

University of Wales Trinity Saint David

Student Name: Bogdan Draghici

Student ID: 2027588

**Module name: Developing Innovation and Creativity for Business
Advantage**

Module Code: BMSW6102

Lecturer: Charles Nwaogwugwu

Contents

Abstract.....	3
Introduction.....	3
The Concept.....	4
PESTLE Analysis	4
YouTube as an Outlet for Uglypickles HUB.....	5
Attributes of YouTube that makes it viable for Uglypickles HUB	6
Potential revenue streams for Uglypickles HUB to support an Income-Based Business Model.....	7
Benefits of an Income-based business model.	8
Marketing.....	9
5.1. Product:.....	9
5.2. Price:	9
5.3. Place:.....	9
5.4. Promotion:	9
Compliance.....	10
Conclusions.....	10
Recommendations	11
References.....	12
Appendix	14

Abstract.

This paper explores Uglypickles Hub's innovative approach in combining sustainable business practices and inclusive employment through a YouTube channel. The venture, rooted in the circular economy, focuses on reducing food waste and integrating neurodivergent and disabled individuals into the workforce, leveraging IoT technologies. The paper examines Uglypickles Hub's strategies within the frameworks of PESTLE analysis, YouTube's digital ecosystem, marketing mix (4Ps), and data protection compliance.

Introduction.

In today's rapidly evolving technological landscape, there's a growing need for educational platforms that actively engage in societal challenges, particularly in sustainable practices. A proposed educational YouTube channel aims to address this by focusing on the issue of food wastage, a significant global concern with about 1.3 billion metric tons of food discarded annually (FAO, 2019). The channel plans to merge educational content with practical solutions, primarily targeting the wastage of vegetables discarded by supermarkets.

Central to this initiative is the concept of the Circular Economy, which strives to minimize waste and maximize resource use (Korhonen et al., 2018). The YouTube channel will utilize this framework to educate its audience on the science of food production and waste, while showcasing innovative methods in line with the principles of a circular economy. It intends to feature a unique business model where discarded vegetables are processed and repurposed, providing real-world examples of applying scientific and circular economy principles to reduce food wastage. This approach not only aims to educate but also to transform perceptions and practices around food consumption and waste management.

Furthermore, the integration of neurodivergent and disabled individuals in workplaces, combined with the strategic use of Internet of Things (IoT) technologies like Power BI, Inflow, Lean Path, and various sensors and smart devices, is highlighted as a significant step towards enhancing productivity and fostering innovation in business processes (Austin, Pisano, & Reeves, 2020; Hirakawa et al., 2021; Bandyopadhyay & Sen, 2011). This fusion of neurodiversity and advanced technology enables the efficient identification of operational inefficiencies, paving the way for more streamlined and resource-optimized workflows.

In summary, this is the proposal for setting up a YouTube channel is set to contribute significantly to a more environmentally conscious and socially responsible future by promoting sustainable practices and innovative solutions through a blend of theoretical knowledge and practical applications.

The Concept.

Implementing an **open innovation model** for Uglypickles HUB channel on food wastage and sustainable practices enhances innovation. It leverages diverse expertise, real-time feedback, new technologies, cross-industry collaboration, crowdsourcing, and resource efficiency. This model fosters creative, effective solutions by integrating external insights and technologies (Chesbrough, 2011)

Integrating neurodivergent and disabled individuals into the team of a Uglypickles HUB channel focused on food wastage and sustainable practices can significantly bolster its success in numerous ways. This diverse inclusion brings unique cognitive perspectives and creative problem-solving abilities, as neurodivergent individuals often excel in areas like pattern recognition and innovative thinking (Austin, Pisano, & Reeves, 2020). Their involvement can lead to the generation of novel ideas and solutions, enhancing the channel's content creativity and appeal.

Such an inclusive approach not only widens the channel's audience by making it more relatable and accessible but also demonstrates a strong commitment to diversity and inclusivity. This can resonate deeply with viewers, improving the channel's reputation and attractiveness. By integrating disabled individuals, the channel can better address and implement accessibility features, like closed captions and audio descriptions, making the content more accessible to a diverse audience.

Furthermore, showcasing the talents and capabilities of neurodivergent and disabled individuals helps in breaking down societal stereotypes, thereby increasing awareness and understanding. This aligns with the channel's ethos of social responsibility. Additionally, a diverse team environment fosters mutual learning and collaboration, enhancing the overall dynamics and adaptability of the team. As per Hirakawa et al. (2021), such diversity can broaden research interests and approaches, potentially expanding the channel's scope and depth in covering sustainability and food wastage topics. In essence, this integration is a pivotal step in driving innovation, broadening appeal, and strengthening the social impact of the channel.

