

Compal

“ Compost loves soil, and soil loves you “

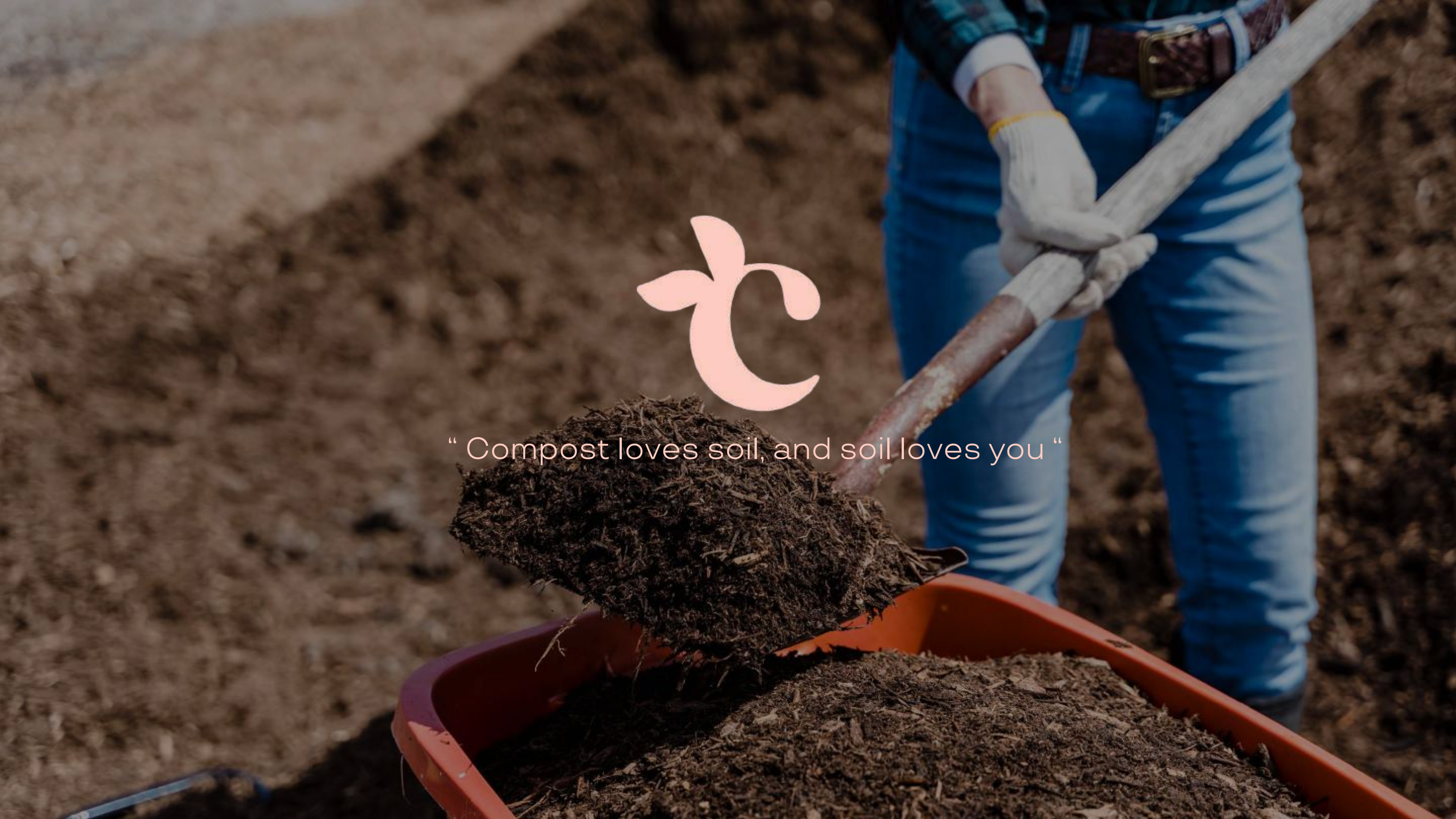
What is Compal

Compal is a waste management and composting initiative that focuses on addressing the global environmental challenge of **improper organic waste disposal**. The name "Compal" is derived from the combination of "compost" (Com) and "pal," suggesting a friendly and collaborative approach to waste management.

Compal takes charge of collecting organic waste from its members' homes. This waste is then transformed into compost, providing many benefits for the environment, but mainly as a sustainable alternative to chemical fertilizers. The resulting compost is sold to local farmers, enriching their soil with essential nutrients, fostering healthier agricultural practices, and promoting environmental sustainability. At the same time it gives members a fun and rewarding experience.



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The Brand

At **Compal**, we're not just about waste management; we're a community committed to creating a sustainable, circular world.

