

CORY ETZKORN
DESIGN & DEVELOPMENT



PepperMint

What's fit for the oval office, flyer than Airforce One, and Stronger than the U.S. dollar?

The Original PepperMint, of course! These federal-reserve-fresh mints come in two delicious and highly stylized varieties sure to please your inner capitalist.





Copy / Paste Moving Co.

Copy Paste Moving Co. takes a modern approach to residential moving. We believe moving should be as simple as clicking copy → paste on a computer. Our entire moving process – aside from the physical moving of belongings – happens online. There is no waiting to get a quote or schedule a date for your move. Each family member is assigned an avatar which is printed on all of their boxes and can be used to login to the website and app. Copy Paste focuses all of its effort on the less exciting tasks that lay between departure or arrival, making packing simpler and more enjoyable. Copy Paste is moving, reinvented for the 21st century.







LEARN
The Basics

PLAN
Your Move

TRACK
Your Progress

TALK
To a Real Person



Always Moving

MOVING TALES

"We built a box fort."

GETTING STARTED

"Are we there yet?"

MEET THE MOVERS

"More than a truck."

As easy as Copy, Paste.

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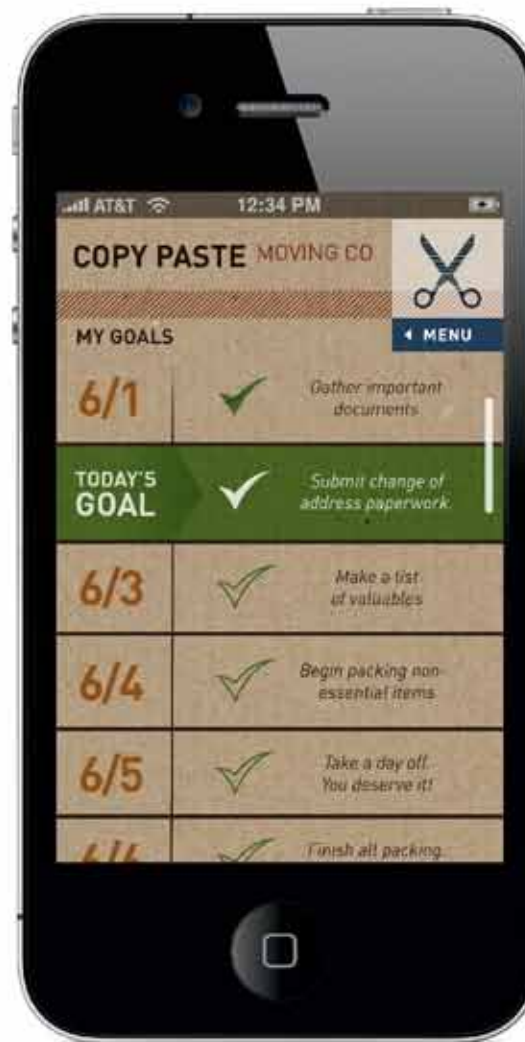
GET STARTED AS THE TAPE

COPY PASTE MOVING CO. 1-800-COPY-PST





DASHBOARD
(WITH MENU OPEN)



DAILY GOALS
(ONE EACH DAY UNTIL MOVE)



PACKING PROGRESS
(SPLIT BY FAMILY MEMBER)