PESTLE Analysis

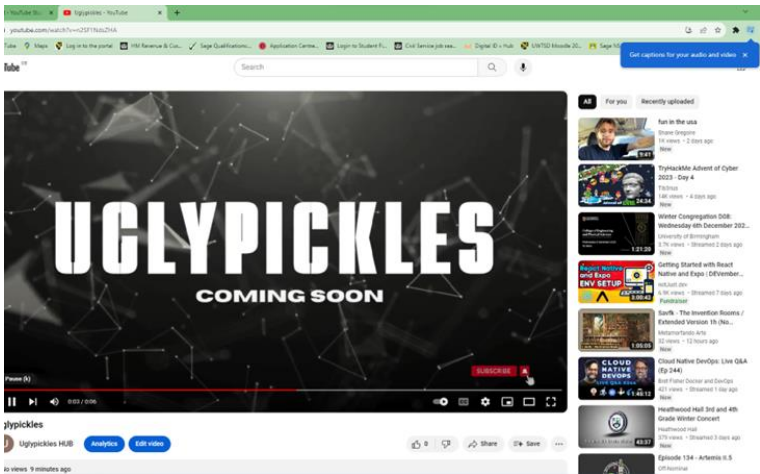
Uglypickles Hub, an innovative YouTube channel, addresses key global concerns through a multifaceted approach, as highlighted in its PESTLE analysis. Politically, it aligns with agendas promoting sustainability and inclusivity, potentially attracting governmental support. Economically, the channel's focus on a circular economy resonates strongly amidst the cost-of-living crisis, advocating waste elimination to mitigate financial pressures on consumers.

Socially, it champions diversity by employing disabled and neurodivergent individuals, challenging norms and enriching the workforce. Technologically, it leverages IoT to optimize operations and enhance resource efficiency. Legally, it adheres to environmental and employment laws, ensuring compliance and ethical integrity. Environmentally, the channel contributes to conservation efforts by emphasizing food waste reduction, aligning with the urgent need to protect our planet. Uglypickles Hub represents a comprehensive response to contemporary global challenges, combining ecological responsibility with social and economic awareness.

Political	Economical	Social	Technological	Legal	Environmental
Uglypickles Hub aligns with political agendas promoting sustainability and inclusivity, earning potential support and recognition	The circular economy approach not only reduces waste but also presents cost-effective solutions, appealing to a wide audience.	By employing disabled and neurodivergent individuals, the channel fosters social inclusion, challenging societal norms and promoting diversity in the workforce.	Leveraging IoT software and hardware, Uglypickles Hub optimizes its operations, streamlining the production process and maximizing resource efficiency.	Compliance with environmental regulations and employment laws is crucial, and Uglypickles Hub's commitment to sustainability ensures it stays on the right side of legal frameworks.	By reducing food waste and championing sustainable practices, Uglypickles Hub contributes to environmental conservation, emphasizing the importance of protecting our planet.

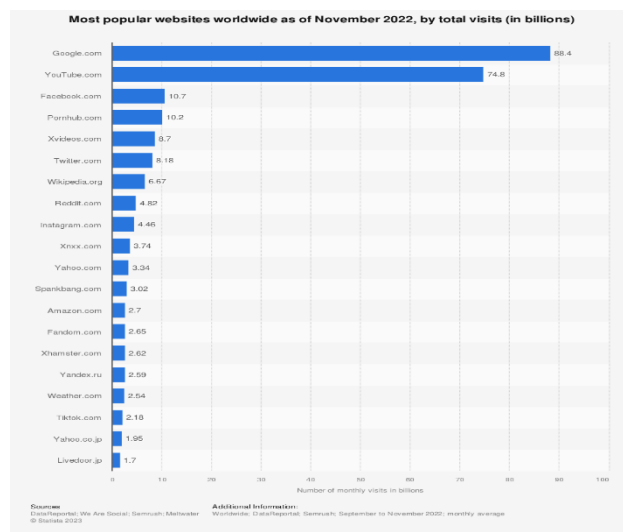
YouTube as an Outlet for Uglypickles HUB

YouTube, as a platform, offers a range of attributes that can significantly contribute to the success of a channel like Uglypickles Hub, which focuses on sustainability, food wastage, and inclusivity.