Discover the excitement of sustainability with our fun and engaging experience. Earn points for every kilogram of waste you contribute, unlocking not just rewards but a connection to the entire cycle. Dive into our educational and awareness content, where learning about waste becomes entertaining.

Compal wants to target the environmental issue in an engaging, interactive, and conscientious manner, demonstrating to our members and the world that preserving the planet can be both enjoyable and rewarding. Our circular rewarding system underscores this commitment. We recognize the vital role of farmers in our ecosystem. This is why Comapal will be partnering with local farmers, who not only support sustainable agriculture but also fosters community resilience and economic vitality.



Goals

1

Global Impact

Recognizing the global scale of the issue, **Compal** addresses challenges associated with food waste, lack of awareness, and inefficient waste disposal methods on an international level.

3

Organic Waste Diversion

Compal aims to divert organic waste from landfills, mitigating the production of methane –a potent greenhouse gas contributing to global warming and climate change.

2

Composting for Sustainability

The initiative promotes composting as a sustainable solution, emphasizing its role in enriching soil health, reducing reliance on chemical fertilizers, and fostering a closed-loop system.

4

Individual Engagement

Compal seeks to inspire individual action by raising awareness and educating society about responsible waste management practices, encouraging a sense of responsibility among community members.

5

Economic and Environmental Sustainability

Compal addresses the economic and environmental burdens of traditional waste disposal methods, emphasizing the need for scalable and replicable solutions in the face of escalating global disposable waste.

Goals



Value Proposition

At Compal, we're not just about waste management; we're a **community committed to creating a sustainable, circular world.**



Discover the excitement of sustainability with our fun and engaging experience. Earn points (called compoints) for every kilogram of waste you contribute, unlocking not just rewards but a connection to the entire cycle. Dive into our educational and awareness content, where learning about waste becomes entertaining.

Compal sees the value in waste—turning it into nutrient-rich compost that benefits local farms. It's more than just a transaction; it's a circular relationship where your efforts to help the planet come full circle. Join us in making sustainability thrilling, educational, and rewarding, as we redefine waste as a valuable resource and celebrate the joy of giving back to the environment.

Vision

Compal sees a world where waste becomes an opportunity, not a burden. We lead in establishing circular economies by **converting organic waste into nutrient-rich compost**. Our vision involves members actively participating in this transformation. Through partnerships with local farmers and environmental education, we inspire global communities to adopt responsible waste management practices and embrace circularity.

Mission

At Compal, we revolutionize waste management, turning organic waste into valuable compost to foster a sustainable future. **Through education, we raise awareness about the importance of simple actions and soil health.** By supporting farmers and promoting greener production, we contribute to a sustainable agricultural landscape. Our mission **empowers individuals to embrace sustainability, making it accessible and enjoyable while enriching our world.**

Brand Values

Opportunity

At Compal, we transform waste into opportunity, empowering farmers, fostering sustainable habits, and creating a world where every contribution matters.

Holistic well-being

We champion holistic well-being, nurturing the Earth, soil, members, and collaborating farmers through sustainable practices and enriching experiences.

Purpose driven

Our commitment to a mission beyond profit, addressing waste issues and supporting farmers while fostering a conscious society through education, aiming for a sustainable and impactful future.

Users



Eco-Conscious Enthusiast

- Participating in recycling programs and initiatives.
- Supporting businesses that prioritize sustainability and ethical practices.

How the membership can appeal:

- Access to educational materials and resources on composting and waste management.
- Opportunity to participate towards a sustainable world.



Busy Urban Worker

- Convenience and time-saving solutions for daily tasks.
- Health and wellness practices to balance work and personal life.

How the membership can appeal:

- Access to user-friendly tools and mobile applications for waste management and composting.
- Time-saving solutions and automated reminders for waste collection and compost maintenance.