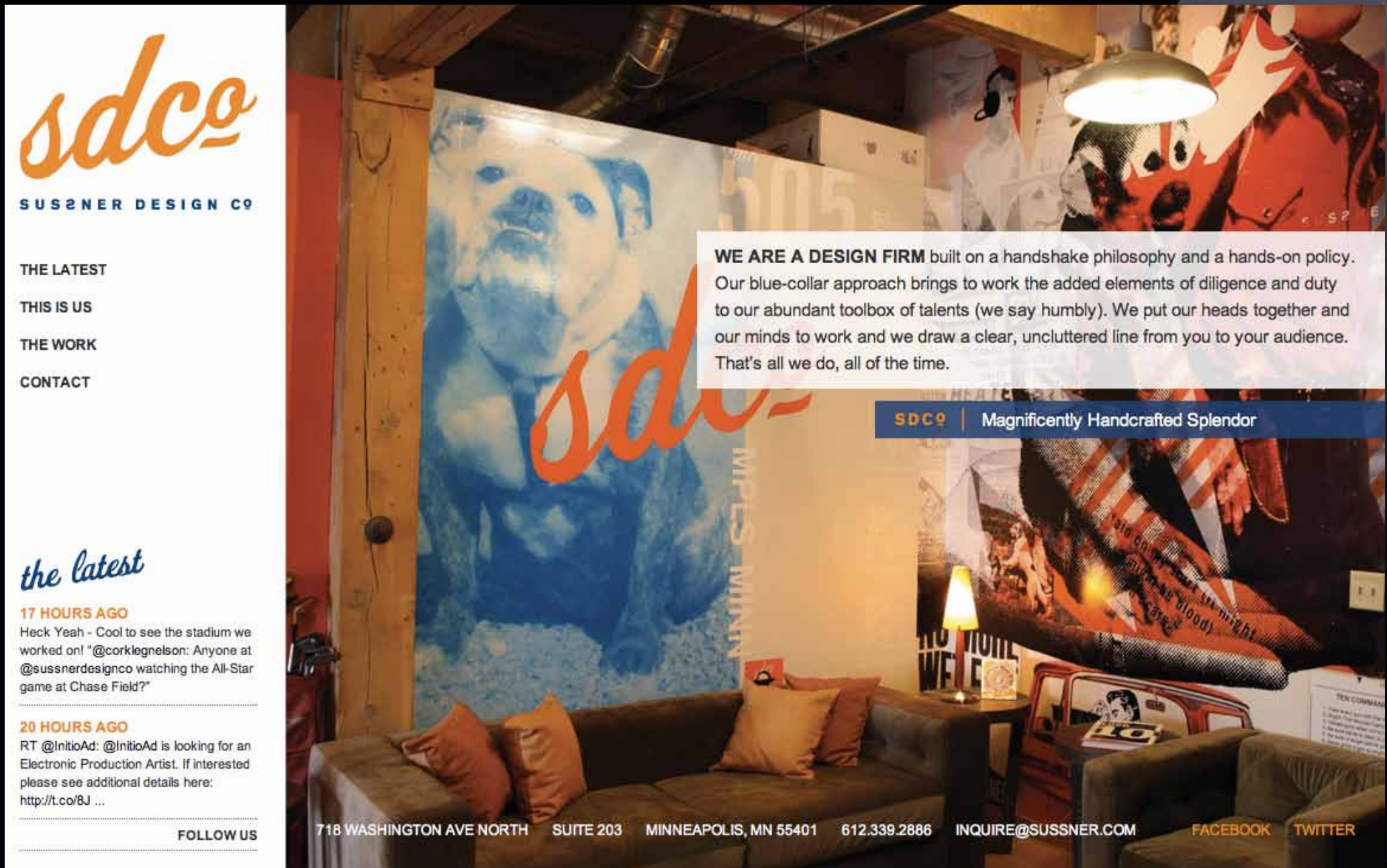
DESTINATION INFO
(NEW YORK, NY)

Beer Tender

Rumor has it The Beer Tender can feel only three human emotions: thirst, contentment, and the feeling of pure awesomeness. And now, for a nominal fee, these three emotions can be yours with a simple call. Within moments of receiving your call, The Beer Tender will depart his secret brewery in NE Minneapolis and deliver ice-cold kegs of premium craft beer directly to your front door. In the event a keg runs dry, simply flip the topper from “Tapped” to “Tapped Out,” set the keg on your doorstep, and prepare for your thirst to be re-quenched faster than you can say “Five Liters.”







Designed & developed while at Sussner Design Co.



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lila & claudines

yarn and gifts

Tucked in the lower level of 86 Mahtomedi Ave, entering Lila and Claudine's feels like "going down the rabbit hole" or "jumping through the looking glass". The kaleidoscope of color fills you with excited inspiration.

As you explore the shop you see fibers full of color and texture; creative ideas are around every corner. And a clever collection of gifts peek out of nooks and crannies giving you a host of ideas for the perfect present or prize.



