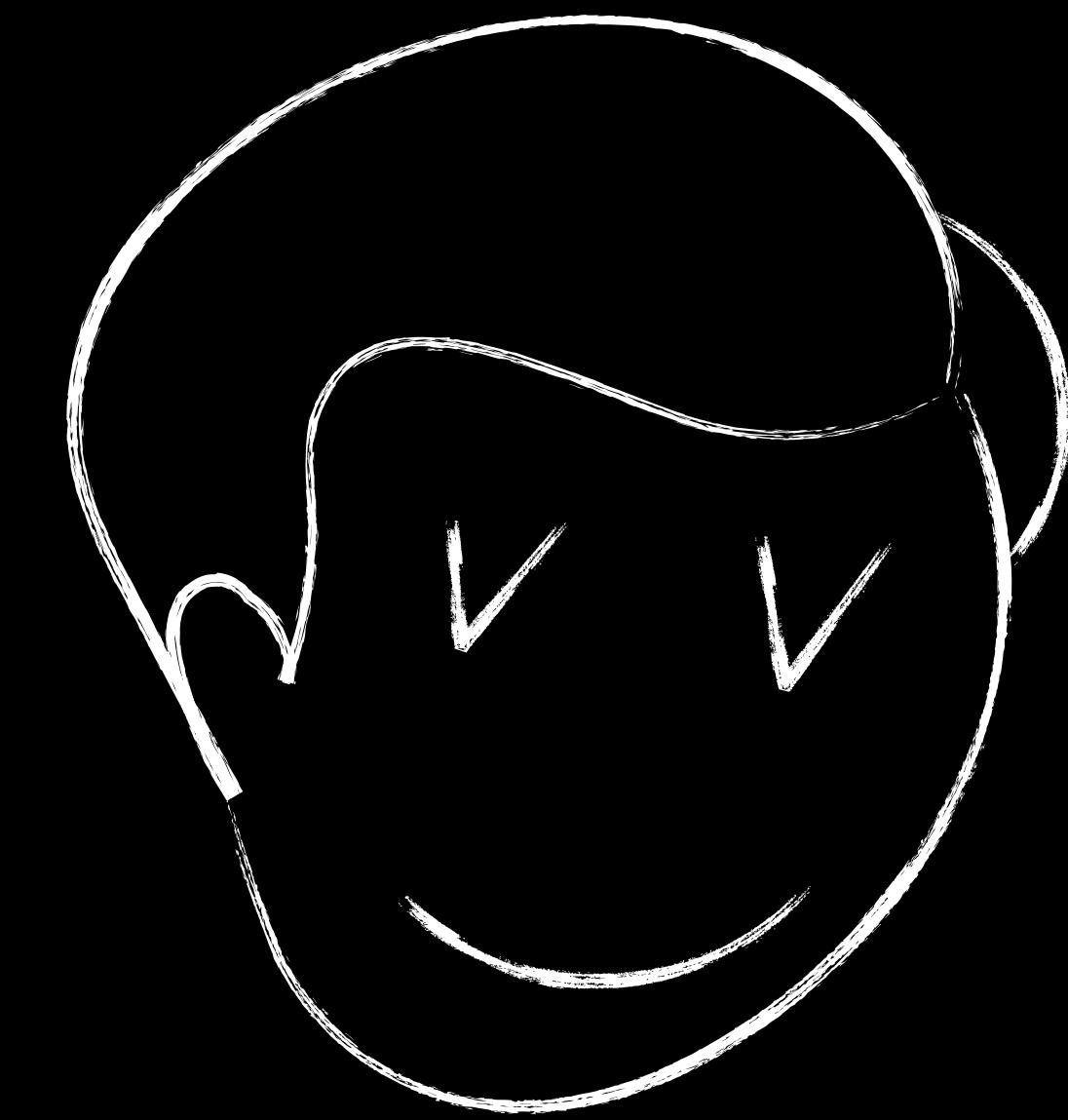
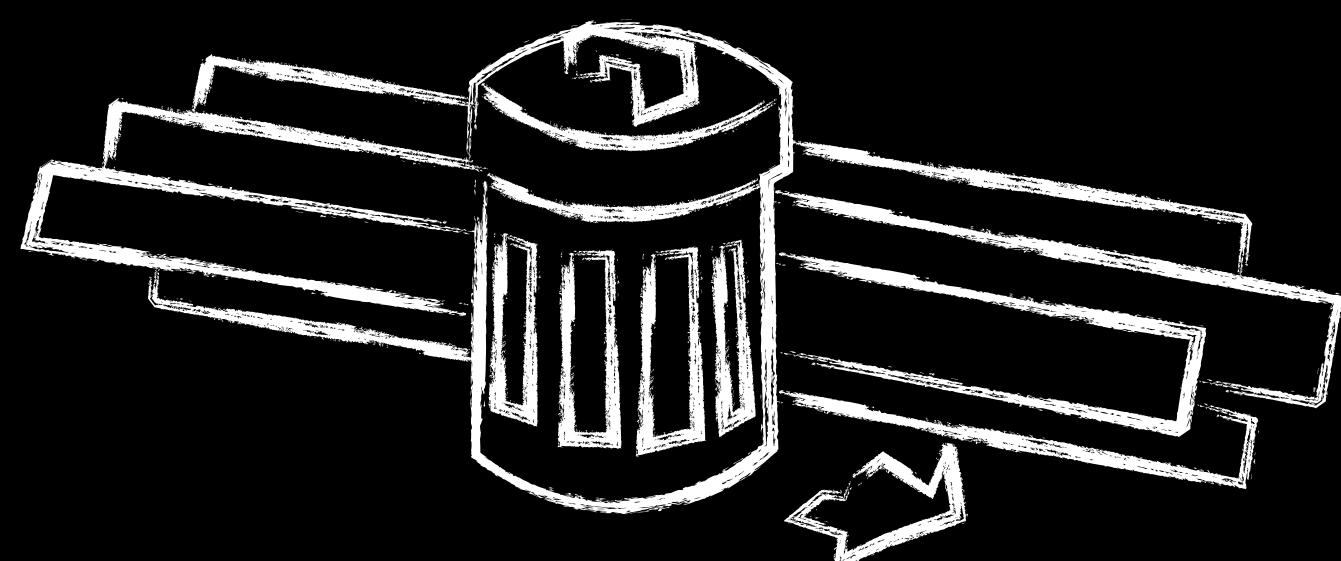
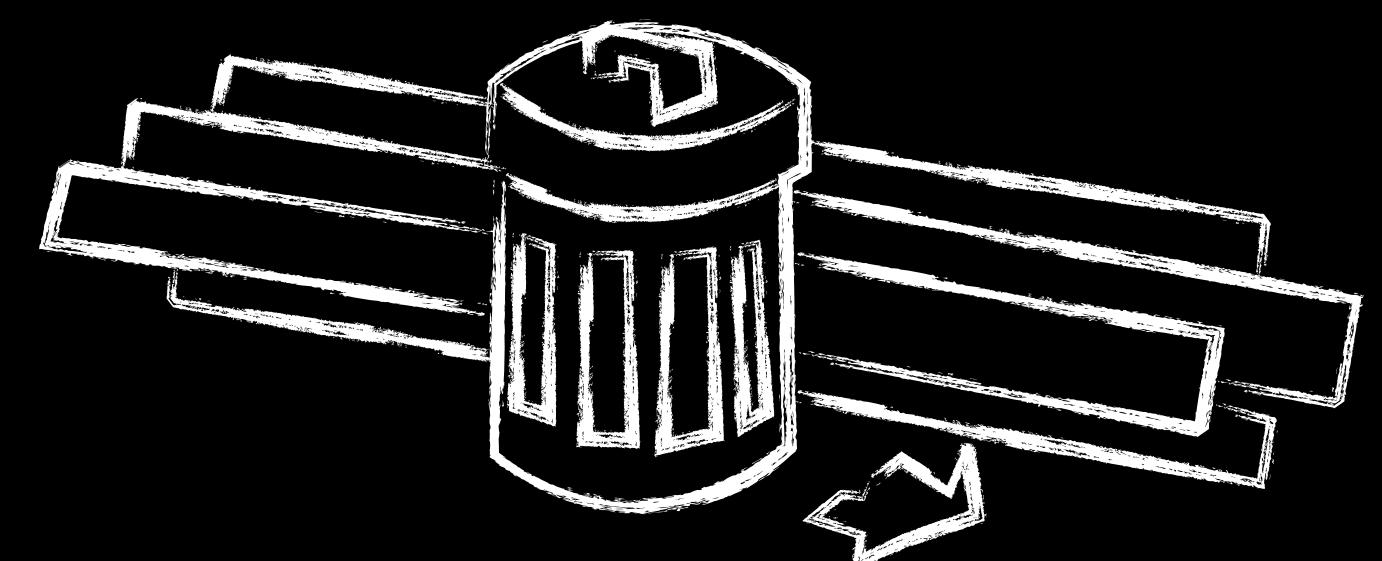
