



All-in-One packed lunch solution

BottAll Business Plan

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All-in-One packed lunch solution

1 EXECUTIVE SUMMARY

A bottle for food and drinks in a single ALL-IN-1 solution through two divisible sections, so you can have a full meal in any place without the need to carry two different containers. The steel bottle is airtight and the two sections (the lower for the food, the upper for the drink) are thermally insulated, with the possibility of heating the food inside through a simple USB port. A dedicated app for smartphones, via bluetooth, allows you to monitor the temperature during heating and to receive news and curiosities of various kinds on health, recipes or reminders on hydration. Capacity 0.45l for food, 0.5l for drink.

1.1 COMPANY DESCRIPTION

BottAll team is made up of five founders, engineers with electrical energy and computer knowledges with a great desire to get involved.

1.2 INDUSTRY ANALYSIS

BottAll will compete in the food and beverage storage container industries. The industry is in the growing phase of its life cycle. Growth is being driven by a lot of factors but primarily the increased awareness of the importance of environmental pollution and the attention to what we eat (talking about healthy food trend). At the moment the value of this Industry reaches 8.75 USD Billion for reusable water bottles and nearly 4 USD Billion for lunch boxes.

1.3 MARKET ANALYSIS

According to the data found in [1] we were able to identify our market segment. We found our customers in people who decide to stay out during the break to have lunch and eat food prepared at home. There are several possible competitors which use different shape, material and styles to create their products but no one have a 2in1 solution to store both food and drink and no one use electronics inside the storage container to warm up the food.

1.4 MARKETING PLAN

Our goal is to sell the whole product: both water bottle and food container in the same package, but we do not neglect the possibility to buy them separately. BottAll will be sold mainly through our online shop but will be also present in home goods stores such as Zara Home and Maison du Monde.

1.5 OPERATIONS AND DEVELOPMENT PLAN

BottAll will be designed and improved in the R&D of our society and then it will be manufactured by our partner companies. Our main business strategy is to subcontract all the production of basic pieces to some partner company in order to maintain costs sufficiently low since the beginning. So, we will assembly manufactured components. In future years maybe we will expand, and we will produce our own components indoors.

1.6 FINANCIAL PROJECTION AND FUNDING SOUGHT

The first period will be devoted to the design of the product and to set up the structure of the company, and after we will prototype and test. Our following step will be to conduct a campaign of crowdfunding. The objective of our society is to be fully operative by the end of 2021. According to our financial forecasts, our industry will become financially independent in 3 years.

2 INTRODUCTION

At work, at school, on holiday and in everyday life, wherever you want to have a meal or stay hydrated, a 2 in 1 solution, BottAll, is the perfect ally.

The innovative design gives the food and drink storage container an extraordinary look and space-saving dimensions which allows you to avoid carrying two different containers. Thanks to its versatility and compactness, you can choose to use it according to your needs and carry it comfortably.

It has two sections, one where you can store your food, heatable via USB port and one dedicated to drinks, which can be easily removed. Completely in double-walled stainless steel, BPA-free, safe for the whole family and environmentally friendly, it guarantees high thermal capacity and perfect sanitation of the product. The caps with hermetic screw closure allow you to store the BottAll in complete safety without any leakage wherever you want.

You can track the temperature of the food section during heating via Bluetooth through the dedicated app for your smartphone, in order to have the optimal temperature and to access exclusive contents such as classic menus and recipes to be added in your container. BottAll is available in different colors.

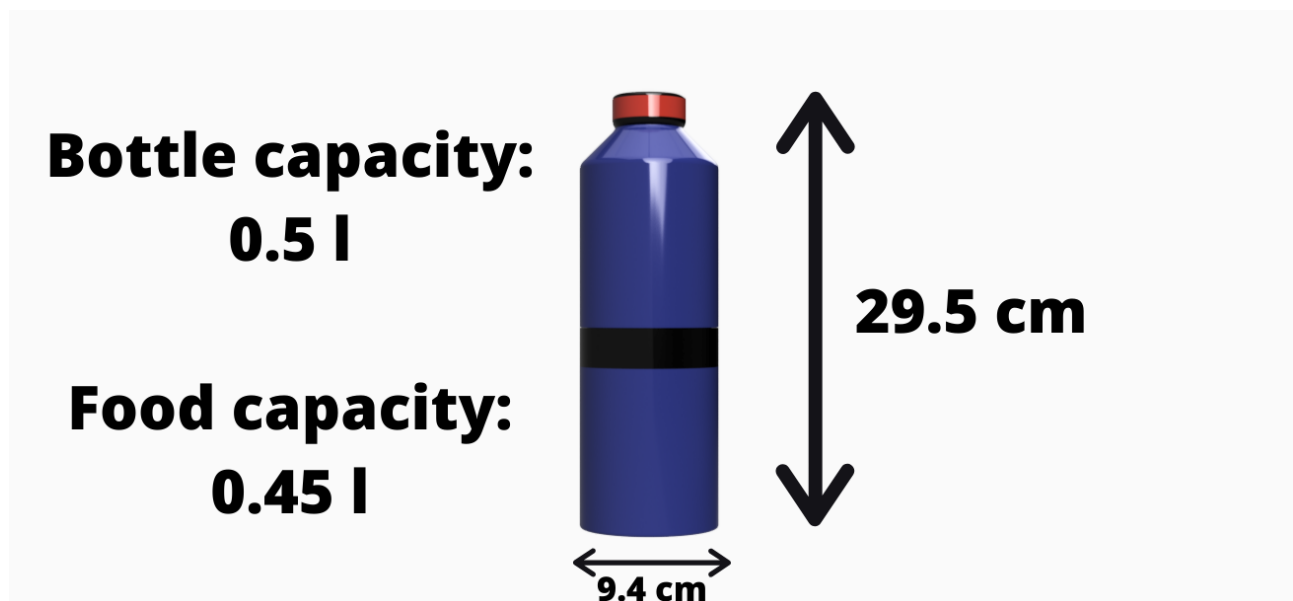


FIGURE 1: BOTTALL DIMENSIONS

3 MARKET & INDUSTRY

3.1 INDUSTRY DEFINITION

BottAll will compete in the food and beverage storage container industries. The industry comprises different manufacturers, some that create both lunch boxes and reusable water bottles, and others that make only one of these two type of products. Well-known companies in this market includes Tupperware, Chilly's, Blue Doppe, Mira and, the established Italian company, 24 Bottles.