Attributes of YouTube that makes it viable for Uglypickles HUB

- a) **Global Reach and User Base:** One of YouTube's most significant attributes is its vast global reach. With over 2 billion logged-in monthly users as of 2021, YouTube offers unparalleled access to a diverse, international audience (Statista, 2023). This extensive reach is crucial for Uglypickles Hub, allowing it to connect with viewers worldwide, and spreading its message of sustainability and inclusivity across various cultures and regions.
- b) **Demographic Diversity:** YouTube's user base spans a wide range of demographics. In the U.S. alone, 81% of adults use YouTube, with fairly even distribution across age groups, including 95% of 18-29-year-olds and 83% of 30-49-year-olds (Auxier, 2021). This diversity in age and background means that Uglypickles Hub can target content to various age groups, appealing to both young, environmentally conscious viewers and older audiences who can influence policy and purchasing decisions.
- c) **High Engagement and Time Spent:** Users spend a significant amount of time on YouTube, with the average viewing session lasting more than 40 minutes (Aslam, 2023). This high level of engagement suggests that viewers are not just skimming content but are actively consuming and engaging with it. For Uglypickles Hub, this means the potential for deeper engagement with its content, from educational videos to practical demonstrations on reducing food waste.
- d) **SEO and Discoverability:** YouTube is the world's second-largest search engine after Google (Statista, 2023). This makes it an excellent platform for discoverability, especially for niche topics like sustainability and food wastage. By using targeted keywords, Uglypickles Hub can increase the likelihood that their content will be discovered by viewers actively searching for information on these subjects.

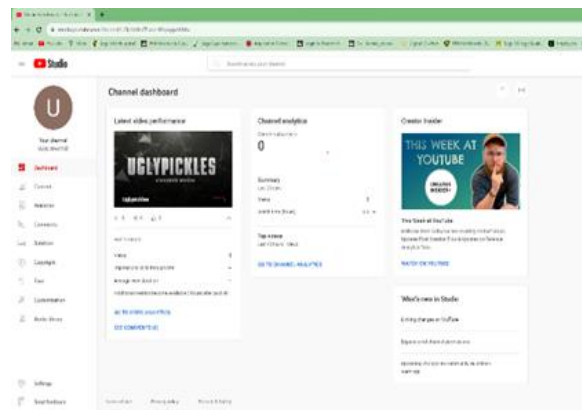


- e) **Monetization Opportunities:** YouTube offers various monetization options, including ad revenue, channel memberships, and Super Chat donations during

live streams (YouTube Creators, 2023). For Uglypickles Hub, this provides multiple streams of income to support the channel financially, ensuring sustainability and the ability to invest in high-quality content creation.

- f) **Video Formats and Flexibility:** YouTube supports various video formats, from short clips to longer documentary-style content. Uglypickles Hub can leverage this flexibility to create diverse content that caters to different viewer preferences, whether it's quick tips on reducing food waste or in-depth explorations of sustainability practices.

- g) **Analytics and Insights:** YouTube provides detailed analytics on video performance, viewer demographics, and engagement metrics. These insights are invaluable for Uglypickles Hub to understand their audience better, refine their content strategy, and track the impact of their work.



Potential revenue streams for Uglypickles HUB to support an Income-Based Business Model

- a) **Advertising Revenue:** YouTube's primary revenue stream for creators comes from advertising through the YouTube Partner Program. Advertisers pay to display ads on videos, and creators earn a portion of this revenue. For Uglypickles Hub, this could be a steady income source, especially as the channel grows and attracts more viewers. The key is to create engaging content that keeps viewers watching, as more views typically translate to higher ad revenue.
- b) **Channel Memberships:** YouTube allows creators to offer paid memberships to their channels. Members pay a recurring fee and, in return, receive various benefits like exclusive content, early access to videos, or unique badges. For Uglypickles Hub, memberships could provide a consistent revenue stream while building a community of dedicated supporters who are invested in the channel's mission.
- c) **Super Chat and Super Stickers:** During live streams, viewers can purchase Super Chats and Super Stickers to highlight their messages. This not only generates revenue but also encourages interaction, making live streams more

engaging. Uglypickles Hub could use this feature during live Q&A sessions, workshops, or discussions about sustainability.

- d) **Affiliate Marketing:** By partnering with eco-friendly brands or companies in the sustainability sector, Uglypickles Hub can earn commissions by promoting products or services in their videos or descriptions. This method aligns well with the channel's theme and can be lucrative if the audience is engaged and the products are relevant.
- e) **Merchandising:** Selling branded merchandise like t-shirts, reusable bags, or eco-friendly products can be another revenue stream. This not only provides income but also promotes the channel's brand and message. Uglypickles Hub can leverage its brand around sustainability to create merchandise that resonates with its audience.
- f) **Sponsored Content:** Collaborations with companies for sponsored content can be a significant revenue source. As the channel grows in popularity, companies related to food sustainability, waste management, or environmental products might be interested in sponsoring content, offering a substantial income.
- g) **Crowdfunding and Donations:** Platforms like Patreon or direct donations through PayPal allow creators to receive support directly from their audience. For a channel with a social cause like Uglypickles Hub, viewers who are passionate about the mission may be willing to contribute financially.

