PlasticScore Entry #1

Food service packaging trends and targeted sales tools

Project Summary

Our food service packaging market trends and targeted sales tools are designed to meet the needs of sales managers for food service manufacturers, distributors, and service providers. We utilize our crowdsourced restaurant packaging dataset (via our PlasticScore app), in combination with business listings data from the CIM to deliver insights for these decision makers.

CIM Datasets:	All Restaurants in Colorado	Business Entities in Colorado

Our proposed tools will provide detailed market trends for restaurant packaging which can be broken out by restaurant type, location, materials, and much more. We will also have a targeted sales tool that allows a decision maker to identify specific restaurants based on their existing product usage, and target them with relevant information to increase sales.

Market Trends

For the market trends tool, we'll combine business listing data with our packaging data and present it in a mapping interface similar to Zillow, where a user can select specific regions, or draw their own selection criteria. A user would then be able to view different metrics and trends for that selection, and we would allow for filtering by restaurant type, materials, etc.

Targeted Sales

Following on with the Zillow comparison, a user would be able to drill down into specific data for an individual restaurant to help them in the sales process.

PlasticScore Dataset

The crowdsourced dataset from our PlasticScore app is the key to our implementation of these tools. By reaching only 1,000 active reviewers in the state, we could have new dine-in and takeout reviews every 3 months for the bulk of Colorado's 10,000 restaurants. This is a very achievable goal, and we are just now starting our outreach and marketing efforts to reach it.

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