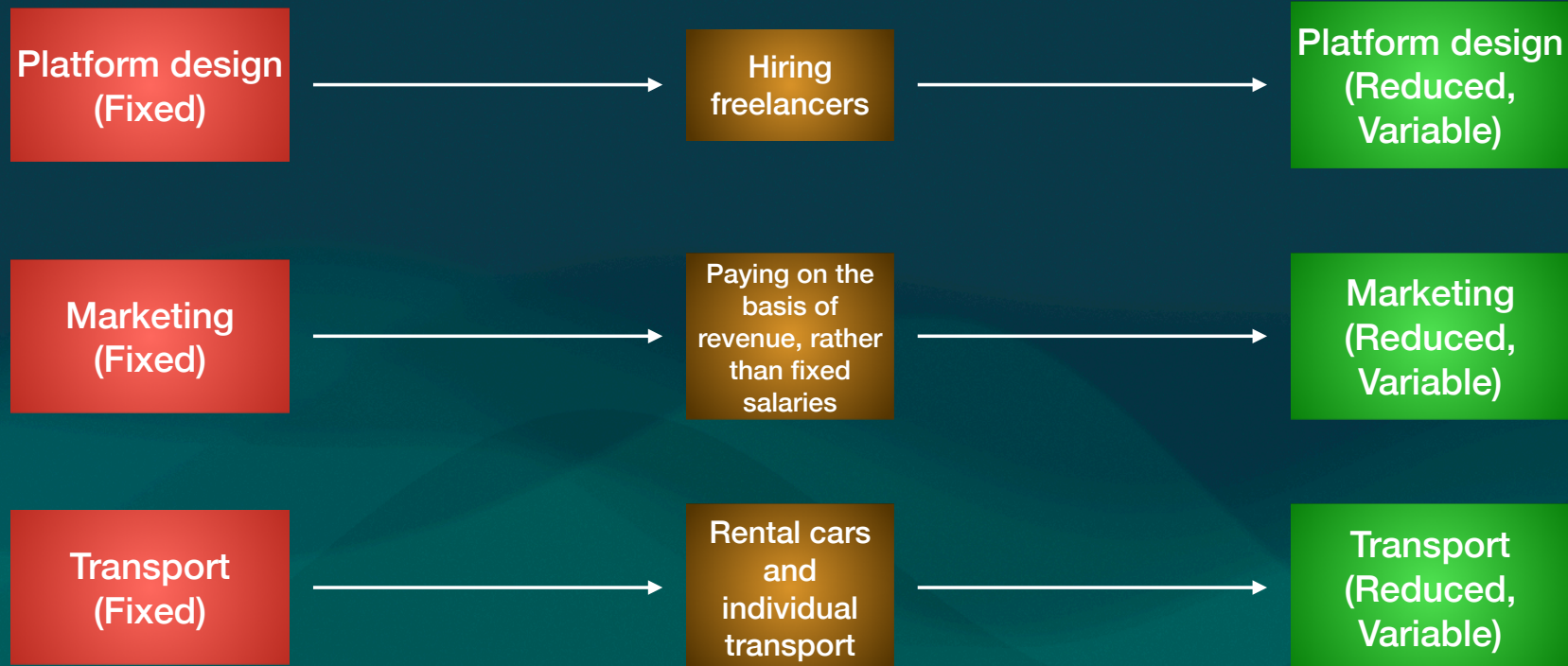
Fixed and Variable Costs

Fixed	Variable
Employee salaries	Production
Capital	Material costs
Lease costs	Labour (creative and legal)
Loan payments	Utilities
Insurance	Maintenance (workplaces and server)
Platform design (website and app)	Packaging costs
Marketing	Logistics
Transportation	



Reducing costs

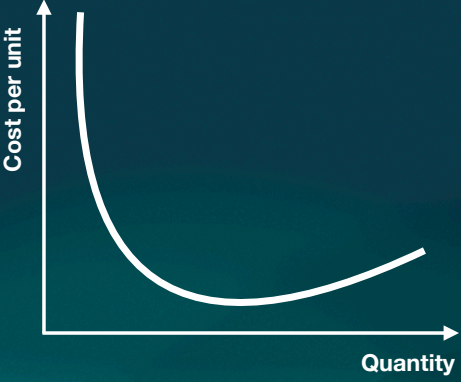
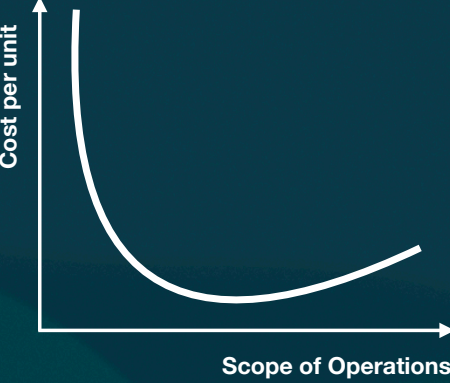
By converting fixed costs to variable costs