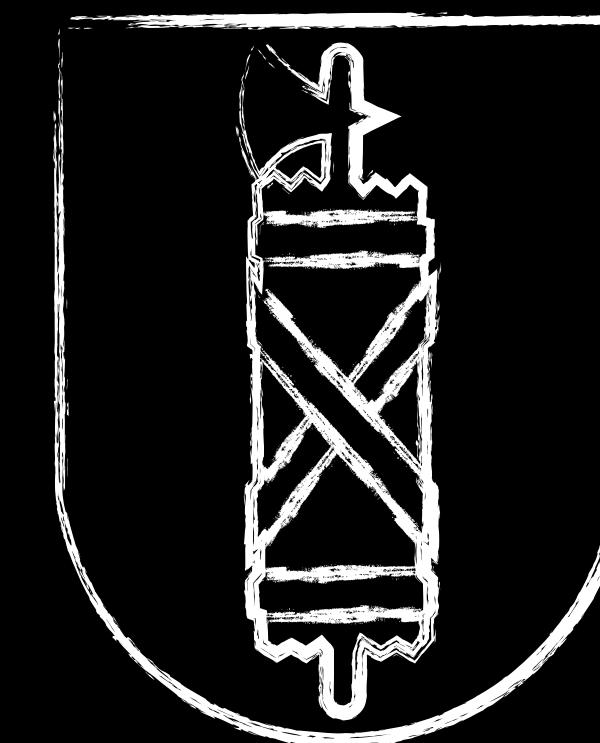
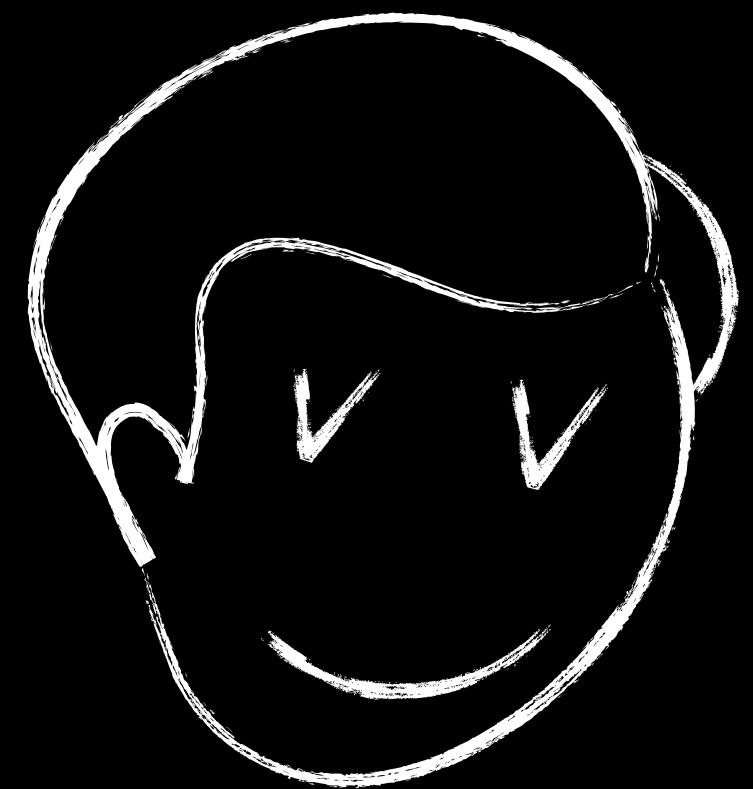


