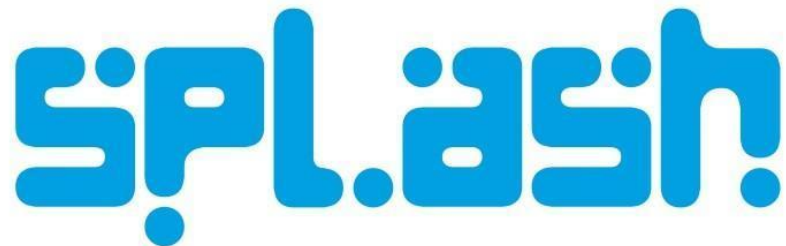


# SPLASH



## ABOUT US

SPLASH OF YOUR EMOTIONS, COFFEE and ECOLOGY

"Splash" is a utensils rental system in a modern city. It's convenient, affordable and made with respect for the environment. It is partnering with cities to make streets cleaner, reducing the use of plastic in the city system by 40-50%, and making the environment accessible to everyone. Also, with our products, you can comfortably move around and eat on the go, because time is now one of the most important resources of society. For the convenience of users, a special application has been created with the help of which you can always know where the nearest point of rent and return of utensils, find out how many utensils are left at this point, and also register dishes using a QR code when renting.

## PRODUCT

All utensils are made of porcelain, which not only gives a pleasant aesthetic feeling in the hands, but is also the safest and most non-toxic material for you and nature. For the manufacture of utensils, the most environmentally friendly materials and technologies are used.

## WHAT IS INCLUDED

- Cup
- Plate
- Cover of cup



## LOCATION

Such a startup is thought to be located in Latvia, starting from Riga. This is due to the fact that in Riga the waste sorting system is poorly created. It is only in the courtyards of houses, but not in all. In the cities of Europe where I was, it is much better developed: all the garbage in the city is sorted. And even despite the fact that many cafes try to use disposable cups made of environmentally friendly materials, they still end up in plastic bags along with iron and plastic.

## APPLICATION

Where users can see a map of points will be and how many utensils are left at the point. And also regulate the rental/return process. Each set will be equipped with a QR code at the bottom of the cup. You rent a kit and use the application to scan its qr code at the point of issue. The system registers that this user took the set, and when he gives it back, the employee scans and the system writes that the person returned the set.

# PROJECT PLANNING

My idea is to create a network of outlets around the city where people can rent utensils, use them to eat on the go, and when the brunch is over, give them away to any point along the way. The utensils will be specially designed for eating on the go or in an urban environment.

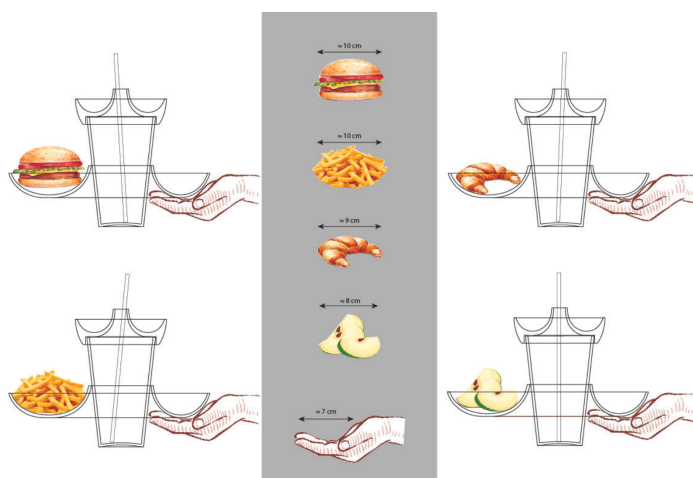
## Product offered by the project



### It includes:

- Cup
- Plate
- Cover of cup
- drinking straw

To use this set, you do not need to use two hands for food and drink. The donut-shaped plate doubles as a cup handle, allowing you to hold everything in one hand and use the other for other tasks. Porcelain was chosen because it is one of the most non-toxic materials for humans.



# GOAL

I want to create a project ...

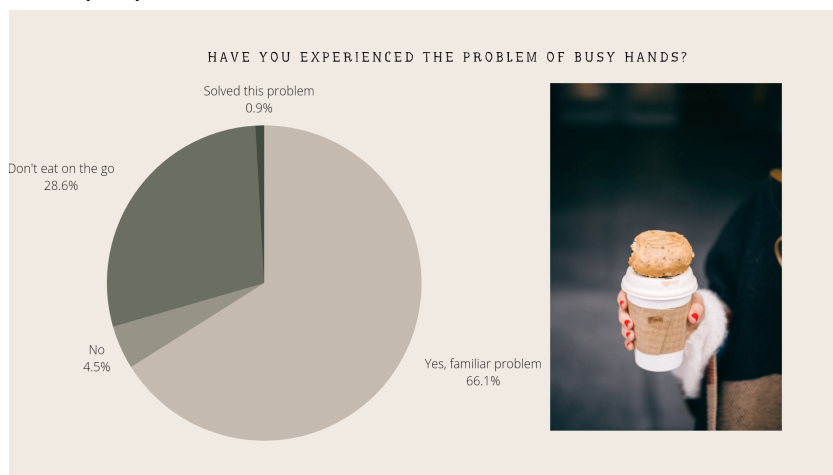
- ...that solves the problem of environmental pollution increasing the production of disposable tableware
- ...that will simplify and solve the problem of eating on the go and help people be more mobile in their movements
- ...that will help organize the urban environment in an environmentally friendly and socially friendly way.

