



GreenBox

The Amazon for Eco-friendly Products



"A one-stop place to find all your eco-friendly products"

-
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"Help the world so it can help you!"



Model and Validation for GreenBox



Last two weeks validation	Details (numbers)
Customer interviews	37
Surveys completed	45
Industry experts consulted	1
Other Tests/ Validation methods : None	0

GreenBox Industry Description

- Eco-friendly personal & everyday product industry

Do you make it a priority to purchase environmentally friendly products or services?

> All respondents responding on or after 01/01/2015 in my account
> Weighted according to U.S. Census figures for gender and age, 13 and older

Yes

50,186 42%

No

68,754 58%

Margin +/-1% 118,940 responses from 01/01/2015 to 08/29/2018

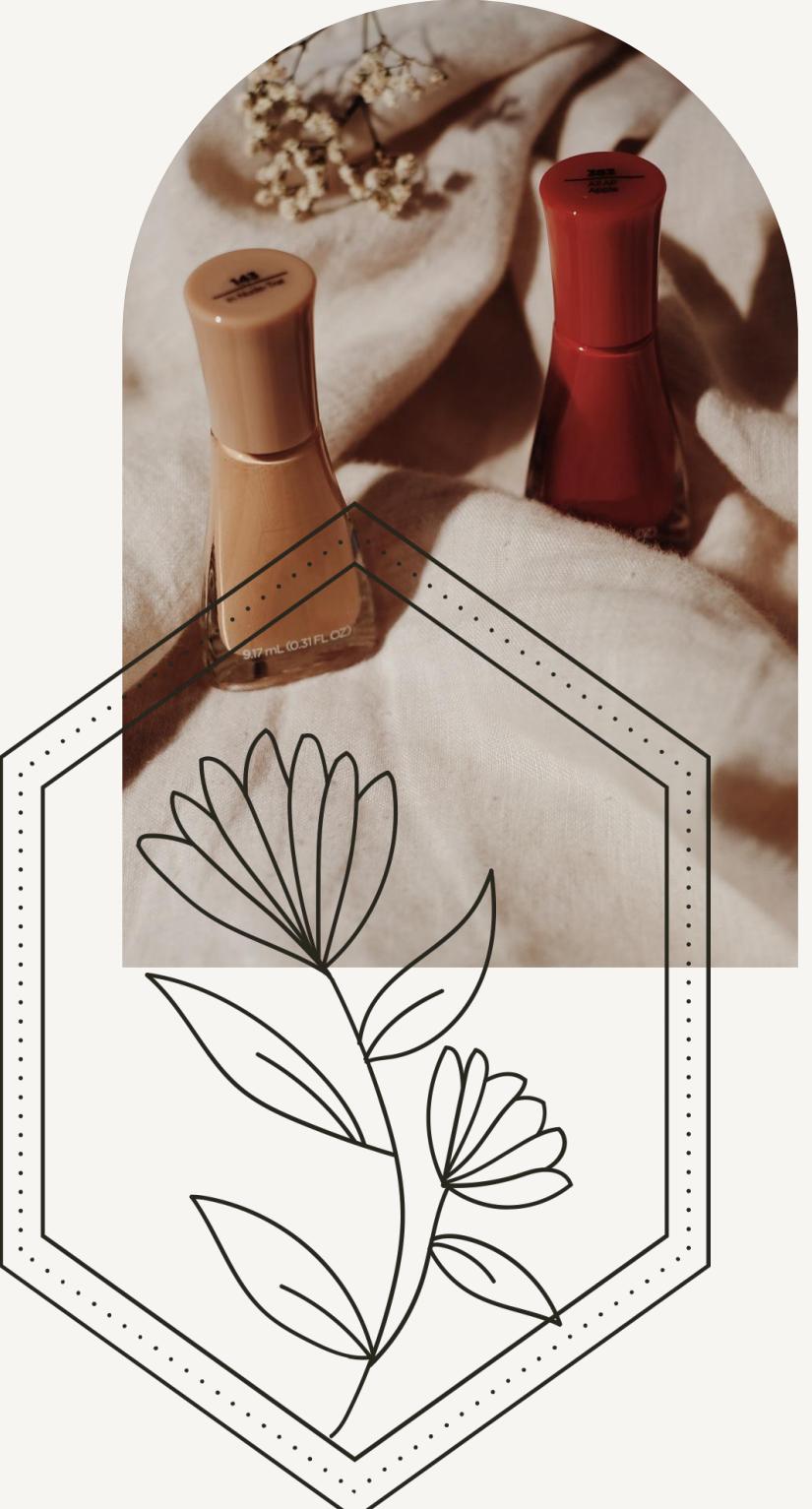
Generated by CivicScience ® on Aug 29, 2018 at 15:44:34 EDT

% of eco-conscious consumers who research these categories to ensure they are environmentally-friendly



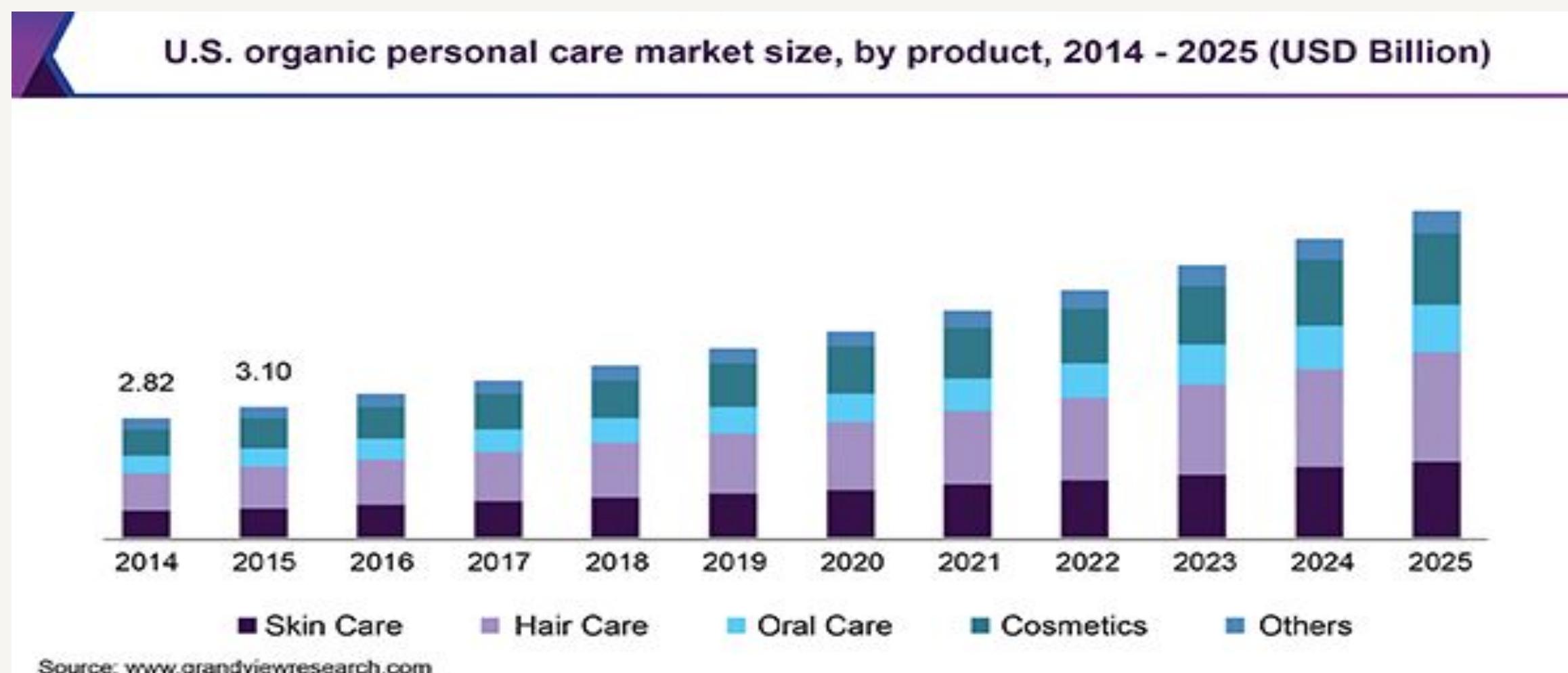
<https://civicscience.com/the-sustainable-shopper/>

<https://blog.globalwebindex.com/chart-of-the-week/green-consumerism/>



GreenBox industry description and size

- Global organic personal care market size was estimated at USD **13.3 billion in 2018.**¹
- Expected to grow by USD 6.46 billion and an annual compound **growth rate of 8% during 2020-2024**²
 - 33% of this growth from North America²



- Greenbox targeted North American market share of 3.6% by 2025 = USD 281 million
- Main competitors: Grove Collaborative, Retailers (Ex. Shoppers Drug mart, health food stores), Amazon
 - » Grove collective is a subscription based online ecommerce store that provides in house eco-friendly products. Founded in 2012 and now has a market cap estimated at USD 1B.
- Other possible markets/opportunities: **Eco-friendly packaging**
 - Steadily growing market → 6% CAGR estimated from 2020 to 2027 to reach USD 413 billion³