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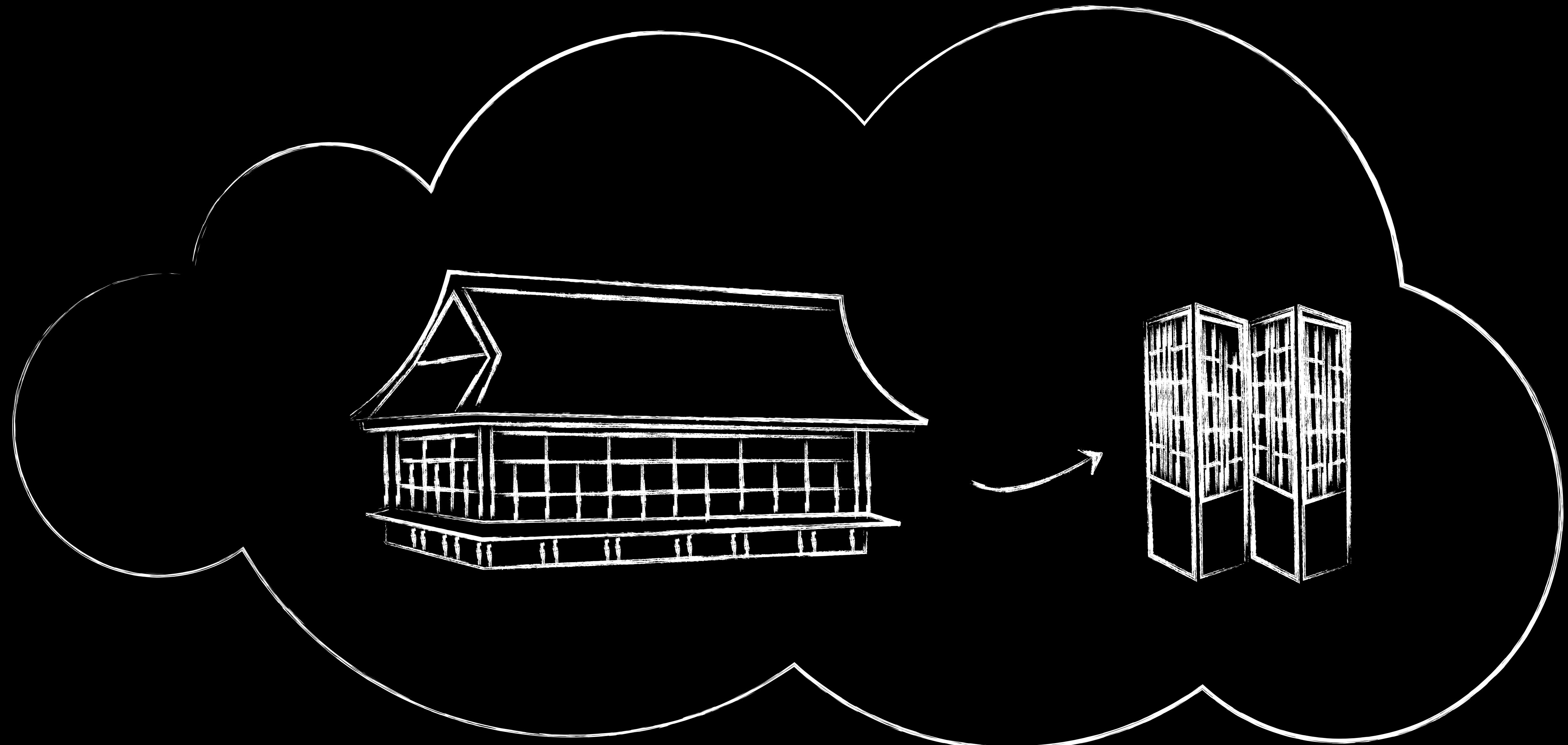