Benefits of an Income-based business model.

The adoption of an income-based business model by Uglypickles Hub presents several benefits. A consistent cash flow from various sources, such as ads, memberships, and merchandise sales, provides financial stability, which is crucial for the channel's content production and quality maintenance. Forecasting earnings and budgeting become more manageable with regular income, leading to predictability and better planning and allocation of resources for growth and sustainability. Relying on multiple revenue streams reduces dependence on a single source, providing flexibility and risk reduction against market fluctuations and changes in viewer preferences. Consistent revenue allows for reinvestment in marketing and content development, which is essential for expanding the audience and increasing the channel's impact and growth potential. Revenue models such as memberships encourage viewer participation and loyalty, fostering a community that is invested in the channel's success, aligning with academic perspectives on business models in digital spaces, emphasizing the significance of diversified income streams for stability and growth.

Marketing

In propelling Uglypickles Hub's YouTube channel into the limelight, a comprehensive promotional strategy leveraging the marketing mix (4Ps) is crucial. This strategy encompasses Product, Price, Place, and Promotion, and integrates innovative elements such as a strategic partnership with the NHS and the inclusion of QR codes on product labels. Academic insights from relevant literature underpin the efficacy of each element, ensuring a robust and evidence-based approach.

5.1. Product:

Uglypickles Hub's YouTube channel is not merely content; it is an educational journey, promoting sustainable agriculture, circular economies, and inclusive employment. To enhance the product offering, collaborations with experts and academia will be highlighted in the content, offering credible and up-to-date information (Kotler et al., 2017). The channel's commitment to quality content aligns with the academic discourse on effective product positioning and differentiation.

5.2. Price:

Given the free-access nature of YouTube, the primary financial consideration is the strategic pricing of tiered memberships. By offering different membership levels with varying benefits, Uglypickles Hub can cater to diverse audience segments, ensuring affordability and value for subscribers (Nagle & Holden, 2002). The pricing strategy reflects an understanding of the audience's willingness to pay for exclusive content and community engagement.

5.3. Place:

YouTube's digital nature transcends geographical constraints, providing global accessibility. However, Uglypickles Hub can further enhance its reach by strategically placing QR codes on product labels. This innovative integration of online and offline channels facilitates easy access to the channel through a simple scan, appealing to a broader audience (Hoffman & Novak, 2018). The placement strategy is rooted in the understanding of omnichannel behaviour and consumer touchpoints.

5.4. Promotion:

Strategic partnerships play a pivotal role in promoting Uglypickles Hub. The alliance with the NHS not only lends credibility but also taps into a vast network of healthcare professionals and potential viewers. Collaborative initiatives, such as featuring NHS experts in content or co-hosting events, amplify the channel's visibility and credibility (Gummesson, 2002). This aligns with the academic discourse on the effectiveness of partnerships in enhancing promotional reach.

Additionally, incorporating QR codes on product labels serves as a promotional tool. The codes can link to specific videos, promotions, or membership sign-ups, creating a seamless connection between the physical product and the digital content (Smith et al., 2018). This integration represents a modern and interactive promotional approach, reflecting an understanding of consumer behaviour in the digital age.

In conclusion, Uglypickles Hub's promotion strategy, guided by the marketing mix, reflects a holistic and innovative approach. Leveraging the 4Ps, with a strategic NHS partnership and QR code integration, ensures a comprehensive and evidence-based promotional plan. By aligning with academic insights on product differentiation, pricing strategies, omnichannel behaviour, and strategic partnerships, Uglypickles Hub is poised to not only educate and engage but also to effectively promote its sustainability mission to a global audience.

Compliance.

