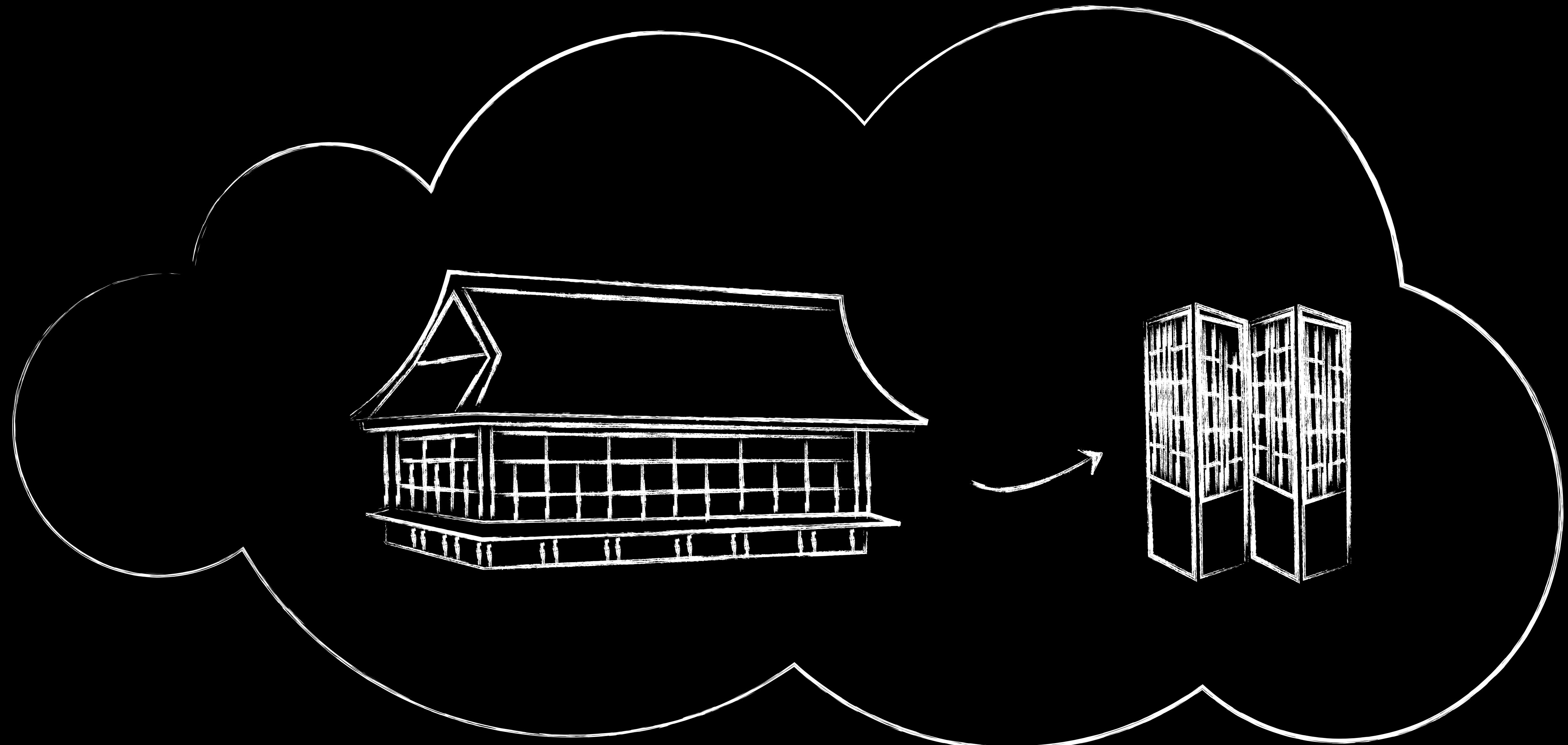
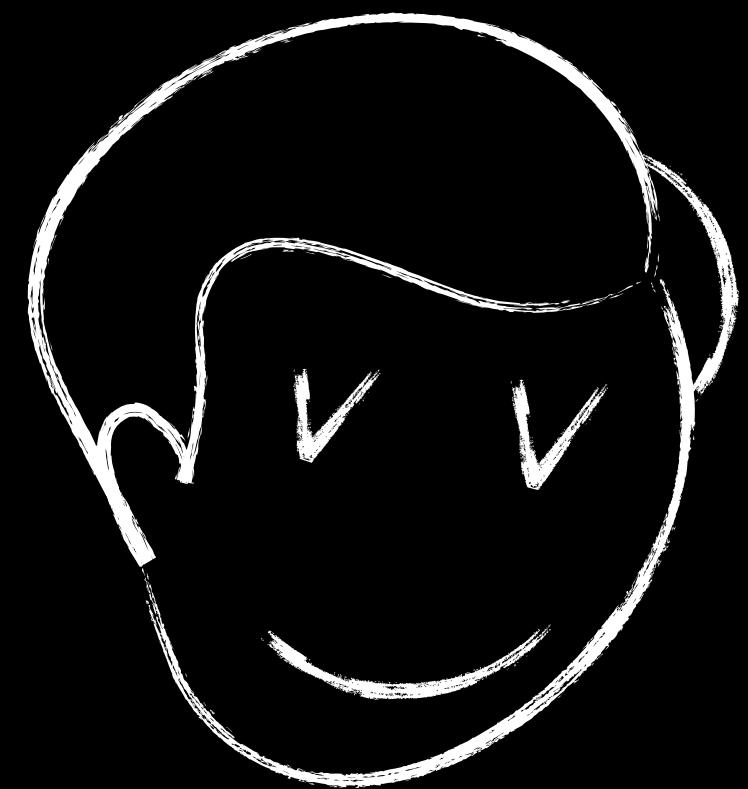


