JusTake
Get Free Stuff - Save the Environment - Help Others

Share! The landfill has enough!

Spot and take goods before they end up in a landfill!

Kurt Waldowski (LSA/Art) | Neil Matthews (CoE) | Garrett Dewald (CoE)
Jordan Vanderzwaag (LSA) | Carl Elbaz (LSA) | Jeremy Lash (Business School)
What is JusTake?

JusTake is a mobile application that serves to help counter the disposable mindset of many consumers. Rather than throwing away an unwanted good, one can utilize JusTake and offer it to others instead of a landfill. The user simply needs to take a picture of the item, choose the category it falls under, and add a description explaining how someone can get the item (side of the rode, on porch, knock on door etc). People looking for free stuff can use the application to view free items available near them. The key here is simplicity: a “trasher” just needs to post an item, and a “picker” can swing by and just take it!

JusTake has the potential to have a profound impact across the country. This application offers users a practical (and almost effortless) way of benefiting the environment and each other. Dealing with consumers directly, we feel JusTake is in a position to heavily influence the disposable mindset of many Americans by demonstrating just how easy it can be to help protect the environment.

Project Timeline & Budget

The key estimated dates for project milestones are as follows:

1. **April 17th**: The MVP (minimal viable product) will be complete. This includes the basic functionality in the form of a mobile web application. A web application is ideal as it will be accessible by computers, tablets, and smartphones, allowing us to build a user base right away.

2. **July 1st**: By July 1st, we strive to have the application in an ideal state and a community website launched to promote the movement. We hope to have an initial user base in concentrated areas, and do usability testing to insure a
seamless, simple experience for our users. We also will have started working on native Android and iOS applications.

3. **October 1st:** By October first, we will have the Android, iOS, and web application working in order to reach the largest audience. In addition, we will also begin to invest more time into marketing to raise awareness for the application. Fortunately, given the virtual nature of software development and distribution, our costs will be minimal. However, funding is needed not only to ensure a reliable experience, but to get enough people on board to make the application viable. Without users, it has no value!

We feel the seed money of $5,000 dollars is enough to cover our initial expenses. These include:

1. **Server Costs:** We need to have a scalable server that is not running in my parents basement. This initially will cost around 30-50$ a month, and will grow as the application scales. Add 10$ a year for a domain name.

2. **Licence Fees:** When creating native applications to be distributed in the app stores, there will be a 90$ licence fee from Apple, and a 25$ fee from Google.

3. **Marketing Costs:** This will be the biggest cost; it doesn’t matter how good the application is, we will need a lot of people using JusTake for it to be viable. Once the application is up and running, we need to put substantial effort and funding into promotion.

Come October 1st, we can observe the progress the application has made. From this point we can make decisions on whether or not more funding is necessary. The funding would go towards either keeping up with a growing user base or into promoting the application.

Thank you for your consideration!