UglyPickles Hub, like any business handling sensitive customer data, needs to ensure regulatory compliance with the Data Protection Act 2018 and PCI DSS regulations. Oracle Data Warehousing and Worldpay offer robust solutions to meet these standards. Oracle Data Warehousing provides advanced encryption, data masking, data retention policies, access control, and auditing and monitoring capabilities to ensure regulatory adherence. On the other hand, Worldpay offers PCI DSS compliance, tokenization, payment data isolation, transaction logging and reporting, and regular security audits to minimize the risk of data breaches and showcase its commitment to data security. By leveraging both systems, UglyPickles Hub can enhance compliance with these regulations significantly and maintain customer trust and business integrity. In conclusion, UglyPickles Hub can benefit from using Oracle Data Warehousing and Worldpay to ensure regulatory compliance with the Data Protection Act 2018 and PCI DSS regulations. These systems offer robust solutions to protect customer data from unauthorized access, set and enforce data retention policies, implement strict access controls and authentication protocols, and provide extensive auditing and monitoring capabilities. By using these systems, UglyPickles Hub can minimize the risk of data breaches and showcase its commitment to data security, which is vital for maintaining customer trust and business integrity.

Conclusions.

In the contemporary era, marked by rapid technological advancements and pressing global challenges, the proposition of the Uglypickles Hub YouTube channel emerges as a timely and innovative solution. With its focus on tackling the grave issue of food wastage, particularly in the context of supermarket vegetable discards, the channel embodies a crucial step towards environmental stewardship and societal awareness.

Central to the channel's mission is the concept of the Circular Economy, a principle that champions the reduction of waste and the efficient utilization of resources. By educating its audience about the science of food production and waste, and concurrently demonstrating practical, innovative methods to repurpose discarded vegetables, Uglypickles Hub is set to transform both understanding and practices around food consumption and waste management. This educational endeavor is further bolstered by the inclusion of neurodivergent and disabled individuals, whose unique perspectives and skills contribute significantly to operational efficiency and innovation, particularly with the integration of IoT technologies.

The channel, through its multifaceted approach, aligns itself with various aspects of the PESTLE framework. It resonates with political and economic agendas of sustainability, promotes social inclusion, leverages technological advancements, adheres to legal frameworks, and addresses environmental concerns. This comprehensive approach highlights Uglypickles Hub's potential in shaping a sustainable, inclusive, and technologically advanced future.

Moreover, the choice of YouTube as the platform for Uglypickles Hub capitalizes on its vast global reach, diverse demographic, engagement potential, and varied monetization strategies. These attributes not only enhance the channel's accessibility and discoverability but also ensure its financial sustainability, enabling a continuous production of high-quality, impactful content.

In summary, Uglypickles Hub stands as a beacon of innovation and responsibility, intertwining educational content with practical sustainability solutions. Its focus on reducing food wastage through the principles of the Circular Economy, combined with a commitment to inclusivity and technological sophistication, positions it uniquely to make a substantial impact. As the world grapples with environmental challenges and the need for inclusive platforms, Uglypickles Hub emerges as a pivotal player, steering us towards a more informed, responsible, and sustainable future.

Recommendations

To ensure success in its mission, UglyPickles Hub must focus on these key elements:

- **Engage with Experts:** Collaborate with environmental scientists and sustainability experts to ensure accurate, impactful content.

Interactive Content: Create interactive series where viewers suggest and participate in waste-reducing challenges.

- **Community Partnerships:** Partner with local supermarkets and farms to showcase real-world applications of waste reduction strategies.

- **Diverse Representation:** Include diverse voices, especially from communities disproportionately affected by food wastage and environmental issues.
- **Educational Partnerships:** Work with schools and educational institutions to develop curriculum-friendly content, fostering early awareness among students.
- **Sustainable Monetization:** Pursue sponsorships with eco-friendly brands, aligning with the channel's sustainability ethos.

References

.

- Arnold, N. (2022) 'Standards and waste: Valuing food waste in consumer markets', *Worldwide Waste: Journal of Interdisciplinary Studies*, 5(1). doi:10.5334/wwwj.84.
- Attention insight (2023) Google for Startups. Available at: <https://startup.google.com/alumni/stories/attentioninsight/> (Accessed: 09 December 2023).
- Austin, R. D., Pisano, G. P., & Reeves, M. (2020). Neurodiversity as a Competitive Advantage. *Harvard Business Review*.
- Bandyopadhyay, D., & Sen, J. (2011). Internet of Things: Applications and Challenges in Technology and Standardization. *Wireless Personal Communications*, 58(1), 49–69. doi: 10.1007/s11277-011-0288-5.
- Ceci, L. (2023) Topic: YouTube, Statista. Available at: <https://www.statista.com/topics/2019/youtube/#topicOverview> (Accessed: 29 December 2023).
- Chesbrough, H.W. (2011) *Open innovation: The new imperative for creating and profiting from Technology*. Boston, MA: Harvard Business School Press.
- Davies, J. et al. (2023) 'Access to employment: A comparison of autistic, neurodivergent and neurotypical adults' experiences of hiring processes in the United Kingdom', *Autism*, 27(6), pp. 1746–1763. doi:10.1177/13623613221145377.
- Eisingerich, A.B. and Bell, S.J. (2008) 'Perceived Service Quality and Customer Trust', *Journal of Service Research*, 10(3), pp. 256–268. doi:10.1177/1094670507310769.
- Gummesson, E. (2002). Relationship marketing in the new economy. *Journal of Relationship Marketing*, 1(1), 37-57.
- Hassan, S., Begum, S., & Iglesias, V. (2018). Neurodiversity in the Workplace: A Framework for Embracing Difference. *Frontiers in Psychology*, 9, 1746.
- Hoffman, D. L., & Novak, T. P. (2018). Toward an omnichannel retailing strategy: introducing the online-offline value map. *Journal of the Academy of Marketing Science*, 46(4), 505-528.
- Kotler, P., Keller, K. L., Brady, M., Goodman, M., & Hansen, T. (2017). *Marketing Management*. Pearson UK.
- Nagle, T. T., & Holden, R. K. (2002). *The Strategy and Tactics of Pricing: A Guide to Growing More Profitably*. Pearson.
- Smith, A. N., Fischer, E., & Yongjian, C. (2018). How does brand-related user-generated content differ across YouTube, Facebook, and Twitter? *Journal of Interactive Marketing*, 43, 102-113.