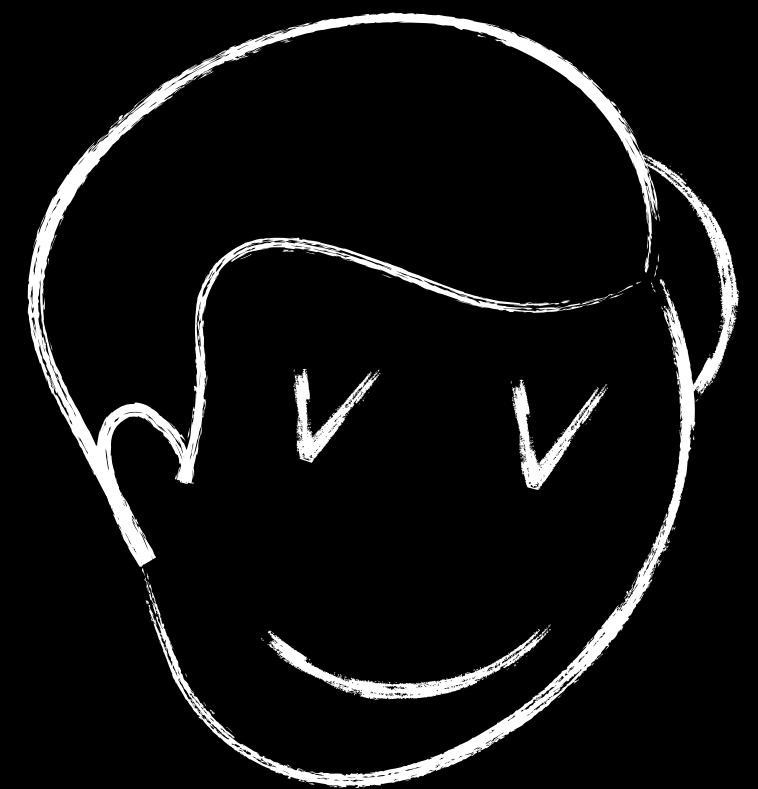






0.22 t CO<sub>2</sub>ekv



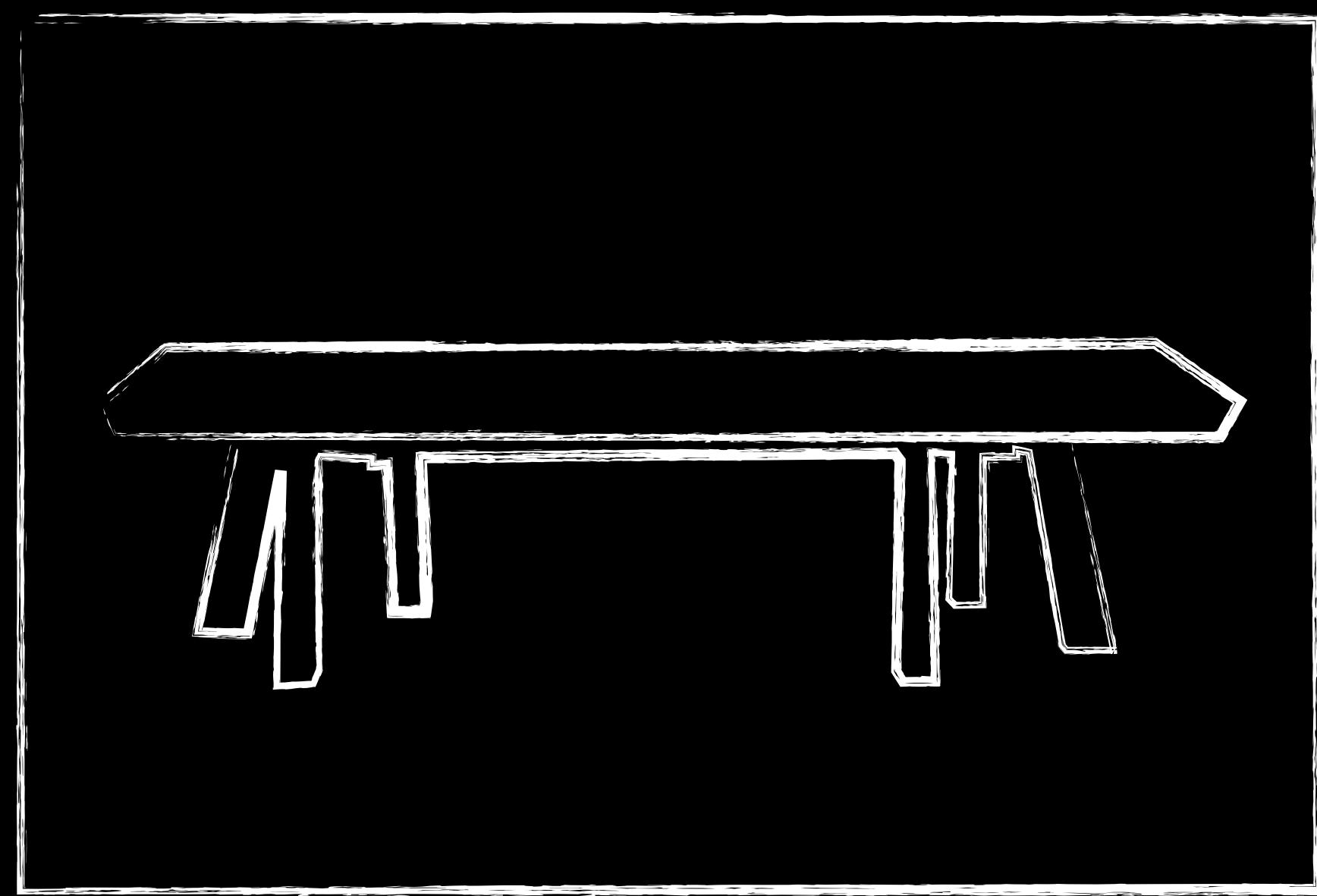
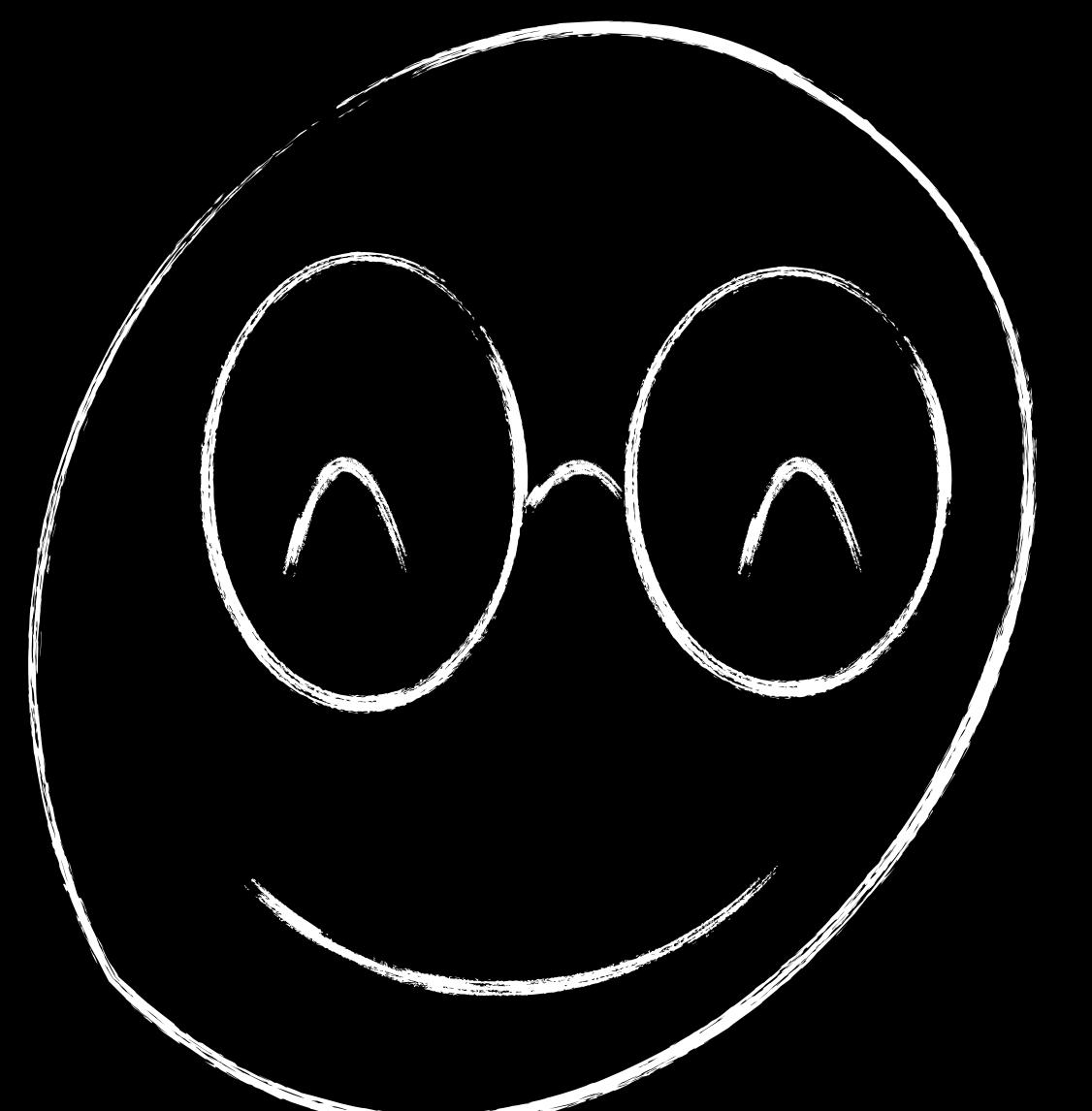