0.22 t CO₂ekv



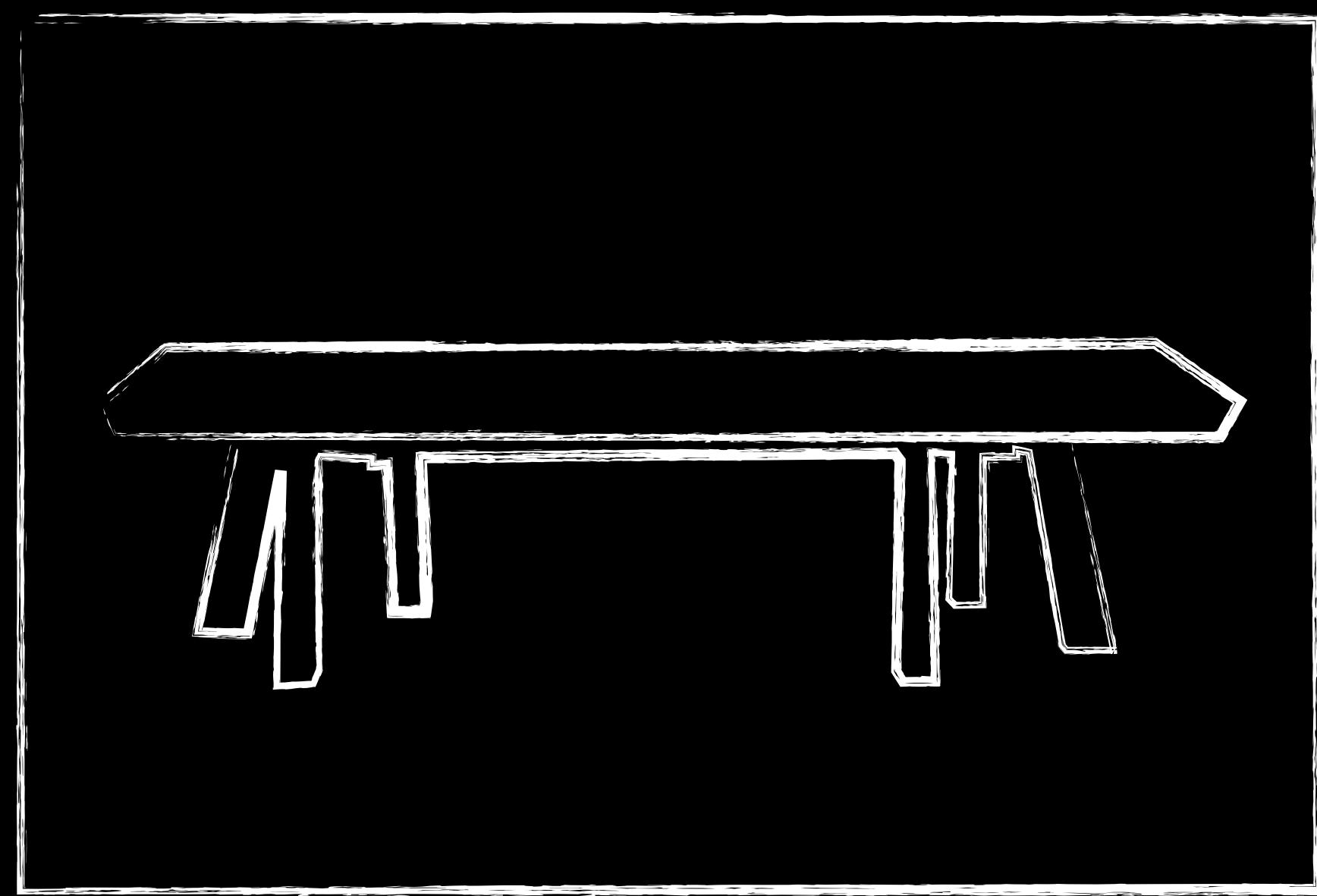
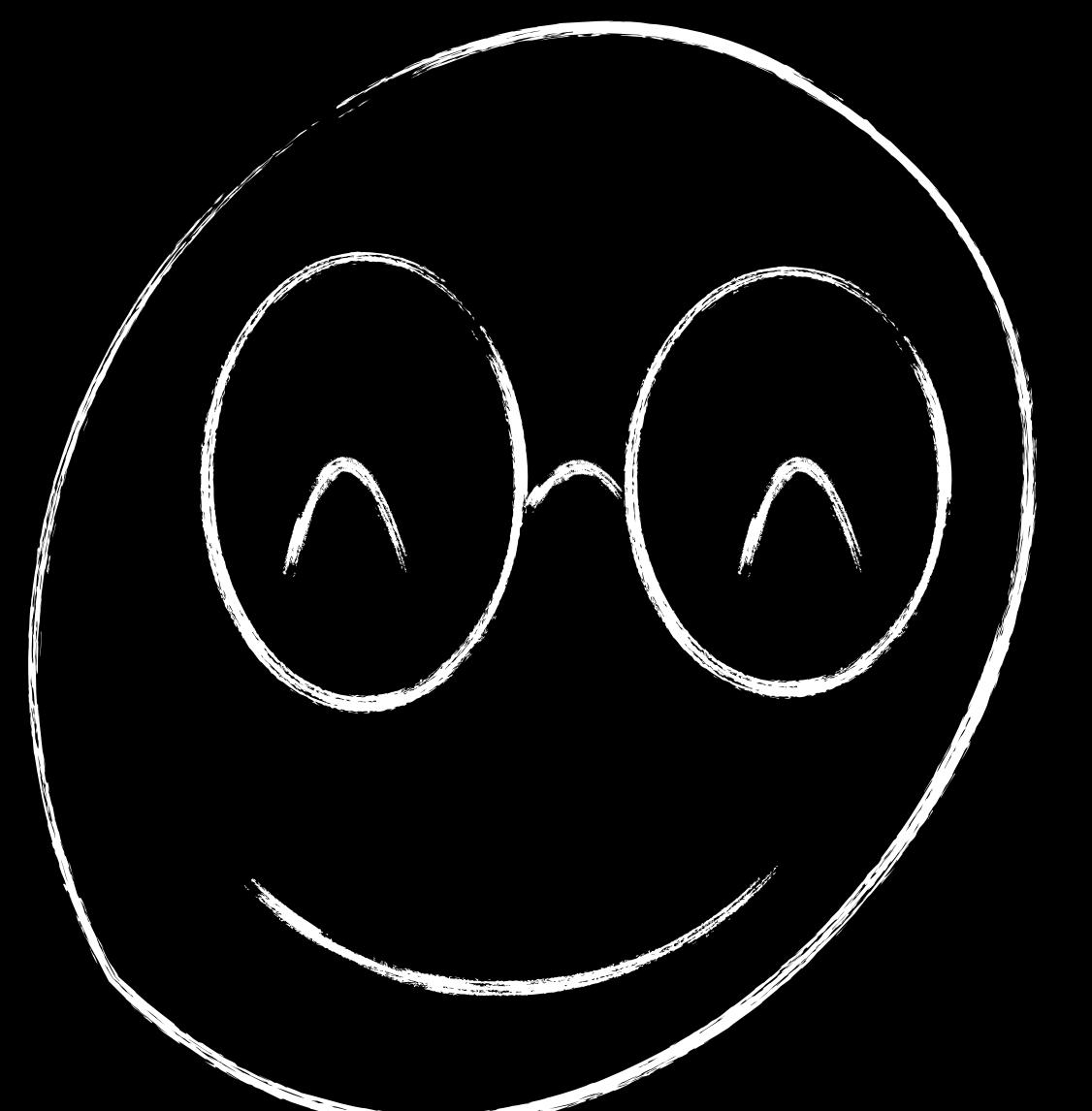