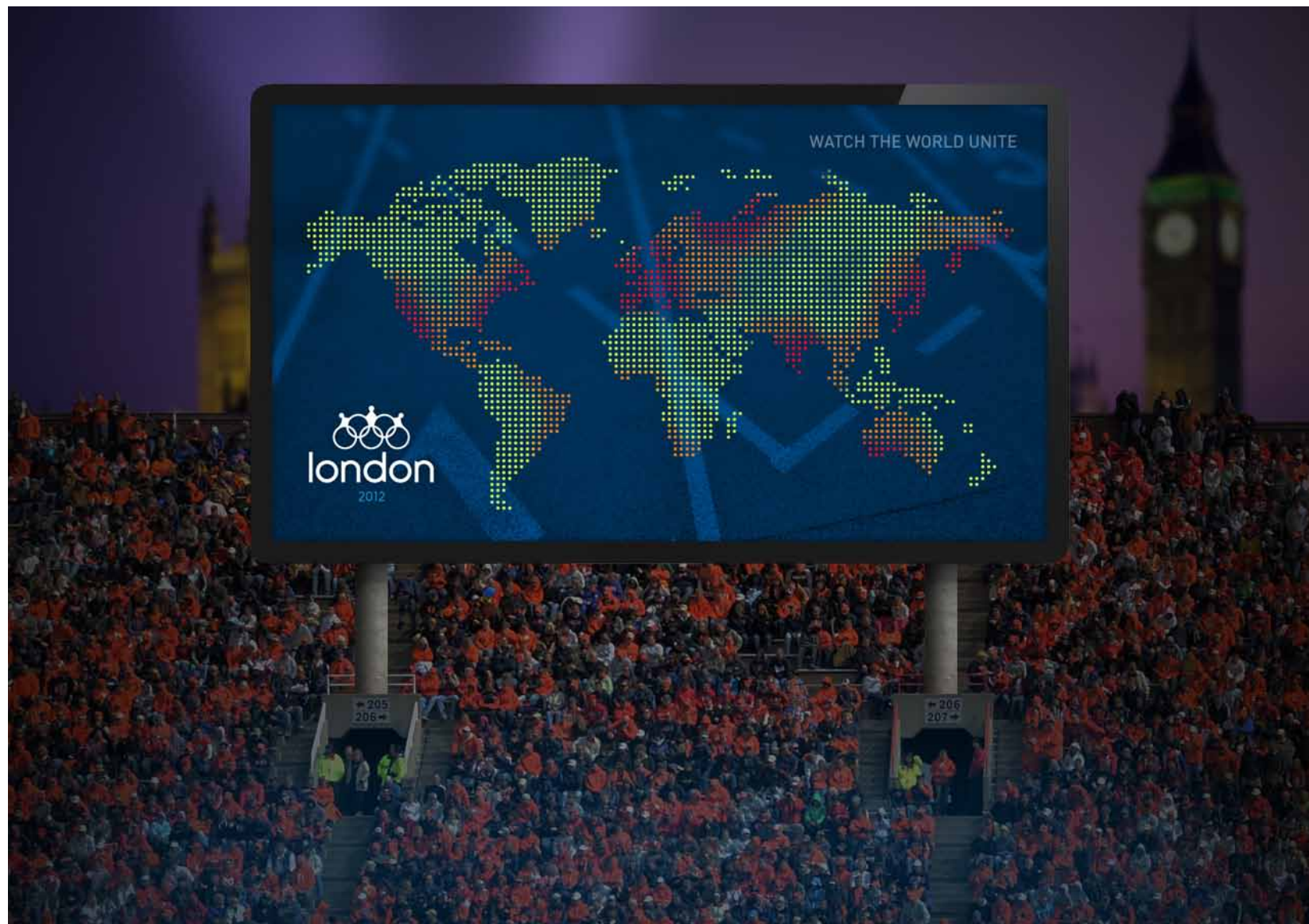
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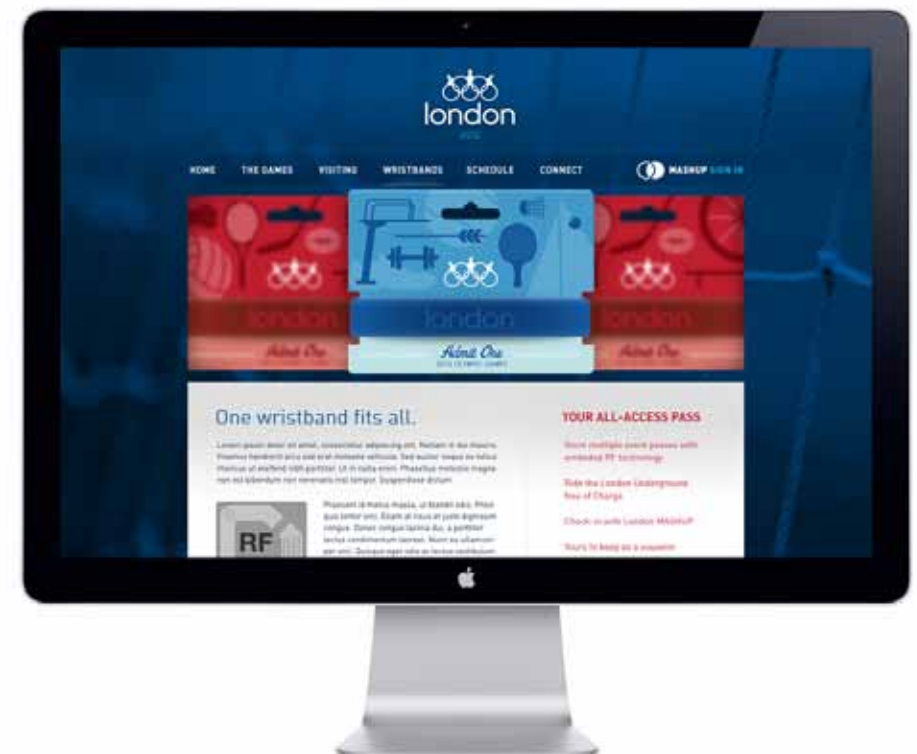
