

PROBLEM STATEMENT

Electronic Gadgets are becoming the fastest-growing household waste and as such, gadgets like smartphones, tablets, and laptops are becoming the fastest-growing categories of waste, represented in landfills

Over 300 million devices end up in landfills annually

Less Than 20% get recycle

70% of overall Toxic wastes In US



SOLUTION

JustUsed presents a holistic solution that tackles the critical issues of electronic waste (e-waste) management and the digital divide among underprivileged communities. Our initiative focuses on three key pillars:

1. EXTENDING TECH LIFECYCLES:

Goal:

To reduce e-waste by diverting laptops from landfills.

Approach:

Establishing a robust collection system in collaboration with businesses, educational institutions, and individuals.

Impact:

Prolonging laptop lifecycles, minimizing environmental harm, and conserving valuable resources.

2. PROMOTING REUSE VIA E-COMMERCE:

Goal:

Encouraging the reuse of used tech devices to reduce the demand for new ones.

Approach:

Developing a user-friendly e-commerce platform for buying, selling, and trading used laptops.

Impact:

Contributing to a more sustainable tech ecosystem, empowering eco-friendly consumer choices.

3. BRIDGING THE DIGITAL DIVIDE THROUGH YOUTH EMPOWERMENT:

Goal:

Addressing the digital divide by providing underprivileged youth with affordable access to technology.

Approach:

Committing to donating **40%** of collected laptops to young adults in underserved communities.

Impact:

Narrowing the digital divide, fostering digital literacy, and supporting economic growth in marginalized areas.

Collaboration with stakeholders can create a more sustainable and inclusive future for the tech industry and underprivileged youth.

TARGET CUSTOMER

- We have Wholesalers across Africa coming to the US to buy devices all year round
- Immigrants and Medium income Households
- Sustainable Conscious Companies
- 100+ customer discovery interviews willing to purchase devices and also place order for some of our devices

Over 1000+ customer discovery focus in Africa , South America and North America ongoing.

MVP

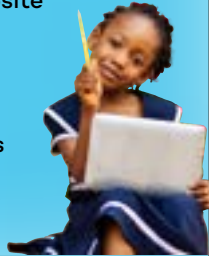
In Africa, Justused has over **7000** individual customers and over **20** corporate customers,

Also, we have 4 successful young adults who have received a device, learned a coding language, and now builds website professionally .

We presently have over **4,000** active **B2B** customers

We have also sold over **52** devices in the **US** in 62 Days

Over **100** devices being donated in the pipeline



VALUE PROPOSITION

1. Increasing devices lifespan from **5years** to **13years** stopping them from ending in Landfills.
2. Donating Devices to underprivileged young adult and placing them on a digital learning platform.
3. First Sustainable brand with a direct impact on community engagement and still largely profitable .

RESOURCE SUPPORT

We are currently applying for the SVC

In Progress: St Louis Start Up Week

Grant: Minority Grants for Businesses, USA Funding Applications

Applied: Skandalaris Venture Competition

Fall 2023: "League" Accelerator Course

More competition

TEAM

TITOBİ OREOLORUN : Business Development, Strategist and Operations

DEBORAH OLAJIDE : HR, Marketing

LALL PRIYANSH : CTO, Financial Analyst, Design Manager

CHRISTOPHER WISE : Business Development, Financial Analyst

Our Team brings a wealth of entrepreneurial experience, totalling **16years**, we offers innovative environmental sustainability solutions with expertise in launching new platforms, establishing operations, and entering new markets.