

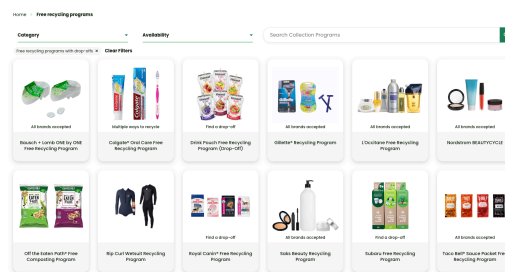
Competitive Analysis

Web-based & Secondary Competitors

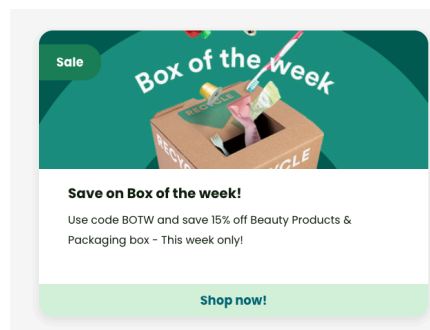
Goal: Perform a competitive analysis of web/desktop apps that address similar problems to ScanCycle to see what is already being addressed, and what isn't so that we can create ScanCycle with a clearer vision.

Daniel Kim

- <https://www.terracycle.com/>
 - Works with brands and retailers who recycle items that are not always recyclable or curbside recyclable
 - **Drop-Off Points**
 - Users can create their own item-specific recycling drop-off points for the public
 - If the public establishment sells make up products, they can set up a “Nordstrom Beautycycle” to recycle makeup products for users as they walk in to purchase new products



- **Zero Waste Box**
 - Users can purchase boxes to recycle specific items and each box comes with a prepaid shipping label
 - User's can also get discount codes for specific items through **Box of the Week**



- **Free Recycling Programs**
 - Users are able to choose specific items to recycle and print our free shipping labels to ship
 - You can also collect rewards points and donate those points to a charity

Earn Recycling Rewards

Earn TerraCycle points by recycling with us! You can redeem your points in the form of a donation to a school, charity, or nonprofit of your choice. Thanks to the recycling efforts of TerraCyclers like you, we've raised millions globally for schools, charities, and other nonprofits through our recycling programs. [Learn more about TerraCycle Recycling Rewards.](#)



1. Recycle

Sign up for the ARM & HAMMER Toothpaste Free Recycling Program and begin recycling.



2. Earn Rewards

Send in your recycling to earn reward points. Shipments earn 100 points per pound.



3. Redeem Rewards

TerraCycle points can be redeemed for a donation of \$0.01 per point to the charitable organization or school of your choice.

- <https://exploreloop.com/>
 - Users can browse normal items they would usually buy via Loop. However, these items are produced with refillable packaging
 - The packaging can either be refilled or simply repurposed, which will eliminate plastic items that are not recyclable and manufacturers can solely focus on using recyclable plastics

Josh Sunga

- <https://recyclebank.com/>
 1. **Sign Up**
 - Members can use their Recyclebank points to get great deals at local businesses and exclusive discounts on sustainable goods.
 2. **Earn Points**
 - Earn points by participating in activities such as planting or adopting trees, joining environmental education programs, taking quizzes, and signing up for newsletters.
 3. **Redeem Rewards**
 - Sign up to start earning points. Find out if you are eligible for rewards based on your geographical location.

Recyclebank

Start earning now!

sign in

register

f login

EARN POINTS

GET REWARDS

LIVE GREEN

ABOUT US

Search

Big rewards for taking small actions

Earn points

by taking small everyday green actions like recycling, reusing & reducing your energy usage.

Get rewards

discounts & merchandise where you shop.

Better the planet

one neighborhood at a time.

register now

EARN POINTS



Learn and Earn

brought to you by Naked Juice

Not all plastic bottles are created equal.

Find out what's special about rPET. Earn up to 30 points

learn more

REDEEM REWARDS



Free 2 Cans of Friskies® cat food

Enjoy two cans of Friskies® Selects® Indoor Cat Food, any variety.

75 points

learn more

LEARN



Can You Recycle Bottle Caps?