Business Premise

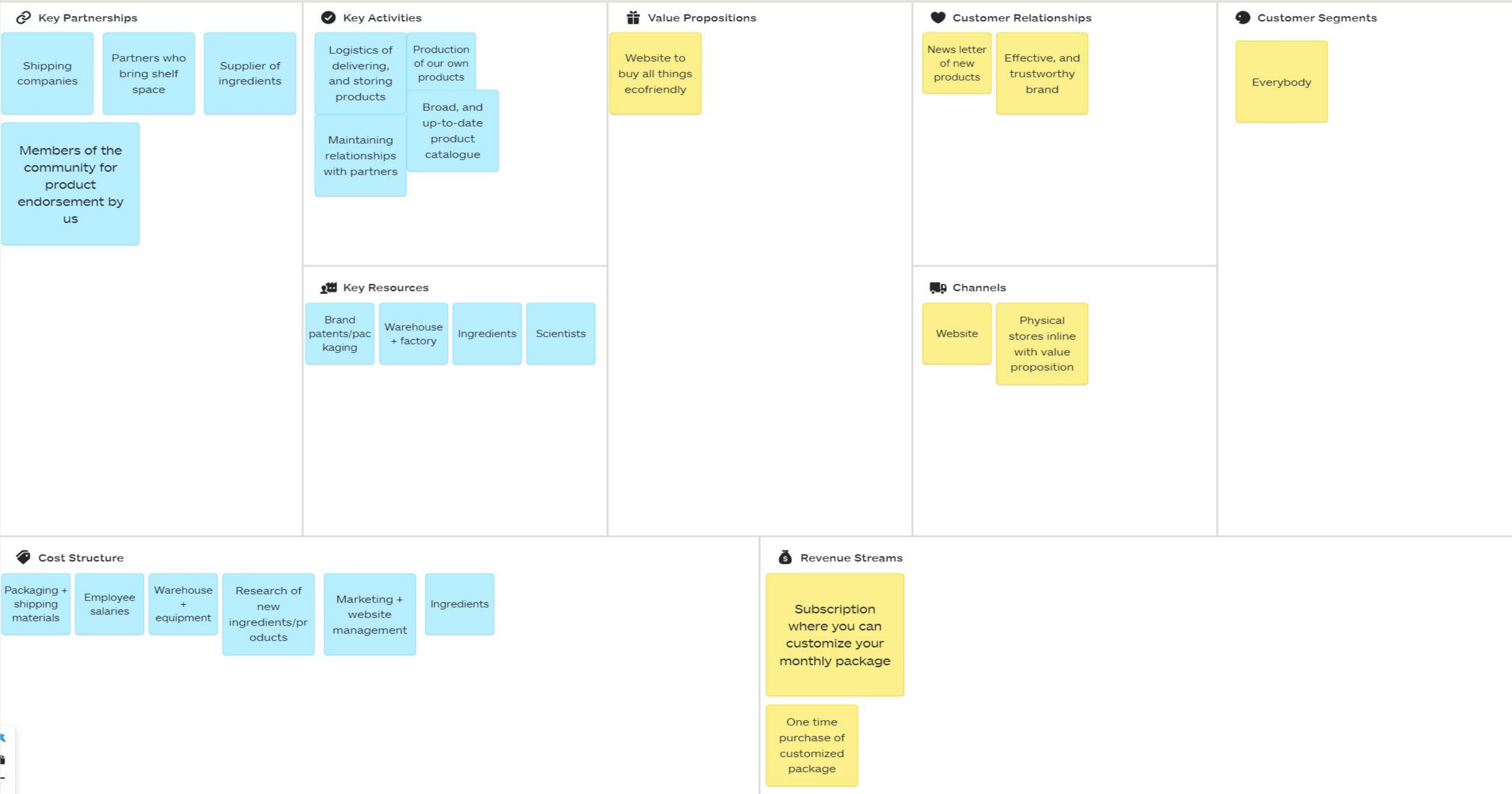
Problem hypothesis or gap anticipated

1. Trust issues about performance ability of green products
2. Packaging issues
3. Green products are considered expensive

Possible solution

1. Bringing awareness towards climate change.
2. Using recycled items to make boxes hence lowering the products' price.
3. Shipping costs will be lower since boxes are light.

Business Model Canvas v1





Summary of Validation Tests

Validation Objectives:

- Determine the mindset of our assumed target customers
- Determine their knowledge of eco-friendly products
- Determine current/previous purchasing behaviour
- Determine their satisfaction with the eco-friendly product industry
- Determine their biggest challenges/problems and their proposed solutions



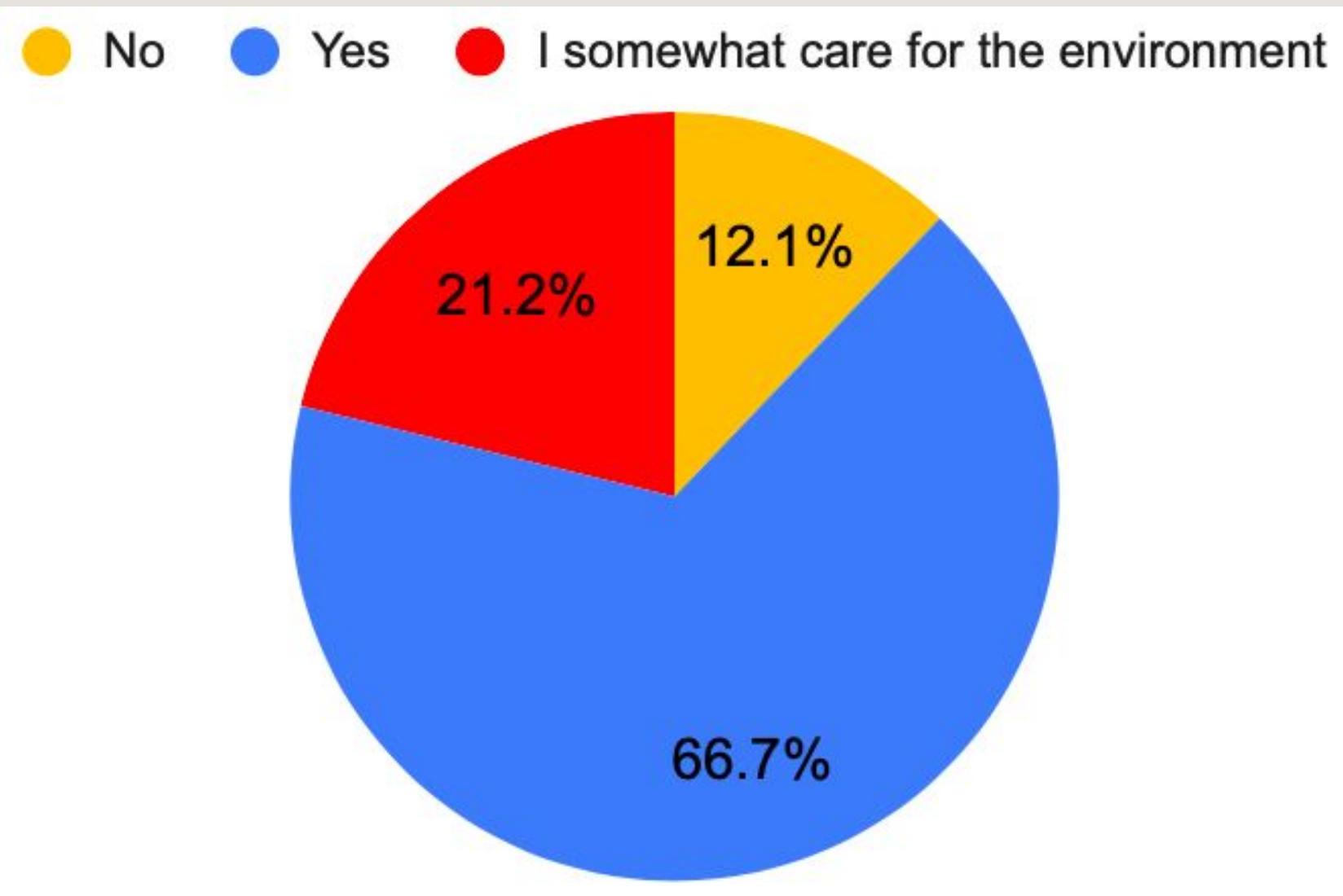
Survey Results

Target Customers Surveyed

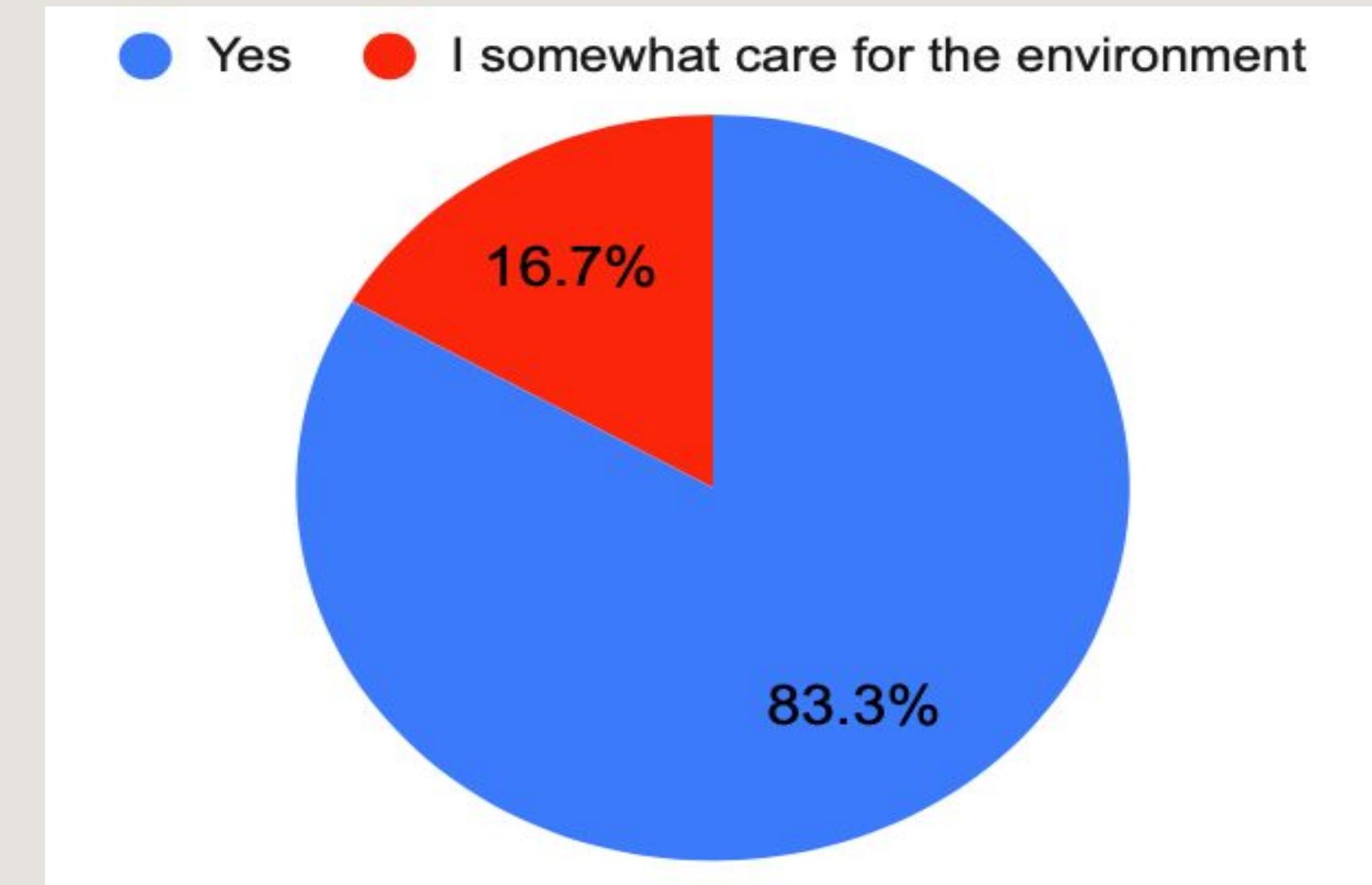
- Young People: 33
 - Used eco-friendly products: 21
 - Didn't use eco-friendly products: 12
- Adults (Environmentally conscious): 12

Are you environmentally conscious?

