

The logo features the word "Recycled" in a bright green, bold, sans-serif font, positioned above the word "Knowledge" in a black, bold, sans-serif font. Two thick black curved arrows, one on the left and one on the right, point towards each other, framing the text and suggesting a circular or recycling process.

# **Recycled Knowledge**

*I2P Competition*

Executive Summary  
Product Description  
Market Analysis  
Competitive Analysis  
Marketing Strategy

Team:  
Vince PeGan  
Derek Mauk

## EXECUTIVE SUMMARY

Recycled Knowledge is a non-profit organization that collects and securely disposes of electronic equipment. As technology is innovated everyday businesses and consumers update their electronic advices more and more frequently. The disposal of personal computers causes a huge strain on our resources and is dually harmful to our environment. The UN estimates that worldwide 50 million tons of E-Waste is created each year.

Recycled Knowledge will primarily collect from corporations to take unwanted workstations and securely dispose of them. We would also use these professional relationships to allow these companies to donate to our non-profit organization as a humanitarian effort. Our company would then assess the value of the computers and either decide to scrap or refurbish them. Refurbished computers would be donated to organizations to set-up in developing countries. The scrap created from the recycling process, and revenue created by secure disposal would sustain the business. Furthermore, the operations of Recycled Knowledge will be carbon neutral. By monitoring our carbon footprint through consistent documentation of energy usage, we will be able to accurately determine our offset. We will then work with Arbor Day Foundation to be carbon neutral.

Not only would our company eliminate e-waste problems, but we would be providing tools for education to people all over the world. Recycled Knowledge will be partnering with other non-profit organizations that will set up labs for those in need. Our first partner is the Cultural Technological Environmental Exchange, a group that sets up workstations in western Africa.

## PRODUCT DESCRIPTION

Recycled knowledge is designed to be a non-profit organization that provides refurbished technology to those in need. More specifically, we will acquire computers that have since been replaced from corporate and individual donors. These computers will then be cleaned and reformatted for distribution. During the reformatting process, we will securely delete all proprietary files on the computer using the DOD wipe technique—a standard developed by the U.S. Department of Defense. This process will ensure the security of each individuals data, this providing a direct benefit to the donor. After the wipe, a basic software package will be added to the unit, enabling the user to word process, e-mail, etc.



Recycled Knowledge will use a Linux based free source operating system and a free office suite from openoffice.org. The end result will be a fresh, functional computer for a fraction of the cost of buying new.

If we deem donated CPUs as outdated technology, we will work to eliminate e-waste from landfills through the development of working relationships with local recycling facilities. This will eliminate such toxins as polychlorinated biphenyls (PCBs), polyvinyl chloride (PVC), thermosetting plastics, epoxy resins, and fiber glass from entering the environment. Not only will we eliminate the aforementioned major toxins, but also elements prevalent in CPUs such as lead, tin, copper, silicon, carbon, iron and aluminum—aligning with our “Green” objectives.

## **MARKET ANALYSIS**

### **Market Overview:**

Personal computer use has continued to growth with dropping prices of technology. It is estimated that three-in-four American adults (76%) own a computer and two-thirds (67%) own a mobile phone. Computer use spans all over the globe, and all consumers and businesses are potential customers.

### **Market Size & Growth:**

Computer sales last year grew 13.4% to over to 270 million units. With an industry driven by Moore's Law, a doubling of processor speed every two years, and seemingly no slow down in sight. This growth is reflected in the disposal of workstations. In the coming years more computers will be properly disposed of than ever before. It is estimated that only 10% of the 50 million computers replaced each year are properly disposed of.

### **Forecast Value:**

With an increasingly environmentally conscious public, and an increase in computer disposal there is an increased demand for effective e-waste management. Computer sales are forecasted to continue double digit growth well through 2009. This creates wonderful opportunity for expansion for Recycled Knowledge.

## **COMPETITIVE ANALYSIS**



## **Competitors:**

This concept has been done exercised through a number of organizations like Free Geek (freegeek.org). Other competitors allow for free disposal drop off, and free computer programs. Each of these companies have different pricing and disposal structures and limited distribution channels.

## **Competitive Advantage:**

These companies lack the focus on security and a distribution model like Recycled Knowledge. With 100% data destruction we give companies the piece of mind that their data will remain uncompromised. With a possible partnership program with Goodwill stores, Recycled Knowledge would have the leading collection and distribution network in electronic disposal. Our partnership with Goodwill will create awareness nationwide about the impact of e-waste on the environment. By creating awareness, we establish primary demand in the market. This is what gives us an edge over the competition. Our ability to educate consumers while concurrently providing a solution to the e-waste problem will drive our company's success.

In addition to our partnership with Goodwill stores, we will work closely with Arbor Day Foundation to sponsor, using a portion of our net income, to plant trees to balance our carbon use; thus, we will operate as a carbon neutral company.

## **Barriers to Entry:**

Computer recycling companies already exist. It is safe to assume most major corporations have been approached about their electronic waste management. This creates an obstacle for Recycled Knowledge in obtaining business relationships. Ultimately we believe our focus on security will make our solutions more attractive.

## **MARKETING STRATEGY**

### **Overview:**

As previously stated, the refurbished computers produced by Recycled Knowledge will be sold at a fraction of the cost of purchasing new to those in need. Furthermore, we will work to expand our market beyond



the Lafayette area through a partnership with Goodwill. By placing a kiosk in Goodwill stores for donations and subsequent resale, we will save money on marketing dollars. Philanthropic individuals are already accustomed to donating items at these locations, and those in need are used to shopping at such stores as well. Thus, it makes business sense to develop a relationship with Goodwill.

### **Customer Analysis:**

Recycled Knowledge's primary customer is businesses wanting to securely dispose of outdated workstations. The refurbished stations will be sold to our other type of customer, an individual unable or unwilling to pay retail prices for new computers. By connecting with these customers, we will be able to save them money while eliminating e-waste in the environment by preventing used CPU's from entering landfills.

### **SOURCES**

<http://www.iht.com/articles/2008/01/17/technology/pc.php>

<http://www.internetnews.com/ent-news/article.php/3722471>

<http://www.motherearthnews.com/Renewable-Energy/2003-10-01/Green-Gazette.aspx>