3.2 INDUSTRY SIZE

The industry is in the growing phase of its life cycle. Growth is being driven by a lot of factors, but primarily by the growing awareness of environmental pollution and the attention to what we eat (talking about healthy food trend).

According to Grand View Research, an American institute specialized in market analysis, the reusable water bottles market in 2018 generated a turnover of 8.1 billion of dollar and it will grow by the 3.5% each year from today to 2025.

The global market for Lunch Boxes from \$2.7 billion in 2017 is anticipated to reach \$5.96 billion by 2024. It is expected to raise by 12% through 2024 (2018 to 2024). Increasing attention to nutrition for all people will drive the growth of the market in the coming years.

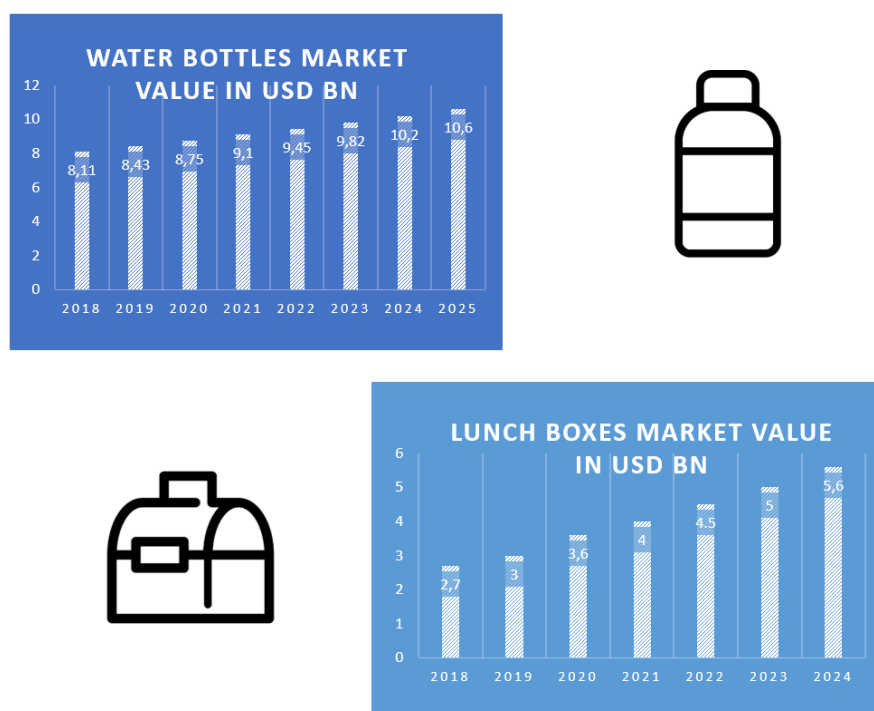


FIGURE 2: WATER BOTTLE AND FOOD CONTAINER MARKET VALUE

There are various environmental and business trends affecting the growth and attractiveness of the food and beverage storage container industry.

3.3 TREND THAT FAVOUR THE INDUSTRY

- People are increasingly aware about climate change related to pollution.
- More attention to nutrition.
- New governments laws that forbid the usage of plastic and non-reusable plastic plates.
- More and more people do not have enough time to eat during work and university break.

3.4 TREND WORKING AGAINST THE INDUSTRY

- Food delivery service with competitive prices.
- Supermarkets selling ready-to-eat foods.

3.5 LONG TERM PROSPECTS

The industry is likely to maintain its current trajectory. Obviously, an increasing interest in Eco-friendly life style will help this market to grow but also the interest of people regarding the style of these products is a very important point, more and more people are going to desire an high-end product instead of a cheap and unsightly one.

3.6 MARKET ANALYSIS

According to the data found in [1] we were able to identify our market segment. The market of our purpose takes in account students and workers with an age between 18 and 55 years old. Half of the interviewed people stated to eat at the office or at university 2/3 times per week. However, the 65% of workers and 78% of students that decide to stay out during the break to have lunch, eat home cooked meals. In this final data, we found our market of interest focusing on people that want a high-end Eco-friendly product that allows them to enjoy a hot meal and a good beverage. Based on the above information it was possible to segment the market looking at our primary market.

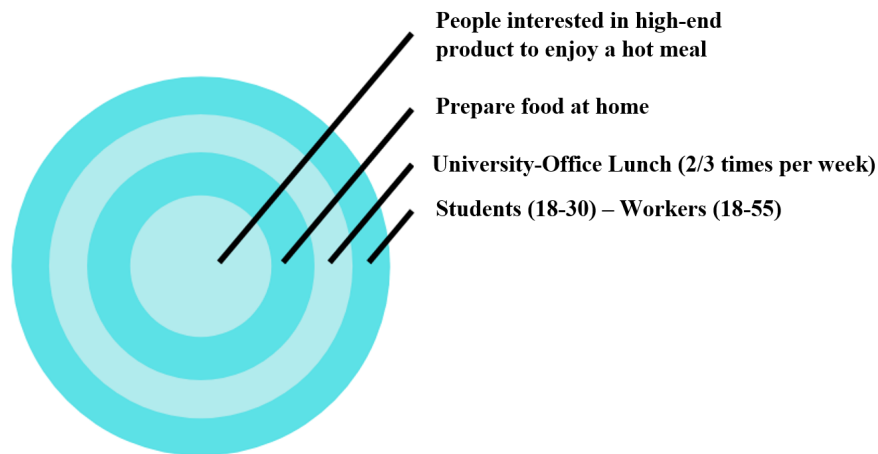


FIGURE 3: MARKET ANALYSIS CHART

3.7 COMPETITOR ANALYSIS

The best solution to the problem outlined above is to create a stylish food and beverage storage container to enjoy the lunch break. For the purposes of this business plan we delineated some of the most important direct competitors and we spent a few words for the indirect ones.

3.7.1 DIRECT COMPETITORS

Currently, there are several competitors that use different shapes, materials and styles to create their products but no one have a 2in1 solution to store both food and drink and no one use electronics inside the storage container to warm up the food. For space reasons, in this business we will focus only on the major players of this industry.

