

INNOVATION & ENTREPRENEURSHIP CHALLENGE

DETAIL OF CHALLENGE **PROBLEM 2**

Name of Company: Clean Haul Corporation

Website: None

ABOUT CLEAN HAUL

Clean Haul is an Alberta based soil management and logistics firm that promotes responsible waste management practices by assisting each of its clients in the proper categorization and management of waste through environmentally sound and economically prudent mechanisms. Clean Haul is introducing an innovative web-based technology to consumers that specializes in a cost reduction algorithm correlating to the management, characterization, removal and transportation of solid waste. Through geospatial mapping, waste generators, landfills, treatment locations, backfill agents and fleet management; buyers will be connected directly with sellers in a real-time environment establishing substantial savings in transportation, disposal and Greenhouse Gas emissions.

CHALLENGE PROBLEM

- To design a website for Clean Haul
- To design a social media page for Clean Haul
- To design marketing materials for Clean Haul

BACKGROUND

- Clean Haul currently do not have any form of presence on the internet
- Neither do they have any form of marketing and advertising material for their services
- Company in early stage of establishment

PROJECT

- Identify options for improving Clean Haul's social media presence that can help grow followership as well as drive traffic to the website
- Design a website for Clean Haul to reflect every aspect of Clean Haul's services and/or products
- Design simple yet captivating marketing materials for Clean Haul