- Terra, J. (2023) How to monetize YouTube channel: YouTube Monetization Guide 2024, Simplilearn.com. Available at: <https://www.simplilearn.com/youtube-monetization-tips-on-how-to-monetize-your-channel-article> (Accessed: 09 December 2023).

Appendix

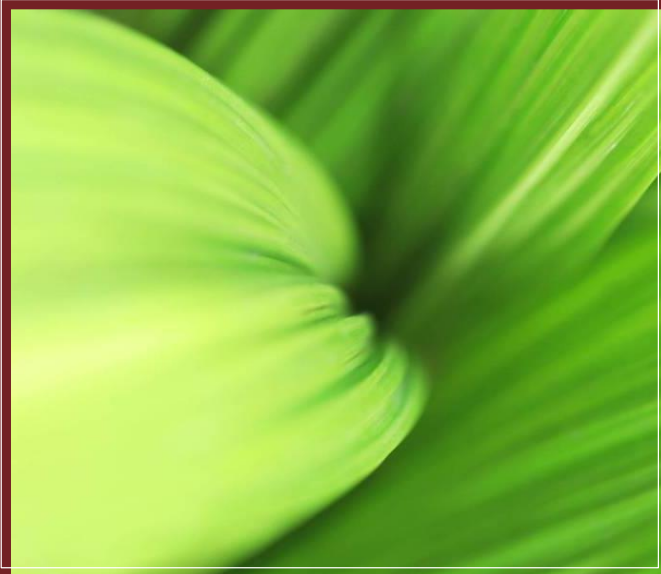
UNIVERSITY OF
WALES TRINITY
SAINT DAVID

- Student Name: Bogdan Draghici
- Student ID: 2027588
- Module name: Developing Innovation and Creativity for Business Advantage
- Module Code: BMSW6102
- Lecturer name: Charles Nwaogwugwu

2023

UGLYPICKLESHUB

1



UGLYPICKLES
HUB

*A Youtube Channel Focused
on Circular Economy and
Inclusive Employment*

ADDRESSING GLOBAL CHALLENGES

- Approximately 1.3 billion metric tons of food discarded annually (FAO)
- Aesthetic standards account for 90% of agricultural production (Arnold, 2022)
- High unemployment within the neurodivergent and disabled population (Davies et al., 2023)
- Attention migrating to the Online (Attention insight 2023)



2023

PRESENTATION TITLE

3



20XX.X

UGLY PICKLES CIC

Ugly Pickles is a local company focused on infusing the food and human resource with value.

Applying the principles of a Circular Economy

They employ local disabled and neurodivergent people

They collect discarded produce from the supermarket and farms.

They are throwing them in a store, add a spoon of hardware, one spoon of IoT, a pinch of AI, mix them together and obtain beautiful, healthy products.