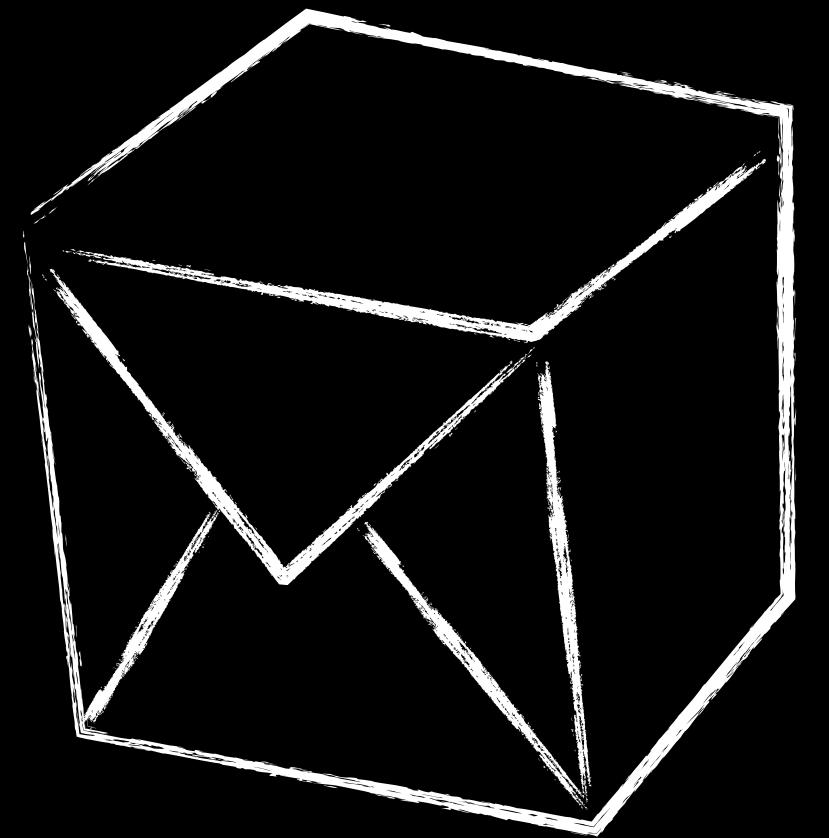
0.22 t CO<sub>2</sub>ekv



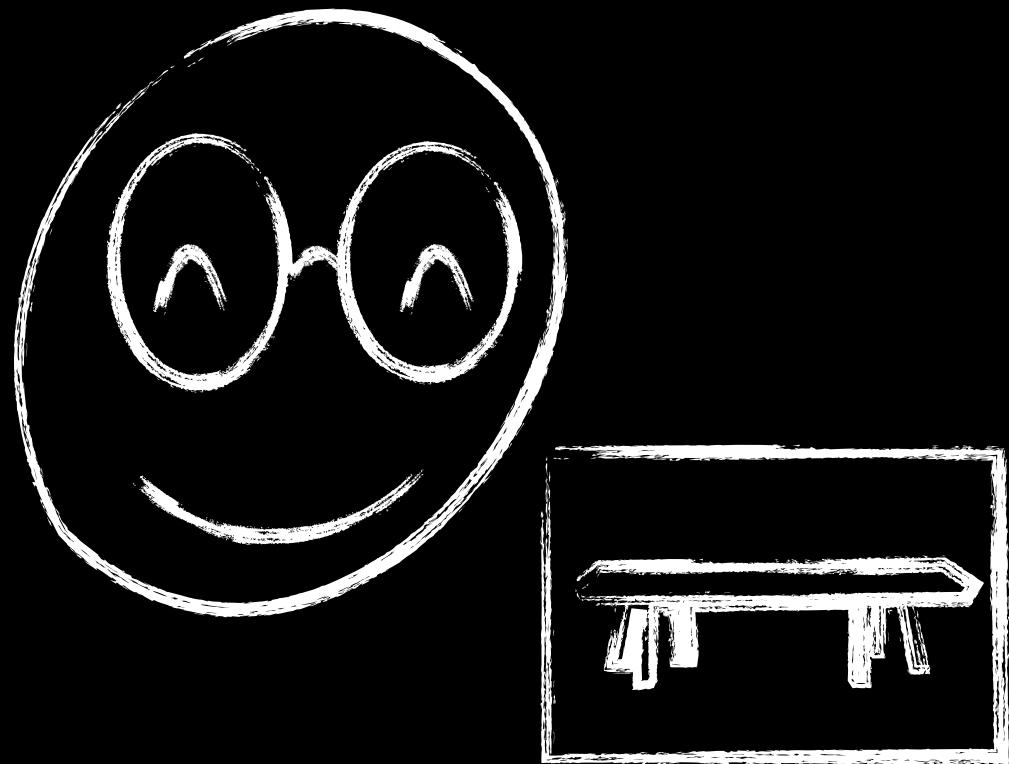