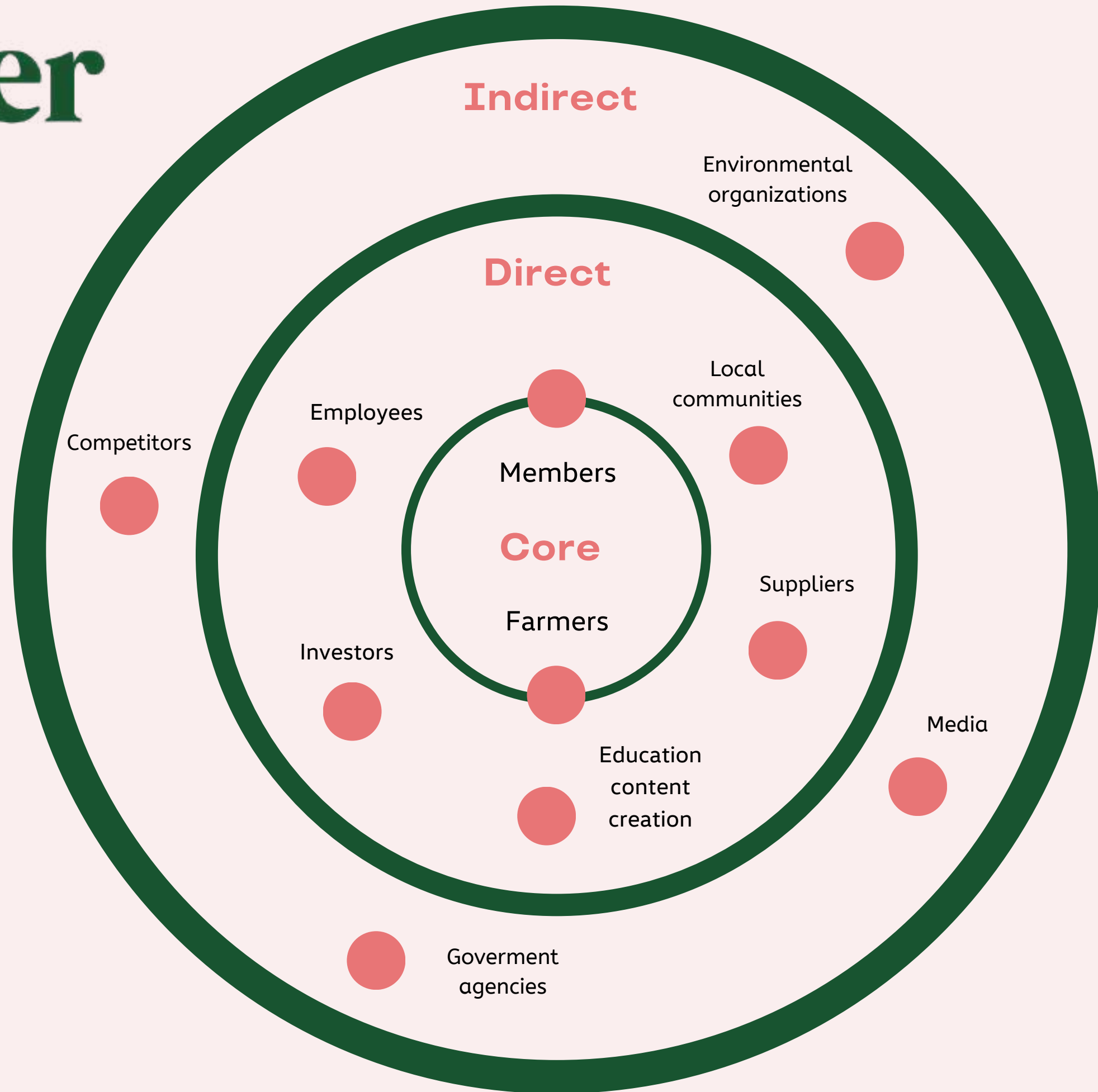
Enthusiastic farmer

- Implements crop rotation and other regenerative agricultural practices.
- Prioritizes soil health and fertility to produce high-quality, nutrient-rich crops.

How the membership can appeal:

- Access to high-quality compost made from organic waste collected through your initiative.
- Educational resources and support for implementing composting practices on the farm.

Stakeholder Map



Compost Benefits

Soil Health and Plant Growth

Greenhouse Gas Reduction

Water Retention

Cost Savings

Erosion Control

Carbon Sequestration

and much more...

How does it work?

1

Membership

Customers sign up for membership to access composting services and benefits.

2

Education

Members receive educational materials on composting and waste management.

3

Divide your trash

Members separate organic waste from other trash for composting.

4

Be ready for “Completion day”

Members prepare their compostable waste for scheduled collection days.