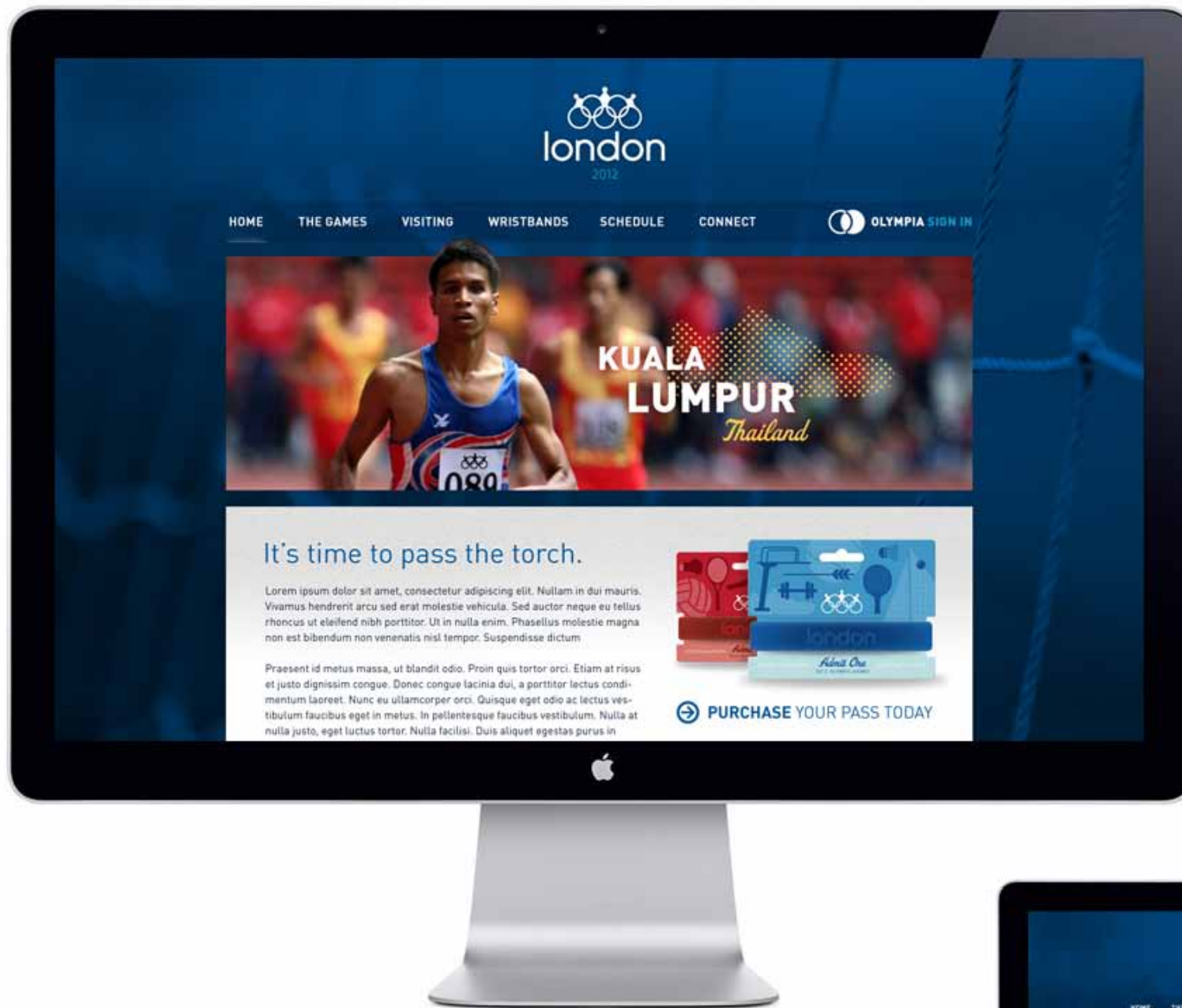
Project removed to protect client confidentiality until official launch.
Please check coryetzkorn.com Fall 2012 for updates.

