Ennovation

A platform connecting donors, artists, and buyers to transform e-waste into sellable artworks.



We connect people with broken electronic devices to artists who can turn them into artworks. We're talking about a full-service upcycling platform with warehouses, recycling machines, and an online marketplace for the finished art pieces.

But it's more than just a store – it's a community. We're aiming to create a space where people can explore sustainable living, share ideas, and connect to address global e-waste together.


9:41
Vishvanath D M
Corona Mandala Installation
Size:
30.5 x 30.5 x 0.3 cm
Materials:
circus board, metal...
I believe nothing goes waste!
Vishwanath Mallabadi is a renowned artist with 20+ years experience in creating Eco-Art using Electronic waste.
Details
$ 8,300
9:41
Hi, Regina
OUSHABA
Donate
your e-waste
GO
Create
your e-work
GO
$52
E-Keychains
Circus
Handmade
Mark Galler
$550
Corona Mandala
Circus
Handmade
Vishwanath D M
E-Bracelets
$30
Circus
Handmade
E-Earings #2
$30
Circus
Hand-made
E-Earings #1
$10
E-Earings #3
$28
9:41
Supplies
Search for any material and tool
Art Supplies
E-waste Components
Recommendation
Improv Art Kit
A kit that sparks creativity- mix, match, and make magic. Share your improv pieces and wow everyone with your talent!
Components
PCB & chips
Optical Drive
Wires
Inductors
Holistic Devices
Game Consoles
9:41
Apparel
Easel Art
E-Keychains
Circus
Handmade
Mark Galler
9:41
Donate
How would you like to give us your discarded device?
Recycling Machine
Cost-free and Well-handled
Machines might not be nearby
9:41
Logistics
9:41
Let's

Background

In the face of rapid population growth and technological advancement, electronic consumption is surging on both supply and demand fronts. Yet, these devices typically last only 5-15 years.With high recycling costs, **two statistics stand out:**

By 2023, annual global e-waste will surpass 60m tons

Yet, less than 20% is properly recycled

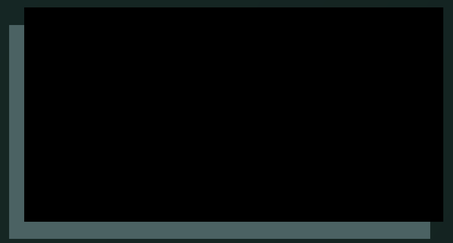
So, it came to this.





In recent years, some talented artists have been **turning e-waste into art**. Their creations span from gallery installations to wearable accessories, with circuit board pendants even appearing on Etsy. While still niche and challenging to scale, this trend shows promise.

The story of **David Nderitu**, a once-homeless Kenyan teen who gain recognition by picking up electronic waste and making earrings and necklaces, made me feel that **there is business opportunity in this field.**



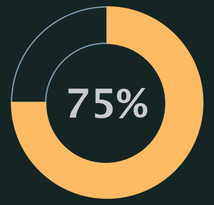
Research

What do you think about E-Art?

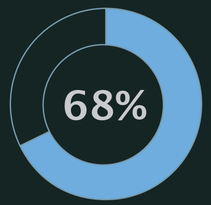
101 Participants | China | SRS

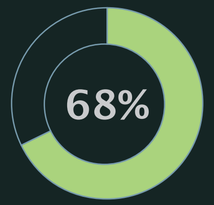
Since 10/08/2024

The survey demonstrates the market potential for e-art.



I would donate broken phones to artists.





I have interest in becoming amateur artists

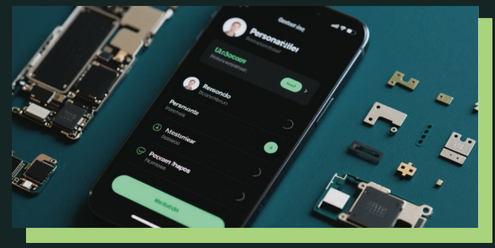
I think e-waste upcycling is a good idea

Main concerns include :

Can artists handle toxic materials?



Will my personal data leak?



Will waste be properly disposed?