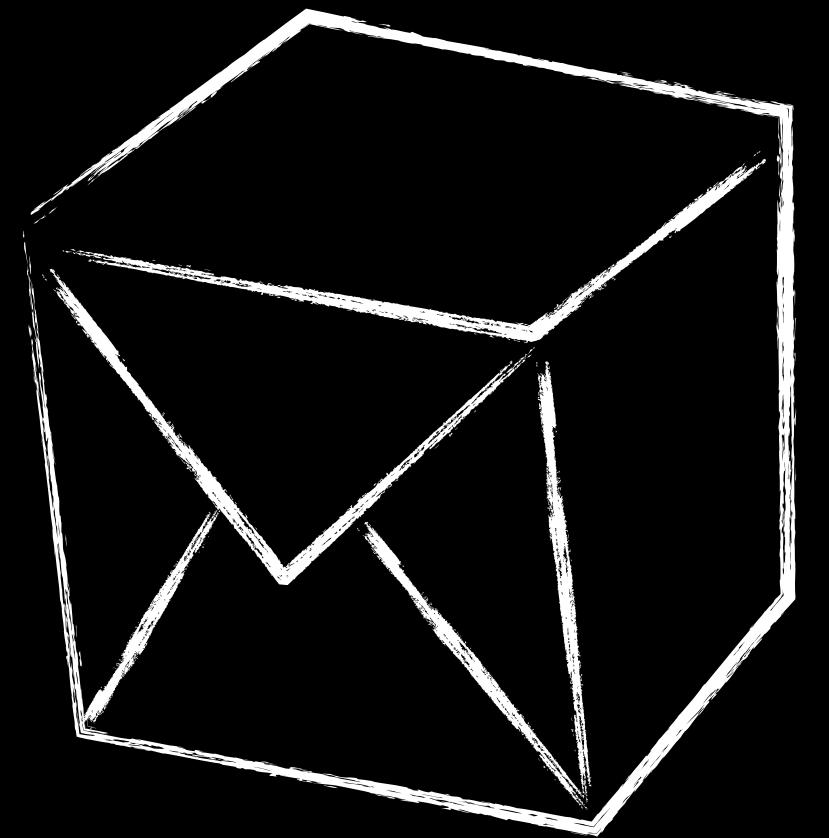
0.22 t CO₂ekv



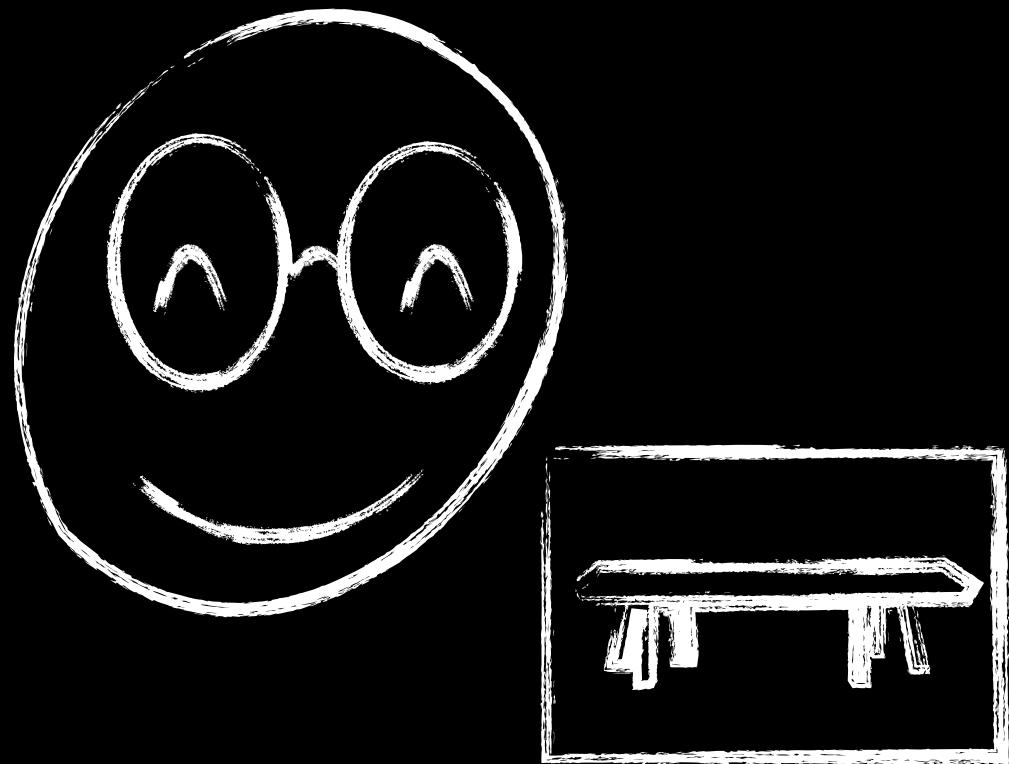
6kg Paper Desk