Young People

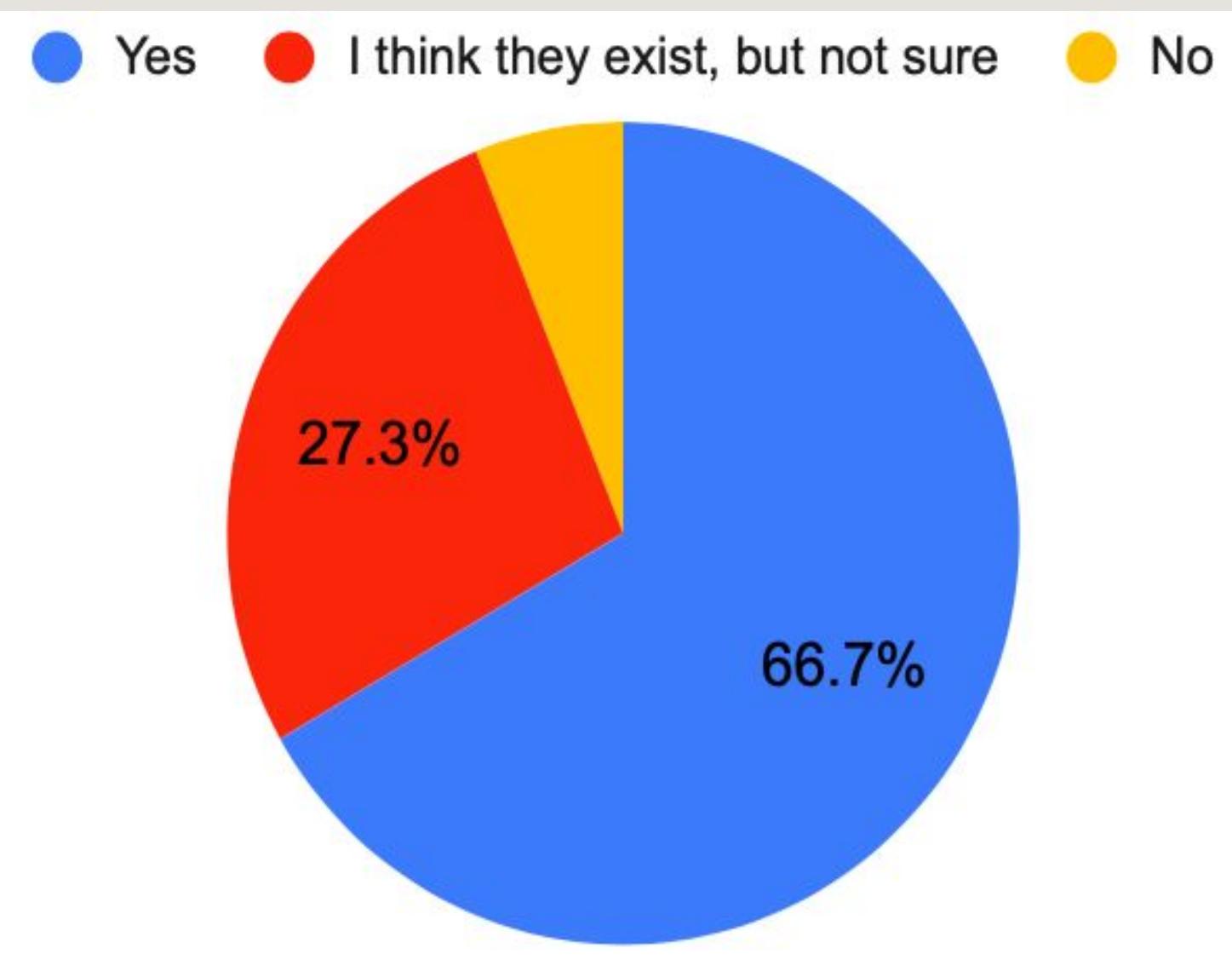


Adults

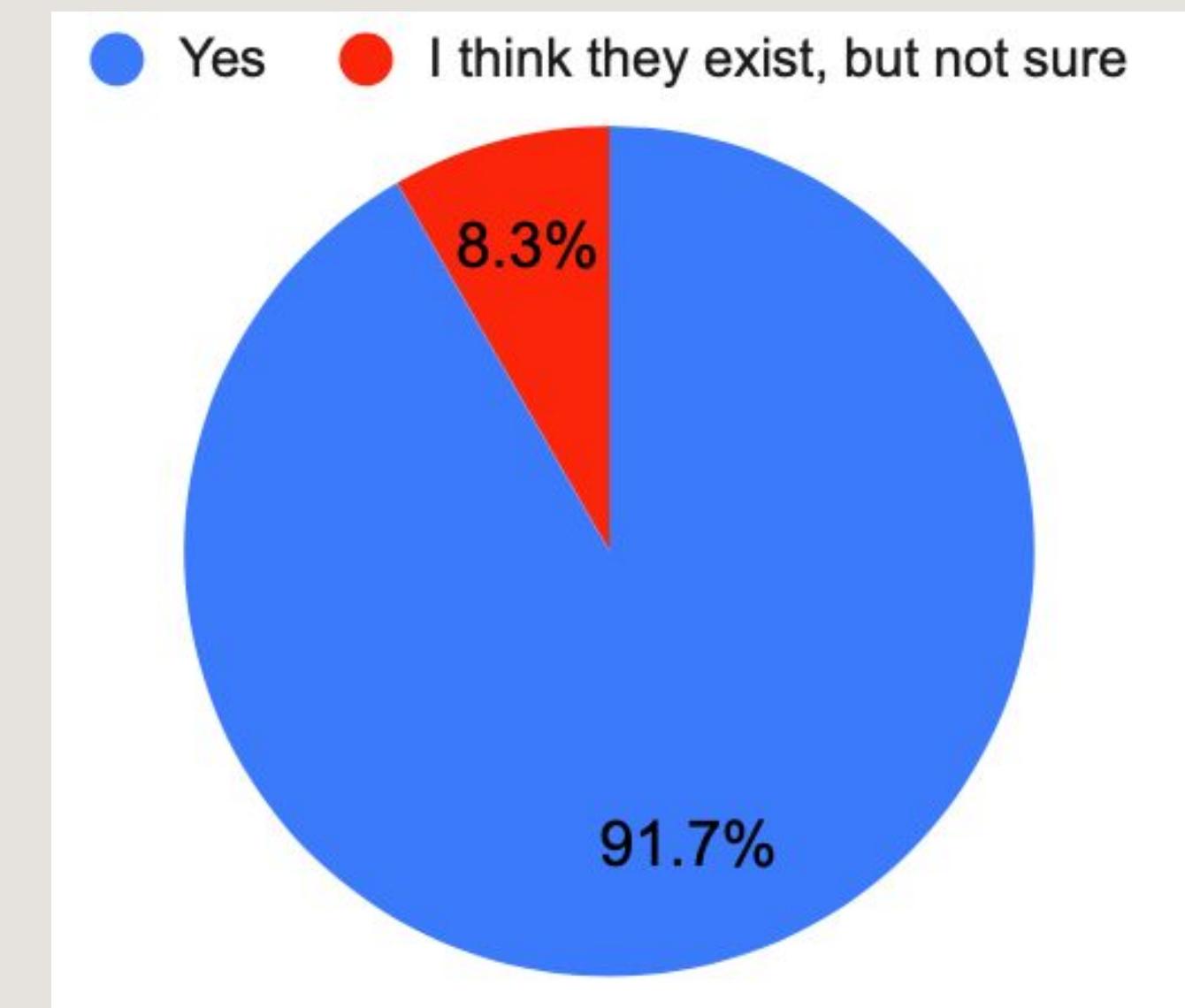


Are you aware of any eco-friendly products?