# REALITY

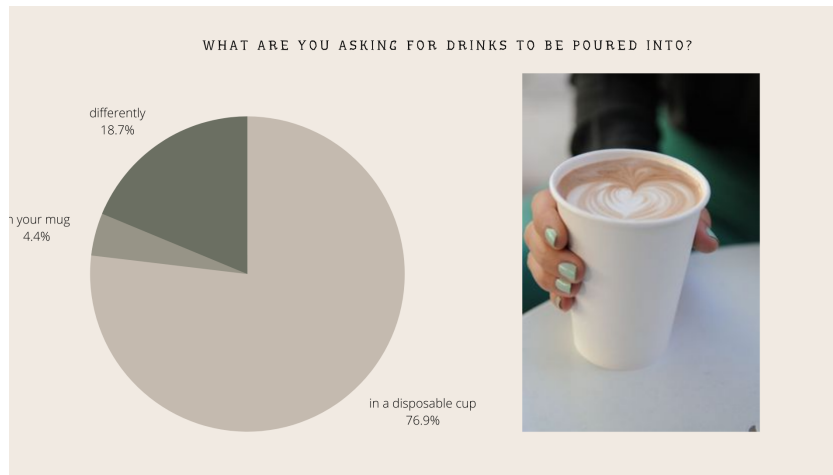
Now I have a...

- ...fully developed design of the utensils, calculations of their cost.
- ...a product presentation
- **...the results of social surveys on the chosen topic and the knowledge of what exactly people need and what they expect from my project**

Design has always been a process based on the belief that the best solution can be found for any given need. Design, unlike creativity, is not an idea for the sake of an idea, it is an idea for the sake of solving a problem or task. Therefore, before creating the project, I conducted a social survey on the chosen topic and found a social and environmental problem to solve. The relevance of the chosen project idea is confirmed by the following responses of people:



1. Based on the result of this item, you can see that a very large percentage of the respondents faced this problem. It is really inconvenient when both hands are occupied: a person becomes immobile. But mobility is one of the most important concepts in the modern world. It follows from this that the solution to this problem is relevant.



- On this issue, I made two conclusions in favor of my project. First: a lot of plastic is used. And despite the fact that now many cafes are trying to minimize its use in packaging, its consumption still causes an influx of environmental problems. The second conclusion is more socially directed. People are much more likely to use a disposable cup because it's convenient and they don't have to carry it around with them. I see it as a challenge: to preserve this need, but make it more sustainable with the help of reusable utensils for rent.

## OPINION

I also need to think in more detail about how many industries are needed for this business.

- points around the city for rent and return of utensils and staff for them**

Such rental points can be located in the tourist center of the city, at different points of the main streets along which there is active pedestrian traffic, on pedestrian streets where there are many coffee shops, etc. One worker is required for each point

- For the convenience of users, it is necessary to create an application**
  - where they can see a map of points and how many dishes are left at the point.
  - And also regulate the rental/return process, I suggest using the application. Each set will be equipped with a QR code at the bottom of the cup. A person rents a kit and uses the application to scan its qr code at the point of issue. The system registers that this user took the set, and when he gives it back, the employee scans and the system writes that the person returned the set.
- points where the collected utensils will be washed and staff who are going to do that**

Below I analyze the point that the washing point may not belong to our company and we may use the services of others. Anyway then I will need one washing point for about 7-10 points of rent in the city. But if we consider the option of our business each washing point needs several dishwashers and personnel to load and unload dishes from them.

- cooperation with a ceramic workshop or our own for the production of the utensils**
- a service to transport utensils to the points**

### What can be done in the future if the project becomes successful

- Expand the range of utensils.

Create, for example, a soup set of utensils with a design similar to the original one (a plate (like a cup, only wider and lower), a cover of cup and a tube, a plate may also be included in the set.

- Create a range of cup sizes
- Expand the scope of activitiesSuch rental points can be located in the tourist center of the city, at different points of the main streets along which there is active pedestrian traffic, on pedestrian streets where there are many coffee shops, etc.

## WILL

### To complete the project, I need..

- to create a place for the production of utensils: a workshop
- to select points in the city to create utensils' rentals
- to find partners to cooperate with: coffee shops, restaurants, possibly outdoor banqueting agencies
- to create network calculations: how much money will be needed to create points, to wash dishes etc.

## TEAM

Together Everyone Achieves More

### Product path (the way the system works)

1. Production (own workshop or production order at a ceramic factory)
- ↓
2. Delivery of utensils to rental points
- ↓
3. Renting out utensils
- ↓
4. Reception of used utensils
- ↓
5. Delivery of utensils to the place of washing
- ↓
6. The washing up
- ↓
7. Delivery of utensils to rental points

There are many points in this scheme for which it is not necessary to create branches within the company - it will be more profitable to cooperate with organizations that are already doing this.

**For example:**

- **delivery** of products from the place of production to points of renting and delivery of products after washing to the point of rental (points 2; 5; 7)
- **washing** utensils in cooperation with the organization of employment additionally solves another social problem. It might also be possible to find an option to pay for washing a large batch of utensils (point 6)
- **production** can be a part of the enterprise - a place where dishes are produced. An agreement might also be concluded with a ceramic factory and the production might be entrusted to them (point 1)

## More external partners

- The tendency to take coffee in one's own mug is becoming more and more popular, so it's important to find cooperation with **coffee chains** and come up with a common benefit for the business. Perhaps they will be able to carry out discounts or promotions for customers who use our utensils. And we, in turn, will advertise their business
- Building relationships with **holiday agencies** can greatly increase demand for the product. For example, when organizing a banquet in the open air, the agency can rent a batch of our utensils with their emblems. Users might like the design and want to use it.
- **Participation in events** (concerts, city festivals, street food festivals) will not only increase demand and profit, but will also help establish cooperation with coffee shops and fast food carts