5

Accumulate points

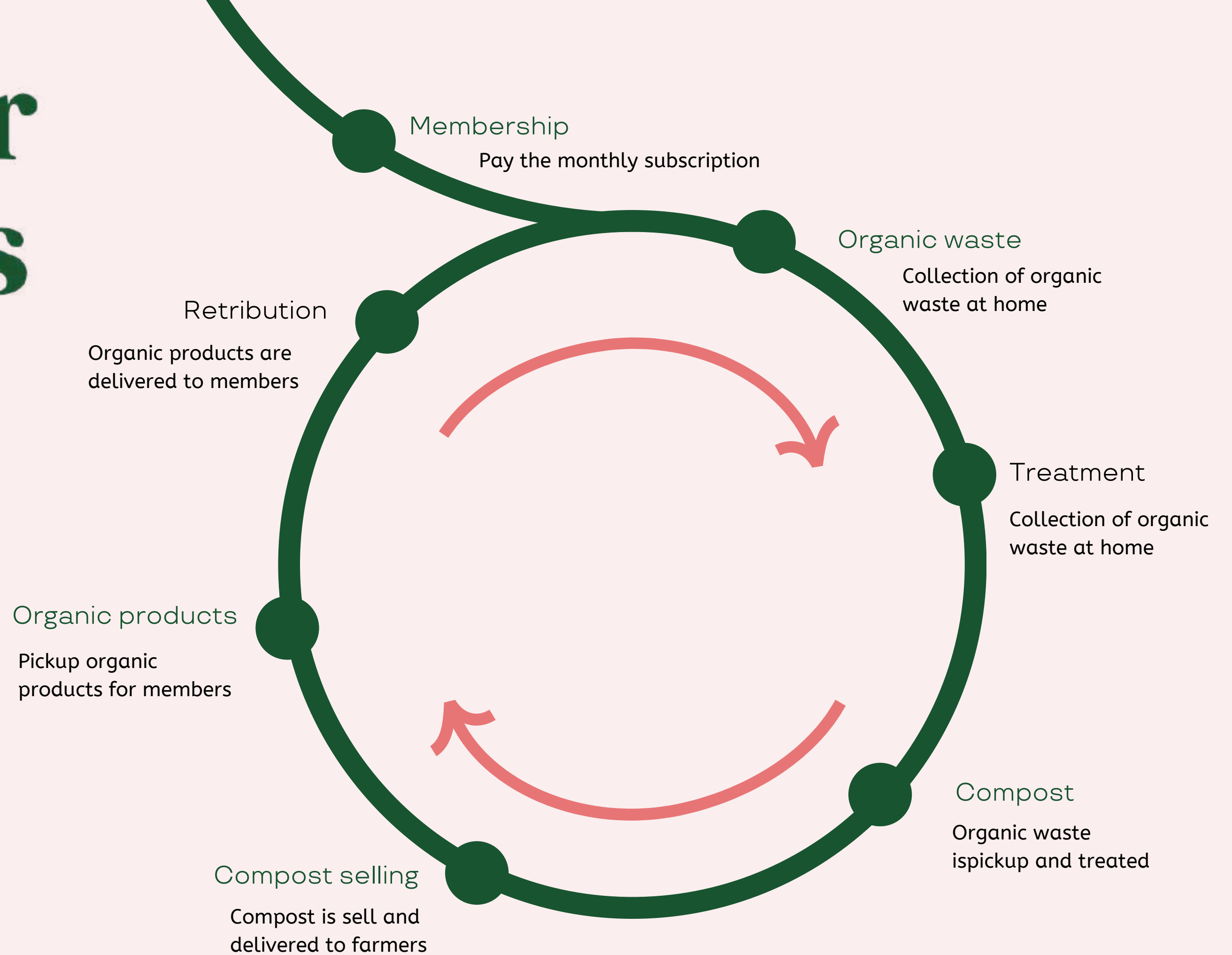
Members earn points based on their composting efforts and participation.