Young People

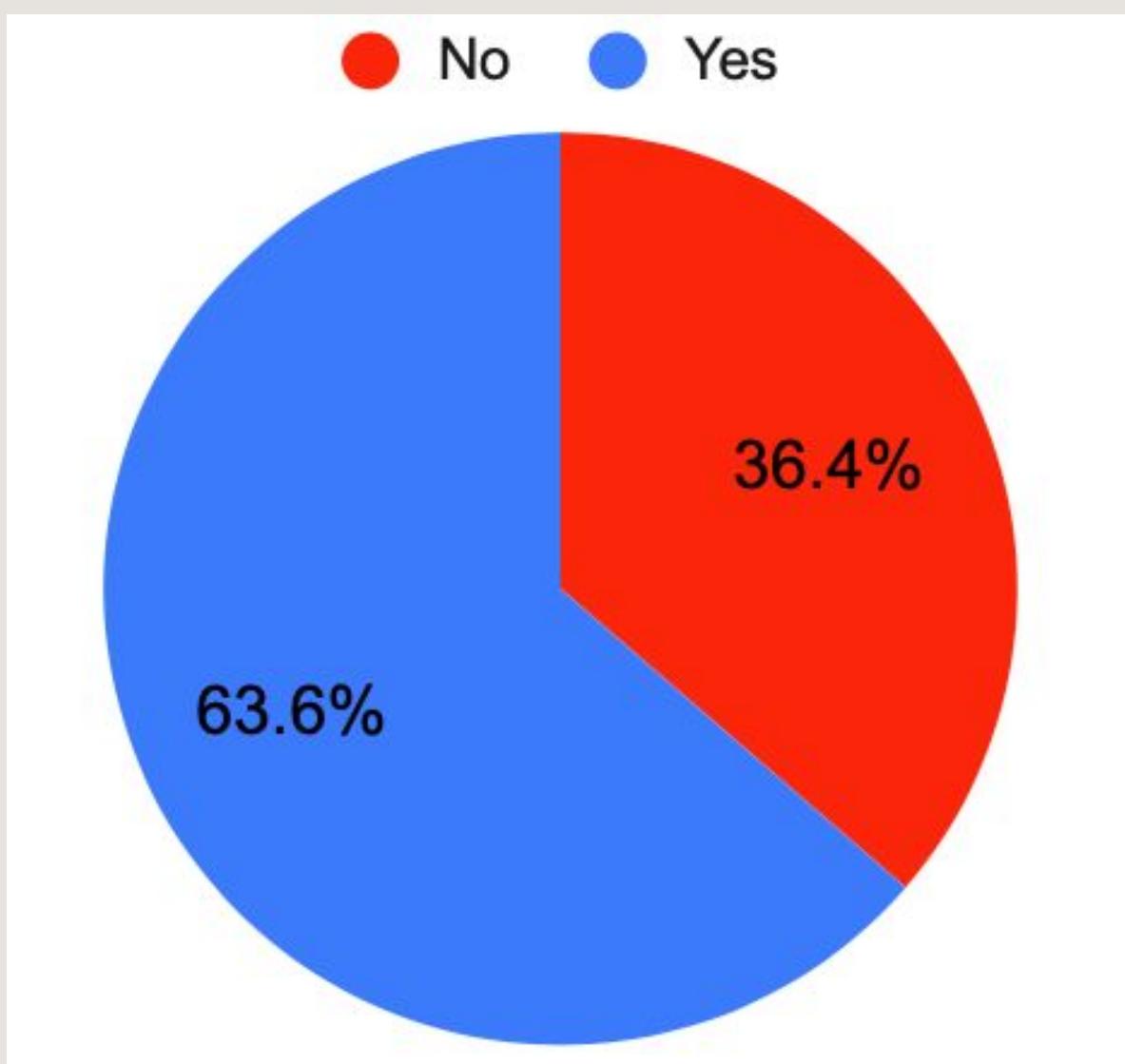


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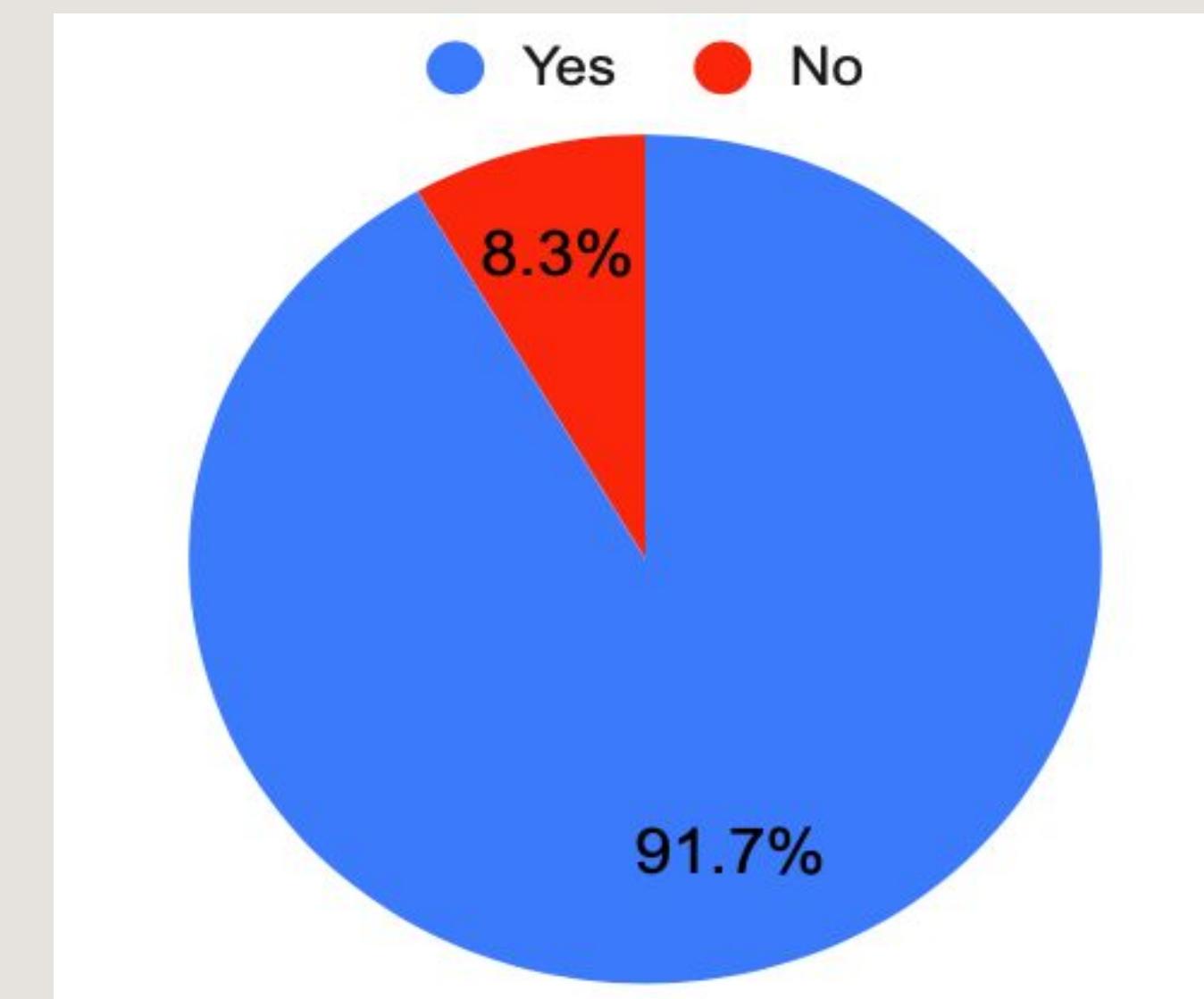


Do you purchase eco-friendly products?