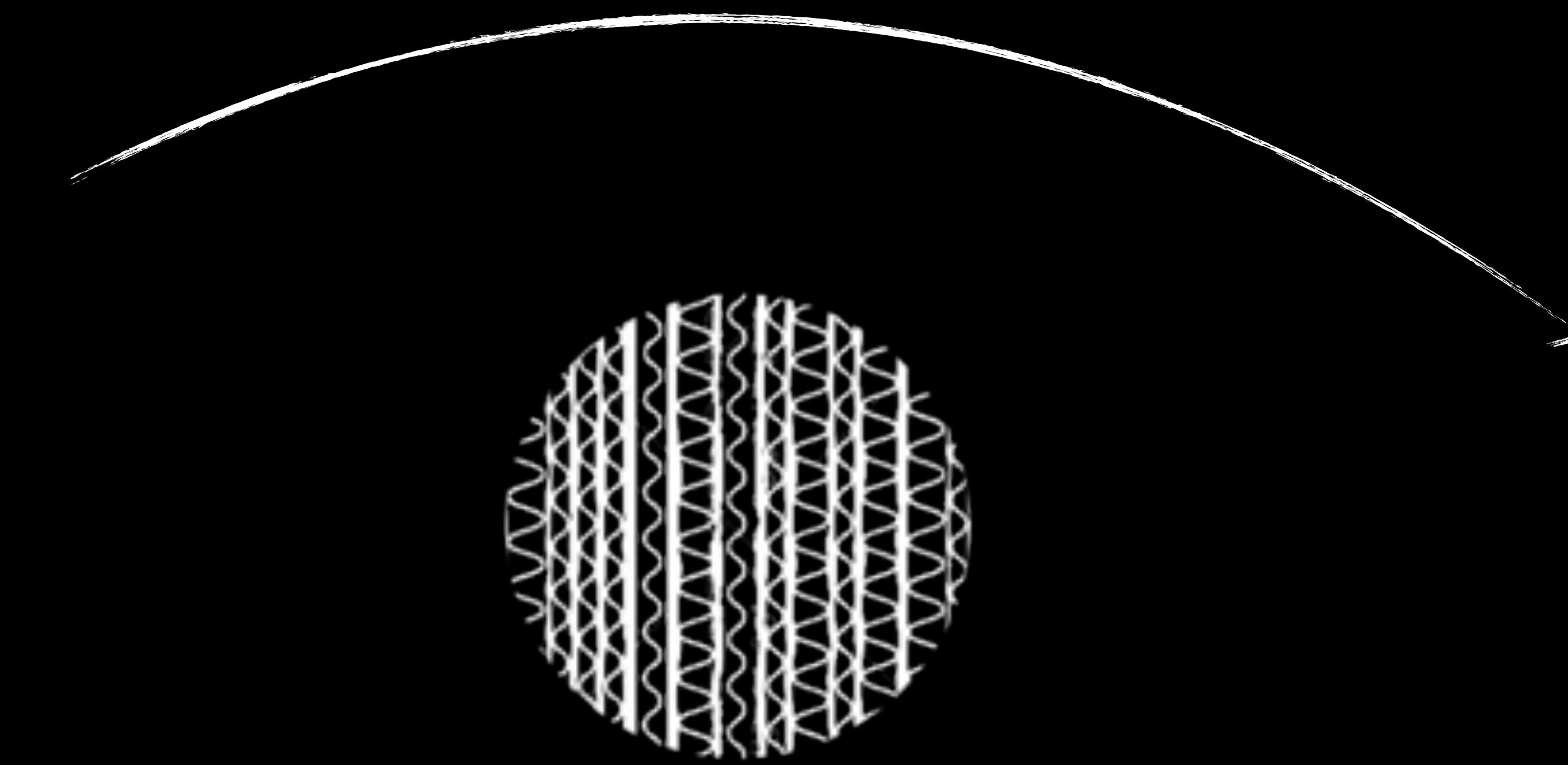
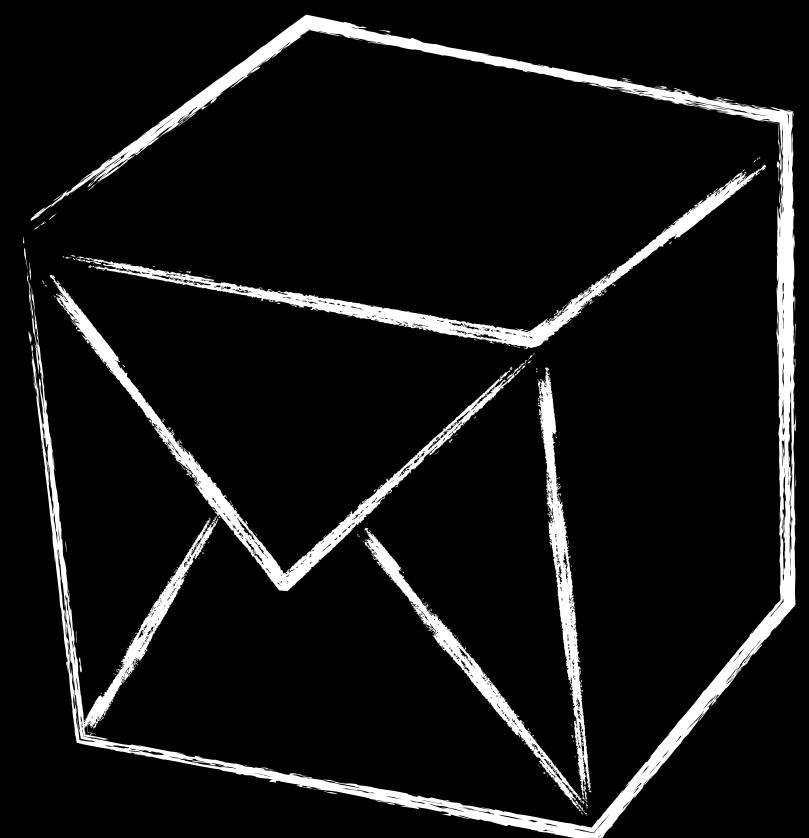
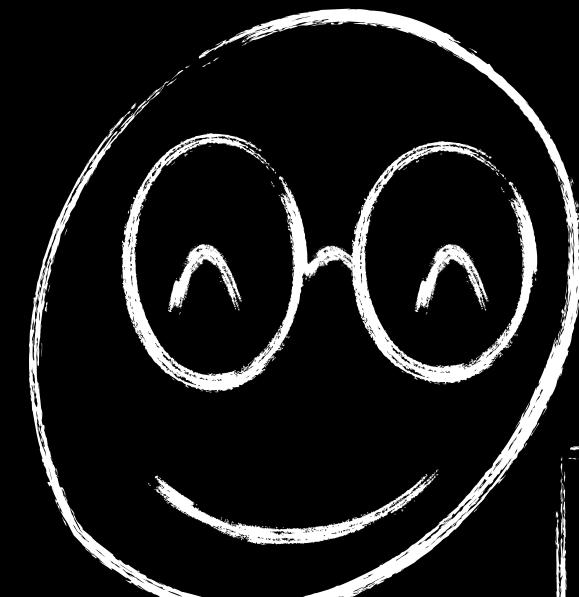
65 kg Normal Desk



