

PURPOSE: CREATE A MORE EFFECTIVE USE FOR <sup>CONTAINERS</sup> DUFF BAGS.

- a) RENT VS. BUY.
- b) MODULAR DESIGN & REPAIR.
- c) MINIMIZE WASTE @ EOL.
- d) OTHER USES (MUSICAL EQUIPMENT, STORAGE ETC)
- e) BETTER MATERIALS USE (PLASTIC VS. COMPOSTABLE ETC)
- f) BETTER MATCH OF DUFF BAGS TO EXPERIENCE

BENEFITS: USER: VARIETY | CHOICE | UPGRADE  
CHEAPER | CONVENIENT  
REVENUE  
NO STORAGE SPACE  
ENVIRONMENTAL: NO WASTE  
REPAIR VS. NEW | LANDFILL  
REDUCING DEMAND | CONSUMPTION. LIFESTYLE

CONTAINERS

MARKET:  
FREQ TRAVEL  
NON-FREQUENT  
TRAVEL

~~SOCIETY~~ SOCIETY: SERVICE JOBS CREATION.

BARRIER:  
WAREHOUSE  
SPACE

BARRIER:  
INSURANCE

ENERGY | REUSE | SUSTAINABLE  
WATER CONSUMPTION.  
CREATING COMMUNITY | DIKE-MINDER  
PEOPLE

BAG  
STORY/  
JOURNEY

BENEFICIARIES: TRAVEL ~~INDUSTRY~~ RELATED INDUSTRIES.

VALUE PROP: ACCESSIBLE | AFFORDABLE SOLUTIONS  
FOR THE CONSCIOUS TRAVELER.

KEY INDICATORS: SURVEYS  
(AIRPORTS, FB, TWITTER ETC)  
LOYALTY.  
CUSTOMER RATINGS



① PURPOSE: create a more effective use for luggage [containers]

ACCESS BAGGAGE: IMAGINE A WORLD WHERE YOUR BAG TRAVELS MORE THAN YOU DO.

② PROBLEM

- no luggage repair (landfill)
- have to buy or borrow
- hard to store many bags
- people don't always have the right size bag - need better match of luggage to experience

KEY SOLUTION

- RENT & Repair instead of Buy

UNIQUE VALUE PROPOSITION

- Accessible, Affordable solutions for the conscious traveler
- Variety of bags - different sizes

- change of lifestyle

(UNFAIR) ADVANTAGE

- travel is massive growth area - getting MORE global
- less storage space
- quality control
- carrying & storage solutions
- mobility experience.

CUSTOMERS & BENEFICIARIES

- TRAVEL RELATED Industries
- Ex. travelers, airports

KEY INDICATORS

- market research [SOCIAL MEDIA]
- subscribers - get regular feedback
- how often do you use a suitcase?
- how many would sign up?
- would you rent a suitcase?
- luggage "storybooks"
- reviews on quality

PARTNERS, OUTREACH CHANNELS

- travel company
- airports
- air BnB
- logistic companies [Pickup - Dropoff]
- social media loyalty, company branding
- luggage tag
- luggage source
- luggage maintenance
- experiential marketing

Cost structure  
BUY VS. RENT FROM CUSTOMERS

LUGGAGE APP WEB STAFF INSURANCE

\$10K \$10K

MAINTENANCE LOGISTICS MARKETING/ADVERTISING SPACE LEGAL USER ACQUISITION COST

Revenue & Contribution

- memberships
- consignment system
- accept bags for credits

- Pickup (centralized location) or Ship to you
- loyalty
- rewards to partners
- 2 price points
- deposits & damage deposit fee

IMPACT

Economic

GENERATING MOST REVENUE FOR PRODUCT.  
TAP INTO UNUSED CAPACITY/UTILIZATION.  
USER ACQUISITION METRICS  
SERVICE MARGIN | REVENUE  
COST MARGIN.

Social

REUSE | SUSTAINABLE  
ENERGY | WATER | GHG.  
CREATING COMMUNITY LIKE-MINDS.

Environmental

- no waste (less landfill)
- repair vs new
- reduce demand/consumption