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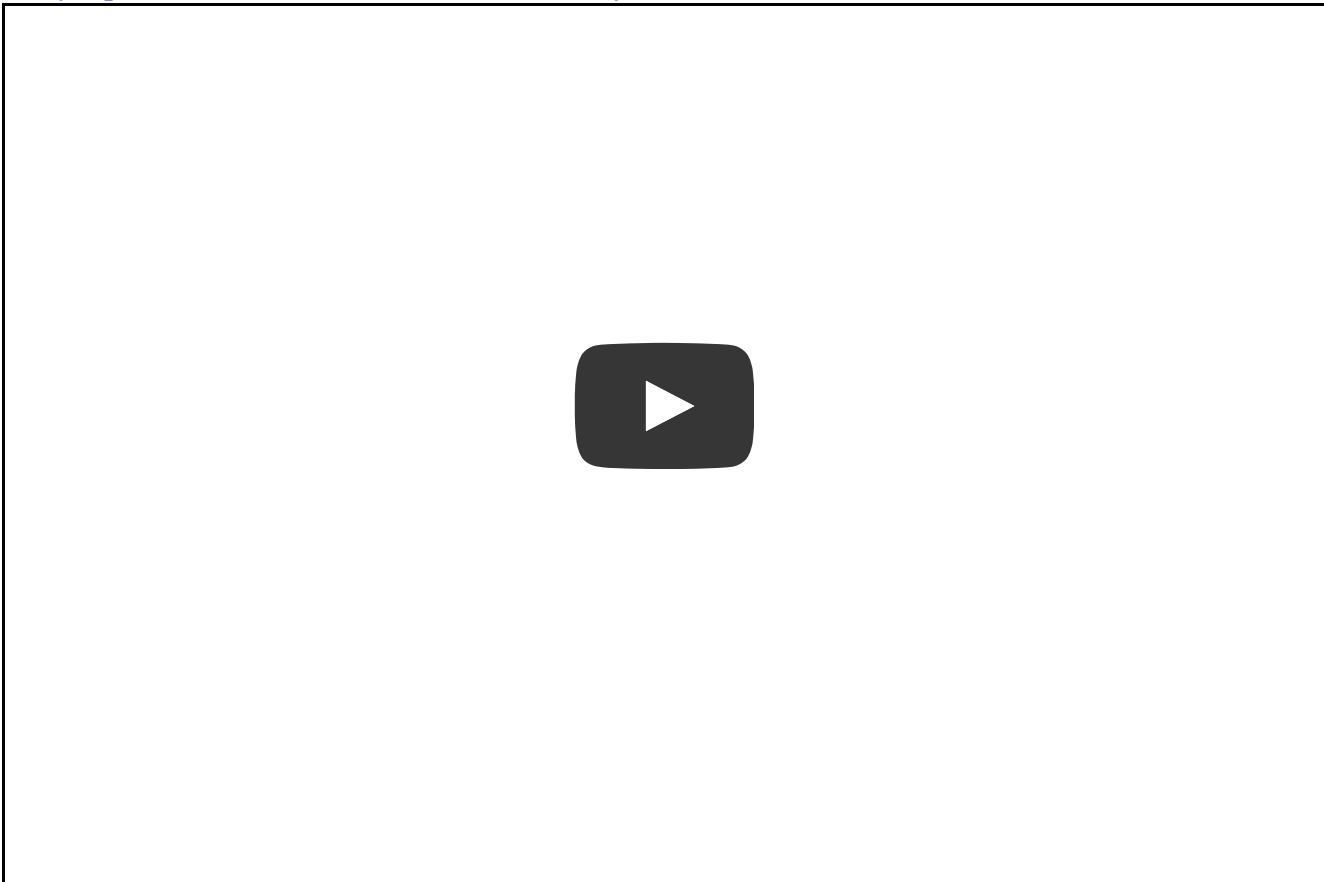


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Emrals

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Emrals is a system that includes a city cleanup game that pays users and a smart trash can that mines digital currency and rewards points when people cleanup.

[New York, New York, United States Environment](#)

LET'S GET OUR CITIES CLEAN BY EMPOWERING ORDINARY CITIZENS

Starting with the public areas of sidewalks and parks, Emrals offers a platform for people to report rogue trash, put some cash on it and incentivize people to clean it up for a reward. Along with cleaning up, Emrals seeks to educate people about the overwhelming trash issues and help reduce the negative impact of our waste. Clean sidewalks not only look nice, they are safer, make us feel better as a community, and keep litter out of our rivers and oceans. Our government systems are doing the best they can, and it's not enough.