London 2012: Get in the Games

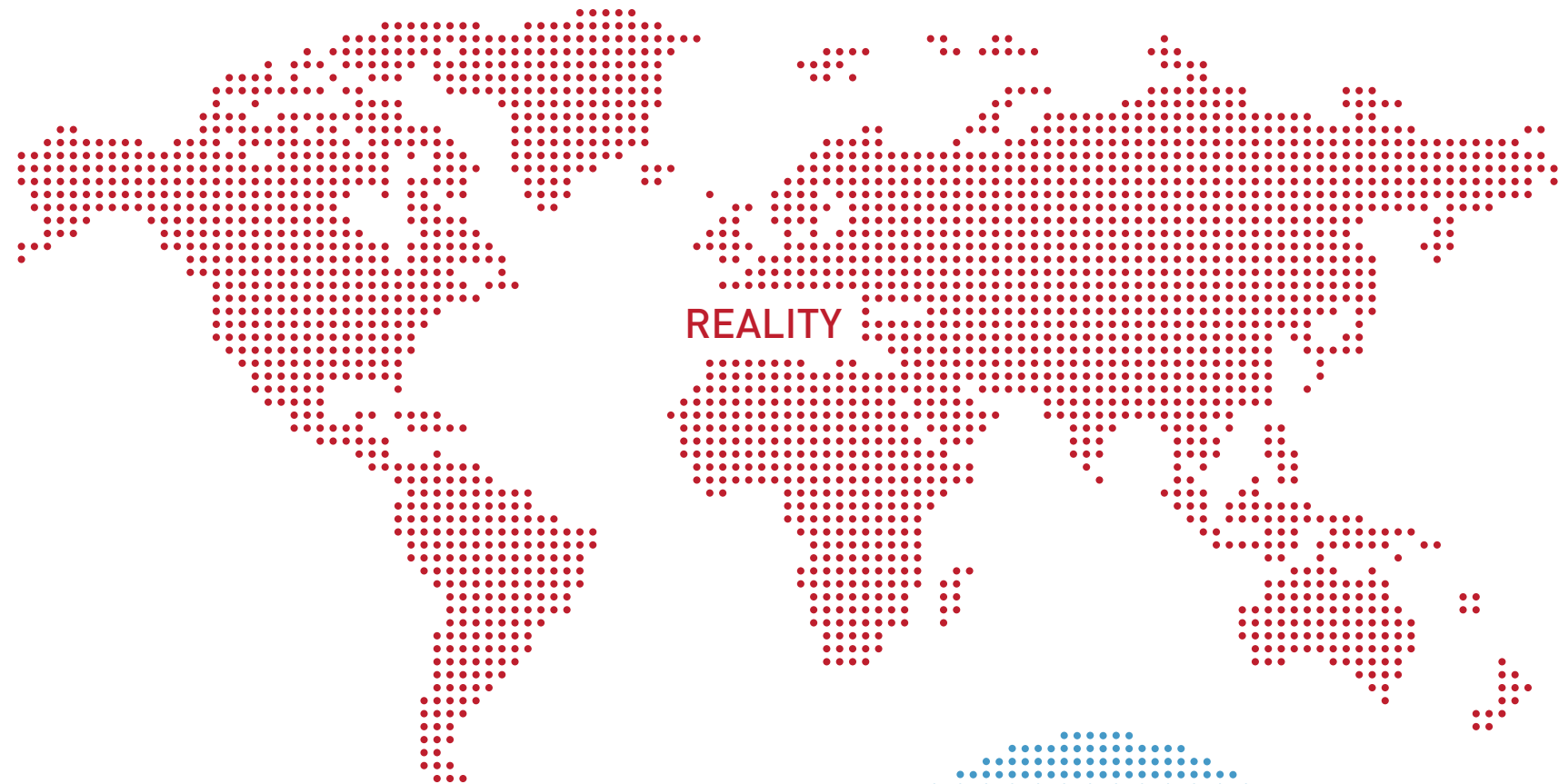
The best experiences in life are generally shared experiences. Although the entire premise of The Olympic Games centers around shared experience and converging cultures, sharing is reserved mostly for athletes. London 2012 encourages everyone to participate. Think fantasy football meets Olympics. Anyone can form their own handpicked virtual team and follow its success throughout the olympics. Results are shown in realtime online and on the Olympia app. User accounts tie in directly with RF wristbands that allow for interactive functions at events and integrate seamlessly with city infrastructure.