- **Mira, S'Well and Chilly's** have a similar product in their catalogue. They produce both water and food storage containers using BPA free material and insulated stainless steel which allows food and beverage to stay hot or cold for hours. They also offer the possibility to choose the same product in different sizes and colours to meet all customers needs.
- **24 Bottles** is the most important Italian brand in this type of industry. At the moment, they are focusing on developing different bottles for drink, using only BPA free materials. They offer both insulated stainless steel products and not insulated bottles. The customer can choose the same product with different colours and particular design.
- **Tupperware** is a well-known American multinational company focused on kitchen and household products. In the catalogue they offer some food containers and some bottles but they are only made in reusable plastic.

- **Golchi** is a start-up that presented their product through a Kickstarter campaign. The product is a reusable water bottle with a 2in1 solution which allows the customers to bring two drinks simultaneously in any combination of hot and cold.

3.7.2 INDIRECT COMPETITORS

Indirect competitors are delivery services, supermarkets selling ready-to-eat dishes including some bars and restaurants with competitive lunch menu formulas (in terms of price). A recap table was made to highlight the different features.

TABLE 1: COMPETITORS COMPARITION

	Food storage	Drink storage	BPA free	2in1	Internal heater
Mira	YES	YES	YES	NO	NO
S'well	YES	YES	YES	NO	NO
Chilly's	YES	YES	YES	NO	NO
24 Bottles	NO	YES	YES	NO	NO
Tupperware	YES	YES	NO	NO	NO
Golchi	NO	YES	YES	YES	NO
BottAll	YES	YES	YES	YES	YES

4 PRODUCT & SERVICE OFFERING

Our bottle has been engineered by students from UNIBO. The idea came after a cold meal at the university, and we started to think about how this issue can be solved without using those uncool food heaters that have to be plugged into the car plug.

The modern USB-C plug is what we were looking for: easy to use, widely spread and robust. Thanks to modern computers chargers it can also achieve a great amount of power (100W). The USB-C plug can also be used on the go with a power-bank.

This is already an interesting idea, but we made a step forward and decided to ride the wave of the reusable water bottles market, so we combined the attractive design of these ones, with our new product, keeping in mind the needs of our costumer.

The union between these two products is our BottAll, the all in one solution that takes over the original launch box and update it.

The product consists in three main pieces that can be screwed together, one over the other with a screw mechanism and a cap:

- **The water bottle:** just like other bottles on the market, It has a shielded metal surface that keeps the water fresh or cold for respectively 18 and 12 hours, and it can store up to 0.5l of liquid. In the bottom part we added a screw thread that let the costumer assemble it with the food box.
- **The food box:** this is a modern and attractive version of the classic plastic box: it is made by two metal layers to keep the inner temperature stable for approximately 3-4 hours. The capacity is 0.45l, it is suitable for approximately 100-120g of pasta. In the lower part there is an USB type-c which gives energy to the internal heater: according to the USB supply power, this will warm up the food and it can monitor the temperature via Bluetooth at the same time.
- **Two cap:** are used in our product, one simple for the water, and one for the food box. The first one is a simple anti spill water cap, the second is designed by us to guarantee zero oil spill, and it has built in reusable cutlery locked by an hygienic cap.

An important feature of the BottAll is the App which will be available in every app-store. With BottApp you can keep an eye on food temperature, and the internal power statistics. It can help to improve the health style of the costumer that can keep track of the food he eats and receive some healthy advices or recipes to bring with our product.

4.1 SAFETY REQUIREMENTS

- The USB plug is rated IP67, so it can be easily washed with water and soap.

- Regulation (EC) No. 1935/2004 on materials and articles intended to come into contact with food and repealing Directives.
- Directive 2001/95/CE for general product security.

4.2 TECHNOLOGY

The technology behind the bottle and the food container is rather simple: all the parts are made by stainless steel, 100% recyclable and infinitely reusable. Stainless steel is also durable and safe which makes it the best material for water transportation and storage. It is also widely used for city's water supply.

The heater on the bottom is an advanced and technological hardware: it features the latest USB-C connector and the Bluetooth connectivity, making it attractive and modern. Here we list the cutting-edge specs used:

- Standard USB-C connector
- Bluetooth low energy
- 25W heater

HOW MUCH is 25W for heating my food??

$$Q = m \cdot c \cdot \Delta t = 0.2\text{kg} \cdot 4180 \cdot (50 - 25^\circ\text{C}) = 20900\text{J} \approx 5.8\text{Wh}$$

According to [5] the correct ratio of sauce to pasta is 3/2. So, using 25W, it takes 14 minutes to heat up 80g of pasta and 120g of sauce from 25°C to 50°C. [6]

The BottAll bottle will connect with smartphone via BottApp. The operation diagram is shown right below:

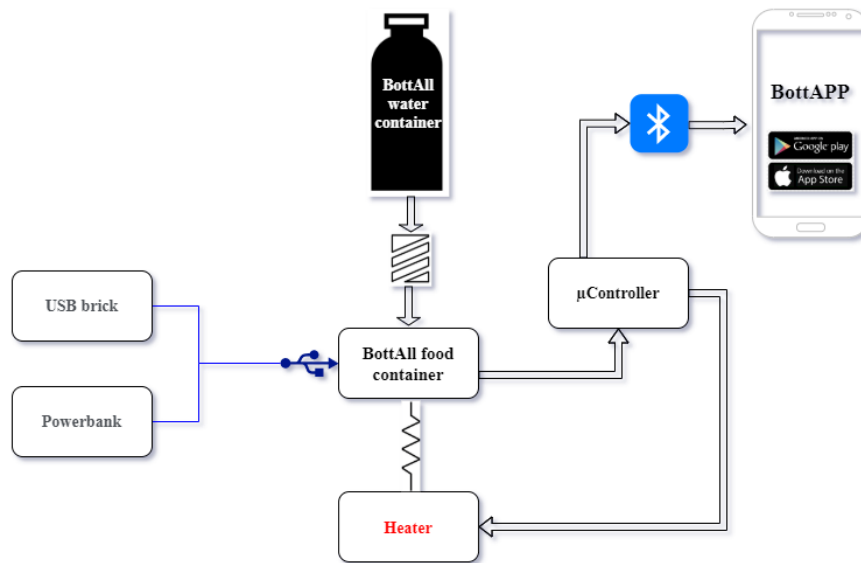


FIGURE 4: BOTTALL BLOCK DIAGRAM

4.3 HOW CAN I BUY ONE

During the first stage of the commercialization, our product will be available exclusively online thanks to the kick-starter campaign.

