

# Customer Segments

Ecoin provides a solution to global warming, even though it is only small, it still makes a difference to the environment. Politically, it helps the city hall when it comes to pressure groups. People that contribute to this recycling now have a purpose too, since they win money from something they may be already did before. It is also an incentive for new customers to recycle, in the end, money is what moves society. In terms of companies that are willing to invest in our project, they will receive recycled materials at a lower cost than if they bought non-recycled materials. Moreover, young people are the potential workers. They have fresh and original ideas that can contribute to the product as well as having a high-qualifies career. It will be beneficial for both, these young people and for us, as they gain experience and we gain workforce.