

FillGood



The idea in 1-2 sentences

- FillGood establishes a convenient network of refill stations, strategically located in neighborhoods and retail spaces, where customers can bring their own containers to refill high-quality household liquids like soaps, detergents, and personal care items, thereby minimizing plastic waste and promoting a circular economy.



The Pain Points that this idea solves

1. Plastic Waste Overload: Consumers are increasingly concerned about the vast amount of plastic waste generated from everyday household products
2. Inconvenience of Sustainable Alternatives: Finding truly sustainable and package-free options can be time-consuming and limited.
3. Cost Barrier of Eco-Friendly Products: Sometimes, eco-friendly products come with a higher price tag, making them less accessible.
4. Lack of Circularity: The current linear model of "buy, use, dispose" is unsustainable.



How customers profit from this idea

Customers benefit by significantly reducing their consumption of single-use plastic packaging, which contributes to a healthier planet. Over time, refilling can also be more cost-effective than repeatedly buying new, packaged products. They gain access to a curated selection of eco-friendly and potentially locally sourced household essentials.



The customers who would benefit from this idea

Reduce Plastic Waste: Actively contribute to a cleaner environment by avoiding single-use plastic.
Save Money: Refilling in bulk can often be more economical than buying individually packaged items.
Access Eco-Friendly Products: Discover and support brands committed to sustainability and potentially local production.
Convenience: Easily accessible refill stations integrated into their local communities or shopping routines.
Feel Good Factor: Empowering consumers to make conscious and impactful choices for the planet.



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