

Purpose

Get people (targetting college roommates) to clean up after themselves

Parker McClure

Products

Lockable Jar that keeps money everytime someone forgets to clean up after themselves

Parker McClure

Reasons to Buy

Let someone they care about (i.e. parents) has seen the mess they regularly make

Parker McClure

Advertising

Social Media Accounts (TikTok, Instagram, Facebook)

Parker McClure

Pricing

Should be affordable as incentive to look into products

Parker McClure

Problems

Lazy people may be too lazy to fix their ways

Parker McClure

Create a habit of cleaning up after yourself, as well as trash not left by you

Parker McClure

Schedule Planner so that everyone goes in rotation cleaning the place

Parker McClure

Those they live with have stopped cleaning up after them so they realize the mess they create

Parker McClure

Invest in Ads to run on popular social media and websites

Parker McClure

Free 30 day trials to get people to test out products

Parker McClure

Could be difficult to change the way someone has lived their whole life

Parker McClure

Give a sense of Responsibility in doing something that benefits not only you but those around you

Parker McClure

An app that gives reminders to clean up

Parker McClure

Feeling lazy and unmotivated because they live in a messy room

Parker McClure

Sponser influencers to spread the product to their audience

Parker McClure

Deal with excuses like “I was planning to clean that up later.”

Parker McClure

Help motivate people to be more organized in other aspects of life as well

Parker McClure

A friend they brought over has pointed out the bad smell of the place, due to leaving food out for days on end

Parker McClure

Create groups that promote people showing off their clean living spaces

Parker McClure