Young People

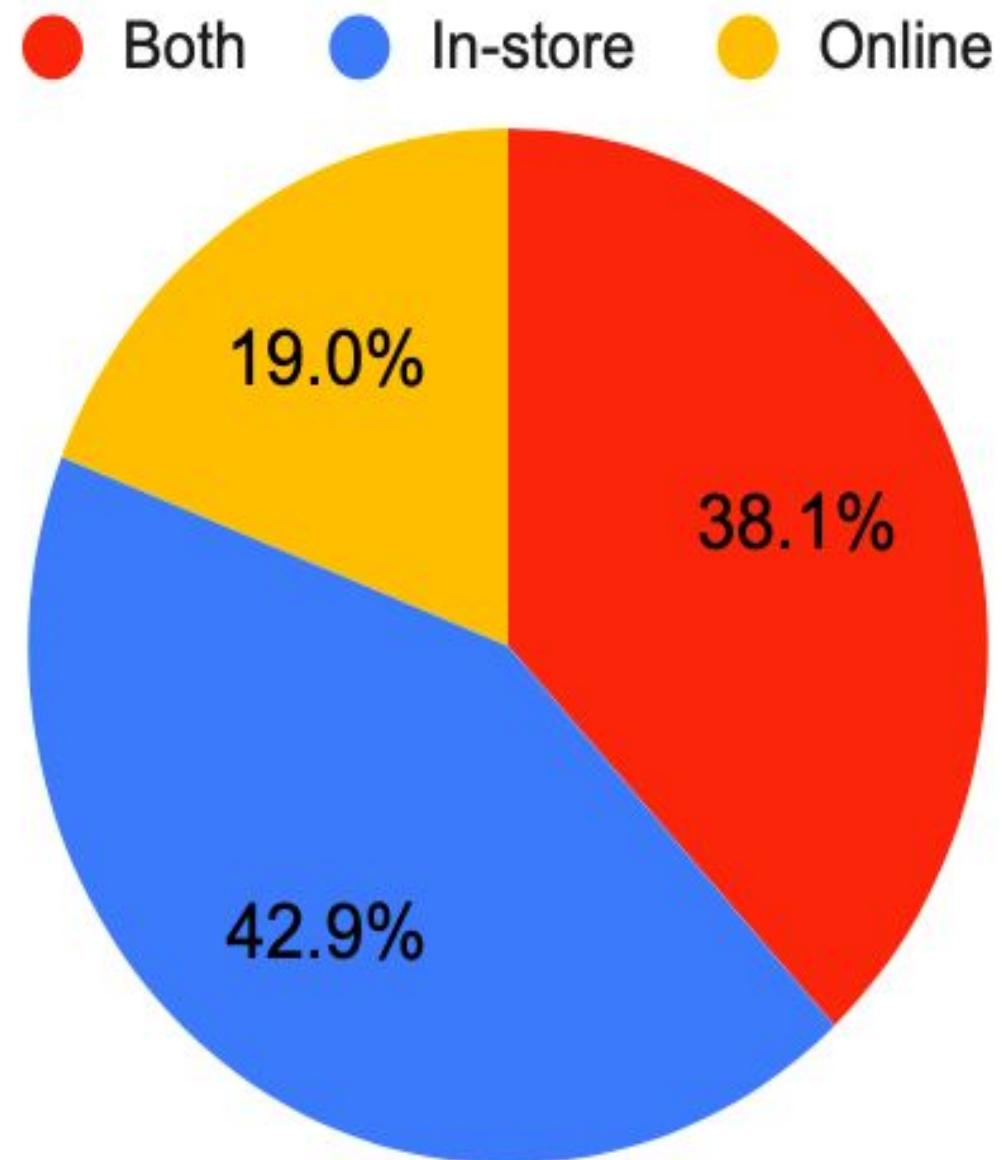


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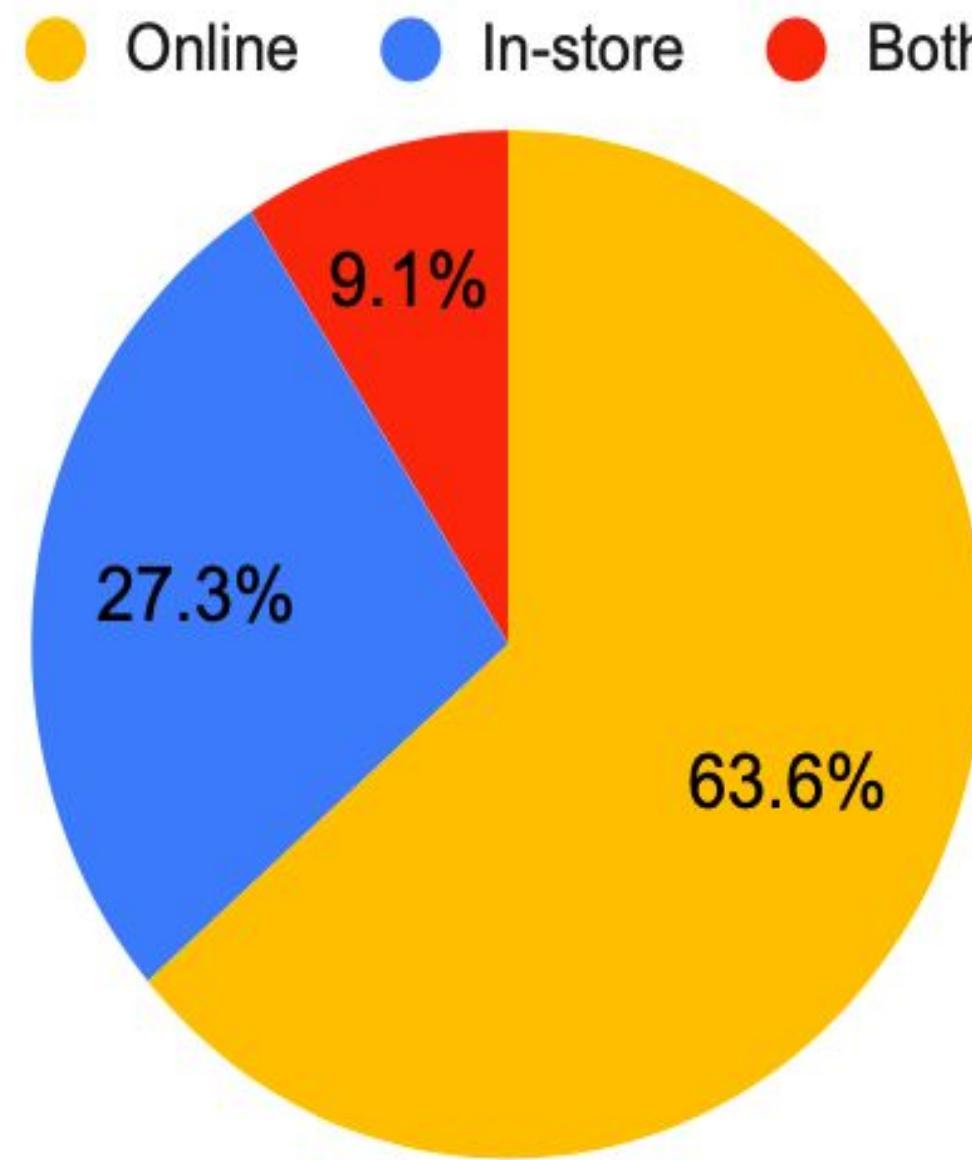


Where do you purchase eco-friendly products?

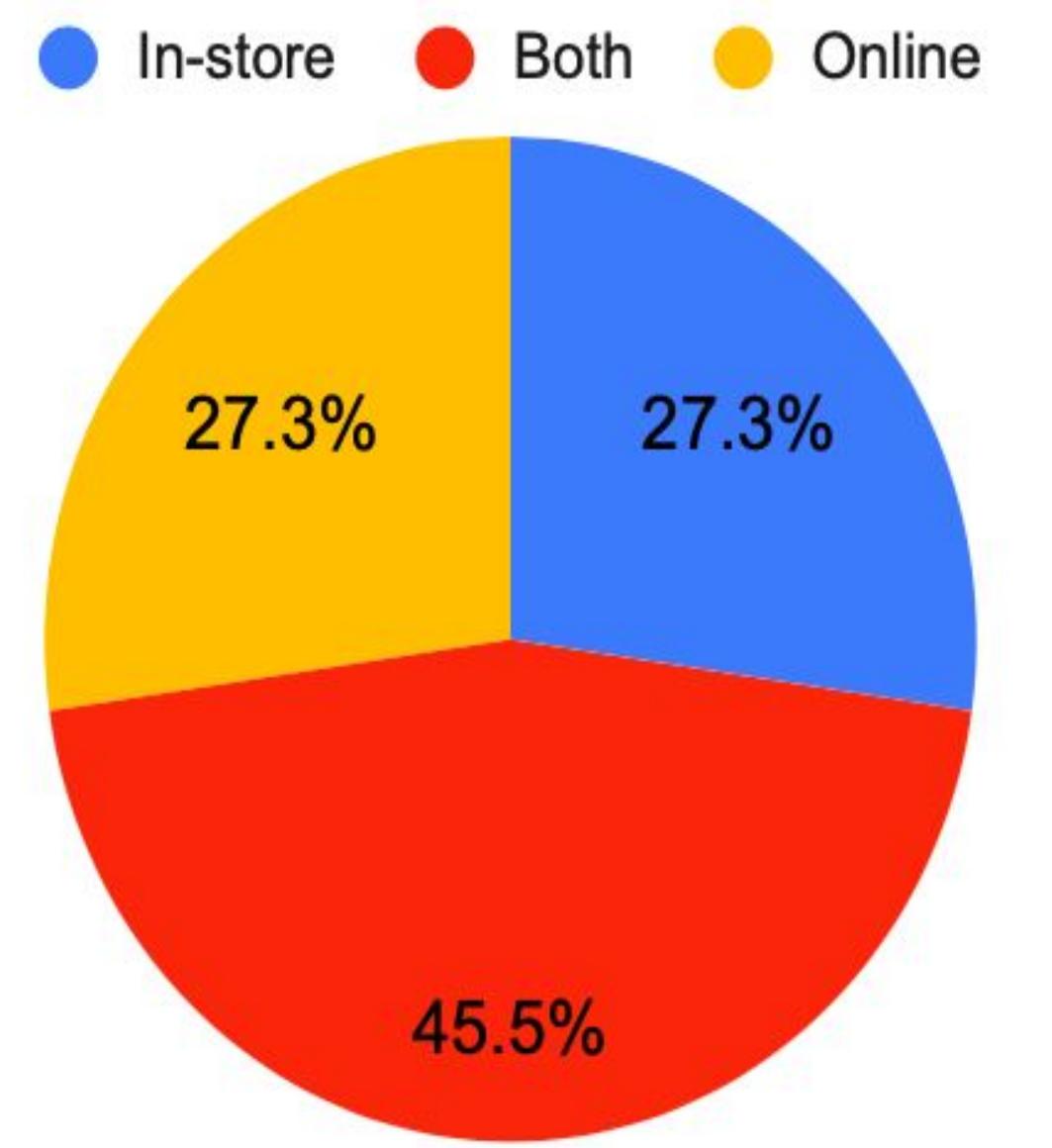
Young People (buy EFPs)



Young People (don't buy EFPs)