第 8 题 如果你对这方面有兴趣，未来会尝试成为一位电子废料艺术家吗？（作为副业或爱好） [单选题]

选项	小计	比例
也许会	69	68.32%
不会	32	31.68%

第 3 题 家里如果有废掉的手机或平板或其他电子产品 mp34 也算，一般会怎么处理（完全没法以旧换新的那种破烂程度） [单选题]

选项	小计	比例
直接扔掉	20	19.8%
上网查找回收站寄点	33	32.67%
一直放在家里	48	47.52%

第 7 题 若你决定捐出，以下哪些方面是你会关心的 [多选题]

选项	小计	比例
健康安全：艺术家有没有能力分辨且处理好电子元件中的有害物质？	71	70.3%
信息安全：我烂掉的机子里面的个人信	65	64.36%
息还能不能被读取？		
个人利益：我捐出的材料做成的艺术品对我有折扣吗？	47	46.53%
材料去向：没有被完全利用的部件最后有没有被妥当回收？	70	69.31%

第 9 题 如今电子废料回收是个很棘手的事情，全球回收率只有 20%上下。主要是回收成本高和公共意识较低所导致的。你觉得用电子废料做艺术品，是个好主意吗？ [多选题]

选项	小计	比例
是的，这使得这些电子元件再次流入市场发挥新的价值发挥	62	61.39%
是的，这能提高人们对该议题的关注	44	43.56%
不是，原因请补充	8	7.92%
我也不知道，难说	7	6.93%

第 6 题 以下是艺术家 JulieChappell 用废弃电子元件制作的艺术品。如果，你手上有一台烂透了的手机或其他电子产品，你会选择捐赠给艺术家吗？会买吗？ [单选题]

选项	小计	比例
会捐，如果价格公道也会买	34	33.66%
会捐，但是不会买，看着自己用过的东西变成创意已经很开心	42	41.58%
不会捐，卖给废品回收，几块钱也是钱	15	14.85%
不捐也不卖	8	7.92%
其他	2	1.98%

Concept

Inspiration

Why not create a platform that seamlessly **connects consumers, material suppliers, and upcyclers**—where people can **try out different roles** and contribute in various ways?

Call it **Ennovation**

Namely **E-Waste** + **Innovation**

Challenges

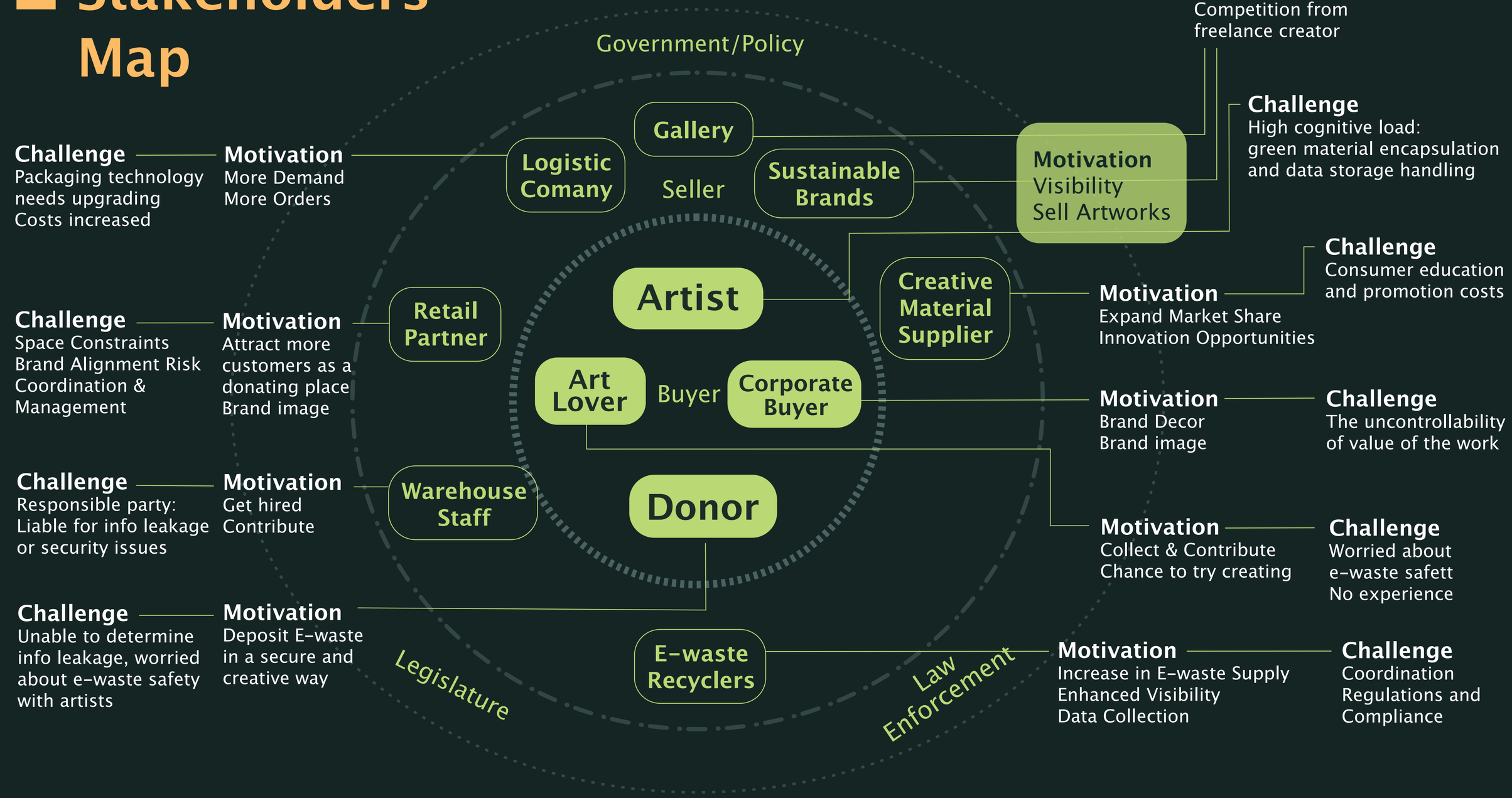
How can we address the three main concerns of users?



