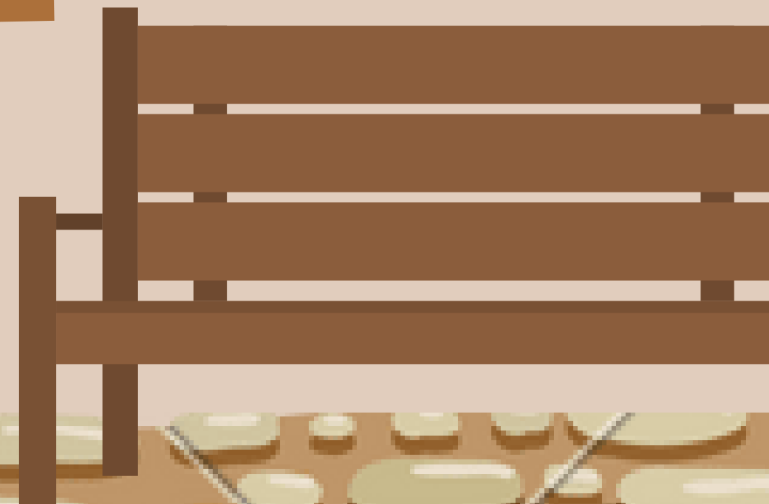




# Coffemush

PRESENTED BY TEAM 1: MIRO HELLER,  
NILS KÖTTING, NOOR STAPEL,  
ROBERTO LUPU, VINYET SORRIBAS,  
HUGO BOULAY



# Topic Outline



- 1 Introduction
- 2 State of art
- 3 Project management
- 4 Marketing plan
- 5 Sustainability
- 6 Ethics
- 7 Project development