6

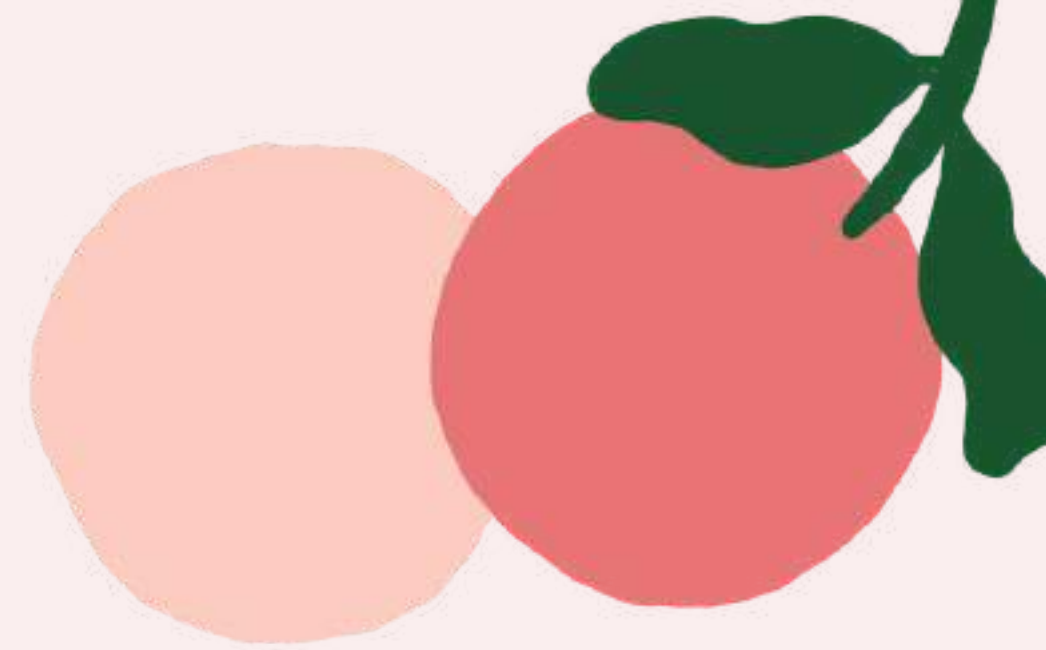
Collects the crops of Your Garden

Members can redeem points for rewards, looking at the products that are available in the app.

Circular Process



Membership



Suscription Benefits

- Four compostable bags for the month.
- Scheduled waste collection occurs on the 1st and 16th of each month.
- Product delivered from The Garden

Membership Fee

The monthly membership fee for this eco-conscious service is set at \$23.00 USD.

Acces to *The Garden*

Members have constant access to "The Garden" section of the app, showcasing an array of products sourced based on seasonality.

Compoint system

- For every kilogram of organic waste contributed, members earn valuable points known as "Compoints."

Reward Redemption

Members can accumulate Compoints over time, and once a specific amount is reached, they can redeem these points for products in The Garden.

Delivery Day

The rewards claimed by members are delivered on designated collection days known as "Delivery Day," ensuring a seamless and timely delivery of their chosen items.



Reward System

Reflects a symbiotic relationship between individuals, local farmers, and the environment, where composting becomes a way to give back.

Earn Points

Contribute organic waste to earn "compoints" based on weight.

Convenient delivery

Selected items are delivered to your doorstep on the 16th or 1st day of each month.

Redem rewards

Use accumulated points in 'The Garden' section of our app to "purchase" seasonal products. The availability of items depends on partnerships with local farmers and their seasonal crops.