PRESENTATION TITLE

4



UGLYPICKLES HUB

The byproduct of the brick-and-mortar business is Knowledge

- New processes
- Nutritional information
- Problem Solving
- Cooking Recipes
- Lifestyle
- Wellbeing
- Overcoming Disabilities

Sources: (Austin, Pisano, & Reeves, 2020), (Hirakawa et al., 2021), (Bandyopadhyay & Sen, 2011)

INTEGRATION OF NEURODIVERGENT AND DISABLED PEOPLE IN THE WORKPLACE

- **Productivity and Innovation:**
Neurodivergent employees contribute diverse cognitive abilities to problem-solving and creative thinking. Inclusion of disabled individuals promotes diversity and enriches perspectives.
- **Confluence of Neurodiversity and IoT Technologies:**
Utilization of IoT technologies like Power BI, Inflow, Lean Path, sensors, smart scales, and cameras facilitates real-time data acquisition and analysis for operational efficiency.
- **Operational Efficiency and Lean Processes:**
Integration of technologies aids in identifying inefficiencies and formulating leaner processes. Streamlining workflows, optimizing resource utilization, and fostering a data-driven culture for continuous improvement.
- **Overall Impact:**
Compelling approach to augment productivity and foster innovation in organizational processes. Aligns with a more inclusive and technologically advanced workplace for a sustainable future.

THE CIRCULAR ECONOMY PRINCIPLES APPLIED BY UGLYPICKLES HUB

- **Resource Maximization:**

Uglypickles Hub's focus on processing discarded vegetables aligns with circular economy principles by maximizing the use of resources that would otherwise be wasted. The channel can emphasize the importance of using all parts of vegetables and adopting sustainable consumption practices to reduce overall resource waste.

- **Closing the Loop:**

The channel will highlight the entire life cycle of food production, consumption, and waste, emphasizing the need for a closed-loop system where waste becomes a valuable input for new processes. Showcase examples of how discarded vegetables are transformed into products or byproducts, creating a circular flow in the food supply chain.

- **Sustainable Design and Innovation:**

Introduce innovative processes and technologies on the channel that contribute to sustainable food processing and waste reduction. Emphasize the importance of designing products and processes with sustainability in mind, incorporating circular design principles.

- **Educational Advocacy:**

Promote awareness and education on the circular economy model, explaining how it addresses societal challenges, including food wastage. Encourage viewers to adopt circular economy practices in their daily lives, such as composting, recycling, and supporting businesses with circular initiatives.

- **Collaborative Ecosystem:**

Collaborate with businesses, farms, and supermarkets to create a collaborative ecosystem where resources are shared, and waste is minimized collectively. Explore partnerships with organizations working towards a circular economy, fostering a community-driven approach to sustainability.



OPEN INNOVATION MODEL ADOPTED BY UGLYPICKLES HUB

- **Collaborative Content Creation:**

Engage with experts, scientists, and practitioners in the field of sustainable agriculture food waste reduction and health to contribute to content creation for the YouTube channel. Establish partnerships with universities and research institutions and NHS to bring in the latest academic insights and studies on circular economies and food waste reduction.

- **Crowdsourced Solutions:**

Encourage the audience, including students, researchers, and professionals, to share innovative ideas and solutions in the comments section or through dedicated platforms linked to the YouTube channel. Conduct open challenges or competitions to crowdsource innovative approaches to address food wastage, inviting participation from a global community.

- **Feedback Loop from Viewers:**

Actively seek feedback from the viewers on the proposed solutions and content through comments, surveys, and social media. Use viewer input to refine and enhance the channel's content strategy, ensuring that it resonates with the audience's interests and concerns.

- **Open Collaboration with Businesses:**

Collaborate openly with businesses involved in circular agriculture, waste reduction, and sustainable practices, showcasing their innovative processes on the channel. Explore partnerships with companies that specialize in technology solutions for reducing food waste, incorporating their insights and technologies into the channel's content.

- **Open Access to Real-World Data:**

Share real-world data obtained from collaborations with businesses, supermarkets, and farms openly on the channel. Invite contributions from the audience in analyzing and interpreting the data, fostering a collaborative approach to understanding the impact of sustainable practices.



PESTLE ANALYSIS



Political

- Aligns with political agendas promoting sustainability and inclusivity, earning potential support and recognition.



Economical

- The circular economy approach not only reduces waste but also presents cost-effective solutions, appealing to a wide audience.



Social

- By employing disabled and neurodivergent individuals, the channel fosters social inclusion, challenging societal norms and promoting diversity in the workforce.



Technological

- Leveraging IoT software and hardware, Uglypickles Hub optimizes its operations, streamlining the production process and maximizing resource efficiency.



Legal

- Compliance with environmental regulations and employment laws is crucial, and Uglypickles Hub's commitment to sustainability ensures it stays on the right side of legal frameworks.



- By reducing food waste and championing sustainable practices, Uglypickles Hub contributes to environmental conservation, emphasizing the importance of protecting our planet.