After first sales, it will be possible to buy it in our personal web store or in other physical shops in the Italian territory.

BottAll will be available in our online store with different options:

- Water plus food dispenser
- Only water
- Only food dispenser

4.4 PROTECTION

Both the custom circuit and the BottApp will be design patented.

4.5 PRICING STRATEGY

Our goal is to sell the whole product, both water bottle and food container in the same package, but we will not neglect the possibility to buy them separately, both for replacement (to change colour/style) or by a standalone purchase. Just like other water bottles on the market, our aim is to build a stylish brand, so BottAll will be sold in standard colours, or more stylish pattern, subdividing market and prices. Prices will be better described in section 7.1

TABLE 2: PRICES (EURO)

	Only Water	Only Food	Both
Price	25	40	55

4.6 WHAT WILL IT LOOK LIKE

In fig. 5(a) you can have a look at the exploded view of the product, with an emphasis on the modularity.

In fig. 5(b) the collapsed view.



(a) EXPLODED



(b) COLLAPSED

FIGURE 5: BOTTALL RENDERING

At the bottom of the food container will be stored the circuit board provided with the cutting edge technologies we discussed before.

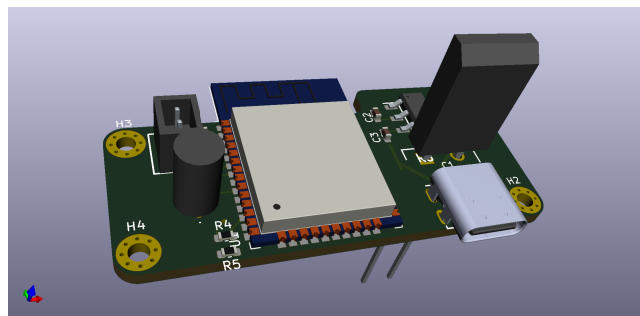


FIGURE 6: BOTTALL HEATER BOARD

5 BUSINESS MODEL

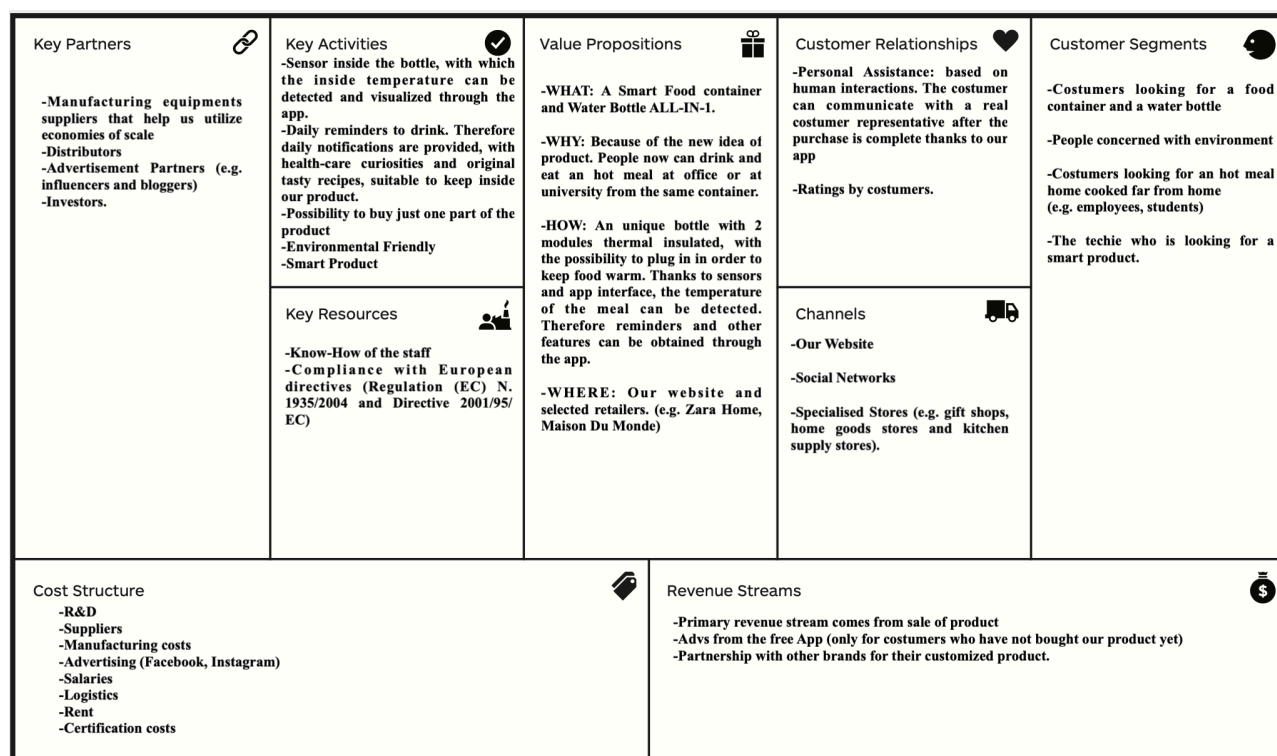


FIGURE 7: BOTTALL BUSINESS MODEL CANVAS

The above diagram exhibits our key activities which will convince our potential costumer to choose BottlAll. We offer a smart product, with a temperature sensor. Furthermore we offer the possibility to visualize the temperature directly in our BottApp. In addition, daily reminders to drink are provided. Then, daily notifications with health-care curiosities, and original tasty recipes suitable for our product will be displayed in the App. Last but not least, we are environmental friendly. Thanks to BottAll, our costumer refuses to contribute buying more plastic bottles or plastic food containers which contributes to pollute our world.

As shown above, our business will outsource manufactured steel containers and all manufacturing items which will be assembled in our factory. Therefore, thanks to the support of our suppliers, we aim to produce economy of scale in order to reduce the production costs and rising the sales volumes. Our product will be compliant with European directive n. 1935/2004 (CE) and directive 2001/95/EC (i.e. materials in contact with food).