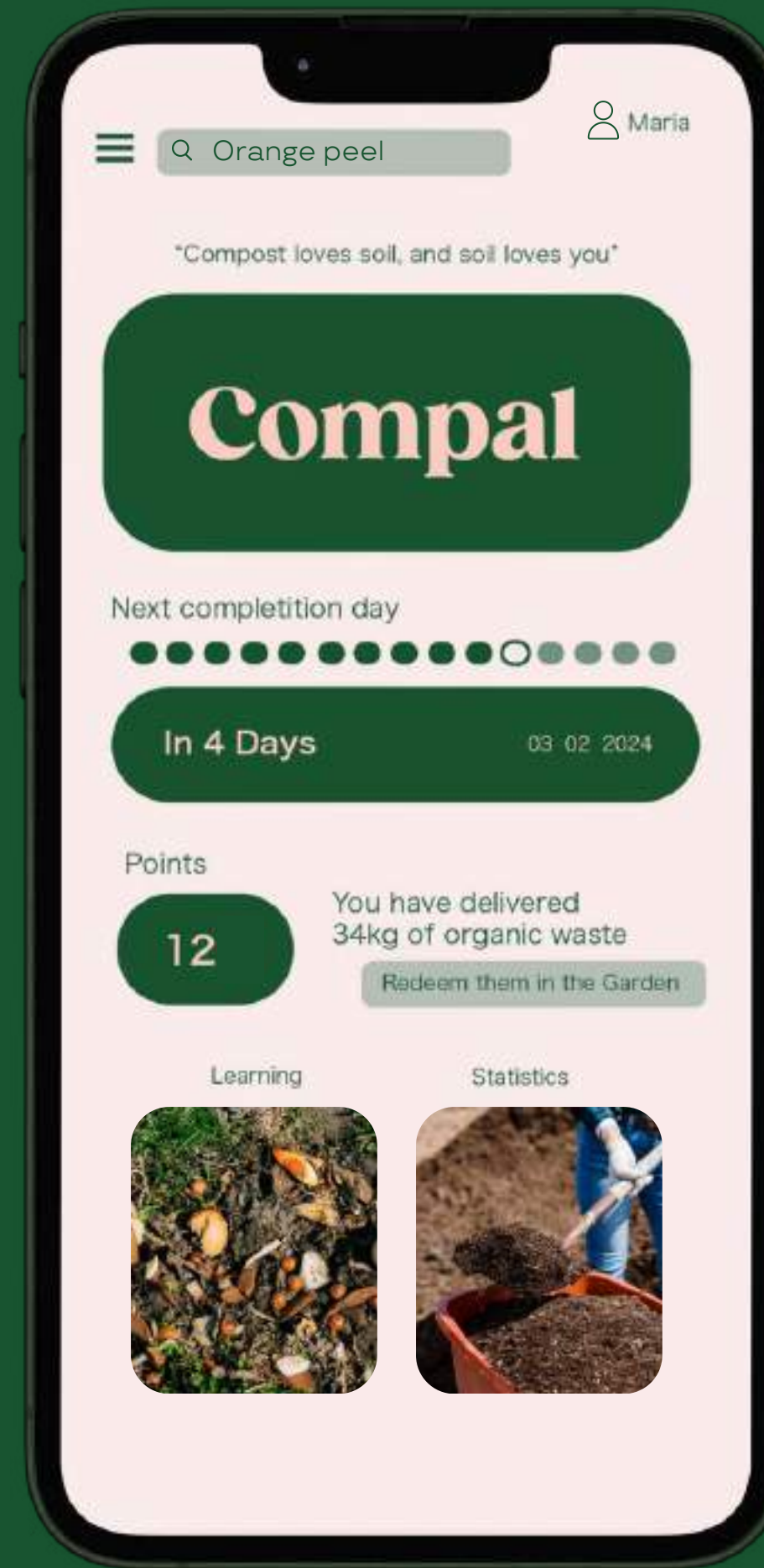
Members Benefits

- ☛ Convenience
- ☛ Environmental Impact
- ☛ Educational Resources
- ☛ Community Engagement
- ☛ Support for Local Farmer