# Introduction

- Problem
- Objectives
- Requirements

# Tea composter



## State of art

- Kinds of kitchen composter
- Composting methods
- Growing mushrooms



Modular composter ORRE



Reencle composter

# State of art

## Layer composting

Green brown and organic

## Bin composting

Bin, turning process

## Vermicomposting

Use of worms



## Aerobic static pile

Aerated stacking

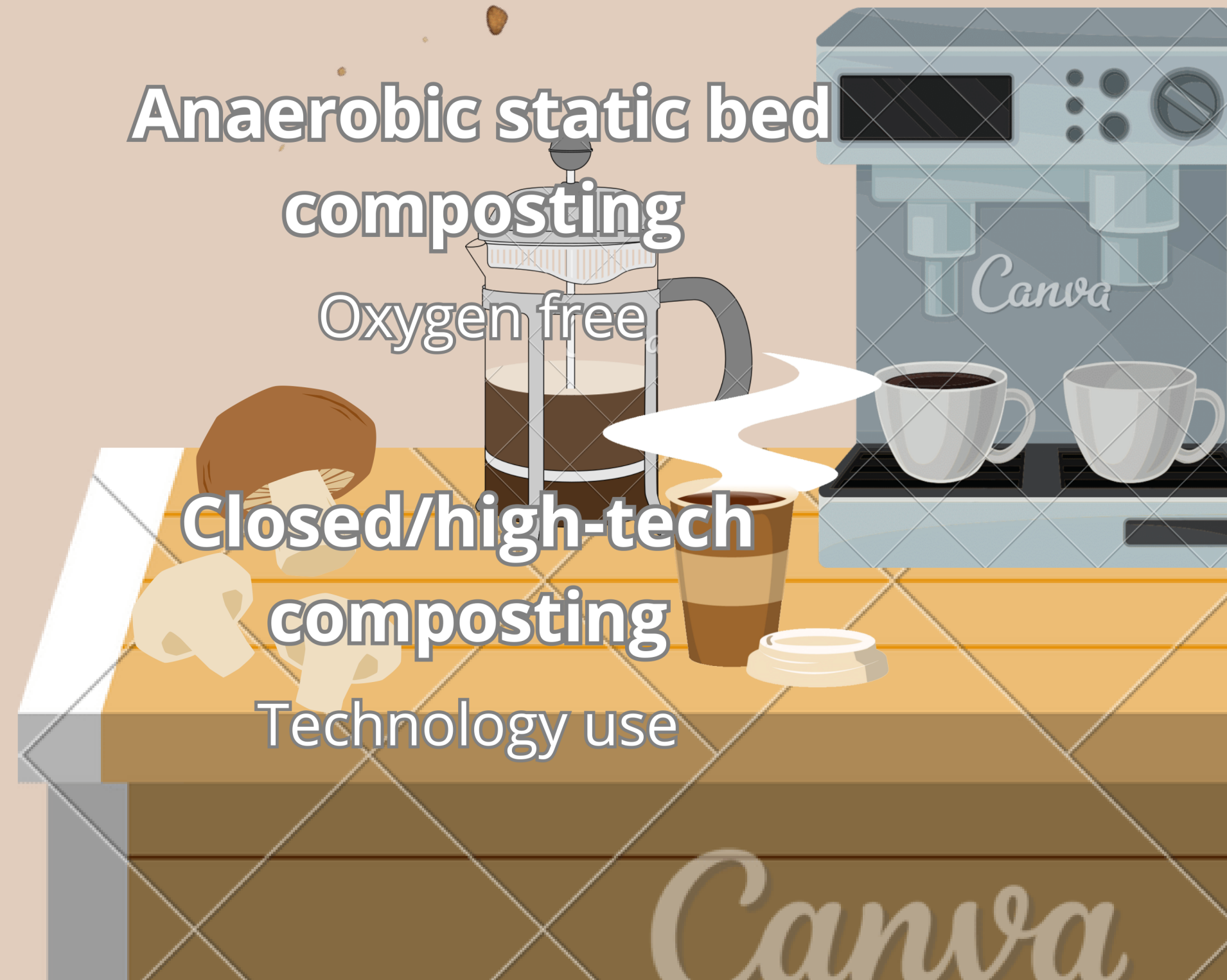


## Anaerobic static bed composting

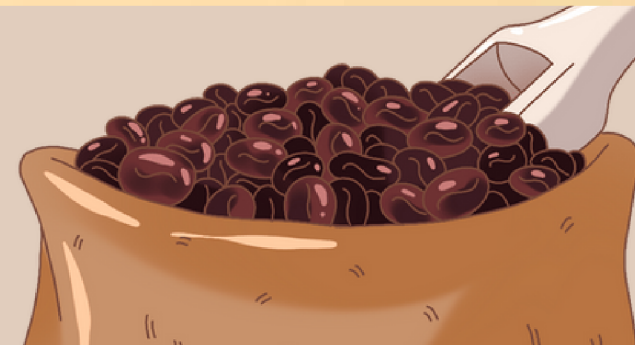
Oxygen free

## Closed/high-tech composting

Technology use



# State of art

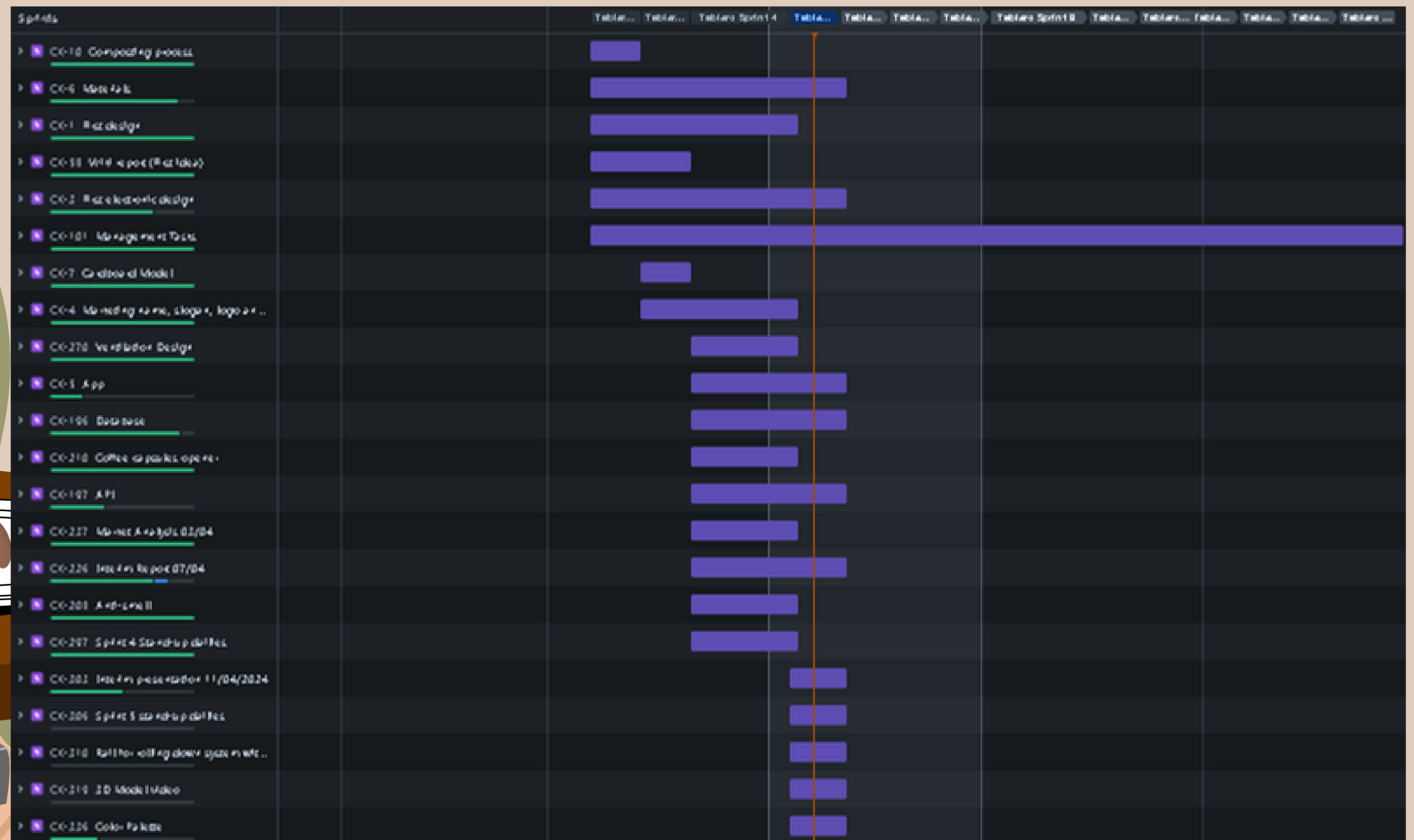


- Coffee grounds
- water
- heated between 60-80 degrees
- add the mushrooms seed at 20 degrees
- coffee not older than 24h