Selling channels will be primarily our website, then social networks and selected retailers, such as Zara Home and Maison Du Monde.

Finally, our mainly revenue streams will come from sales of product. They will also arise from advertisements or the free App, which will be present only for customers who have not bought our product yet. Then, we are intended to arrange strategic partnerships with other brands for their customized product.

6 ROADMAP

6.1 OPERATION MODEL AND PROCEDURE

The BottAll will be entirely designed and improved in the R&D of our society. Once it is finally finished, the project of the main pieces will be sent to partner companies in order to be manufactured. We will strictly work together with them in order to provide the best product with the best peculiarities and to solve future possible issues.

Suppliers will be sent their product directly to our facility where the product will be assembled by our workers. In particular, the electronic circuit will be integrated in the bottle.

After the assembling part will be completed, the product will be packed and stored in the warehouse where it will stay until sold. Our purpose is to keep a well provided warehouse in order to have short time between order and delivery. The product will be ready for shipment.

BottAll will be sold mainly through our online shop where the customer can find specs of the bottle and about our society. However, the website is not the only place people can find us. We will also be present in some shops such as Zara Home and Maison du Monde. The idea is to offer our product as a great new idea for an original present.

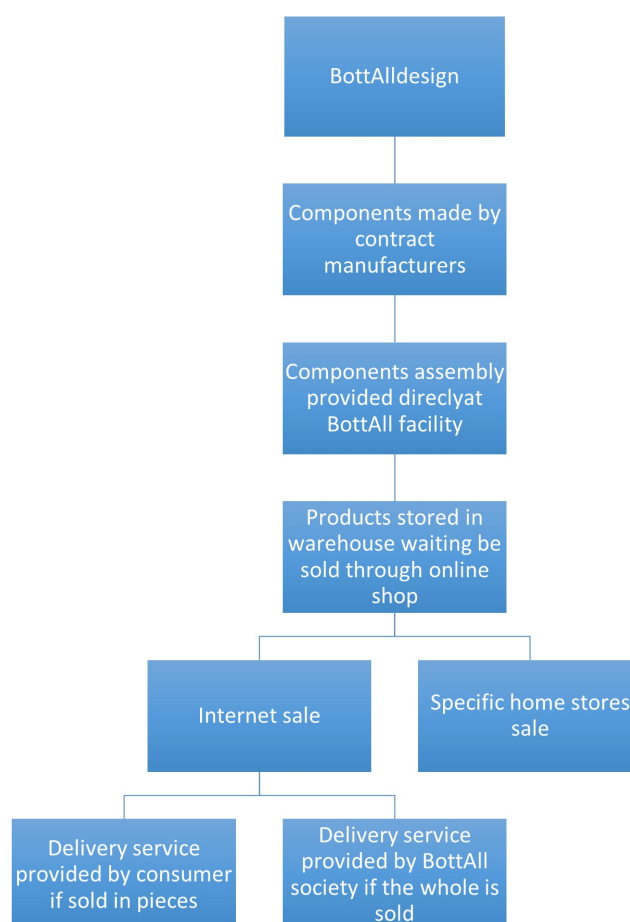


FIGURE 8: OPERATION FLOW DIAGRAM

6.2 BUSINESS LOCATION

The company will arise in Bologna. The choice for the location is not random. We decided that this city is the perfect place for make our society grow. As a matter of fact, Bologna is in the middle between the north and the south of the Italy and in addition it is not far from the borders with Europe. These features mean that we will be close both to suppliers and customers and we will have easy access to the main transportation roads. Bologna is known also for its well rated University. This condition is perfect for the growth of our company because a qualified labor force will be needed and so there is nothing better than new graduate students from one of the best University in Italy. Finally, even if Bologna is a great industrial node for the Italian economy it is some way cheaper than other big industrial poles such as Milan for example, so it is the right place for a small company to prosper.