We have begun to revolutionize the world of curbside sanitation through gamified urban beautification for everyone who wants a cleaner city. Emrals is radically inclusive to all users who want to live in a cleaner city. Everyone can play!



How Emrals Works

There are two kinds of players. The people who post a pic and add emrals to “dirt alerts,” areas that need to be cleaned up, and the people who want to go out there and clean them up for cash.



Players A:

Want their neighborhoods clean and are willing to give money to get it done.

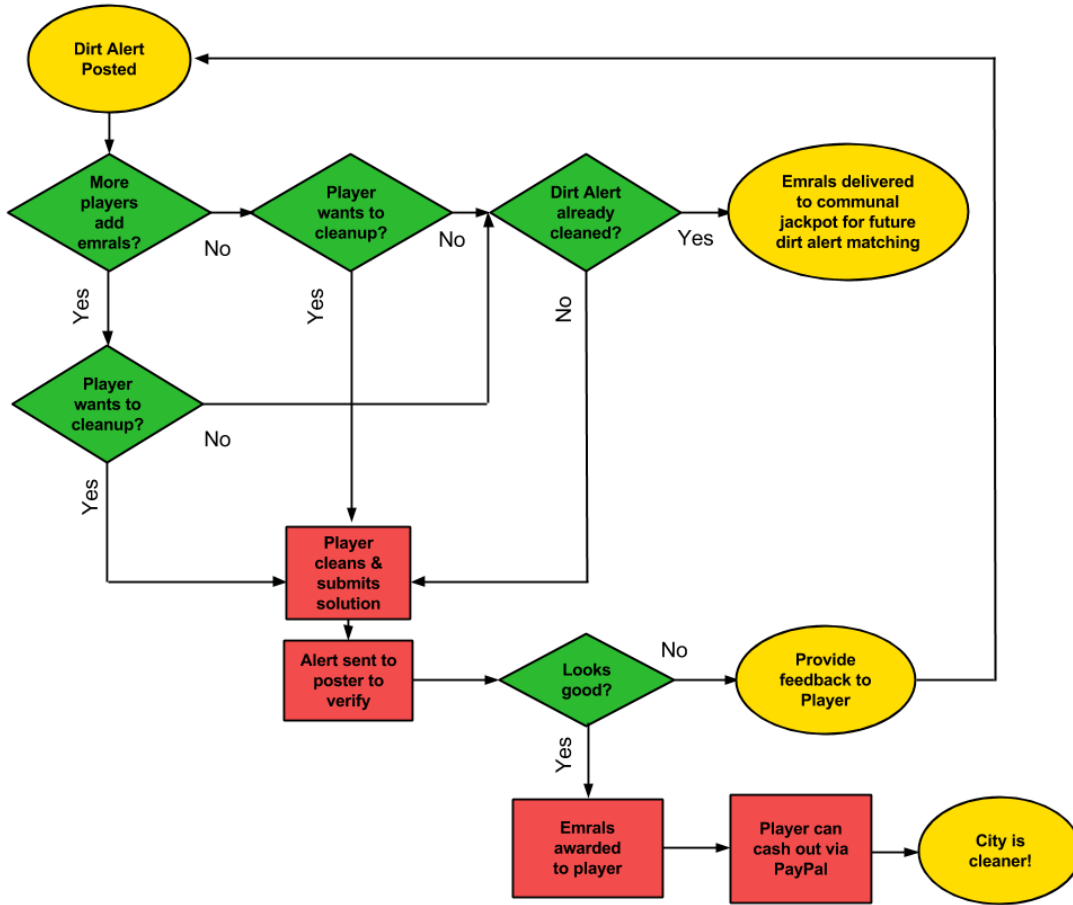


Players B:

Are motivated by the cash reward.