Ideation



Stakeholders Map



Persona

Jerry



19

Poor Young

I love collecting creative items and care about the environment.

Without a stable job, I make handicrafts for money but can't afford new materials.

Goals

Increase income
Find low-cost materials

Tom

27

Art Lover



Goals

Collect creative objects
Support eco protection

Lisa



32

Donor

Goals

Recycle my phone safely
Support eco protection

I have a broken phone, can't find reliable recycling, and worry about data safety.

Nina

I make art from e-waste to promote eco protection and offer e-waste solutions.

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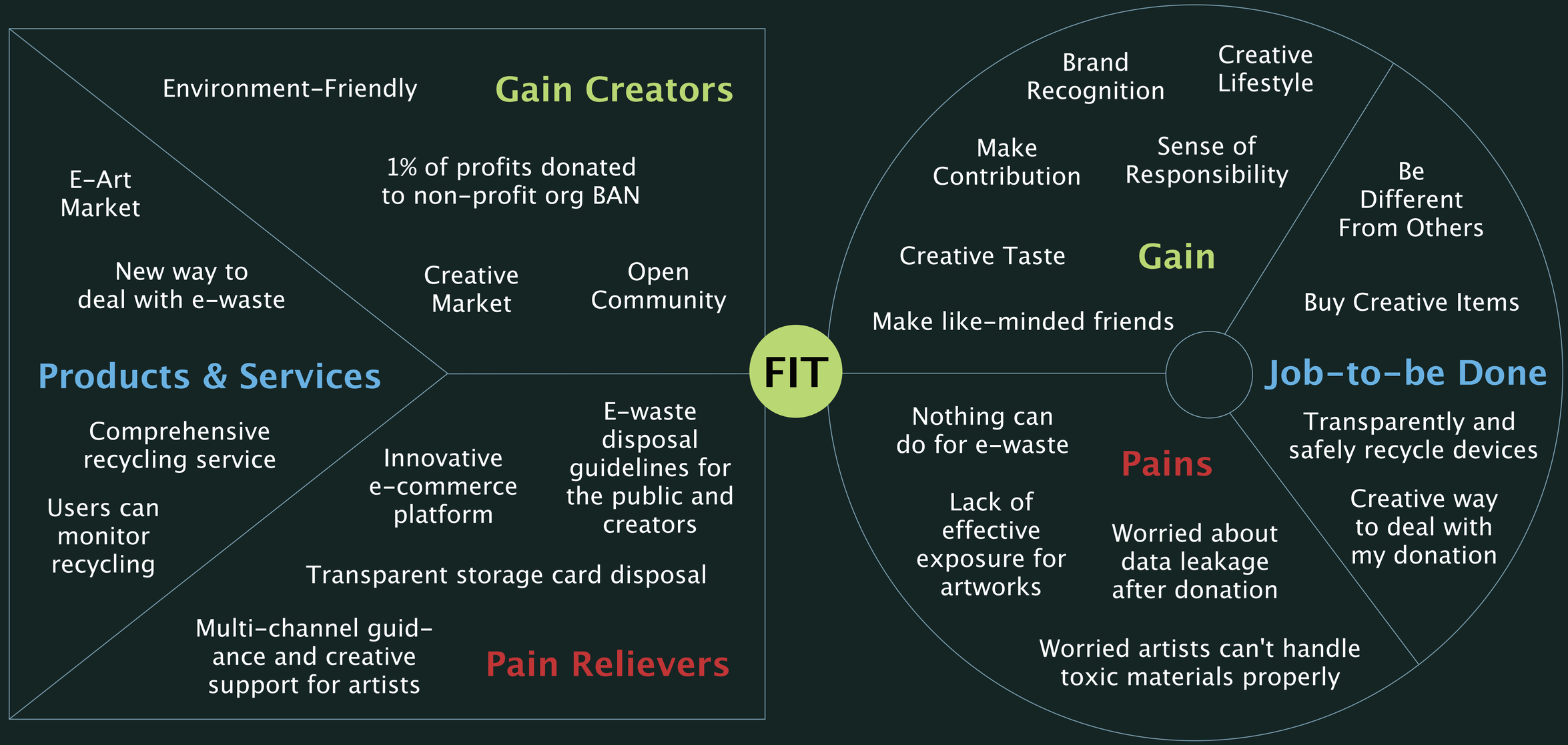
Artist