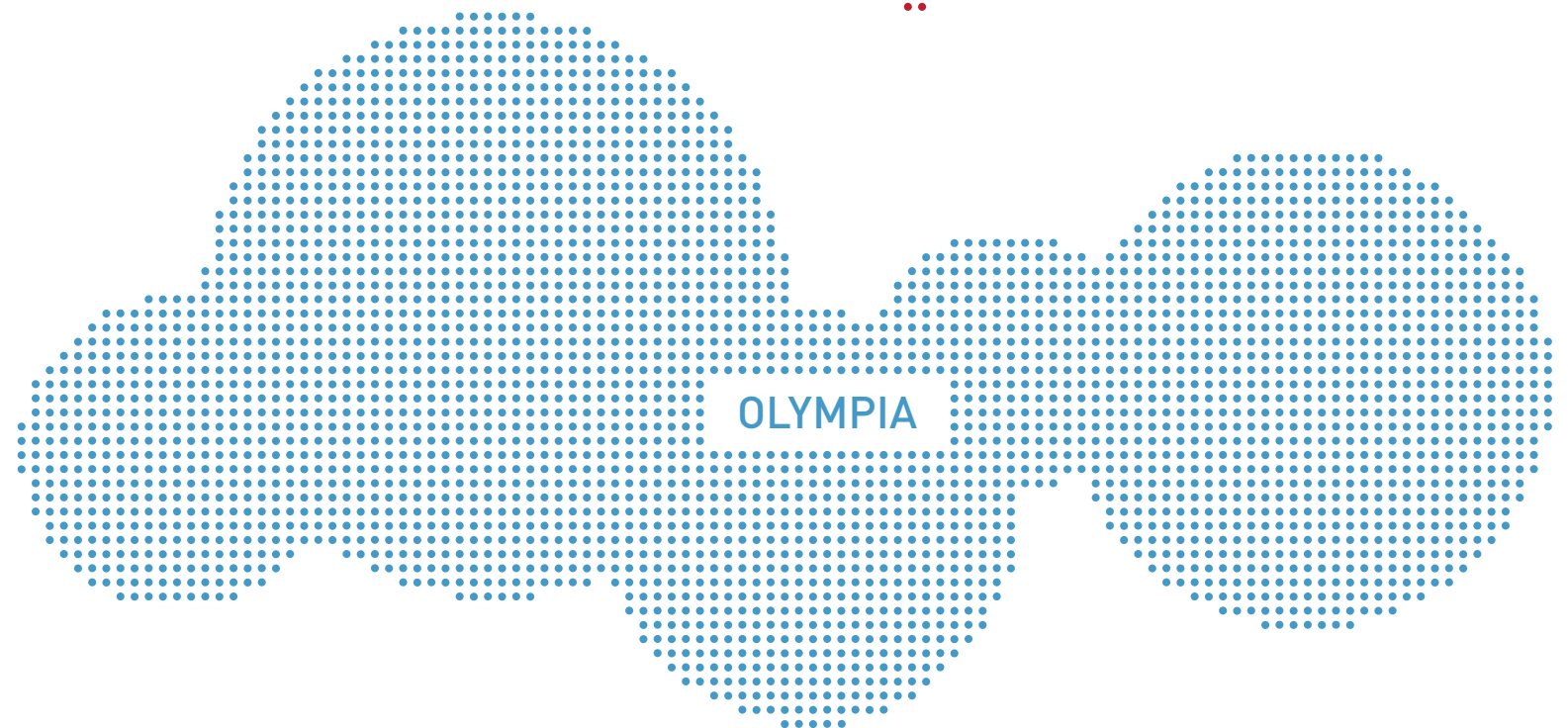








In the real world we see borders.
In the Olympia app there are none.



Lemonaid

Imagine you're eight years old and have just opened your very first lemonade stand. You have all the materials ready, but one thing is missing. You need talent – a partner in crime. You need someone to dance around in a life-size lemon costume while you mix the drinks; someone to paint the lemonade stand; someone to count the quarters as they roll in. That's where Lemonaid comes in. Lemonaid is a simple web application that helps students collaborate on projects of their choosing. Students can start a business, nonprofit, band, or club and handpick the perfect team members. The possibilities are endless.









lemonaid