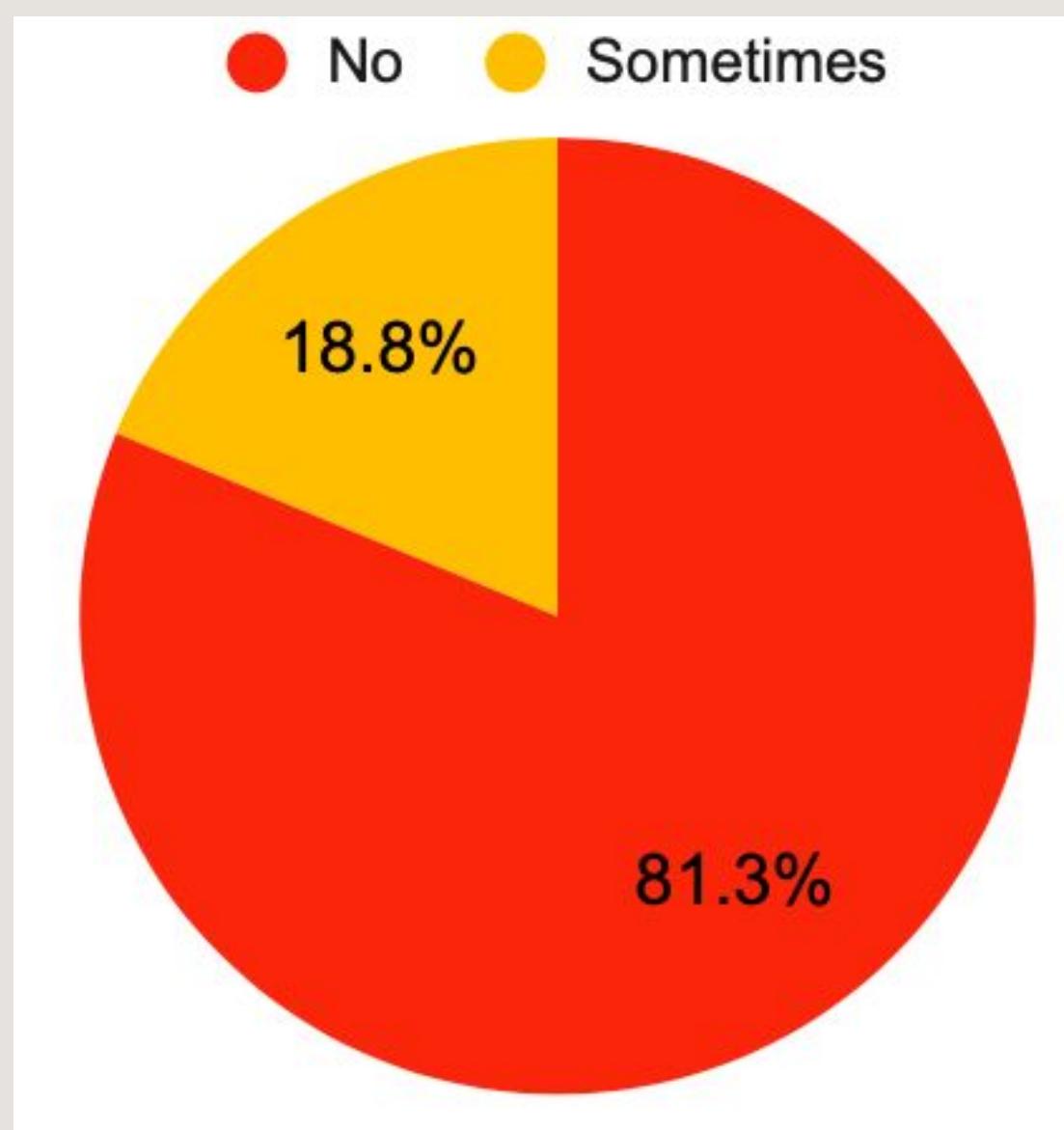


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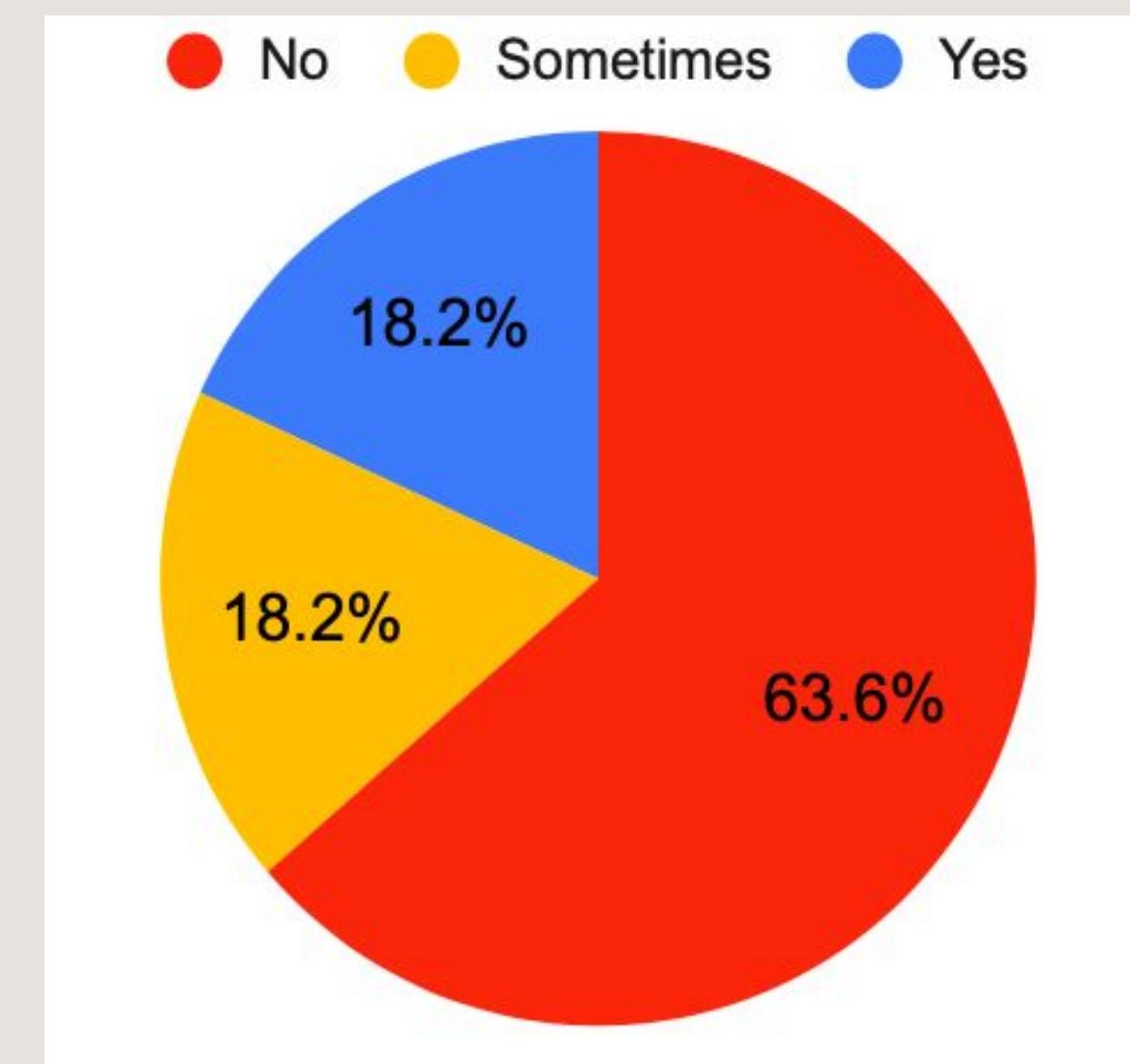


Do you purchase all from one location?

Young People (buy EFPs)

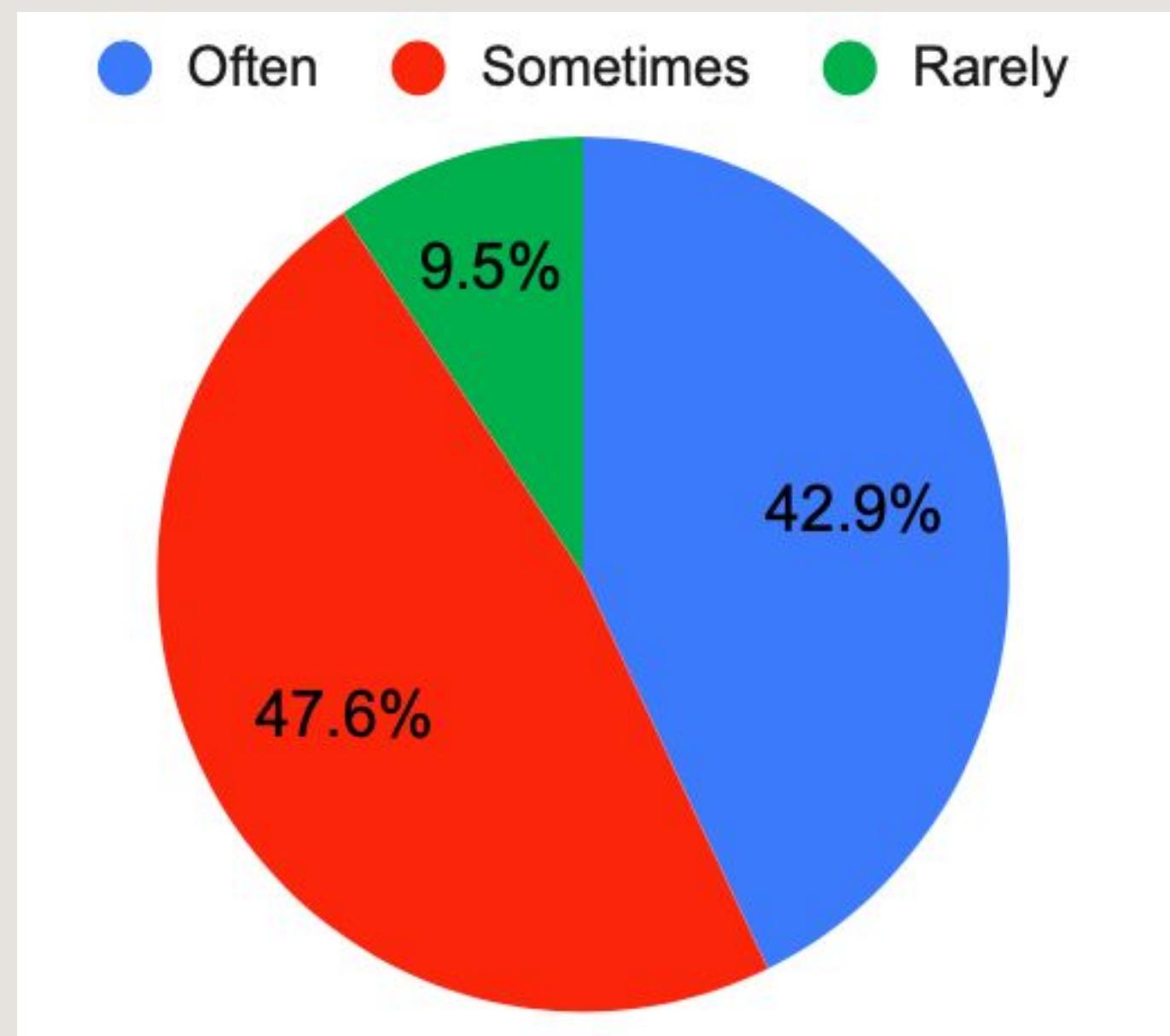


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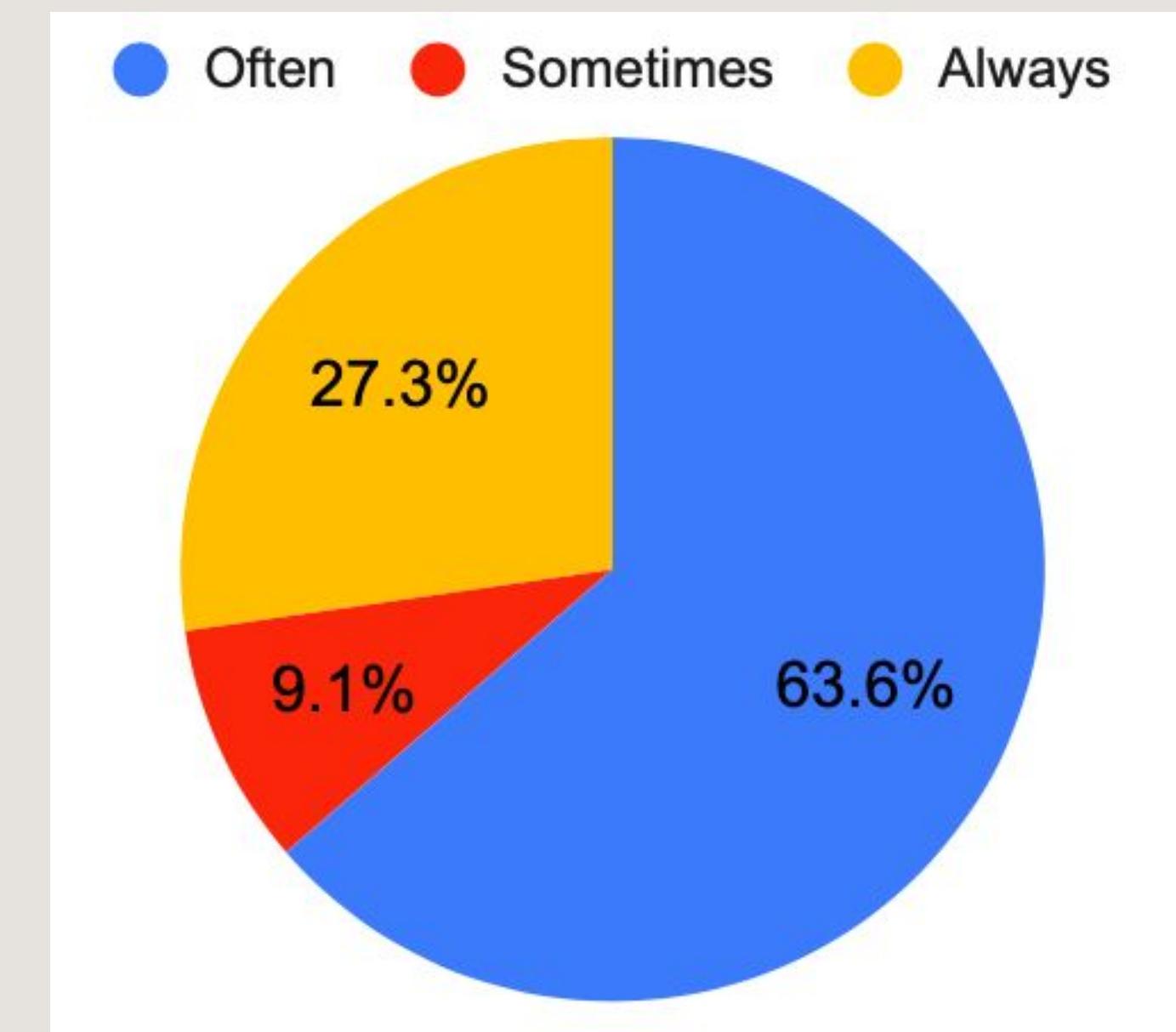


How often do you choose eco-friendly over alternatives?