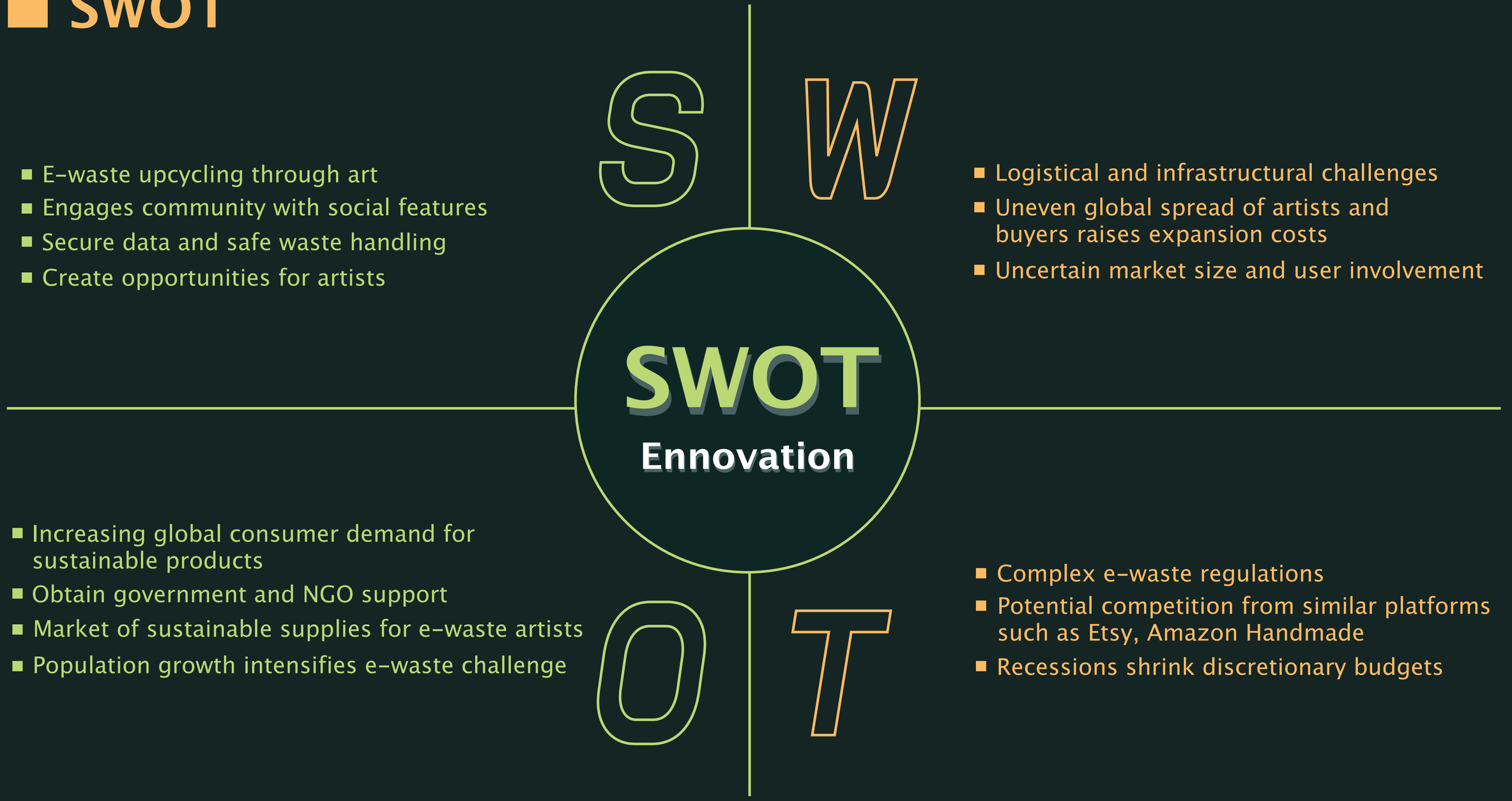
Goals

Raise awareness of e-waste
Sell my artworks

Value Proposition



SWOT



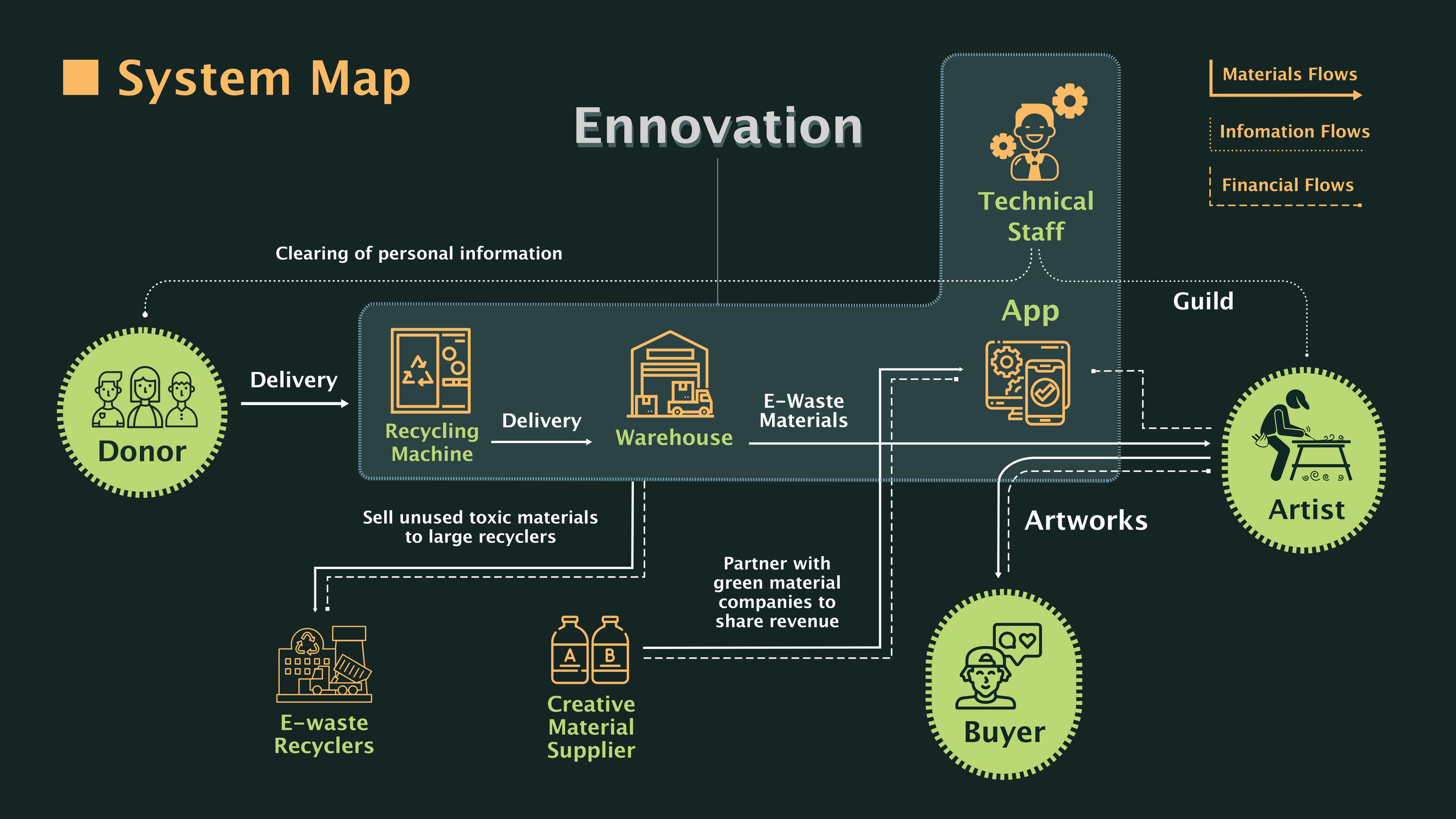
- E-waste upcycling through art
- Engages community with social features
- Secure data and safe waste handling
- Create opportunities for artists