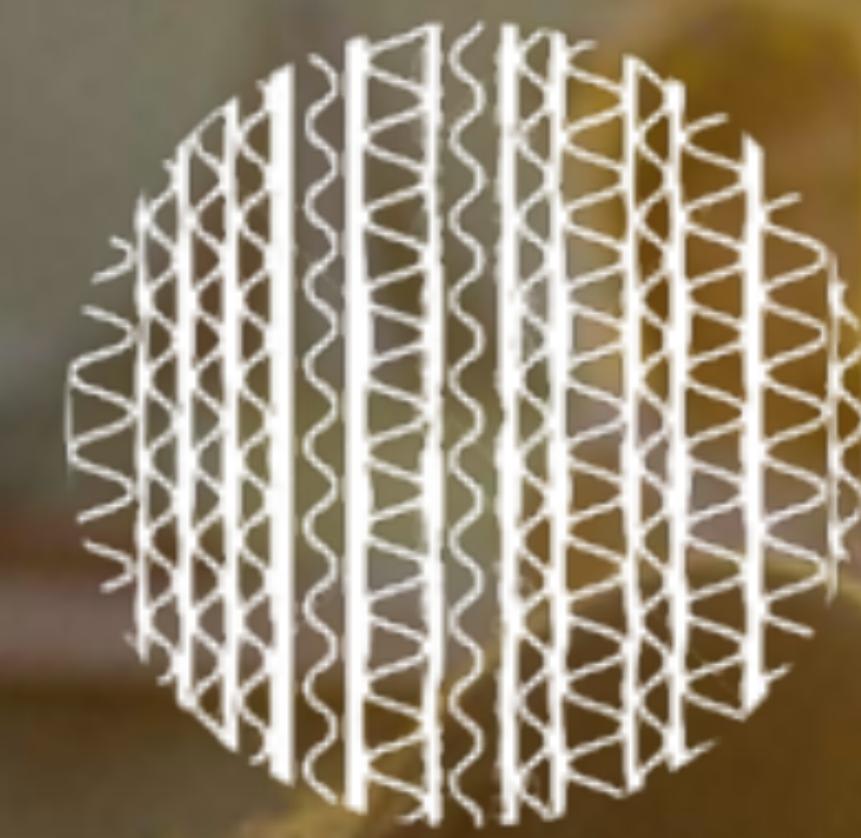


Use existing
packaging
industry





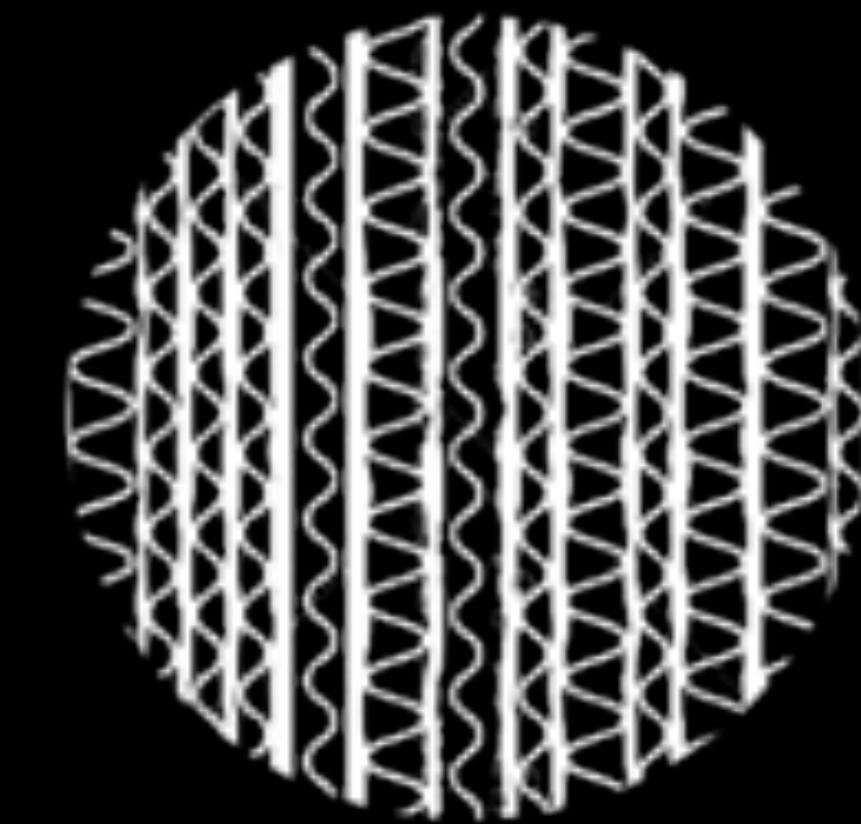
P A P E R



P A P E R

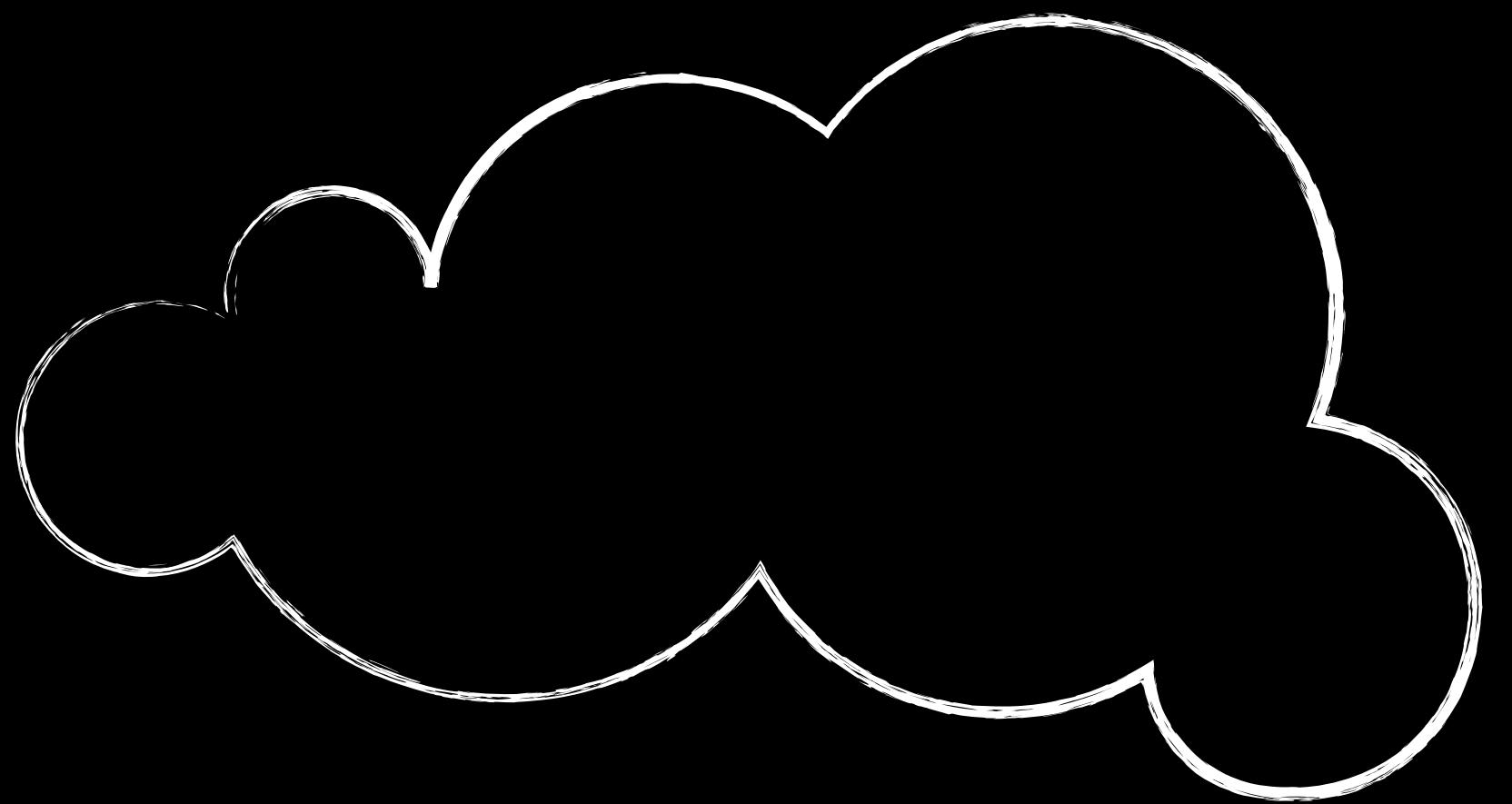
A photograph showing a group of people gathered around a table outdoors, possibly at a market or exhibition. In the foreground, a woman with long hair is seen from behind, wearing a blue denim jacket. To her left, a man in a grey t-shirt is looking down at the table. The background is blurred, showing other people and what might be a stall or a display. The lighting suggests it's either early morning or late afternoon.

WE BRING RECYCLABLE
FURNITURE FROM THE
DRAWING BOARD TO THE
URBAN NOMAD.



HOUSEWARMING
WITHOUT THE GLOBAL WARMING.

Problem

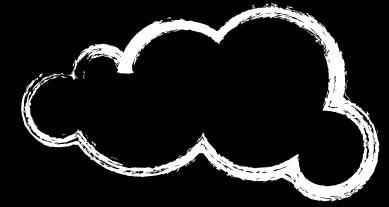


Budget furniture has
a large footprint.