# Project management





# Marketing plan

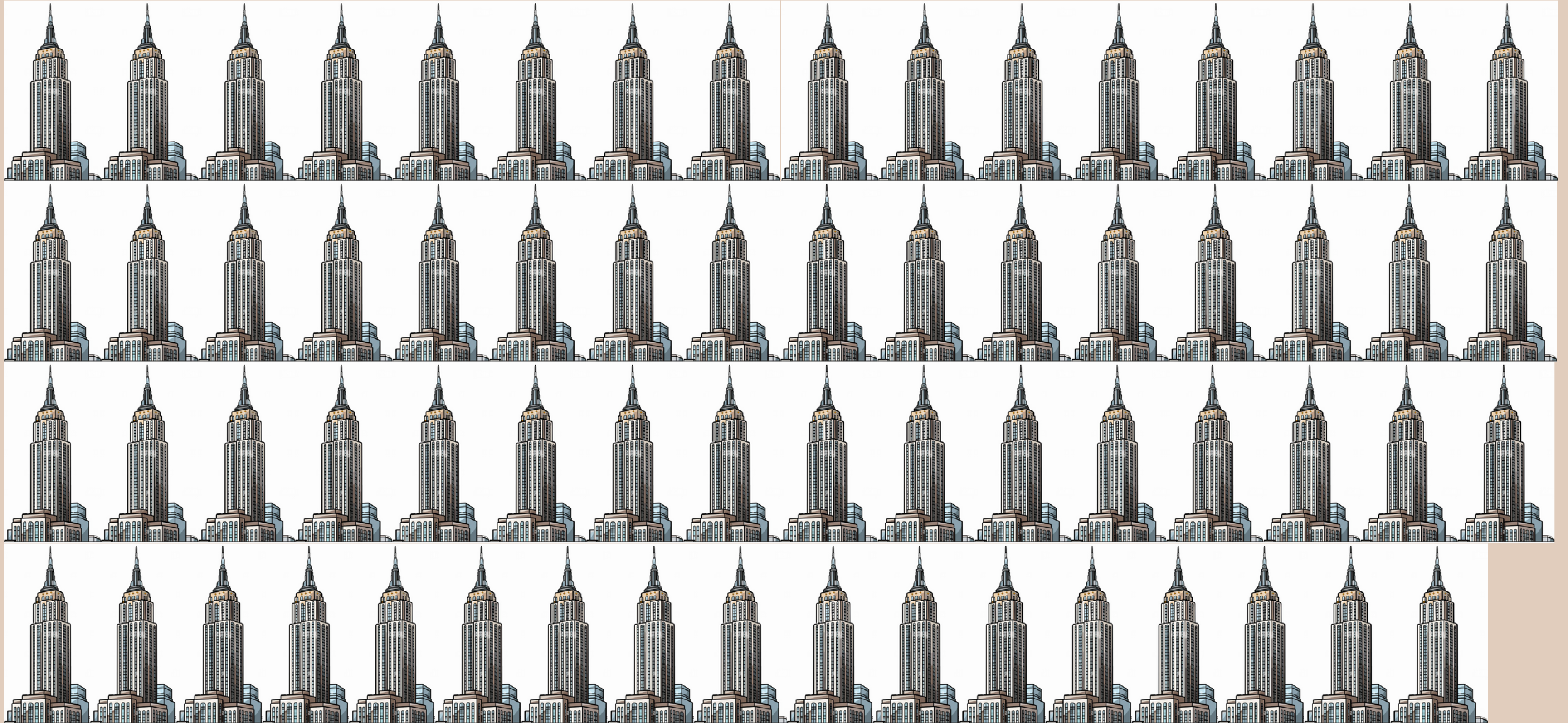


VALUE PROPOSITION

SWOT

STRATEGY





63 empire statebuildings



- Reuse waste
- Save money
- Innovative
- Environmental friendly
- Local source of food

S

- Competitors
- Price sensitivity

T

- Space
- Not all organic waste
- Necessity

W

- Market with potential
- Reaching more people
- Environment
- Side business

O

## Strategy

Target audience:

- Schools, restaurants, flats
- Worldwide
- Low price
- Sustainable people



# COFFEEMUSH

A composter that uses coffee waste to grow mushrooms







**Brew and renew, from coffee  
grounds to mushroom bliss!**

For more information





# Sustainability

-  Environmental
-  Economical
-  Social
-  Life cycle analysis

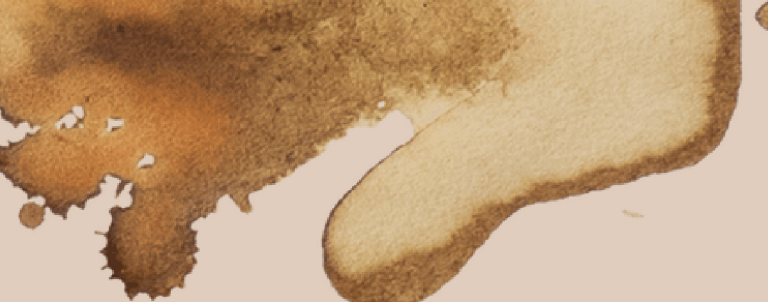




# Environment

- Minimizing environmental footprint
- Reusing coffee grounds --> less trash
- Use of sustainable materials