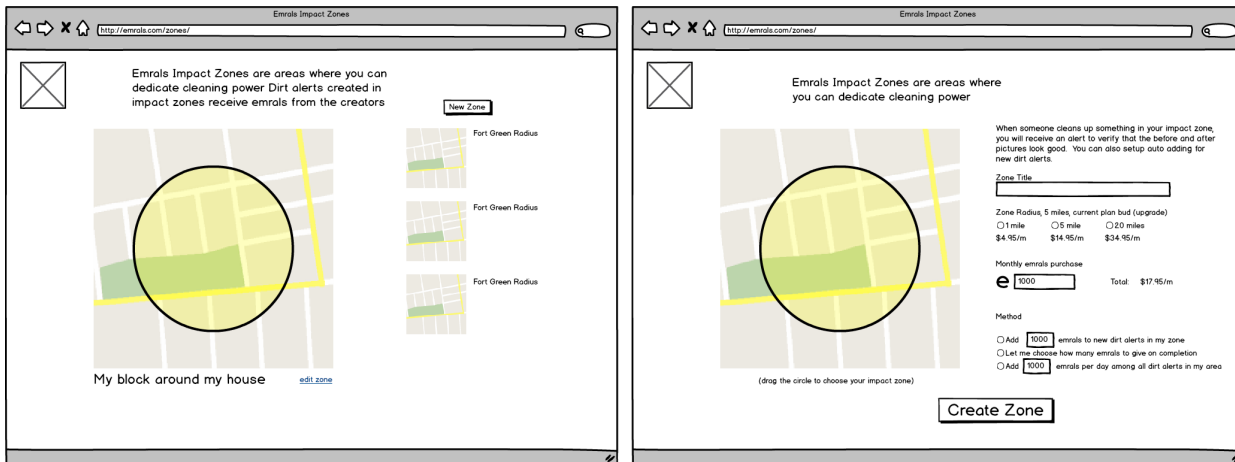
Dirt Alerts

1. Player A posts images of rogue trash and identifies areas of neglect
2. Player(s) add emrals (100 emrals for \$.99) and excite people to want to clean it up
3. Player B cleans it up and posts clean image or video
4. Player A verifies the spot looks good
5. Player B gets awarded the emrals which can be exchanged for real money



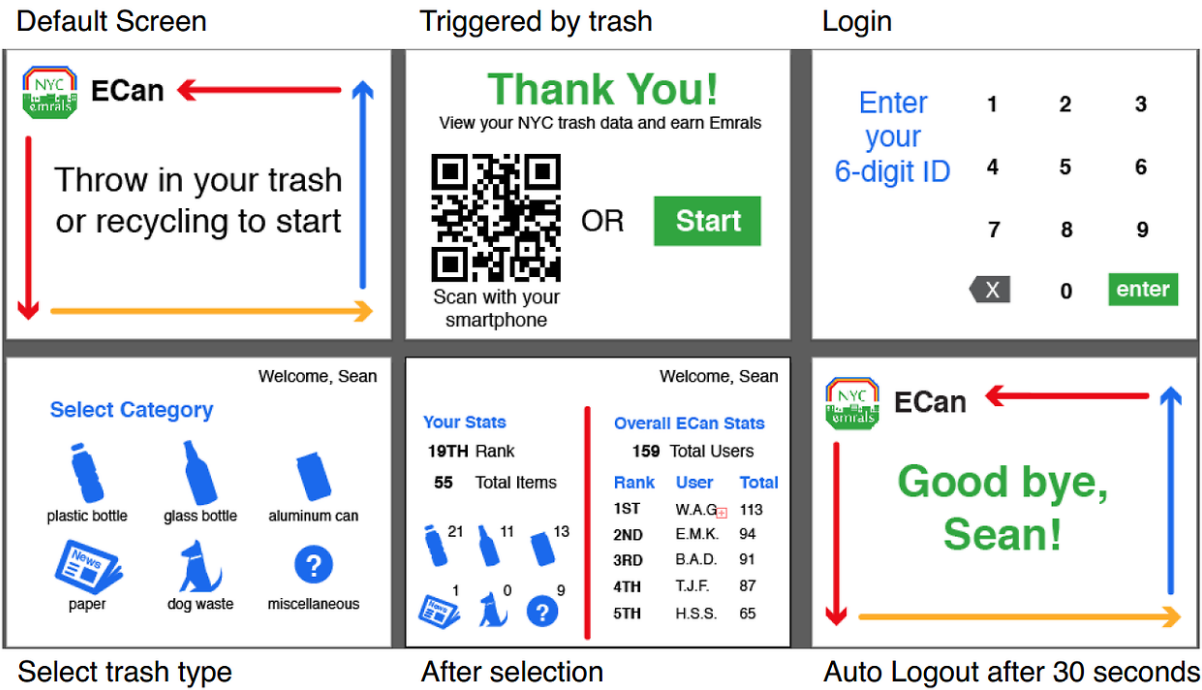
Impact Zones

1. Players A subscribe to contribute a monthly jackpot for a selected impact zones
2. Players B clean up dirt alerts in this area and post clean image
3. Emrals verifies and awards money to Players B



Interactive Trash Cans

1. Players are rewarded points applied to their Emrals profile for every item thrown away
2. Interactive touch screen educates players on recycling and sanitation
3. Connected device opens up possibilities in citizen engagement and data collection



YOU CAN PLAY NOW!