Paper designs not
in production.

Solution



Paper furniture has a small footprint.



Use existing packaging industry to bring to market.





Partners

Design:

Arno Matheis it Design Dominik Keller

Manufacturing:



Logistics:

IMAGINE|CARGO



Offsetting:



Pricing example

direct sales, manufacturing in batches of 100

Manufacturing Costs: **40.70** CHF

Shipping: **29.00** CHF

Offset: **01.00** CHF

Sales Price: **129.00** CHF

Margin: **58.30** CHF

Team



Nikolai
Dunkel

Lead



Danielle
von Rechenberg

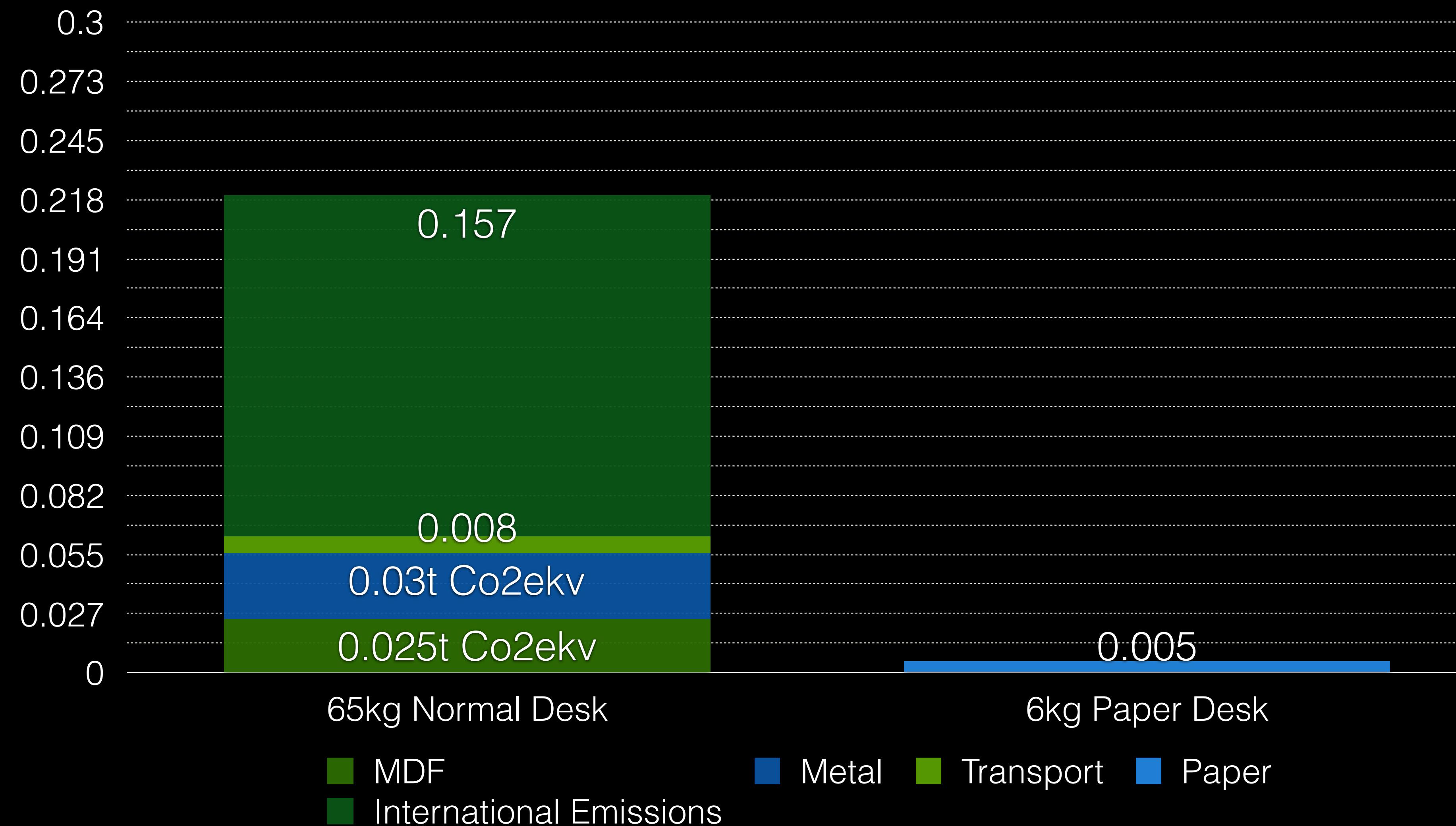
Marketing



Thomas
Meier

Manufacturing

Greenhouse Gas Emissions



Market

- 41 million Billy bookcases sold worldwide.
- 12% of all Swiss furniture moved house this year.
- 2'173'000 People aged 20-39 in Switzerland.
- 12% of 2'173'000 Age group moves every year:
- 260'000 in Switzerland