6kg Paper Desk

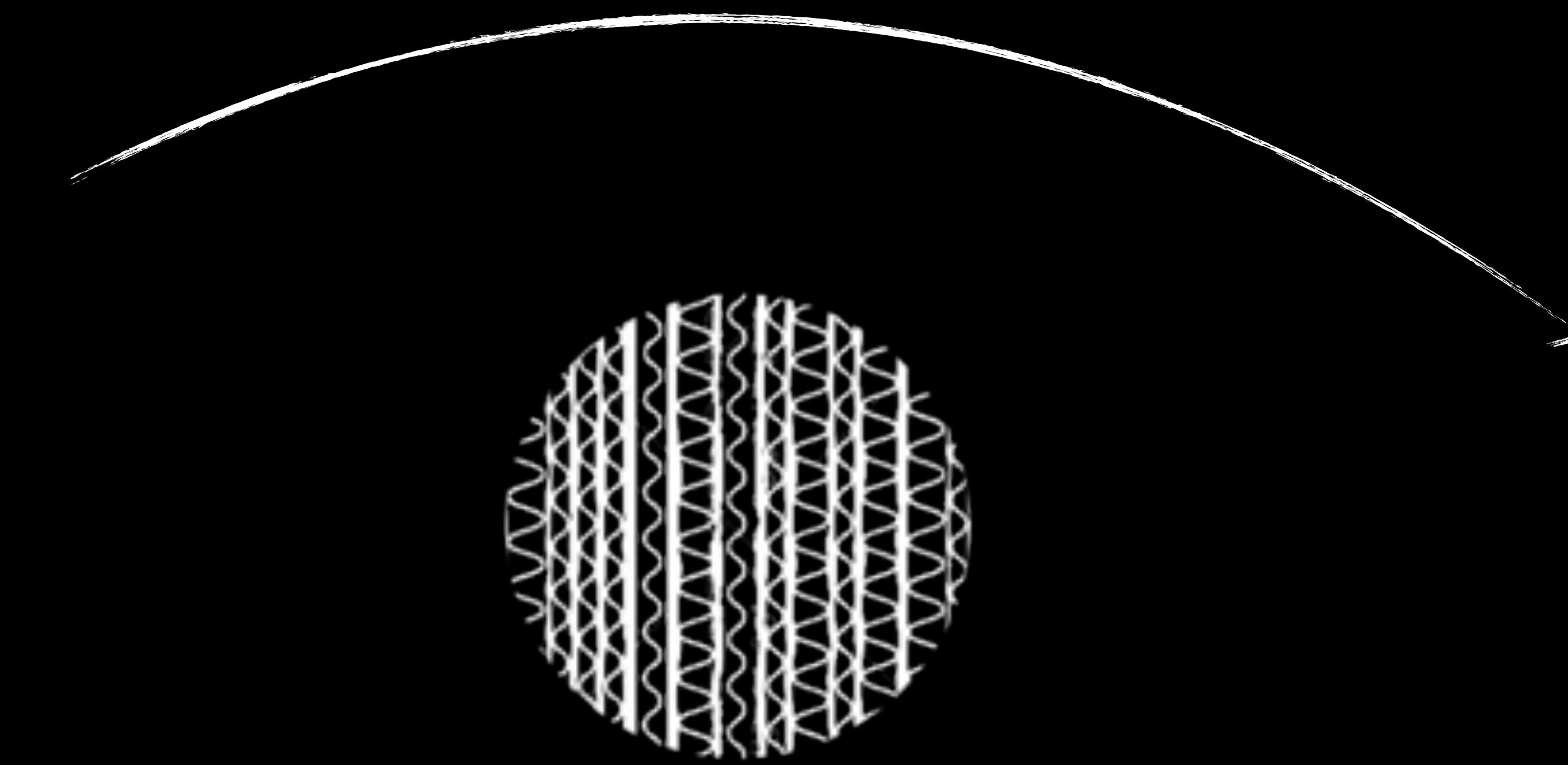
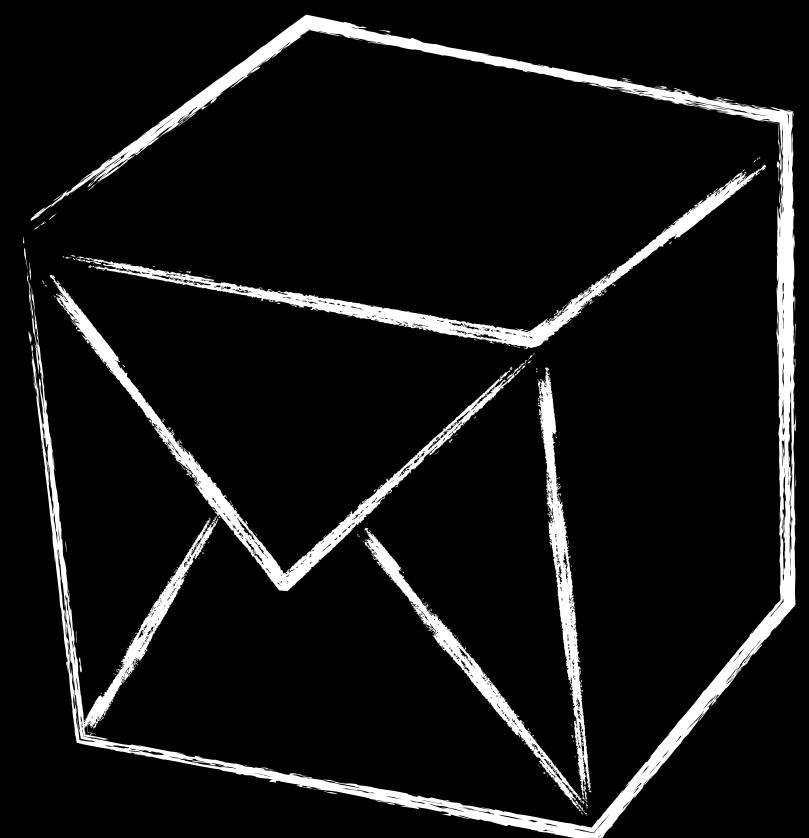
65 kg Normal Desk