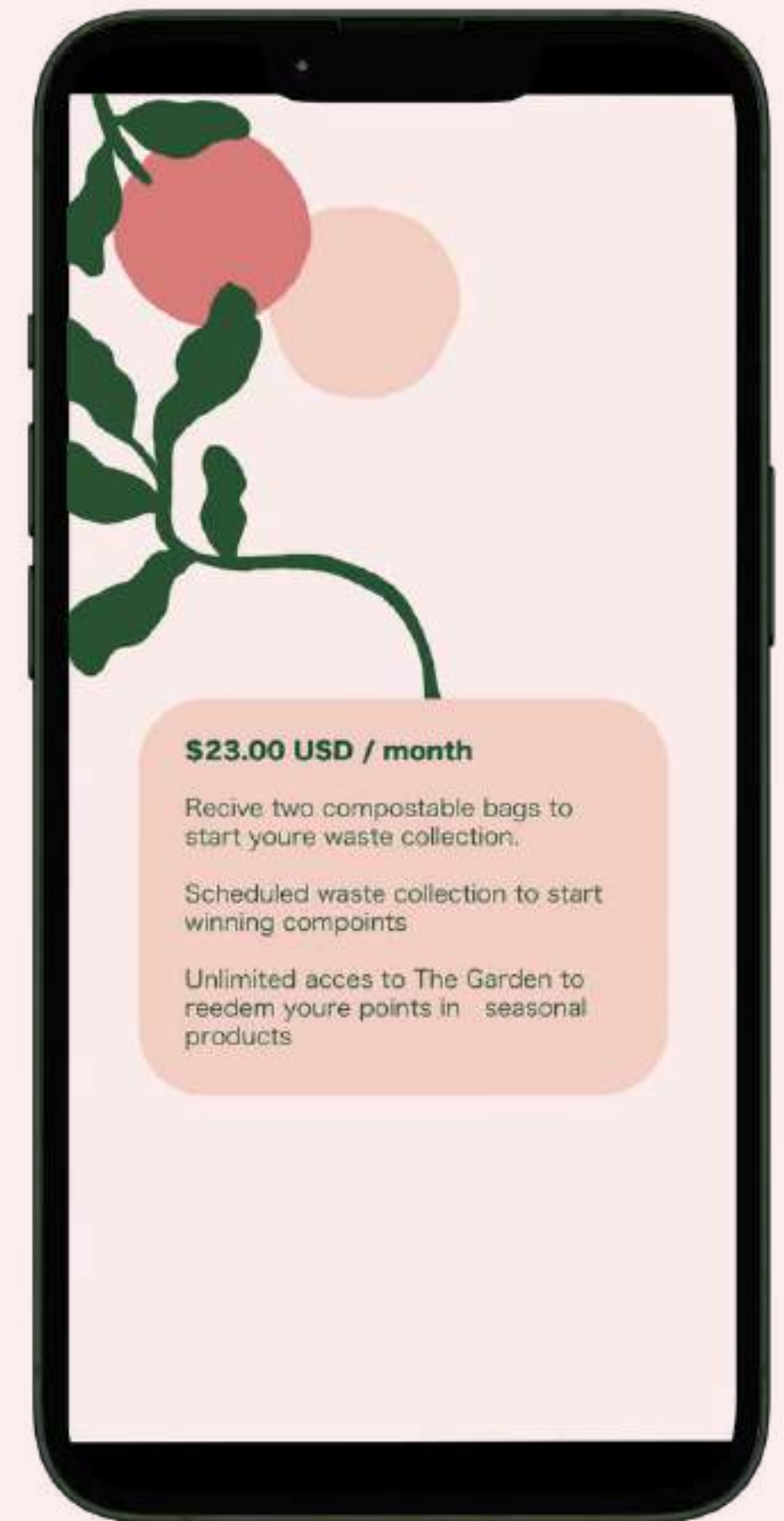
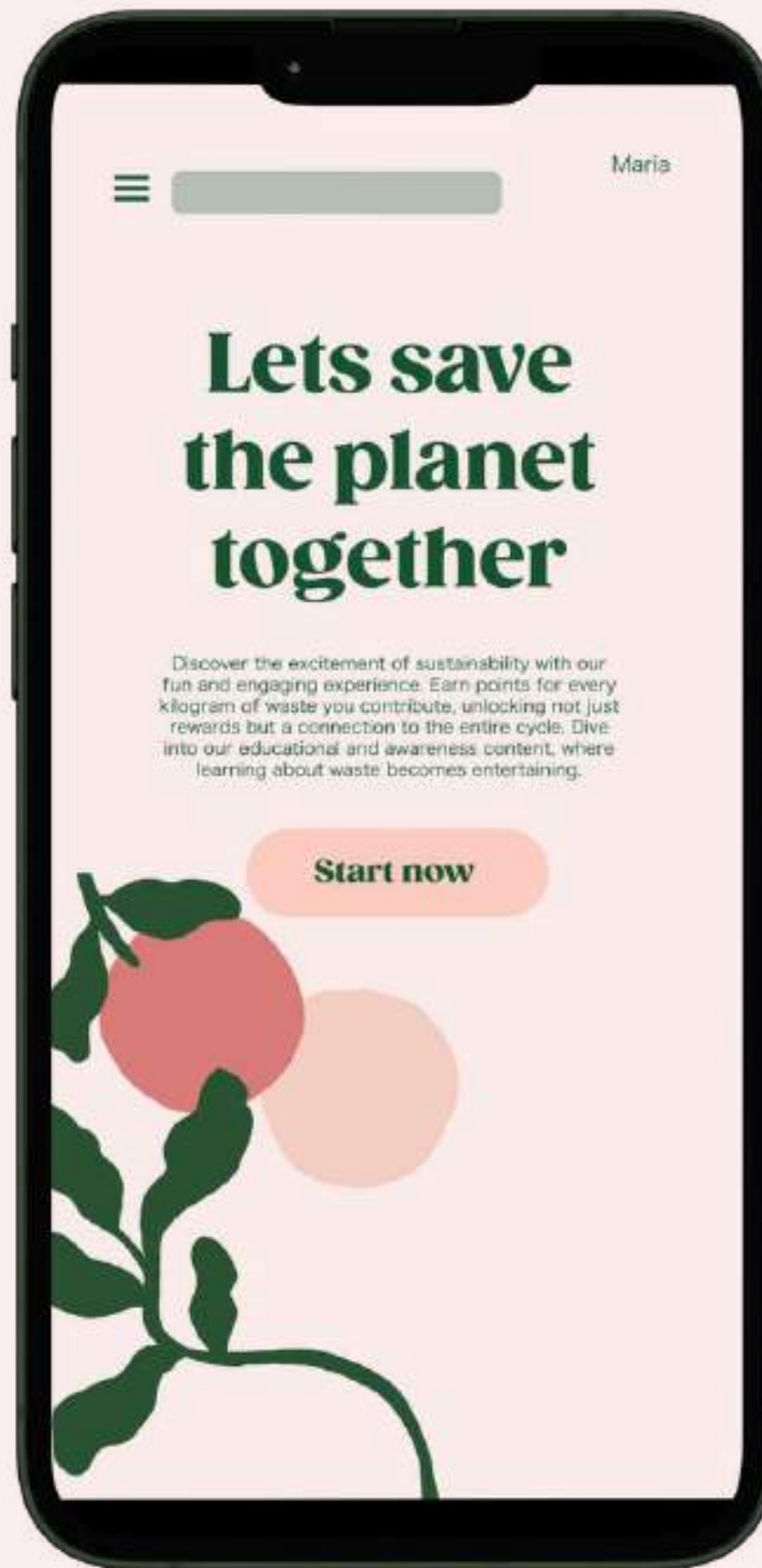
Farmers Benefits

- ☛ Access to High-Quality Compost = better crops
- ☛ Cost Savings
- ☛ Sustainable Agriculture Practices
- ☛ Visibility and Recognition
- ☛ Educational Resources

