



Sustainability Success Source
Student-Led Sustainability Project
GreenLight Solutions

WormLab's Closed-Loop Composting Service

PROJECT TEAM

Solutioneers: [Breanna Dougan](#) | [Emily Pearce](#) | Sahil Aggarwal | [Nithya Chundi](#)

Solutioneer Mentor: [Alen Jakupovic](#)

PROJECT PARTNER WormLab | [Chris Wass](#)

Developed digital marketing tools and a prospect list to support WormLab in promoting its pilot program and building strategic partnerships.

CHALLENGES

WormLab's challenge is effectively educating users and potential partners about the value and benefits of participating in its pilot program.

SOLUTIONS

Solutioneers created a pitch deck creating a compelling case for using the WormLab program as well as marketing tools including an infographic of the process and a survey for feedback; this was complemented with a prospect list of potential partners.

STRATEGIES

- Build an infographic detailing the Wormlab process
- Market the Wormlab pilot program's objective using a digital pitch deck
- Incorporate survey for feedback and improvement
- Utilize lead-generation tools to discover potential partnerships

BENEFITS

Project Partner

Wormlab can use the pitch deck and associated materials to present the pilot program to potential municipalities, neighborhoods, businesses, and food recyclers.

Solutioneers

- Marketing strategies
- Communications with stakeholders
- Compiling qualitative data

Our Community

Composting services will benefit public health and communities by preventing gas emissions from landfills and put nutrient-dense "future soil" back into green projects, improving our heavily eroded cityscapes.

OUTCOMES

3 Digital Marketing Tools | 28 Potential Partnership Profiles

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