

# The Poweroller

\*Name Pending



# Business Opportunity

Lint rollers are an extremely important product. The market for this every day item is huge. From business professionals to pet owners, many depend on these rollers to remove unwanted materials from clothing.

However, there are two huge issues with the lint rollers that exist today.

1. In many cases, they only remove the hair that lies at the surface of clothing and fail to get lint that embeds itself in clothing
2. They don't last.

# Product Description

- The poweroller aims to take the physical design of a lint roller and and apply part of the technology behind the famous Van de Graaff generator to create a product capable of removing unwanted micro materials from clothing.
- Most often, lint attaches itself to clothing due to static electricity. This “electric lint roller” takes advantage of static energy created through friction to more effectively remove lint for users while maintaining safety.
- Most importantly, this product will completely eliminate the waste created by the paper and chemicals used by standard lint rollers that are in the market today.

# The Market

- In 2010, the top two manufacturers of standard lint rollers(3M and Evercare) were *each* selling almost 50 million dollars a year in product. Without taking other competitors into account, this places the market for lint rollers at a value of at least 100 million dollars today.
- After doing extensive research on the existence of alternative lint rollers, the closest thing that comes to an electric lint roller is one that operates as a mini vacuum. Nothing else exists on the market that seeks to remove lint by reversing the static process that made it stick to clothing in the first place.

# Development plan

In the next 6 to 8 months, I aim to accomplish the following:

- Finalization of research and development
- Prototyping
- Accumulation of funds for production (crowdfunding and investment)
- Initial sales at the local level
- Expansion

# The Team



Chief Innovator - Kidus Ketema  
Wharton '18

Roles: Product Development, Market Research and  
Marketing, and Securing Capital

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Lead Web Developer - Maraki Ketema  
Carleton College '15

Roles: Website development, Managing Ecommerce,  
Customer Relations

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