You already recycle your plastic and glass bottles, but what becomes of the bottle cap? We've got the answer.

learn more

Latest Tweets



dannyseo Who knew? U can put ziploc bags into the plastic shopping bag recycling bins at the supermarket to be recycled.

yesterday · reply



RecycleBank Tell us your energy conservation resolution for 2011 & win 2011 @RecycleBank Points! http://www.facebook.com/...

3 days ago · reply



RecycleBank @floatingredness Hahahah! Totaly!

3 days ago · reply



RecycleBank @emfloyd Thank you! We appreciate the support!!

3 days ago · reply

OUR FEATURED PARTNERS

RubyTuesday



greenworks

Ziploc

Coca-Cola

Fancy Feast

Olive Garden

my account

- register
- sign in

how to earn

- all the ways to earn
- refer a friend

get rewards

- featured
- deals
- back to school
- valentine's day

live green

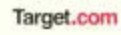
- energy savings and conservation
- recycling
- buying green
- featured

about us

- our team
- green schools program
- in the press
- faq & customer care
- corporate info
- privacy

- find us on Facebook
- find us on Twitter

RECYCLEBANK REWARD PARTNERS



With us, it's personal.

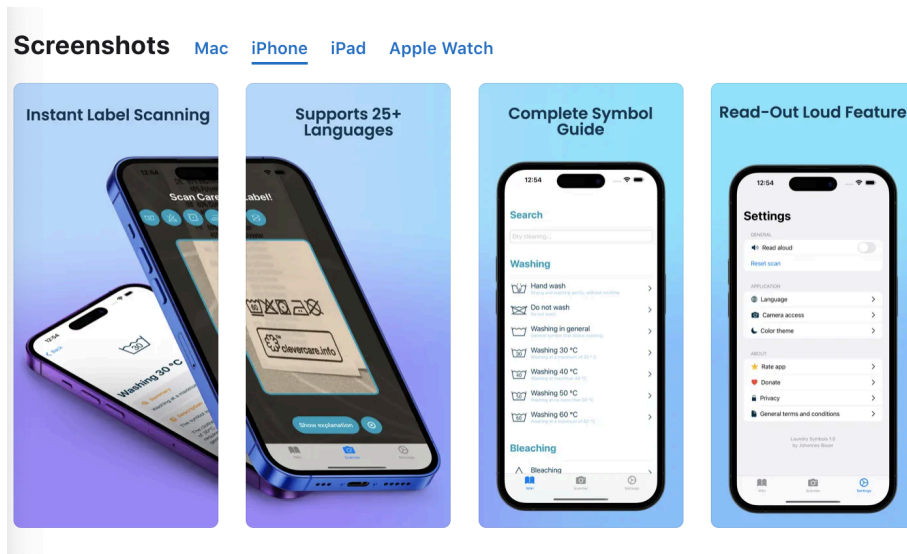
LEARN HOW YOUR CHOICE OF WATER HEATER CAN
HELP THE ENVIRONMENT **AND** YOUR WALLET

EARN 25 RECYCLEBANK POINTS!



GET STARTED

- Buff City Soap
 - Bring in empty soap containers and save \$1 on a refill
- **Main: Incentivize companies to package better, and users to recycle using refillable canisters like aluminum**
- Fetch
 - iOS App that scans receipts for users to gain points and redeem for rewards
- Laundry Symbols: AI Scanner



- Key Features:
 - SCAN: Effortlessly scan clothing care labels with your camera, and Laundry Symbols will instantly recognize and display the corresponding laundry care symbols.
 - WIKI: Explore a comprehensive laundry symbol wiki that offers detailed explanations for each symbol, ensuring you can properly care for your garments.
 - MULTILINGUAL: With support for over 25 languages, Laundry Symbols is the perfect laundry care companion for users around the globe.
 - READ-OUT LOUD: Activate the text-to-speech feature, and Laundry Symbols will automatically read aloud the detected symbols and washing instructions for ultimate convenience.
- Why Laundry Symbols?
 - Accurate & Fast: Our cutting-edge machine learning model guarantees precise detection of laundry care symbols, saving you time and effort.
 - User-friendly: The intuitive design ensures that users of all technical skill levels can easily navigate the app.
 - Comprehensive Guide: Our extensive laundry symbol wiki covers all symbols you may encounter, guaranteeing that you'll always know how to care for your clothing.