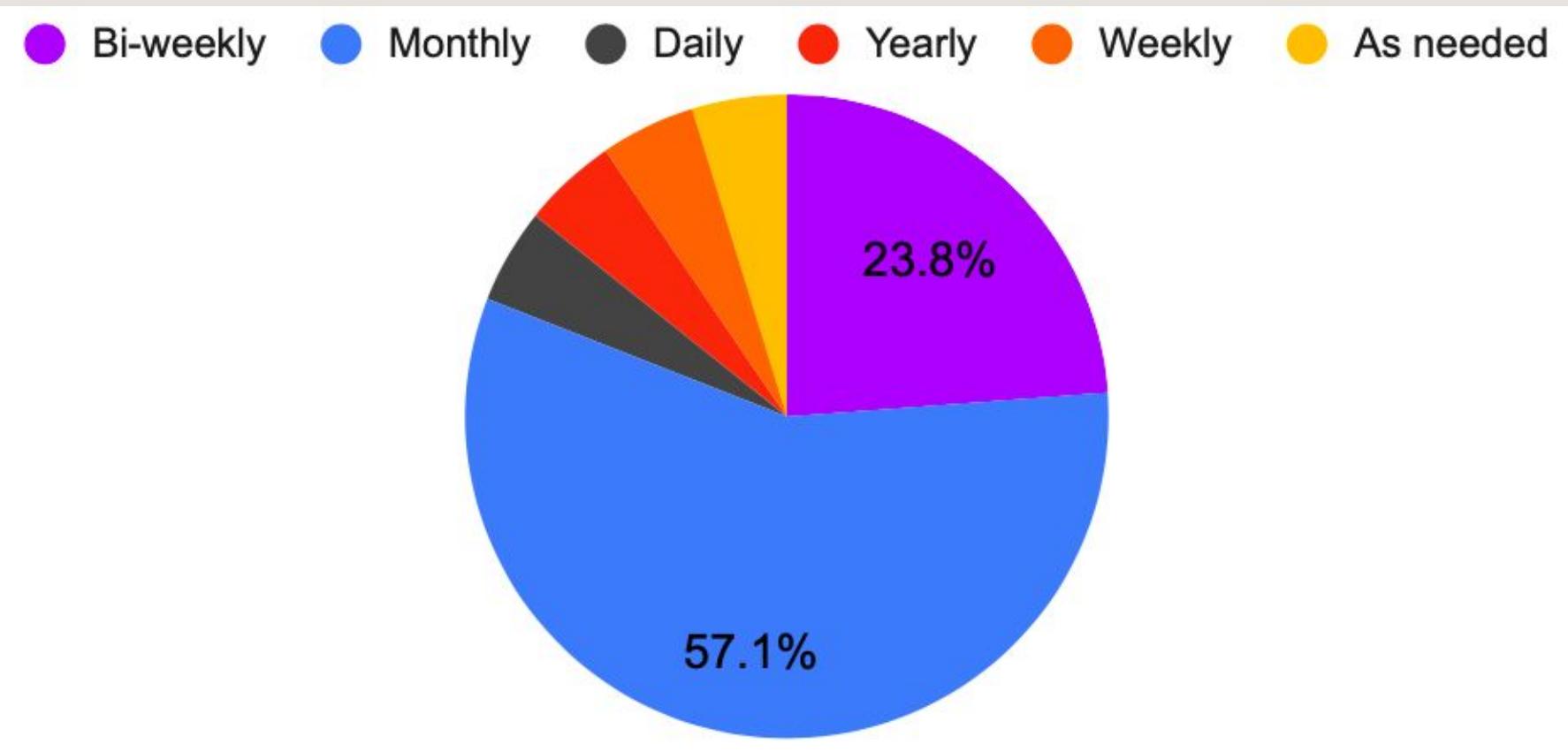
Young People (buy EFPs)