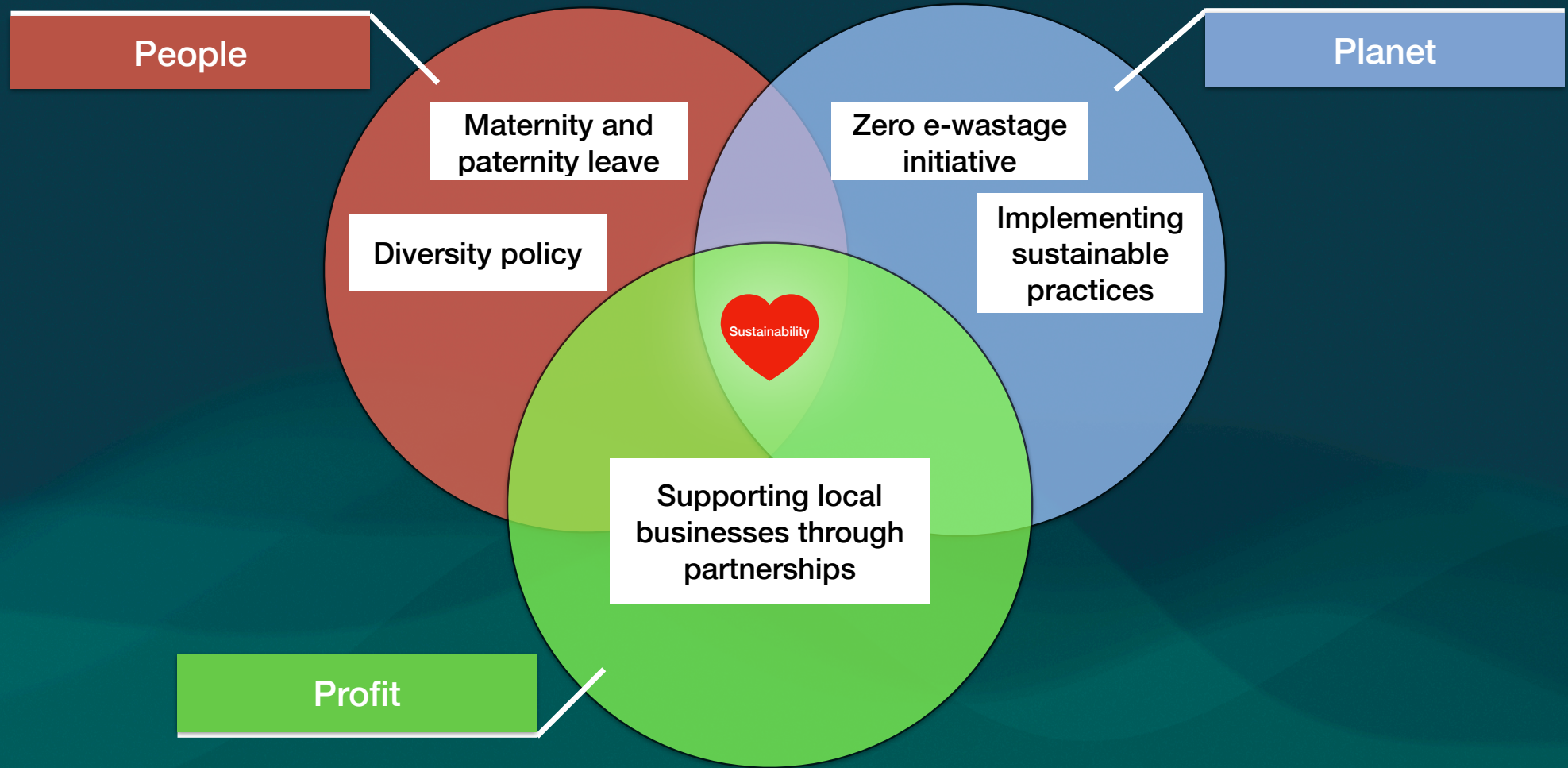
Reducing costs (CONT'D)

By implementing economies of scale and scope

Economies of Scale	Economies of Scope
 <p data-bbox="280 1177 1019 1220">Producing generic products on a large scale</p>	 <p data-bbox="1198 1177 1982 1260">Selling accessories and extended warranty in addition to electronics.</p>



People, Planet, and Profit





Corporate Social Responsibility Policy

Market

Consistent supply of quality services to customers



Goals

Supporting different philanthropic endeavours



Resources

Minimal wastage of resources and conscious business decisions



Ethics

Transparency of business, and diversity of workforce



Long-term

Major reduction in e-waste in the long run



Sustainability

Optimise monetary gain with social responsibility in mind



Sincerity

Support for employees and quality service to customers



Responsibility

Care for our workforce and customers



Disruption and Differentiation

Competitors



Apple Inc.