# Economy



Transport and materials



Collect coffee grounds locally



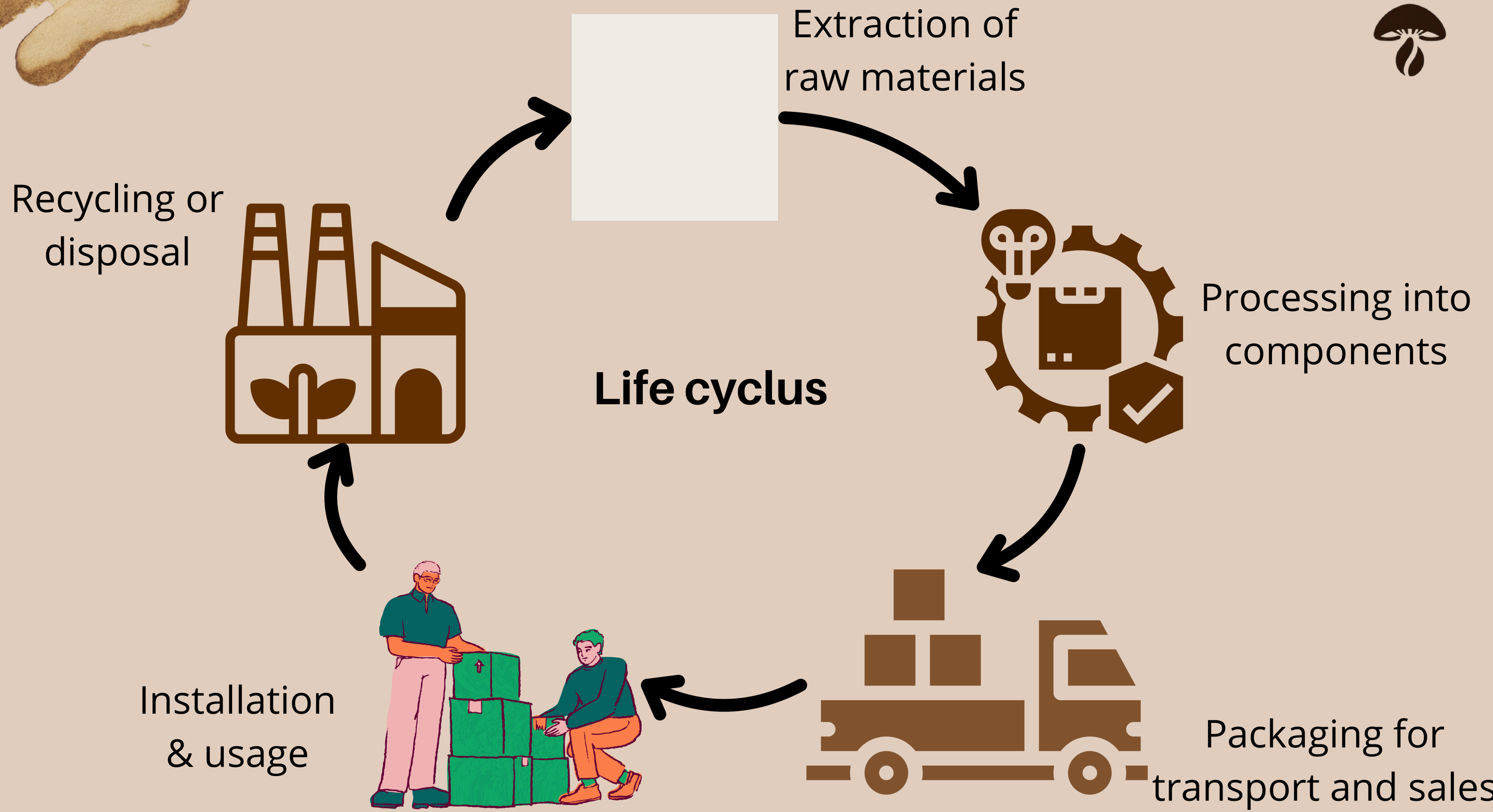
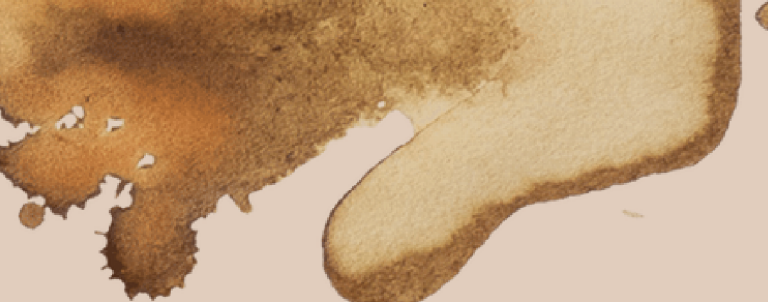
**Social**

**DECREASE  
POVERTY**



**EQUALITY**

**EDUCATION**





# Ethics



## Engineering

### fundamental Canons:

- public security
- perform service
- avoid deceptive act
- honorable conduct

### Rules of practice

- Complete fundamental canon
- public security in first
- perform only in their competences
- public statement only in an objective and thrustfull manner

### Professional obligation

- be guided by standart of honesty
- always serve public interest
- do not deceive public
- do not be influenced by conflicting interests