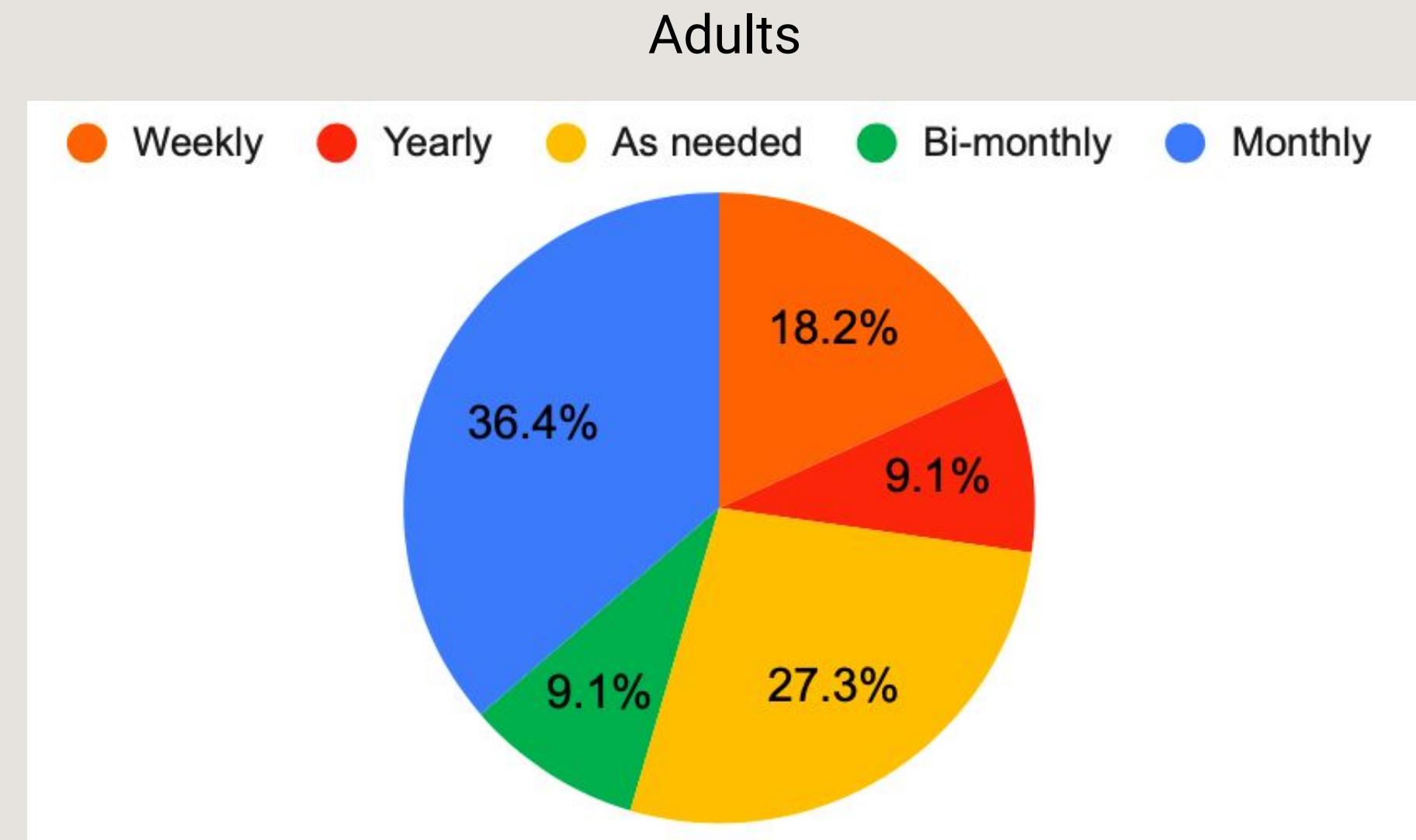
Adults



How often do you buy eco-friendly products



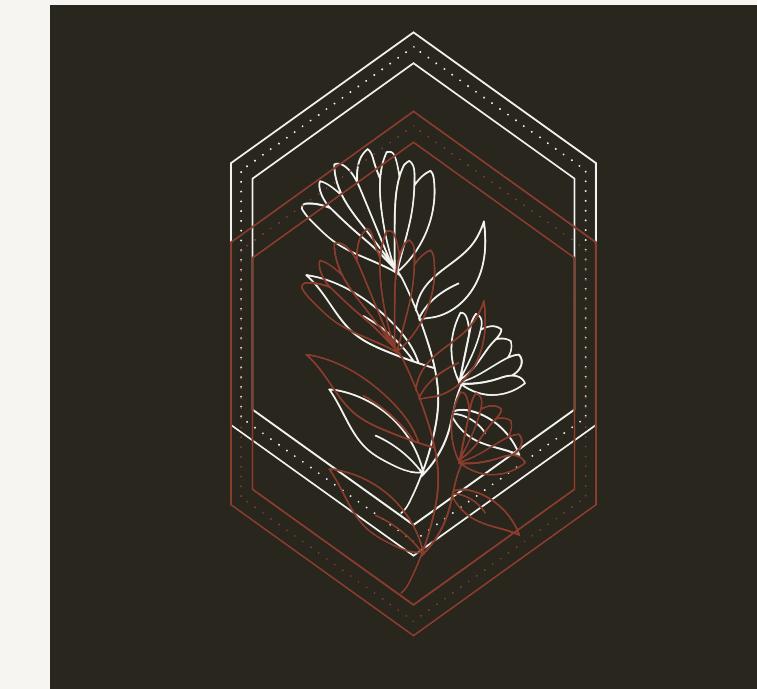
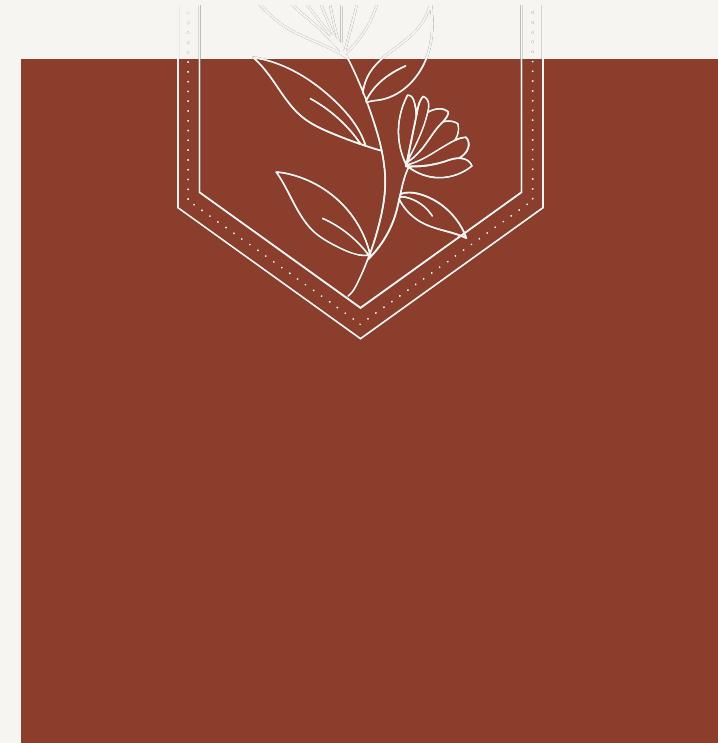
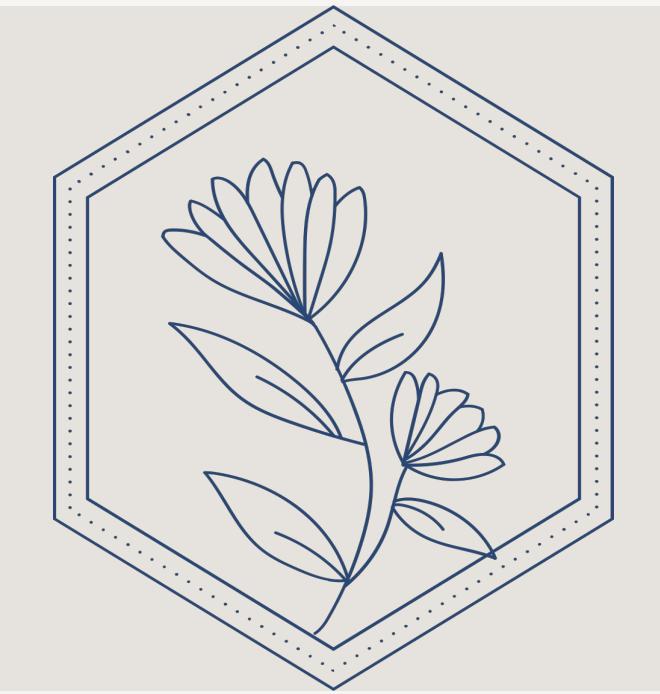
Young People (buy EFPs)



Adults

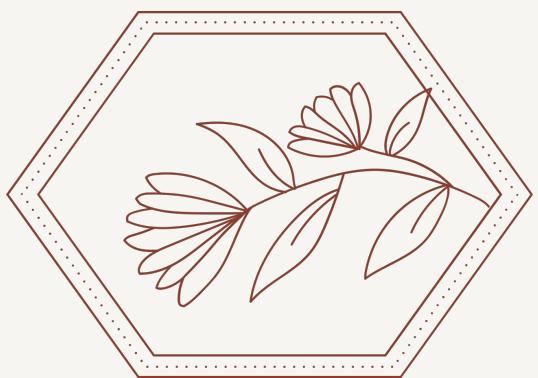
Major Problems and Challenges for customers

- Find green products more expensive than non-eco-friendly alternatives
- Limited selection and Variety of products
- Limited availability in-store and online
- Poor and false marketing



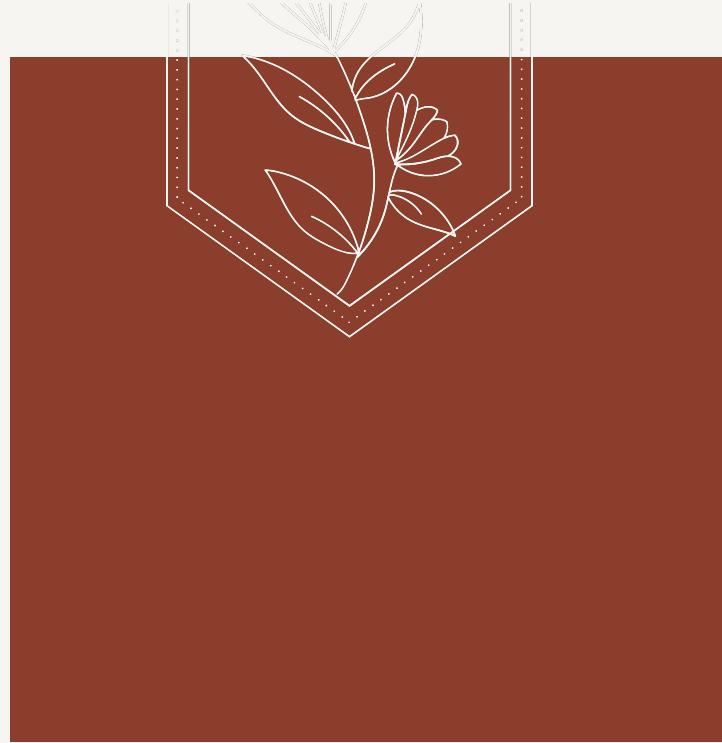
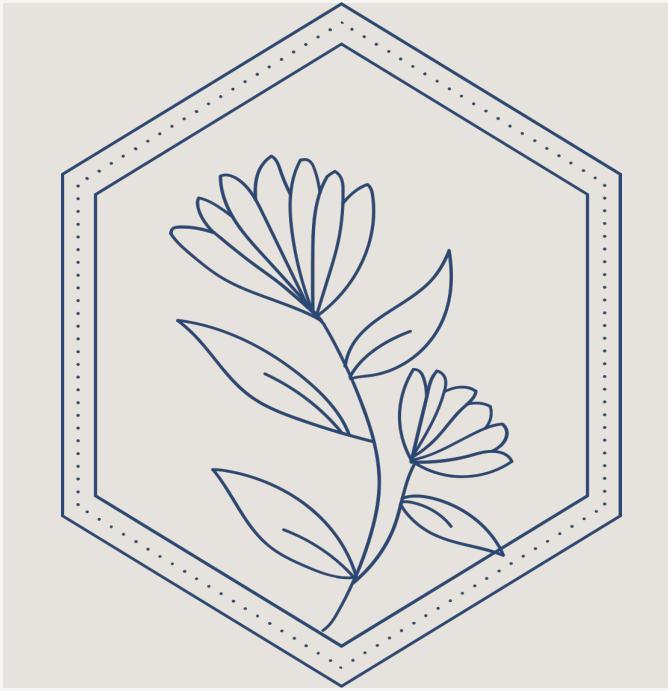
Major Problems and Challenges for small businesses and eco-friendly brands

- Non eco-friendly packaging
- Difficulty in shipping and delivering products
- High listing fees for in-store exposure
- Digital marketing, E-commerce and online migration of store
- Larger corporations hoarding key natural ingredients/supplies
- Research and development of new materials and ingredients



Proposed Solutions

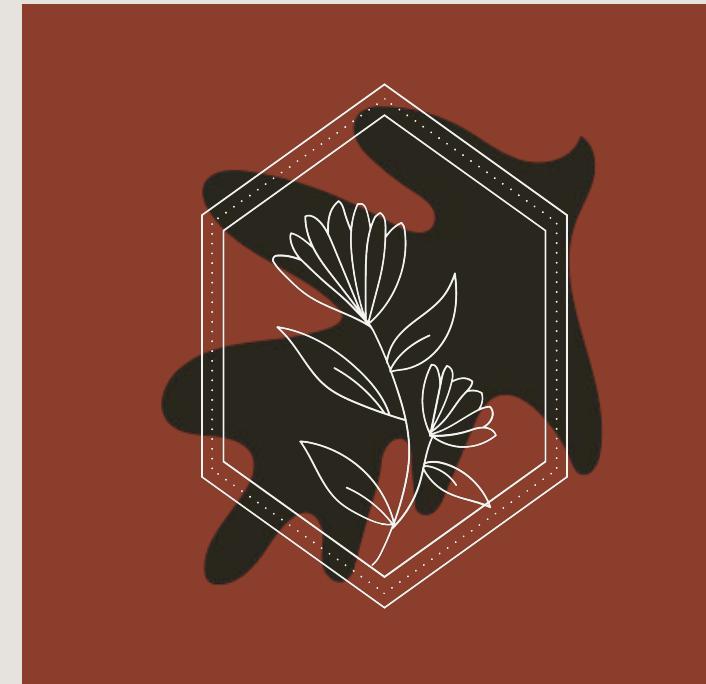
- Create incentive for people to purchase eco-friendly products
- One place to find it all - A common platform for eco-friendly products
- Support for small and new businesses that create eco-friendly products
- Better marketing - proof that products are actually eco-friendly and effective



Key Insights from an Industry Expert

CEO of The Unscented Company - Anie Rouleau

- Packaging
 - “Packaging is part of your product now. People will judge you based on it”
- High prices
 - “More early adapters means more [product] volume means reduction in cost of goods sold, [which leads to] competitive prices”
- Subscription Revenue Model
 - “Asked about subscriptions on a weekly basis; will begin to offer to customers via Shopify”





Key Learnings

Consumers: High cost and Low availability

Business Owners: E-commerce and Marketing

Revenue Stream: Subscription, One-time purchases, Commissions and Ad revenue

Customers have a problem and we have a solution

Next Steps: Validation through website prototype

Business Model Canvas v2



Greenbox Website <https://jamesbuss9.wixsite.com/website>

The screenshot shows a web browser window with the URL <https://jamesbuss9.wixsite.com/website> in the address bar. The page is a placeholder for a website, featuring a dark green header with the 'GreenBox' logo and a 'Site Coming Soon' message. The main content area contains a large 'Site Coming Soon' text and a photograph of two women in an office environment.

This site was designed with the **WIX**.com website builder. Create your website today. [Start Now](#)

GreenBox
Super convenient, super eco-friendly

Home Shop Plans & Pricing

Site Coming Soon



Plan of Action