Carbon Savings

260'000 x 0.215 tCo2ekv

= 55'900 tCo2ekv Savings

Carbon Savings

Europe

22 million x 0.215 tCo2ekv

= 4.73 million tCo2ekv Savings

Sales

260'000 x 58.3 CHF

= 15 million CHF sales

Road Map



Target Market

Urban Nomad

Young Urban Professionals, Lohas

Young Family

Entrepreneur

Office Space Fit-out, Trade Show

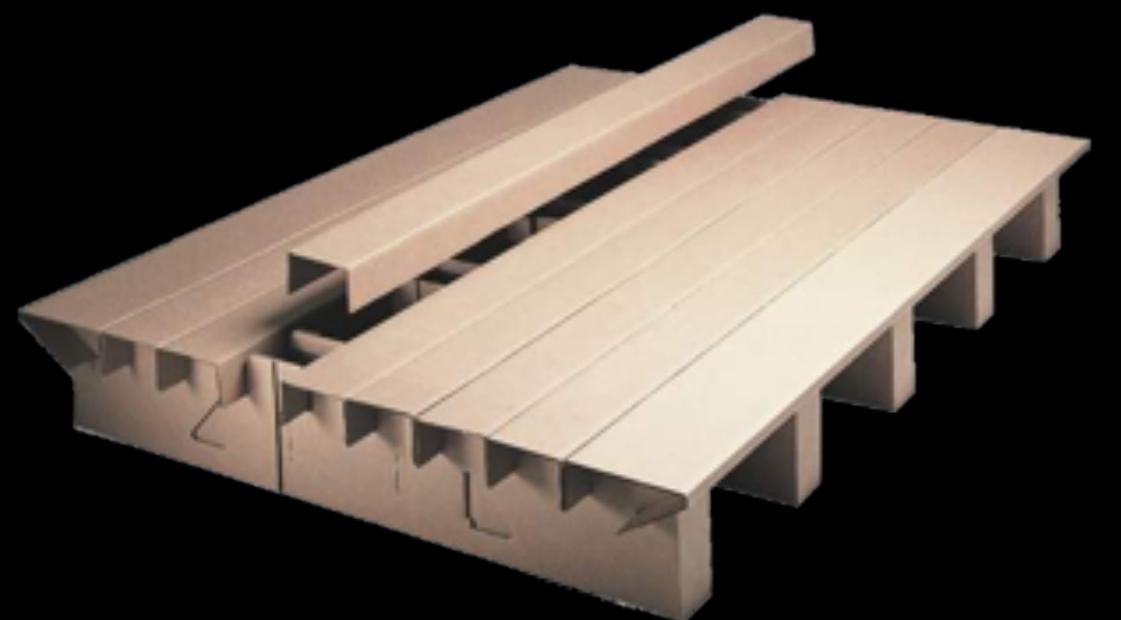
Pop-up owner

Pop-up owner

Stange Design
Germany



Kartonbett.Ch
Switzerland



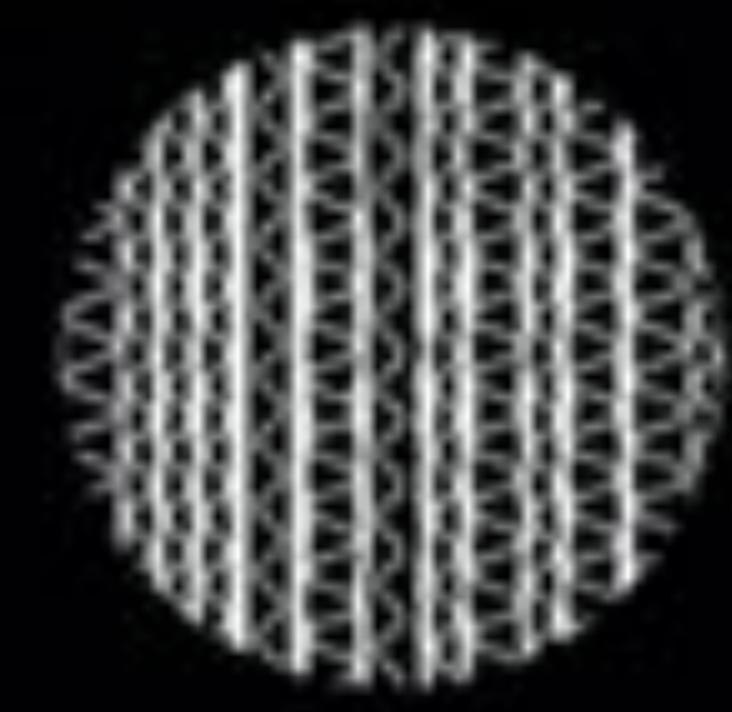
It Design
Switzerland



Bett Dream
154 Chf

Import Bett Dream
215 Chf

It Bed
552 Chf



P A P E R



<p>Key Partners</p> <ul style="list-style-type: none"> • Designers (potential partners: Arno Motheis, it-design) • Logistics (potential partners: Imagine Cargo) • 1-for-1 tree offsetting (Cuipo) • Manufacturing (Kriemler) • Marketing, product design, business, accounting (team, internal/contractors) 	<p>Key Activities</p> <ul style="list-style-type: none"> • Production: ordering, manufacturing, supply chain management • Shipment tracking • Media/Marketing • Website upkeep • Platform: recruiting new designs/designers 	<p>Value Propositions</p> <ul style="list-style-type: none"> • Shipped straight to your doorstep • Easy to move within space • 1-for-1 karma halo effect • Easy end-of-life scenario / disposability • Good design • Affordability 	<p>Customer Relationships</p> <ul style="list-style-type: none"> • Service • Education on Cardboard • Customisation community 	<p>Customer Segments</p> <ul style="list-style-type: none"> • Offices, workspaces & start-up spaces (incl. storage) • Reconstruction/Aid efforts • Temporary • Trade fair construction • Events in general - fashion, pop-up stores, etc. • Students (who move a lot) • Young urban professionals, jetset • Children's furniture (1-2 years till grow out) • Health furniture - stand up desk. • High end designer vs. Low end mass market.
<p>Key Resources</p> <ul style="list-style-type: none"> • Paper/wood • Machine time • Designs/Designschutz • Brand 			<p>Channels</p> <ul style="list-style-type: none"> • Now: Online sales • Online Advertising, Design Faires, Shops • Do customers want show rooms to physically experience an object before purchase? 	
<p>Cost Structure</p> <ul style="list-style-type: none"> • Manufacturing costs, Shipping costs, Royalties & Cuipo, Marketing • Paper/Maschine time expenses • Small fixed cost • Cost driven 		<p>Revenue Streams</p> <ul style="list-style-type: none"> • Direct sales margin • Value willing to pay for: Easy, light set-up • Guilt-free disposal • Pay one off per piece to own • Furniture as a service! Rent! Lease! 		