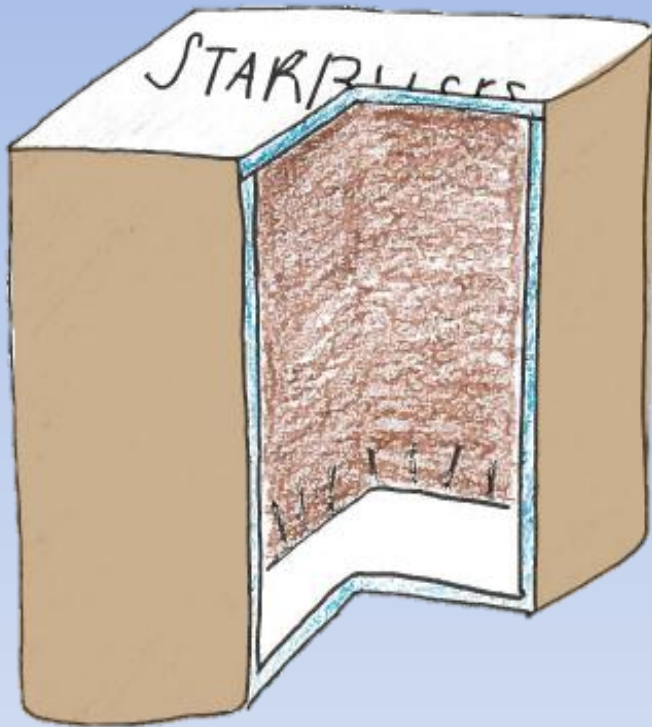
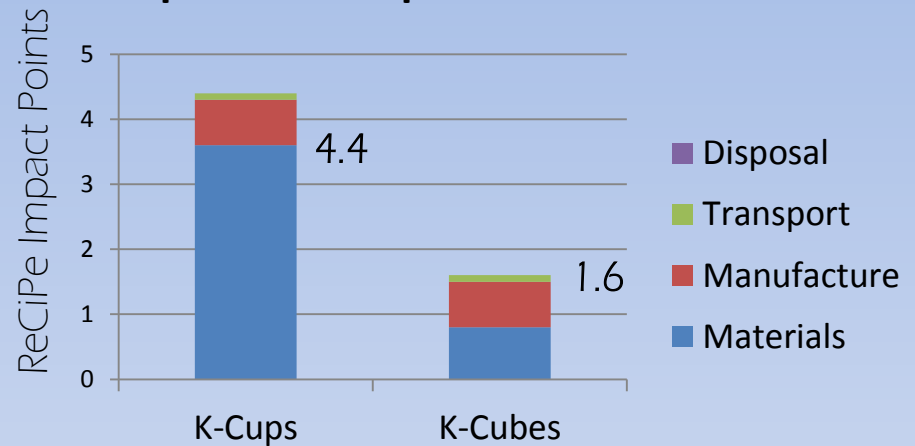


K-Cubes

Most users confess guilt over throwing plastic K-Cups away. The biodegradable K-Cube allows users to make the same cup of coffee without disposal worries. Spent cups can be returned to the earth via composting, and the new system nets a **175%** reduction in impact compared to K-Cups.



Impact of K-Cups vs. K-Cubes



Assumptions

- Cardboard will not adversely affect taste
- A biodegradable plastic oxygen barrier will be cost-effective
- Reduced guilt will not raise the number of cups brewed

Key Features

Compostable

Cardboard construction eliminates aluminum and plastic, making unit fully biodegradable.

Reduced Size

Prism shape reduces shipping volume nearly 2.5 times.

Fresh Taste

Bio-plastic liner keeps oxygen out and freshness in.

Ben Smith
Alison Shin
Hanne Bergers
Boris Taratutin