

2 Executive Summary

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Shift Sight: A Revolution to Reduce Electronic Waste

We consume 26 times more stuff than 60 years ago¹. Our consumption increasingly includes electronic devices, such as tablets, smartphones, computers, gadgets, toys, and educational products. Advertisements claim that we are buying happiness, but the neuroscience is quite clear – current electronic products only give temporary pleasure. Pleasure does not last. We freely dispose of our 2016 model year device for the 2017 model year.

Our fixation with digital sources of dopamine is leading humanity to play a game of brinkmanship with the planet. Electronic waste is carcinogenic, indiscriminately poisoning people and ecosystems alike. Smartphones are the fastest growing electronic waste stream², with the end-of-life collection rate around 5%³. Shortened product life, artificially or otherwise, entails more manufacturing, which pollutes the environment. For example, computers (devices with a longer lifecycle than smartphones) today have 83% of their total life cycle energy consumed in production⁴.

In a parallel, intertwined path, these disposable devices and concepts have found mainstream use in STEM curriculums. The software ecosystem supports their use: free and low-cost tablet apps promise to teach STEM concepts to students. A non-optimal environment will never show optimal learning outcomes. Instead of teaching STEM, children are learning disposability.

Shift Sight intends to address this global crisis by going to the heart of it. We have created a new class of product for STEM education codenamed Jade. It is a durable electronic product with a minimum 20 year life. We utilize the latest neuroscience to bring happiness to any age or skill level. Learners will discover it is akin to a tool – an artist’s paintbrush, or a craftsman’s handsaw – and find daily use and years of happiness with our product. It is fun. It is repairable. It is made in the USA. It teaches practical skills.

Shift Sight has the vision, the expertise, and the product to bring about a revolution. We are the change the market demands. We will transform how customers perceive, interact, and dispose of their electronic devices.

Shift Sight, and don’t look back.

¹ Tom Szaky, *Outsmart Waste*, p. 40

² Nicoleta Gurita, *Future Perspectives for WEEE Recycling*, p. 1; Electronics Goes Green 2016+ Paper

³ Ibid

⁴ Eric D. Williams, *Revisiting energy used to manufacture a desktop computer*

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