

Problem Statement

"Create a business solution that targets the problem with urban wood and educates consumers via products and services."

Objectives

To successfully develop a business model in the 3rd ward of Chicago in which urban trees are utilized into various products, such as lumber, biofuel, etc., instead of being primarily reduced to mulch.

Once successful, Smart Tree will expand its business into other wards and into suburbs, with a focus on utilizing trees affected by the Emerald Ash Borer.

To be morally responsible in not only making a profit off of the Emerald Ash Borer problem, but invest into the research to find solutions for it, and also to educate the public about it.

What is Urban Wood?

Urban wood is a less desirable wood that usually sawmills are not interested in due to metals, infestation or any other imperfection in the logs. Urban wood comes from construction and demolition sites, dead trees, stumps, sawn lumber, pruned branches, and shipping pallets. This is good quality wood that is treated as waste.

What is an Urban Forest?

An urban forest is a forest or a collection of trees that grow within a city, town or a suburb. In a wider sense it may include any kind of woody plant vegetation growing in and around human settlements. In a narrower sense it describes areas whose ecosystems are inherited from wilderness leftovers or remnants.

What is Reclaimed Wood?

Any wood that can be utilized without the need to cut down a healthy standing tree inside the urban forest that has acceptable properties of structural stability, minimal environmental impact, pose no physical harm from prior infections such as natural disease, insect infection, or chemical introduction.

Our local problem: Emerald Ash Borer

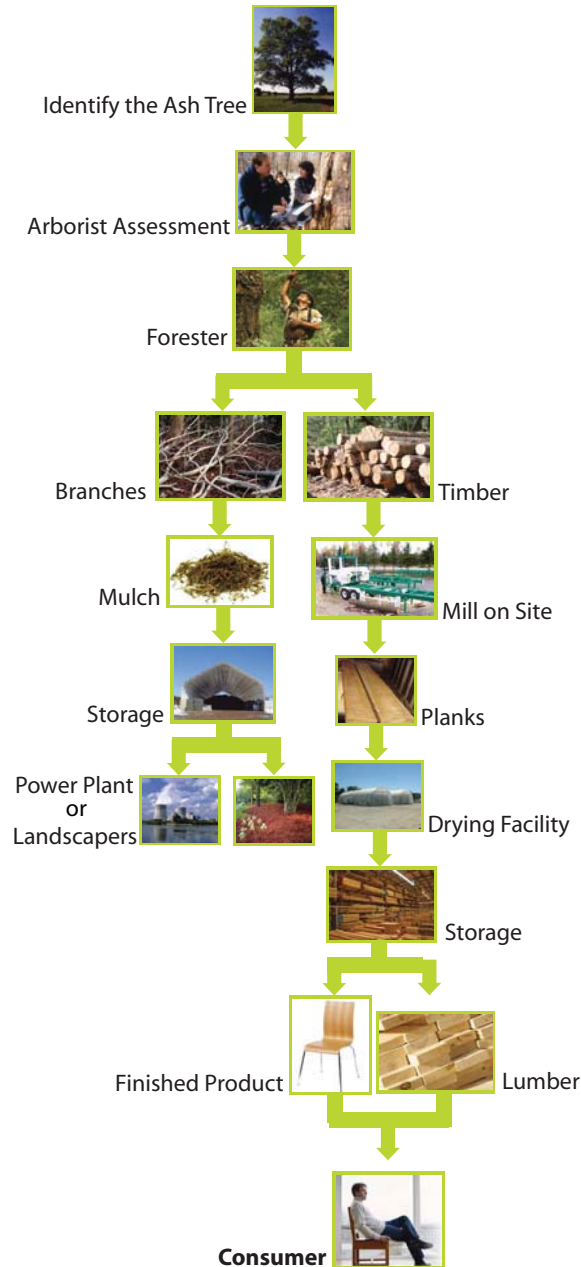
Emerald Ash Borer (EAB) is an exotic beetle from Asia. EAB feeds off of Ash trees by burrowing into the tree until it gets into the cambium layer. When they are larvae (immature stage) they feed off the cambium layer. By feeding off of that particular part of the tree, it cuts off the trees ability to transport water and nutrients. When the EAB is in its adult stage they feed off the leaves of the Ash tree.

Our Business Solution

Mission Statement

"To Satisfy Our Customers by Providing High Quality Wood from Urban Forests while Creating a Positive Change in the Environment"

Process Flow Chart



Our Team Structure

The success of our project lies in every single member of our team. It is structured where the leaders act as a communication vehicle between the sub teams. All of the partners share equal importance in the decisions regarding SmarTree.