- Logistical and infrastructural challenges
- Uneven global spread of artists and buyers raises expansion costs
- Uncertain market size and user involvement

- Increasing global consumer demand for sustainable products
- Obtain government and NGO support
- Market of sustainable supplies for e-waste artists
- Population growth intensifies e-waste challenge

- Complex e-waste regulations
- Potential competition from similar platforms such as Etsy, Amazon Handmade
- Recessions shrink discretionary budgets

System Map


Ennovation
Technical Staff
Materials Flows
Infomation Flows
Financial Flows
Clearing of personal information
Guild
App
Donor
Delivery
Recycling Machine
Delivery
Warehouse
E-Waste Materials
Artist
Sell unused toxic materials to large recyclers
Artworks
Partner with green material companies to share revenue
A
B
E-waste Recyclers
Creative Material Supplier
Buyer

Business Model

Key Partners

- E-waste artists
- Recycling companies
- Art material suppliers
- Logistics companies
- Sustainable brands
- Government and NGOs

Key Activities

- Artwork Marketplace operations
- E-waste collection and management
- Community engagement
- Environmental education

Key Resources

- E-waste supply
- Materials supply
- Platform (app, website)
- Artist network
- Brand value
- Social influence

Value Propositions

- Creative recycling
- Safe e-waste disposal
- Unique art products
- Eco-friendly community
- Sense of Contributing
- 10% of profits donated to Basel Action Network

Customer Relationships

- Community building
- Personalized support
- Opportunity to self-expose
- Influencer partnerships
- Education resources
- Rewards

Channels

- App and website
- Recycling Machine
- Social media
- Influencers/KOLs
- Exhibitions/events

Customer Segments

- E-waste donors
- E-waste Artists
- Environmental advocates
- Art collectors
- Content creators
- Sustainable brands
- Other users

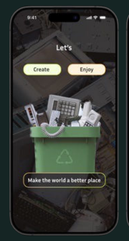
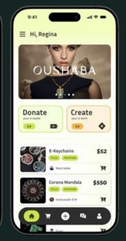
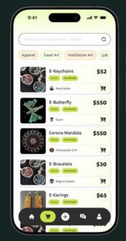
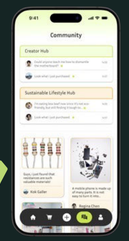
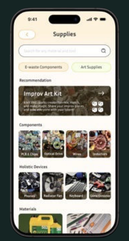
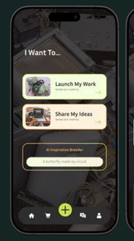
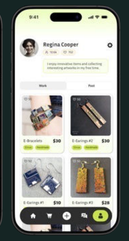
Cost

- Platform development and maintenance
- Logistics and transportation
- Recycling warehouse operations
- Technical staff
- Recycling machines
- Marketing and user education
- Partnership management

Revenues Streams

- Artwork Sales Commission
- Customized Artworks for Businesses
- Advertising and Brand Collaborations
- E-commerce for Art Supplies and Materials
- Content Creator Sponsorships

Service Blueprint

Stages	Donation Stage					Buying Stage						Creation Stage				
Customer Journey	Downlode the App	Explore the App	Set up Information	Deliver the Device	Track Device Destination	Explore Online Art Marketplace	Pick a Piece	Purchase	Wait and Track the Order	Pick Up the Delivery	Share it on Community	Buy Materials for Creation	Pick up Delivery	Create at Home	Lauch the artwork to the marketplace	Check the Personal Page
																	
