

Meeting with Cataki August 8, 2019

- Following up from last time - last time we said we'd do some co-design sessions, we sent you some material - thoughts?
- Henrique - time is sensitive, we really need to do it now
 - We're working on the next version
 - Some new features - possibility of payment for waste collectors through digital banking
 - Main issue - we need to talk to the waste collectors, they're so used to getting money in their hands
 - Co-design group regarding the waste collectors, its mandatory to make it happen as soon as possible - crucial part of the app, we're already designing and working on
 - We have a completely new version of the app to talk to the users to make sure they have a better user experience
 - We are ready to make it happen
- Henrique's update
 - Making a lot of partnerships with Coca Cola, Nestea
 - We have also been focusing on the big generators - condo, bars and restaurants, and other major companies that are not our usual user - but can represent a good source of material, new way of generating revenue
 - We've won the Shiva's grant - great income for us, use that to get a new version of the app - better UX, including digital payment (ASAP!), and restorability of the material (?) - need data of the material
 - New version is hoping on these 2 things - making sure we can allow payment, restorability of the material
 - We also need to make sure the waste collectors are very well trained in order to start collecting on companies, bars, restaurants - we need to make sure we find ways of training them and making them able to work with companies, in places that are different than sao paulo - we need to find ways of long distance training, through videos, things like that
 - Have catadores work on a more professional basis to get into bigger projects and make more money
 - That's why the co-design process is so important - talking to the catadores, and the users
 - Technical support of getting this long distance training going
 - Getting support on the best way of method of digital payment - so many options for digital payment - we are lost in so many options
 - I hear in SA, apps allow payments without banks - we're trying to do research into these
- Dana - you know the catadores, what co-design looks like. What we need to understand is... you have the app, you are in the process of updating the app?
 - Yes, a big update - we're going to introduce very heavy stuff and very new features - ex. We need to know the weight of the material is being dealt or sold thru the app - info the industry needs about the app - dont have it today, must have in the next version
 - In Brazil, if you don't give some kind of incentive in their homes - they don't do the separation of the material - they're lazy, we don't have enough laws to make them do it, we don't have the culture of separating material
 - Maybe discount or stars to those who separate materials
- Dana - the co-design what would fit into the new design, the update? Yes
 - Digital payment
 - Need to figure out partner, there's so many options
 - More open ended, exploring what features and functionalities catadores will want in the system
 - Data gathering / materials tracking
 - Helps establish Cataki in the market, this is what the partners need
 - Who will be using this most? Who are the users?
 - We need this information, basically
 - We've been discussing with companies, they need to understand the answers to the material waste they haven't been able to get back - reverse logistics
 - They need to get back as much as they can of the material they put on the market
 - Talking to the waste collectors in Brazil, an important route to get this back
 - If they're going to invest in us, they need to get back material
 - Right now catadores take everything to the junkyard
- **How much tonnes of materials they got back - especially plastic bottles - bottles also need to go back to be recycled**
 - Waste collector gets paid based on what he brings back
 - IF we make them sort the material, it might slow them down - where it might make sense is when they sell the material in the junkyards
 - Collection centre already does separation of material
 - But that information is lost
 - Collection centre - we have close connections with them
 - We tried to get cooperativas to be a part of autonomous collectors
 - Group association of cataki
 - We try to get them to receive material from the autonomous collectors
 - They function as a buyer of the material as well
 - They are the other source where the catadores to sell the material
 - Might need 2 different sessions for these 2 different pieces
 - Catadores and what they want
 - Or together?
 - Henrique discuss this with Luis and Mundano
 - But we think - we need to have a group of waste collectors, able to have them feel free to discuss issues with buyers
 - But at another point, we need to get them together
 - We need some time alone with the collectors
 - Training
 - How much of this is already designed? Who's designing and developing it?
 - Not designed yet
- There's a few ways we can do it - sessions in different locations, etc. Do you think its possible to do it in a few different locations?

- Yes, exactly, I discussed that a lot with Mundano and Luis
 - Renato - focus on technology and making sure the app runs ok
 - It's best for us to have the collectors here in our office, but also have an open platform for catadores all over Brazil to join it - the right amount of people in the session, working on the co-design process
 - We found someone who does the co-design process and is used to doing it - partner of ours
 - Might be from Google?
 - We've been working on the process, now we're ready to set a date and do it
 - Old and new users who can make a good panel
 - Input from co-design will help Renato make decisions and build tech
 - We need to get Cataki to the place where we can deliver on data and expectations
 - Need to assure our place in the market
 - Timing
 - What's the timing for updating the app?
 - We want to update it in different stages
 - We want to have the first part of the new version in 30-40 days
 - Then another 30 days, we'll have the 2nd part
 - We'll have it completely done in a 3-month period
 - But the first good change, the first real change, we pretend to have in 30-40 days
 - Which should include... new designs
 - They have in-house designers and developers
 - Might also deal with outside resources for technology
 - But the vision is - sooner or later, we'll have to have in-house developers and designers
 - Prioritization - what do you want to do first?
 - To see our app more holistically, I can send you a doc of what functionalities we want to have in a few months
 - We did prioritize - first version, etc
 - Henrique can share that with us
- **Henrique can do this today**
- Dana - when you do have someone identified who is identified to facilitate, connect us

Actionables

- Henrique to send prioritization sheet
- Henrique to connect us with facilitator
- Henrique to look over the co-design activities, give us feedback on what works or doesn't specifically to your context
- Timing - week after next (week of the 19th) - it would be great to have it in August