The game is alive and running at www.emrals.com We have been making a lot of progress with the web site and eCans, and need help getting the mobile apps designed and fully functional. We have plans to get more people involved and need support to hire staff and put together outreach programs. This is why we need your support!

Here is how we plan to spend our fundraising goal of \$17,000.

- 1k - design mobile apps
- 2k - android and iOS development
- 1k - design web (existing mockups that need design and filling in the gaps to our existing design and some new pages)
- 2k - web development
- 2k - ecan development
- 4k - ecan supplies / hardware (10 eCans at \$300 - \$400 each)
- 2k - marketing (promotional materials for citizen engagement)
- 3k - new app development for related apps that use Emrals

Your Impact:

- Cities like NYC produce 36,200 tons of trash daily
- It costs \$1 Billion per year to clean
- Sanitation departments cannot handle it all.

By playing emrals and using the eCans in your city, you'll enjoy cleaning up much more and be motivated by fun rewards and badges.

Emrals is a Winner!

Emrals and eCan have won numerous awards including

- "Best Civic Engagement app" at the BetaNYC #CodeAcrossNYC event
- "Best design" and "Crowd Choice" for the eCan at Science and the City
- "Best UX" runner up from #UXAwards and 5 free tickets (1 for each team member totalling 15,000 worth of prizes) at Tech Crunch Disrupt.
- "Crowd Choice" at Science Hack Day for the eCan
- "Top 20 Finalist" at NYC BigApps 2014 challenge
- "Best Mobile Web Game for Good" by TreSensa 2014

We've had successful fundraising campaigns including our crowdfund that helped with the initial logo and website design and Alpha One labs indiegogo for moving to a new space and our grand opening party and membership drive.

Our Team:



Sean Auriti, CEO and Founder of Emrals, Inc, New Yorker, positive impact inventor, engineer, and

entrepreneur. Came up with the idea for Emrals during the Code Across NYC hackathon which challenged people to use public data for civic good. Emrals uses the idea of cryptocurrency and creates a real-life game to empower citizens to become more active in keeping their cities clean and beautiful.



Nitya Narasimhan is a professor and developer. She previously had over a decade's worth of experience in mobile at Motorola. Nitya helped develop our first mobile prototype at the Code Across NYC hackathon. And has also contributed feedback to further develop the site, applications and the company.



Sojourner Hardeman is an amateur geek turning pro. Has helped with the first Emrals hackathon the Science in the City eCan hackathon and continues to provide project management



Caroline Fan is an experienced political and community organizer and marketing professional.



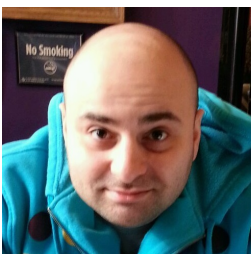
Christopher Franqui is a QA tester spreading the word of emrals.



Yangbo Du is our Dynamic Communications Liaison. He's been to over 752 tech events and 95 hackathons.



Aleksandar Spasenoski helped with the mobile design during Code Across NYC, contributed design for the website, and is doing the html chopping of it now.



Beni Borukhov helped at disrupt and bigapps day 1 and has provided useful feedback for the improvement of the product.



Eric Harmon worked overnight during a 24 hour hackathon getting the ios app running for disrupt.



Wonjun Song worked overnight with Eric designing the iPhone app has helped with the eCan mobile app and has provided valuable feedback for the company.



Prashant Padmani has made the Android app functional and continues to build out it's functionality.



Ana Sarmiento is our Marketing, Product Management, and Consumer Specialist

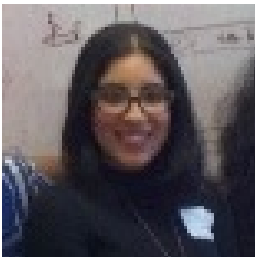


James Michael Francis Bennett, Jr. Provided marketing feedback, helped with BigApps flyer distribution, recorded our pitch at the 2nd build build, testing of the site and strategic advice for the competition and continues to promote over social networks.

Advisors:



Eve Paul helped build the initial team at Code Across NYC and has been an early supporter for our crowdfunding campaigns. Eve continues to provide valuable insight and helps move the company along working on integrating Relief Insight a mobile web platform for disaster-response logistics tracking and provision of goods and services.



Magdalin Vargas is our advisor from 3-1-1. Magdalin provided early consulting as to what types of 311 alerts can be resolved by citizens.



Mary Auriti has provided and continues to provide endless contributions from managing the project to helping write this Indiegogo page.