Physical Evidence	App			Recycling Machine	App	App				Package	App	App	Package	Creative Materials	App	
Line of Interaction																
On-Stage Contact	App–Splash Screen	App–Homepage	App–Donation page	Human–Machine Interaction	App–Logistics Page	App–Artworks Marketplace	App–Order & Payment Page	App–Logistics Page	Delivery Interaction	App–Open Community		App–Materials Marketplace	Delivery Interaction		App–Launch Page	App–Personal Page
Line of Visibility																
Back–Stage Contact	User Authen–tication	User Data Logging	Device Eligibility Check	Taken by Staff	Staff sorts e–waste and uploads data Transport	Data storage and Analytics	Finance	Logistics Inventory Update	Delivery Status Confirmation	Data storage and Analytics		Logistics Delivery Status Confirmation			Local storage APIs	Data storage and Analytics
Line of Visibility																
Support Processes				E–waste Recyclers		Ennovation's Software Department		Ennovation's Finance Department		Ennovation's Warehouse		Logistics & Delivery Partners		Brands & Sellers		

Framework

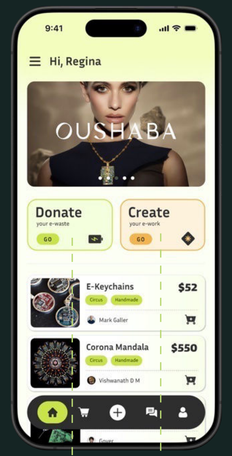


App Design

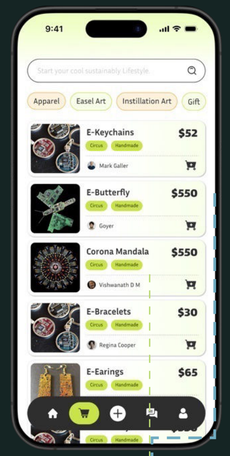
Rolling



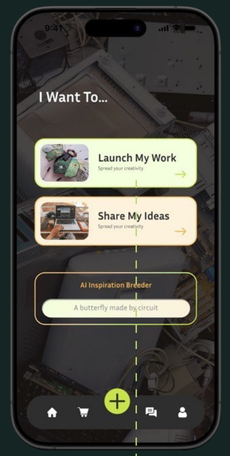
Home



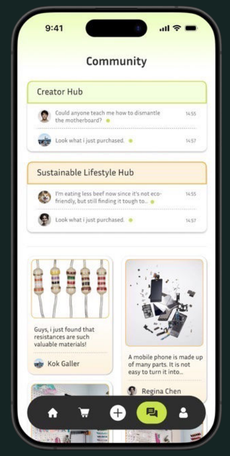
Artworks



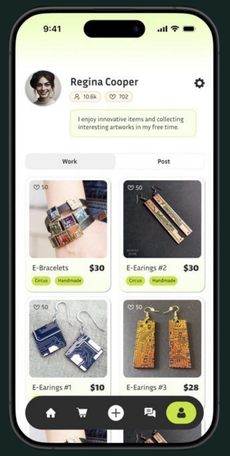
Post Page



Comminity



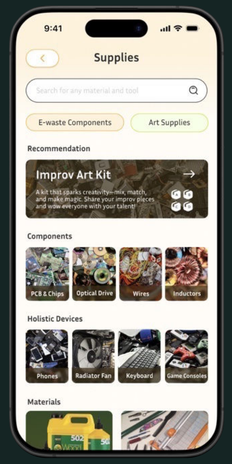
Personal



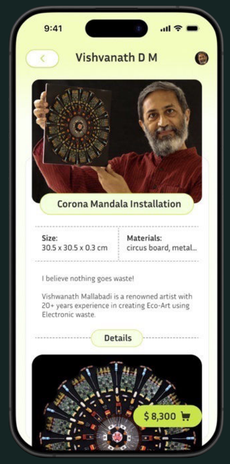
Donation Page



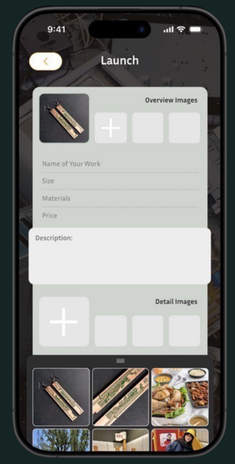
Materials Marketplace



Details of the Product



Launch Product



Logistics



Logistics