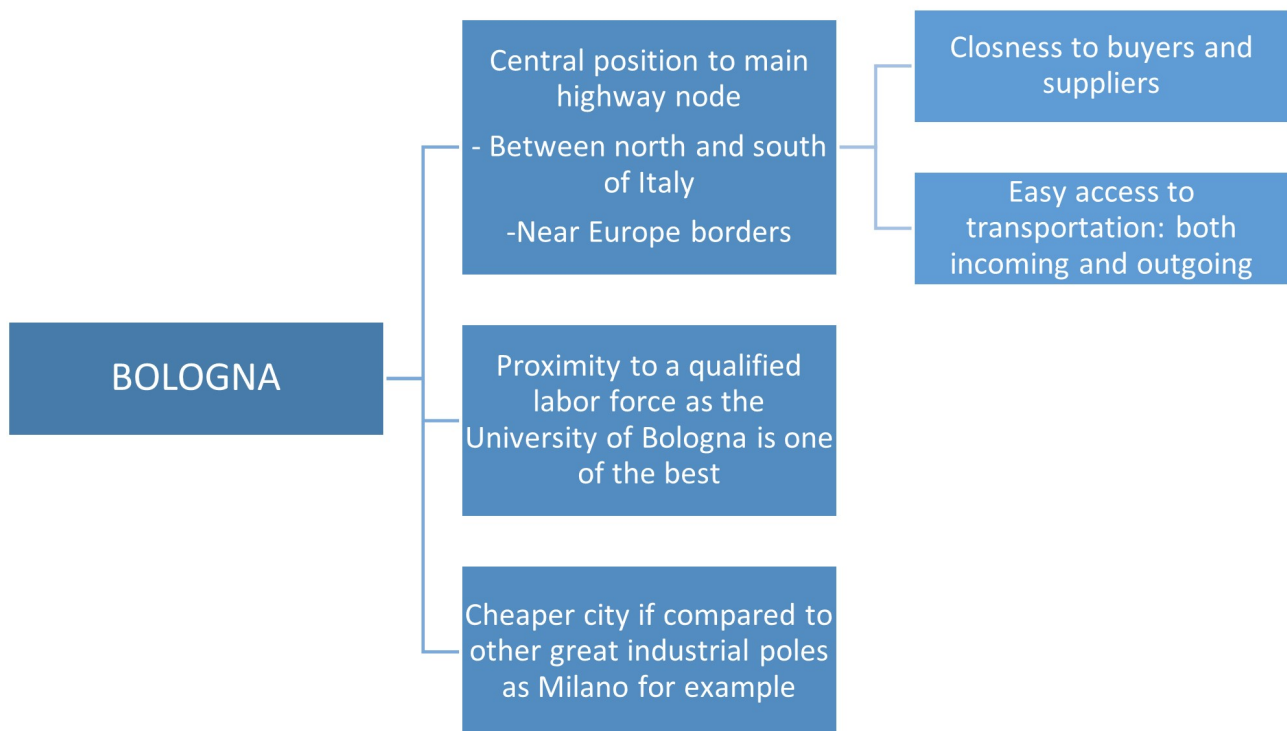


FIGURE 9: BUSINESS LOCATION

6.3 FACILITIES AND EQUIPMENT

For the first step of the company, a small facility will be needed. Of course, it would be too expensive to buy it, so initially it will be leased. The facility will be split in three main sections. The first will serve as a work-space where our workers can assemble the final product and update the software needed by the bottle. In this section, the basic machines useful for the production will be also put such as a soldering station or some computers. The second section will be

devoted to offices for business management, research and development, and for the programming team focused on the software for the BottAll and for the website. The last part, and of course the biggest, will serve as a warehouse where the product will be stored at the end of the production and where basic pieces coming from suppliers will stay until the assembling.

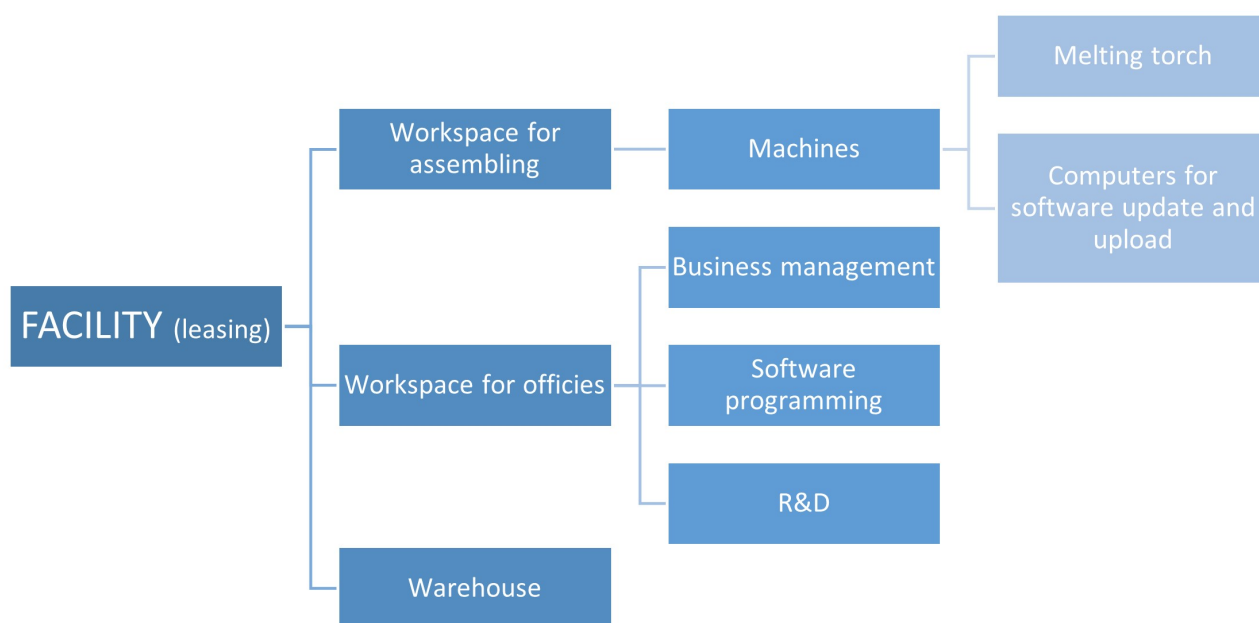


FIGURE 10: FACILITY

6.4 OPERATIONS STRATEGY AND PLANS

Our main business strategy is to subcontract all the production of basic pieces to some partner company. The reason for this choice is to maintain costs sufficiently low for the very start of our society in order to survive the most difficult years. As a matter of fact, machines have a high cost that a newborn society cannot afford. So, our approach will be to buy manufactured components and then assemble them in our facility. In future years maybe we will expand, and we will produce our own components indoors.

6.5 DEVELOPMENT STATUS AND TASKS: MILESTONES

The objective our society has is to be fully operative by the end of the next year. The company will be born in January 2021. The very first period will be devoted to the design of the BottAll and to set up the structure of the company. Once we have finished the development of the product, we will take some time in order to prototype and test it. This period is crucial because as the bottle will be tested, we will also conduct a campaign of crowdfunding in order to realize

forward steps. As soon as we earn enough money from the crowdfunding campaign, we will focus on the leasing of the facility where the company will work. Our purpose is to find the right place by at most the end of the summer of 2021. During this period, we will also be looking for partners to produce the components. However, contracts will be stipulated only after the facility has been found. We think we will be able to start the production of the BottAll by the last months of the year. Luckily, by the start of September, the first bottles will be finished. During this period, we would like also to finish the design of our website where the bottles will be sold in the future months. By the end of the year our product will be on the market ready to satisfy many customers. From 2022 onward we will also look for some key partnership with popular brand companies who might want a personalized product to sold with their brand on.

January-February 2021	-Development and design of the product -Setting up company's board structure
March-April 2021	-Prototyping -Crowdfunding
May-June-July 2021	-Facility leasing
July-August 2021	-Finding partners for manufacturing
September 2021	-Start of the production
November 2021	-Go to market
2022 onward	-Future partnership with some popular brands

TABLE 3: MILESTONES

6.6 CHALLENGES AND RISKS

The main risks for the company are that in the process there could be some delays in some specific sections of the production. These delays may be due to our internal society as for example some issues with the programming of the website or of the product itself, while other issues can also be due to the suppliers which can have delays in their production and so, we will have no components to keep the production going.