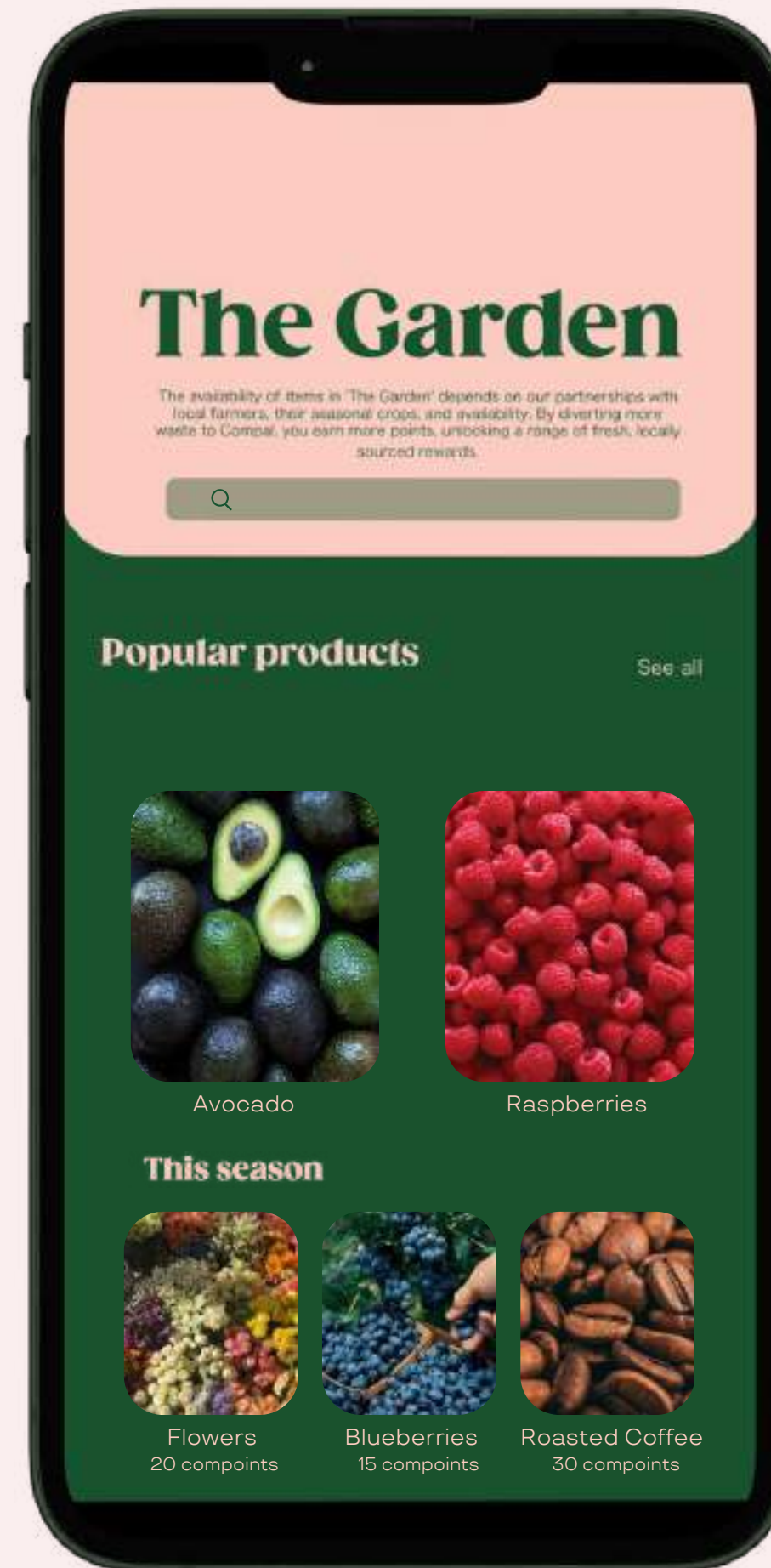
App



Membership



The Garden



The bag

Compal, recognizing the environmental impact of **traditional plastic bags that can take up to 1,000 years to degrade in landfills**, advocates for a shift towards sustainable alternatives. In alignment with this commitment, Compal endorses the use of high-quality biodegradable trash bags primarily **made from corn and plant starch**. They break down naturally, reducing their lifespan in landfills and contributing to a more sustainable waste management system. Moreover, these plant-based bags, **while being environmentally conscious, do not compromise on quality or durability. They can handle weight, resist punctures, and effectively collect and transport trash**, mirroring or surpassing the performance of traditional plastic garbage bags.





Complition Day

Truck



Reward delivery

Truck





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