2023

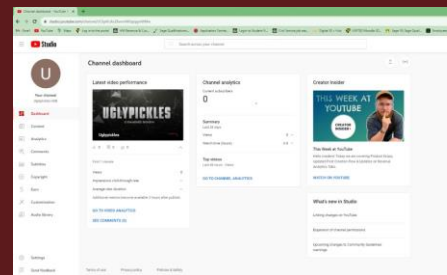
UGLYPICKLES

HUB

9

YOUTUBE'S INHERENT ATTRIBUTES

- **Global Accessibility and Reach:**
- YouTube's global reach, with over two billion monthly logged-in users, provides Uglypickles Hub with an unprecedented opportunity to connect with a diverse and expansive audience (YouTube, n.d.). The platform's accessibility ensures that the channel can transcend geographical boundaries, amplifying its impact on a global scale.
- **Visual Storytelling and Engagement:**
- As a video-centric platform, YouTube enables Uglypickles Hub to visually narrate its narrative, showcasing the transformative journey of discarded vegetables, sustainable farming practices, and the integration of disabled and neurodivergent individuals into the workforce. The visual medium enhances viewer engagement and fosters a deeper connection with the audience.



2023

UGLYPICKLES

HUB

10

DIVERSIFIED REVENUE STREAMS ON YOUTUBE

Direct Advertising:

Collaborating with ethically aligned advertisers provides Uglypickles Hub with a direct revenue stream. Advertisers seeking a platform with a socially conscious audience may find value in associating with Uglypickles Hub, contributing to the channel's financial sustainability (Bounie et al., 2020).

Product Testing and Placement:

Collaborating with sustainable product manufacturers for product testing and placement aligns with Uglypickles Hub's content while diversifying income sources. Authentic partnerships with companies that share the channel's values enhance the credibility of both parties and contribute to financial sustainability.

Tiered Memberships:

Implementing a tiered membership model enables Uglypickles Hub to cultivate a community of dedicated supporters. By offering exclusive content, early access, or personalized interactions, the channel can generate income while fostering a sense of belonging and commitment among its audience (Eisingerich & Bell, 2008).

YouTube Ads:

Monetizing the channel through YouTube's Partner Program allows Uglypickles Hub to earn revenue from advertisements displayed on its videos. As the audience grows, so does the potential for ad revenue, creating a scalable income source for the channel (Terra, 2023).



This Photo by Unknown Author is licensed under [CC BY-NC-ND](#)



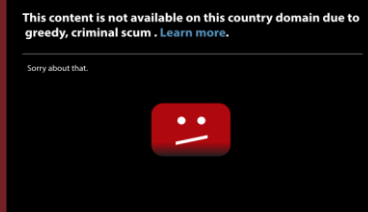
This Photo by Unknown Author is licensed under [CC BY-SA-NC](#)

CRITICAL CONSIDERATIONS

- **Authenticity and Mission Alignment:**
 - Preserving the authenticity of UglyPickles Hub's content is paramount. Striking a balance between commercialization and mission adherence ensures that revenue-generating activities enhance, rather than compromise, the channel's core message.
- **Navigating YouTube's Policies:**
 - Compliance with YouTube's ever-evolving policies is crucial for sustained revenue generation. Adapting to changes in content guidelines and monetization policies is imperative to prevent disruptions in income streams.



This Photo by Unknown Author is licensed under [CC BY](#)



DATA PROTECTION AND PRIVACY

- The Data Protection Act 2018 in the UK safeguards individuals' personal data. Uglypickles Hub's YouTube channel aligns with this regulation by leveraging Oracle's data warehousing services, ensuring secure storage and controlled access to personal information. The implementation includes explicit consent for data collection, transparent communication of usage purposes, and regular compliance audits. By adopting robust data protection measures, Uglypickles Hub prioritizes privacy and accountability in accordance with the Data Protection Act 2018 (ICO, 2018; Tong, 2018). The integration of Oracle's services reflects contemporary best practices in data security and management (Roberts et al., 2017).



CONCLUSION

The integration of a circular economy model, inclusive employment practices, and digital content creation on YouTube through Uglypickles Hub presents a formidable and forward-thinking business concept. The alignment with global sustainability trends and the commitment to inclusivity positions the venture as a socially conscious and environmentally responsible entity. Leveraging YouTube's expansive reach and implementing a comprehensive marketing mix, including strategic partnerships and QR code integration, showcases a strategic approach to audience engagement.



2023



UGLYPICKLES



HUB



15



2023

Q&A SESSION

Please feel free to ask questions about the topic
discussed today

UGLYPICKLES

HUB

16



2023

THANK YOU



Bogdan Draghici

2027588

Uglypickles.org

UGLYPICKLES

HUB

17