7 FINANCING

7.1 PRICING AND COST

YEARLY COSTS: 801'600€

- R&D: 10'000€
- Suppliers: 465'000€
- Advertising (social media): 20'000€
- Wages: 249'600€
- Rent: 30'000€
- Logistics: 15'000€
- Machinery: 11'000€
- Certification costs: 1'000€

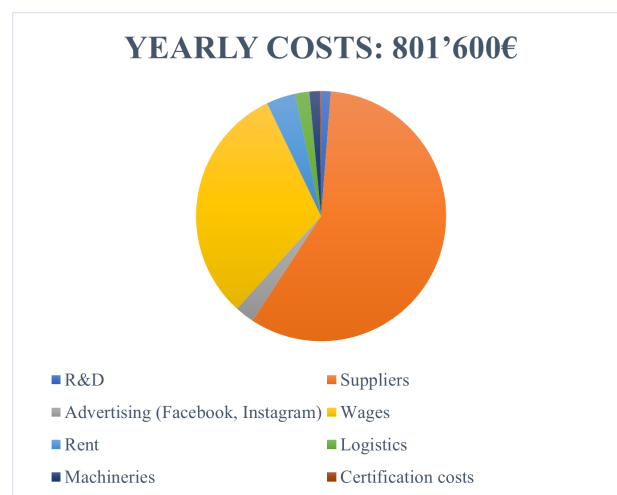


FIGURE 11: YEARLY COSTS DIAGRAM

(of which Fixed Costs: 336'000€)

TABLE 4: PRICES OF OUR PRODUCTS

	Components	1st Year Scale	Cost	Price	Margin
OPTION 1 (food container)	Case double layered + Cap + Electronic Parts	3000 units	30€	40€	10€
OPTION 2 (water bottle)	Case double layered + Cap	3000 units	13€	25€	12€
OPTION 1+2 (food + water bottle)	Cases double layered + Cap + Electronic Parts	15000 units	45€	55€	10€

7.2 COSTS OF THE PRODUCTS

COSTS OF OPTION 1 “FOOD CONTAINER”: 30€

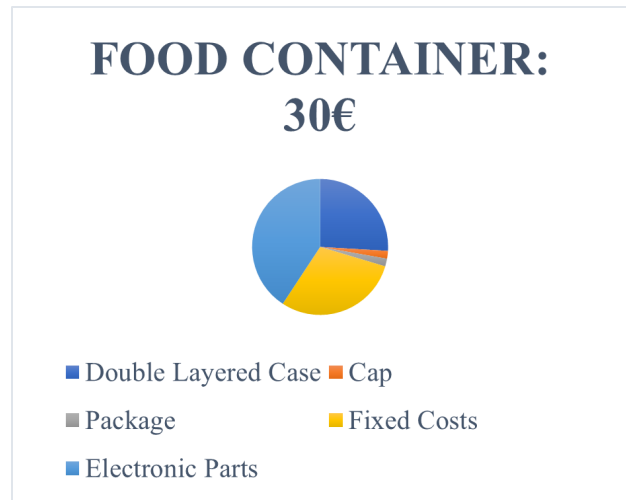
11€ Electronic parts (APPENDIX A)

7€ Double layered case

0.5€ Cap

0.5€ Package

11€ Fixed Costs



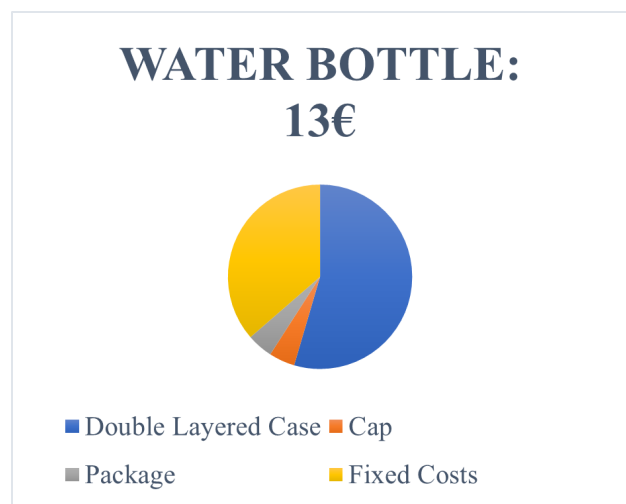
COST OF OPTION 2 “WATER BOTTLE”: 13€

6€ Double layered case

0.5€ Cap

0.5€ Package

6€ Fixed Costs



COST OF OPTION 1+2 "WATER+FOOD CONTAINER": 45€

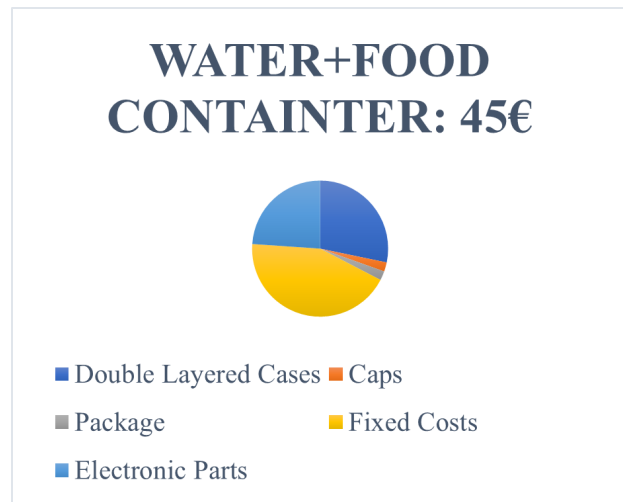
11€ Electronic parts (APPENDIX A)

13€ Double layered case

1€ Cap

1€ Package

19€ Fixed Costs



7.3 FIXED COSTS

WAGES: 249'600€

WORKERS: $1700 * 12 * 4PP = 81'600€$

EMPLOYEES: $2000 * 12 * 2PP = 48'000€$ (Accounting, Quality Check, Customer Relationship)

TEAM FOUNDERS: $2000 * 12 * 5pp = 120'000€$ (Management, R&D, App development, HR)

RENT

Facility Renting 2'500€ per month

LOGISTICS

About 15'000€ shipping prices with DHL according to yearly shipping volumes

MACHINERY

5'000€ personal computers for employees 3'000€ for manufacturing (soldering station, PCs, others)

CE CERTIFICATION

1000€ per year [7]

7.4 OUR PRICING STRATEGY

The pricing strategy is very simple. We compare our product to competitors' prices, then we introduce our prices according to what our product offers more with respect to competitors and how much our costumers are willing to pay for it.