# Ethics



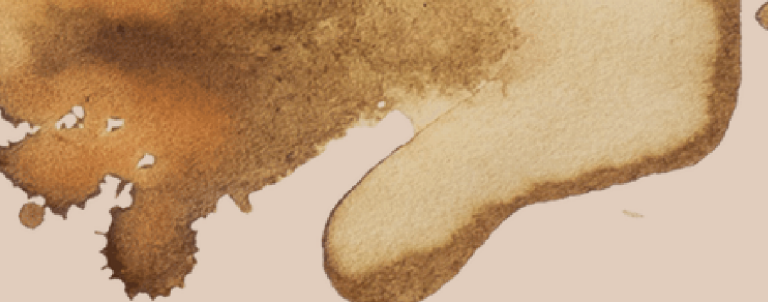
## Sales and marketing:

1. Honest product impact disclosure:
  - Always prioritize transparency to maintain trust.
2. Avoid competitor criticism:
  - Focus on product excellence instead of disparaging competitors.
3. "Serve, don't sell" approach:
  - Essential for guiding informed decisions.
  - Follow Liston Witherill's method for effective sales.



## Environmental

- Environmental ethics: Examines human-nature relationship.
- Urgency: Companies must act now on environmental issues.
- Value: Boosts credibility, encourages industry-wide change.
- Our focus: Assess product's environmental impact.



