

1. Sustainability and Food

Problem: Reduce food waste to optimize cost, water, and carbon.

- **Consumer side:** the food you buy, store, cook, and throw away. What untapped markets are there to introduce new business models like Hello Fresh/Purple Carrot or new technologies like sensors to help detect freshness?
- **Business and supplier side:** how restaurants, grocers, and distributors handle, store, and move food. What untapped opportunities do grocery stores like Wegmans or Tops have to reduce waste?
- **Farmer side:** what's lost before food leaves the farm. How might farmers get more efficient with their operations and increase their margins?

2. Sustainability and Transportation

Problem: Reduce transportation waste to optimize cost, time, and carbon.

- **Consumer side:** the everyday travel and deliveries you personally control. How might you incentivize more electric vehicle rides?
- **Logistics side:** how goods move, including routes, fleets, how full vehicles are, and where things are made in the first place. With rapidly rising fuel costs, think about the increasing incentive to optimize costs with more efficient routes or vehicles.

3. Sustainability and Material Consumption

Problem: Reduce the cost, carbon, and water of virgin material use.

- **Customer-facing side:** how people acquire, keep, and part with the things they own. What new marketplaces might arise with the rise in second-hand good purchasing? What opportunities are there to move to pay-as-you go models, like Rent The Runway?
- **Recovery side:** where materials go after use, and what they're worth. How much material value is buried within our landfills?
- **Industrial side:** the materials themselves, such as steel, aluminum, and cement. What business models might exist for reclaiming old materials?