PAYMENT OPTIONS

At BottAll Company, our payment policy is all inclusive because we are quite aware that different people prefer different payment options as it suits them. Here are the payment options that will be available at our retailers and on the website;

Payment by cash at retailers

Online payments:

- PayPal.
- Apple Pay.
- Amazon Pay.
- Google Pay.
- Payment via online bank transfer (VISA/Mastercard circuits)

7.5 FINANCIAL FUNDINGS

PERSONAL INVESTMENT

Our company will start relying on our own investment. The founding team will gather an amount of 100'000€ based on our own savings and through the help of our families and friends. This money is intended to start the project, develop the design of the product and at least complete the prototyping period.

DEBT CAPITAL

After the first period we are going to need a considerable amount of money in order to pay for the facility we are going to rent, for all the needed equipment inside the facility and also for the first orders to suppliers.

Our idea is to ask for a loan to the bank of 100'000€. This money will be enough for the facility and the equipment and also for a small number of components. In this way we can finally start the production.

KICKSTARTER

As far as we start the production, we will launch a Kickstarter campaign in order to raise the money needed for continuing the manufacturing and to guarantee small time delivery to our customers.

Goal: the target of our company is to reach 50'000€ with a Kickstarter campaign selling our products with a remarkable discount to the future price.

Doing any purchase during the Kickstarter campaign, the costumer will be able to keep in touch with us through a newsletter and a dedicated "Facebook group" where everyone can express their opinions and suggestions. For everyone who bought the complete package (food + water) we will organize private zoom calls with them (once a month) where selected financier (via booking) can discuss directly with us for hints and explanations. A more detailed view of the Kickstarter campaign in Appendix A.

EQUITY BASED CROWDFUNDING

Last but not least, as soon as our company is well establish in the market we are going to sell a small share of the society, indicatively a 20% share for 250'000€, in order to have liquidity to pay wages and suppliers for increasing our market and reach the expected production numbers set at the initial phase of the company.

7.6 FINANCIAL PROJECTION

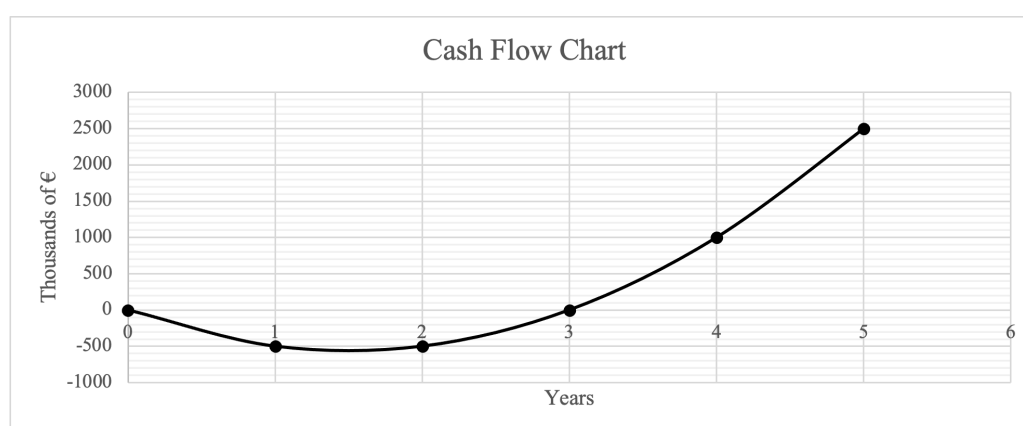


FIGURE 12: ESTIMATED CASH FLOW FOR THE FIRST 5 YEARS

As can be seen in the chart above, the break-even point is expected to be reached in the third year, considering an upward trend of sales volumes. In addition, the variable costs will be mitigated by an accurate economy of scale strategy, with the support of our suppliers.

TABLE 5: FINANCIAL PROJECTION FOR THE FIRST 5 YEARS

	YEAR-1	YEAR-2	YEAR-3	YEAR-4	YEAR-5
SALES VOLUMES	0	21K	35K	60K	100K
COSTS /€	-500K	-800K	-900K	-1000K	-1100K
REVENUES /€	0	+800K	+1400K	+1900K	+2800K
MARGIN /€	-500K	-500K	0 (BEP)	1000K	2500K

APPENDIX A: KICKSTARTER CAMPAIGN

Goal: the target of our company is to reach 50'000€ with a Kickstarter campaign selling our products with a remarkable discount to the future price.

Money on video making: -200€

Stock price of the bottle: 55€ (40€ food + 25€ water)

Price list:

- **5€ (∞) support** Thank you for cheering us on! Your support means so much to us and you'll be among the first to hear about any and all developments with BottAll.
- **33€ (400) limited complete pack (save 40%)** Be the first to own a BottAll complete pack in any of our available Colours, Style or choose a Mix n Match.
- **17€ (200) limited only-water pack (save 32%)** Be the first to own a BottAll water pack in any of our available Colours, Style or choose a Mix n Match.
- **29€ (200) limited only food (save 29%)** Be the first to own a BottAll food container pack in any of our available Colours, Style or choose a Mix n Match.
- **38€ (500) limited complete pack (save 31%)** Maybe it is not too late to have a special discount.
- **45€ (∞) special Kickstarter complete pack price (save 19%)** Be one of the first to own a BottAll, you will be able to special price for our Kickstarter campaign.
- **60€ (200) x2 limited Kickstarter complete pack price (save 45%)** Be one of the first to own a BottAll, you will be able to special price for our Kickstarter campaign.
- **77€ (∞) x2 special Kickstarter complete pack price (save 30%)** Be one of the first to own a BottAll, you will be able to special price for our Kickstarter campaign.
- **100€ (200) x3 limited Kickstarter complete pack price (save 40%)** Be one of the first to own a BottAll, you will be able to special price for our Kickstarter campaign
- **300€ (200) x10 limited Kickstarter complete pack price (save 45%)** Be one of the first to own a BottAll, you will be able to special price for our Kickstarter campaign.
- **400€ (∞) x10 special Kickstarter complete pack price (save 28%)** Be one of the first to own a BottAll, you will be able to special price for our Kickstarter campaign.

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