Partners:



Francois Grey, head of citizen science at CUSP has been an early supporter of the eCan since the Science and the City hackathon. Francois has helped organize waste related workshops and has made valuable connections for the company. Francois also helped organized the Science Hack Day hackathon where the eCan went on to win it's second Crowd Choice award.



Nicholas Johnson has helped with the advancement of the eCan by providing a streamlined screen interface to the eCan and has helped with testing the idea in the public by creating a sign and setting up the eCan in a public square where we met with people saw their reaction and got feedback to improve the eCan.

Supporting Organizations:

Our partners are helping us spread the word about this campaign to people who want to support Emrals in our communities! Many thanks to our Supporting Organizations.



Alpha One Labs



Beta NYC



CENTER FOR URBAN SCIENCE+PROGRESS

Center for Urban Science and Progress



PARTNERSHIP Downtown Brooklyn Partnership



NYC 311



TreSensa



*Tradition.
Innovation.
Results.*





BIGAPPS

NYC 2014

Perks & Rewards:

Referral Contest

We're running a referral contest! For those who refer 100+ people to the campaign, we'll send you a free t-shirt!!!

Risks & Challenges

Our biggest risk and challenge is getting people's continual involvement and motivating people to participate. We plan to overcome this with outreach programs, viral marketing and keeping the product evolving to best keep momentum going to keep the city clean. There are options for people without smart phones to play currently in development.

We are planning to working with government to help them do their job better and be in compliance with all regulations to simplify our involvement.

Other Ways You Can Help

- Sign up to www.emrals.com and start cleaning up!
- Want to be a part of the Emrals team? We are looking for front end developers, community activists, mobile developers and hardware engineers.

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Team



- [Sean Auriti](#)
Founder
106 friends



- [Ana Sarmiento](#)
Business Development
Verified



- james@harvardlaw74.com James Michael Francis Bennett Jr
Verified 526 friends



-

[evebpaul](#)

Contributor/Team Builder/Resiliency Design & Dev. Advocates/#1 Fan



• [mary auriti](#)

\$85USD

raised of \$17,000 goal

1%

34 days left

This campaign started on Aug 04 and will close on September 18, 2014 (11:59pm PT).

Flexible Funding This campaign will receive all funds raised even if it does not reach its goal.

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Select a Perk

• [\\$35USD](#)

[Featured](#)

[Emrals T-Shirt](#)

[High quality t-shirt with the emrals logo and Rewarding City Cleanup slogan underneath.](#)

[2 claimed](#)

• [\\$9USD](#)

[Sprout Member](#)

[You'll get access to the Emrals website and a 1000ft radius Impact Zone for 1 month.](#)

[0 claimed](#)

• [\\$15USD](#)

[Beta Tester](#)

[You'll get early access to all new features on the Emrals website and up to date information on all eCans in the city](#)

[0 claimed](#)

• [\\$24USD](#)

[Bud Member](#)

[You'll get access to the Emrals website and a 2000ft radius Impact Zone for 1 month.](#)

[0 claimed](#)

- [\\$49USD](#)
[Bloom Member](#)

[You'll get access to the Emrals website and a 1 mile radius Impact Zone for 1 month.](#)

[0 claimed](#)

- [\\$59USD](#)
[Name a trash can](#)

[You'll name a trash can and will be able to monitor it's health on the eCan page.](#)

[0 claimed](#)

- [\\$69USD](#)
[Name engraved on eCan](#)

[Your name / message will be engraved on an eCan](#)

[0 claimed](#)

- [\\$365USD](#)
[Industrial eCan](#)

[The eCan features a 7" touch screen, wifi and sensors to detect what you've thrown out.](#)

[0 out of 10 claimed](#)

- [\\$795USD](#)
[Outdoor eCan](#)

[Equipped with a solar panel and built out of metal. This eCan can be bolted to the ground.](#)

[0 out of 10 claimed](#)

- [\\$2,000USD](#)
[Bronze Launch Customer](#)

[Branded eCan \(customized for form factor\) with recognition as a Bronze Launch Customer.](#)

[Estimated delivery: November 2014](#)

[0 out of 10 claimed](#)

- [\\$5,000USD](#)
[Silver Launch Customer](#)

[Three branded eCans with recognition as a Silver Launch Customer.](#)

[Estimated delivery: November 2014](#)

[0 out of 5 claimed](#)

- [\\$10,000USD](#)
[Gold Launch Customer](#)

[Eight branded eCans with recognition as a Gold Launch Customer.](#)

[Estimated delivery: November 2014](#)

[0 out of 2 claimed](#)

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for Emrals and the team!

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scrolling="no">
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