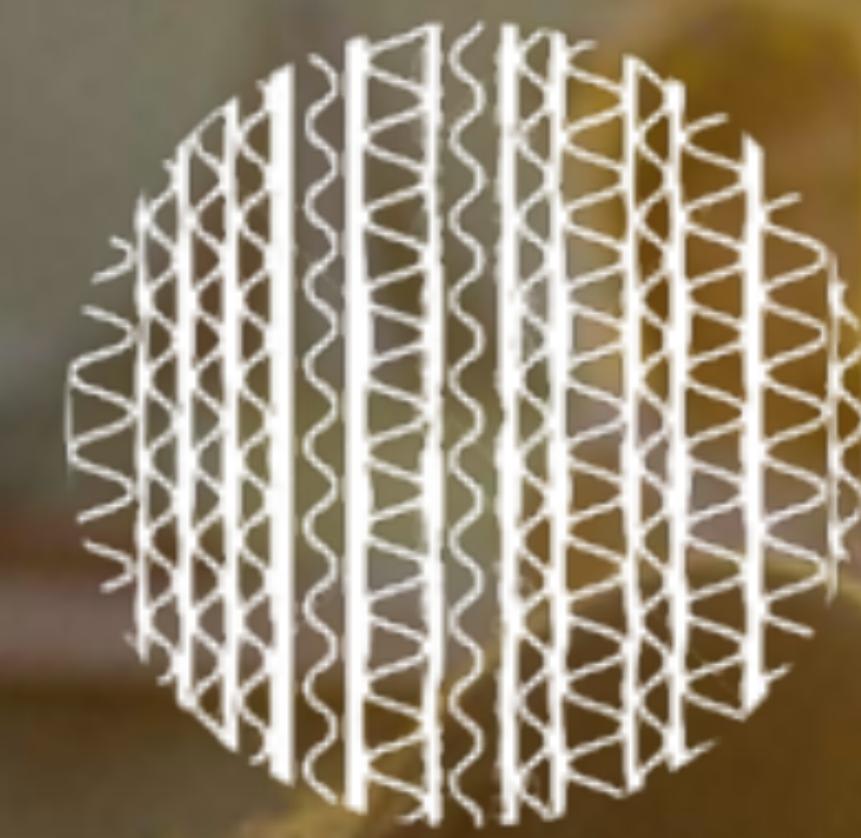


Use existing  
packaging  
industry





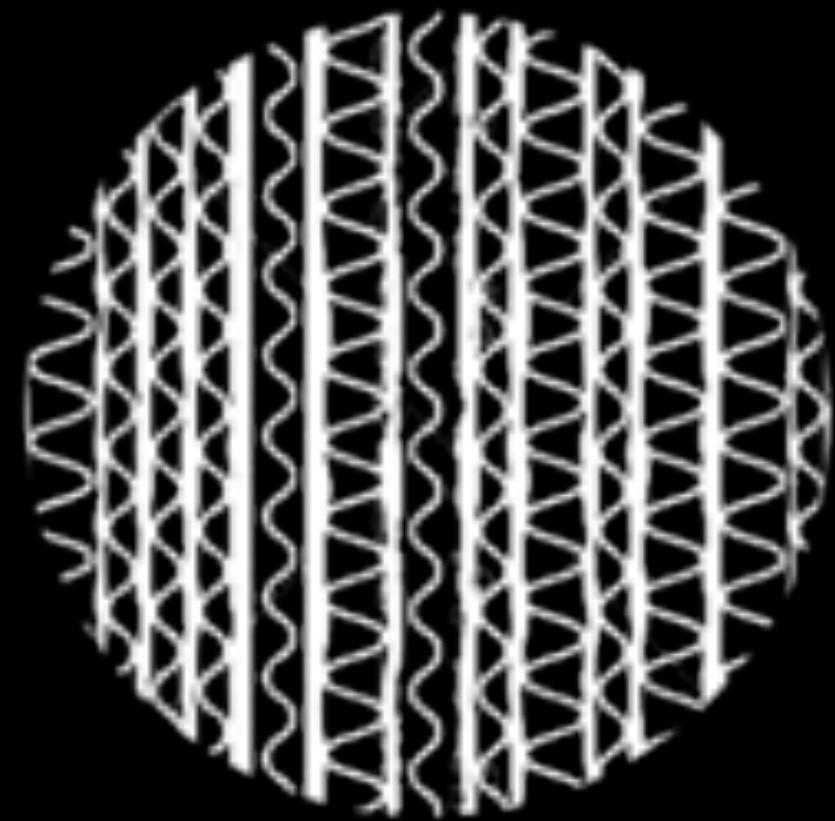
P A P E R



P A P E R

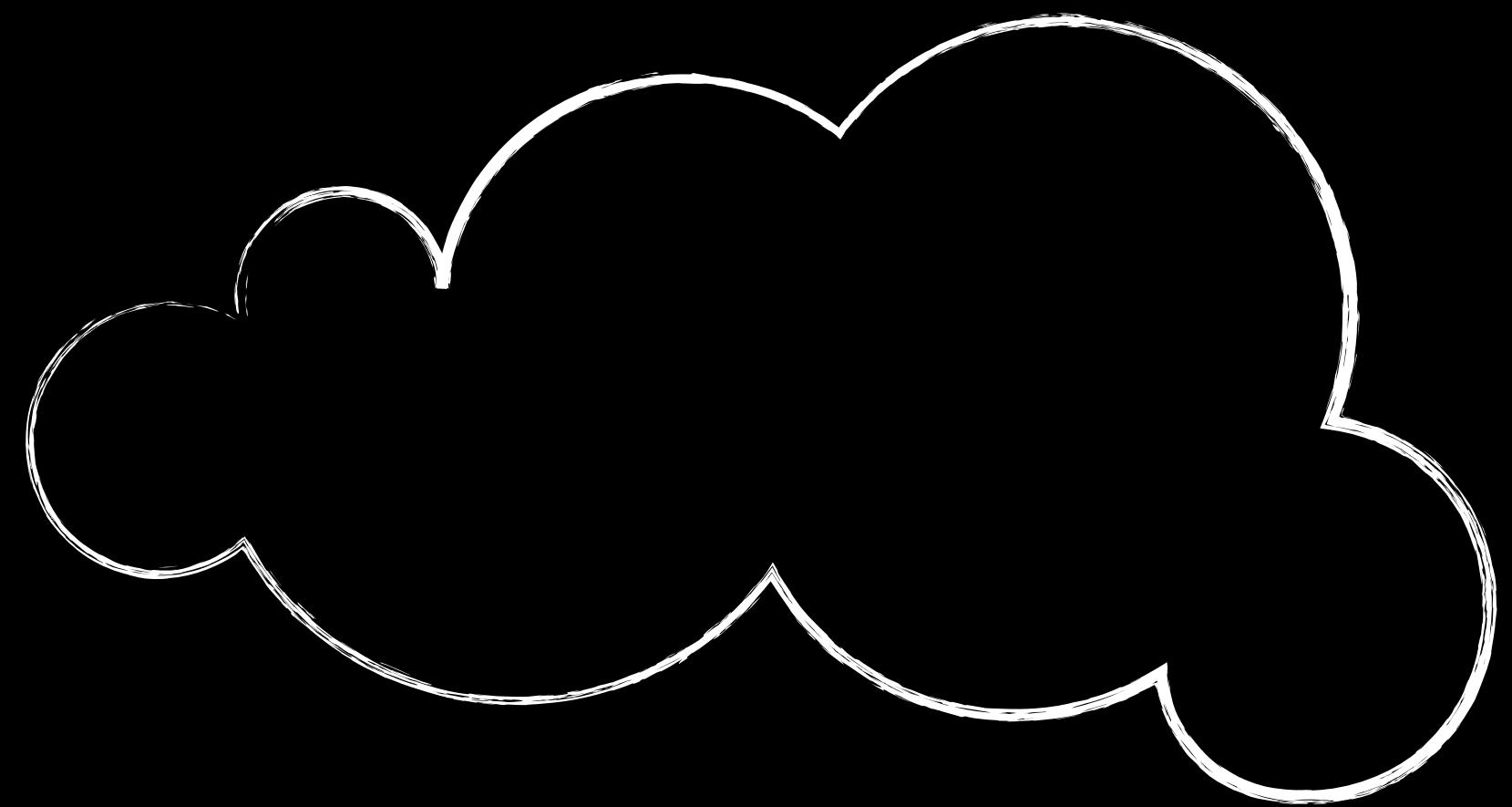
A photograph showing a group of people gathered around a table outdoors, possibly at a market or exhibition. In the foreground, a woman with long hair is seen from behind, wearing a blue denim jacket. To her left, a man in a grey t-shirt is looking down at the table. The background is blurred, showing more people and what might be a food stall or exhibition booth.

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



HOUSEWARMING  
WITHOUT THE GLOBAL WARMING.

# Problem

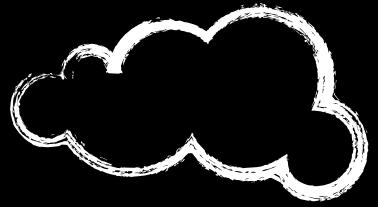


Budget furniture has  
a large footprint.