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start a student team and
open a basement brewery

[BROWSE PROJECTS](#)

[START A PROJECT](#)



how it works



Meet Eric – a student with a big idea. He wants to start an on-campus bicycle repair business.



Eric can fix bikes, but needs help running a business. He posts his project on Lemonaid.



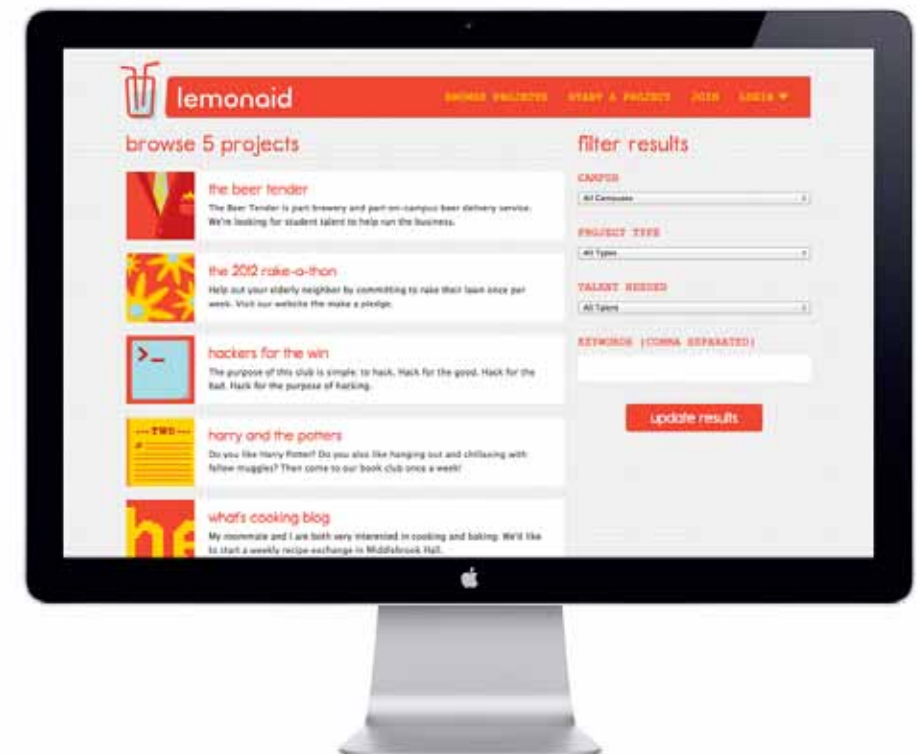
Eric indicates he needs a business student, an accountant, and a graphic designer.



Students with matching skills find the project and contact Eric to express interest.

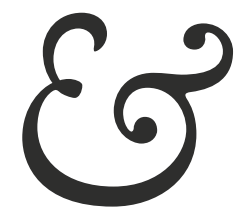


Eric finalizes his team, exchanges contact info, & meets the team over coffee.





launching summer 2012



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