# Project Development



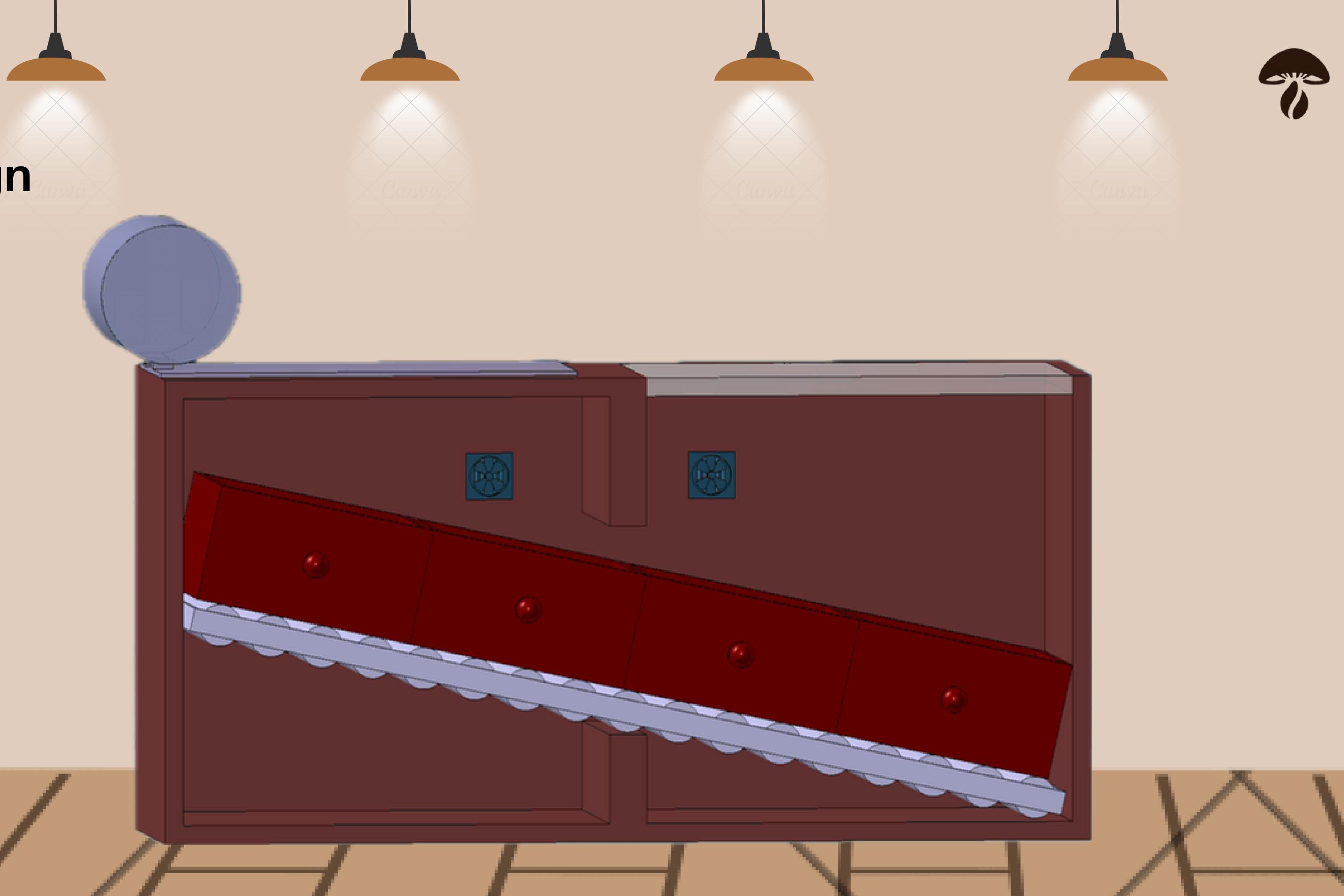
Design



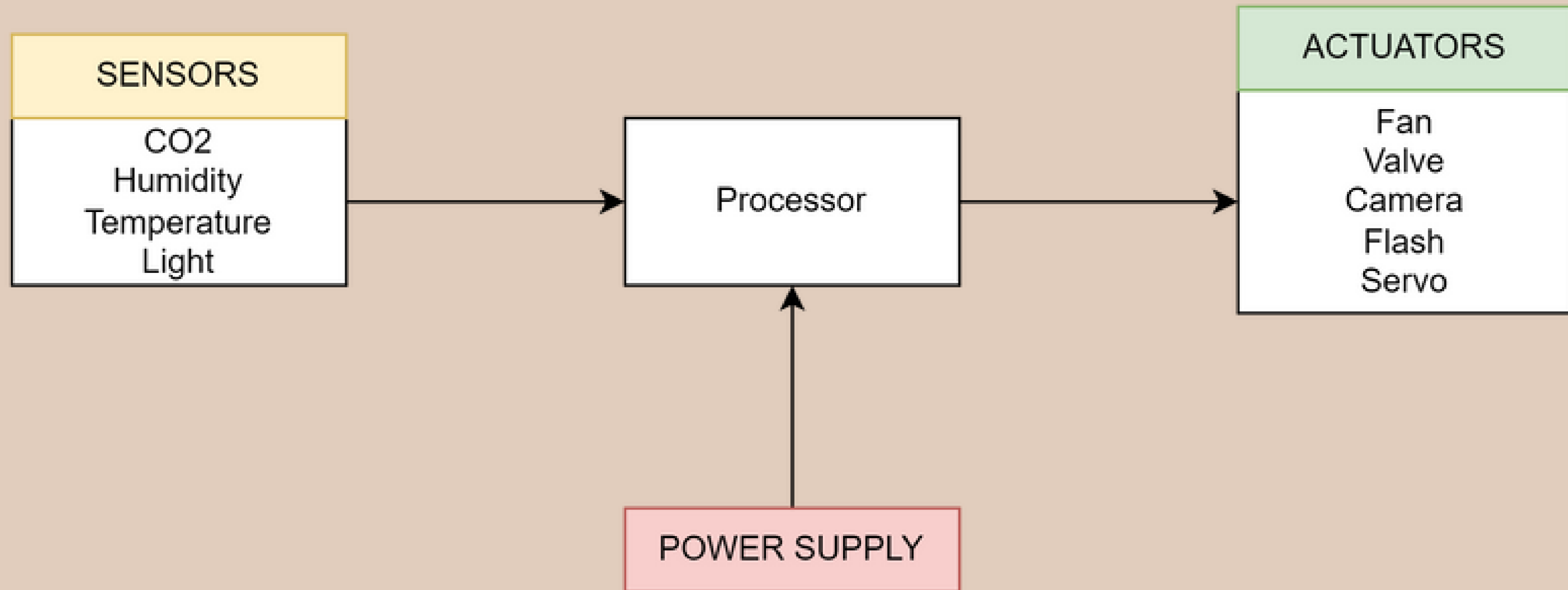
Blackbox



Design



# Blackbox





# Conclusion

- Smart device to make oyster mushrooms from coffee grounds
  - Motivate people for a more sustainable lifestyle
  - Market with potential
- 