SAMSUNG



Newegg

How We Are Different

Our products are all made from old electronics, and are more customisable (with AI assistance)

We prioritise affordability and recyclability over all else

Our products are unique and customised

One-of-a-kind

Gaia disrupts the existing tech landscape with its unique set of goals.





Business Model Canvas

Key Partners

- Amazon Web Services
- DesignRush
- FedEx

Key Activities

- Collection of parts
- Production of devices
- Marketing
- Operation
- R&D

Key Resources

- Salvaged parts
- Employees
- Website and app
- Shares, capital and sales earnings

Value Propositions

- Customisable electronics and accessories
- Premium extended warranty
- Collection centres

Customer Relationships

- Long-term
- Personal
- Self-service
- Transactional

Channels

- Communication
- Sales
- Delivery

Customer Segments

- Environmentally-conscious people
- Middle to Low SECs
- Tech-enthusiasts

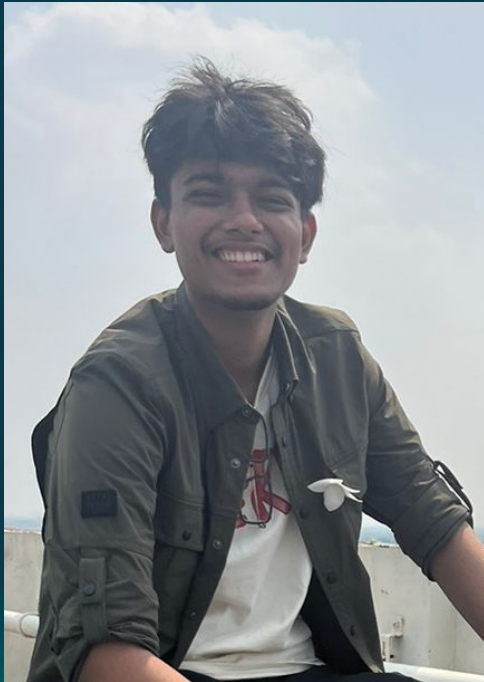
Cost Structure

- Marketing costs
- Operation costs
- Capital costs
- Maintenance and R&D costs

Revenue Streams

- Product sales
- Subscription-based extended warranty

The GAIA Team



Abhishek Chakraborty

AS level student at Bridge International School. He has an interest in cooking and reading.

Anmol Gupta

11th grader at Dubai International Academy. Loves playing and watching sports, and Virat Kohli.

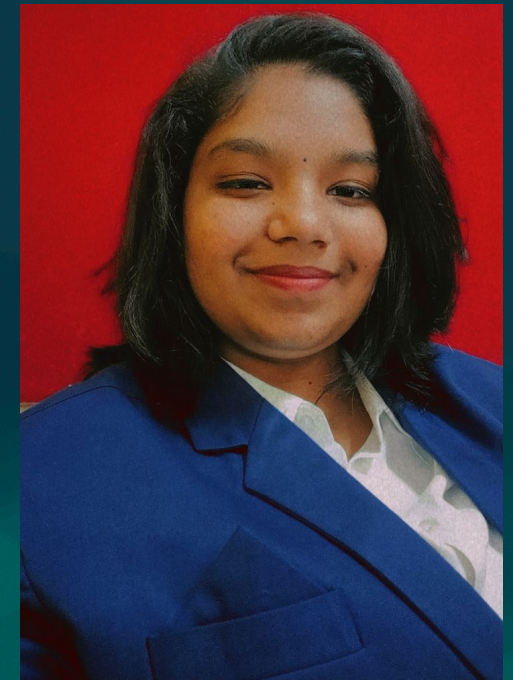


Debjyoti Sikdar

AS level student at GEMS Akademia Global School. Loves literature, cooking, and gardening.

Vanishka Prasanna

11th grader at Suchitra Academy International School. Loves to cook, travel, and walk around in nature.





Thank you for your time!