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

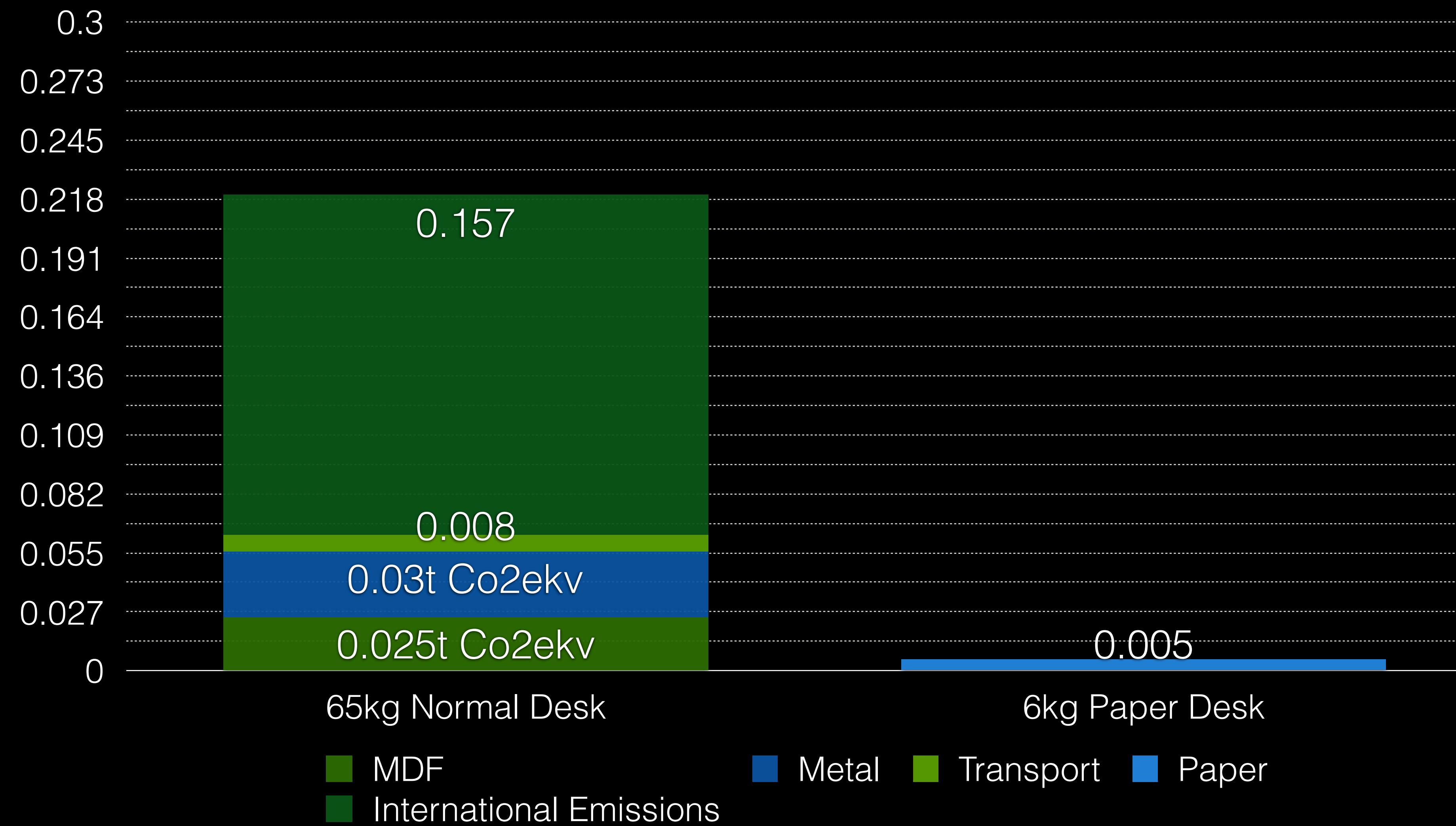
Marketing



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

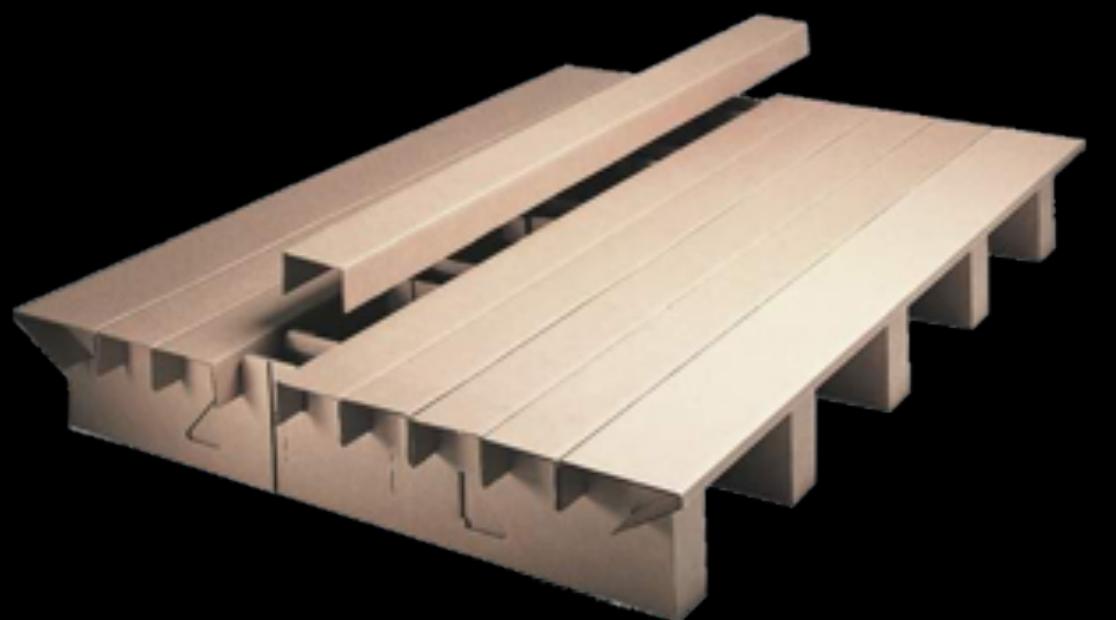
**Pop-up owner**

Pop-up owner

Stange Design  
Germany



Kartonbett.Ch  
Switzerland



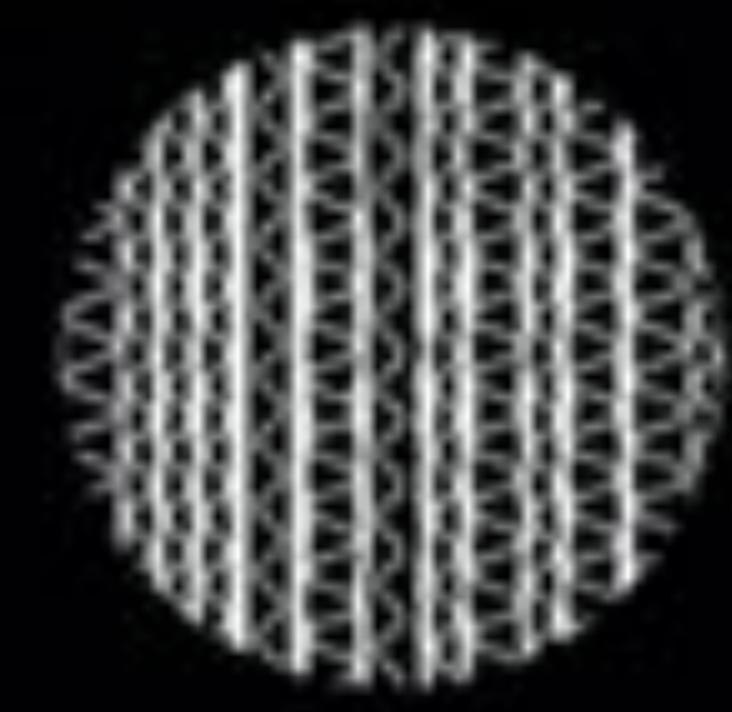
It Design  
Switzerland



Bett Dream  
154 Chf

Import Bett Dream  
215 Chf

It Bed  
552 Chf



P A P E R





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