

## **Katherine Clanton Spring 2017 Final Report**

Client: Katherine Clanton  
[abovetherestservicesinc@gmail.com](mailto:abovetherestservicesinc@gmail.com)

Project Team Members:  
Connor McCormick, Team Lead  
[cmccormi@uccs.edu](mailto:cmccormi@uccs.edu)

Amelia Kelkenberg  
[akelkenb@uccs.edu](mailto:akelkenb@uccs.edu)

Tai Martinez  
[tmartin5@uccs.edu](mailto:tmartin5@uccs.edu)

Blake Laue  
[blaue@uccs.edu](mailto:blaue@uccs.edu)

Report Date: May 1, 2017

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## **Executive Summary**

The Bachelor of Innovation (BI) is a unique family of degrees offered only at the University of Colorado Colorado Springs (UCCS). Recognizing that typical college degree programs did not address the innovation needs of today's businesses, the founder, Dr. Terrance Boulton, created the BI to educate and train perspective entrepreneurs and innovators in proven methodologies and strategies for successful innovation. Central to the BI is the opportunity for actual clients to engage with BI consulting teams to complete real-world innovation projects; this report represents the outcome of one such venture.

In the Spring semester of 2017, Katherine Clanton sought and received her second BI team. The BI team was comprised of students from the business, inclusive early childhood education, computer science, and game design and development majors. For this project, the team was tasked with assisting Ms. Clanton in further developing her liquid dispenser system and conducting company re-branding. More explicitly, the high-level objectives set for the team were as follows:

- Further develop the product concept
- Identify a target market segment
- Draft and deliver design patent literature for the product
- Create and deliver product pitch supporting documents
- Company re-branding
- Company website development

To support product development, the team conducted two rounds of market segment interviews, produced product concept documents, drafted a design patent to support the product, solicited a

product design competition through the UCCS Visual and Performing Arts department, and developed a pitch script and deck for the developed product. To accomplish company re-branding, the team designed and developed a new logo, a tagline, color schemes, and a general company persona. To further support company re-branding, the team developed an unpublished website which incorporated the above items to serve as a future platform for Ms. Clanton's company.

By analyzing the data collected during the first round of market segment interviews, the team identified an initial target market segment for Ms. Clanton's current product, namely families (i.e., consumer home products). The second round of market segment interviews was conducted with janitorial supply companies and revealed that their customers significantly value the aesthetic qualities of a product as well as a product's waste prevention capabilities. It is the team's recommendation that further interviews be conducted with the two market segments detailed above to identify suitable price ranges at which to sell the product to each market.

The following items were submitted along with the team's final report to support further development of the current product as well as launching Ms. Clanton's company:

1. One Design Patent Application in an unsealed, properly marked envelope
2. One USB flash drive containing supporting documents developed or collected by the team
3. One annotated filing listing for the above listed USB flash drive (2)
4. One action plan (also included in report, see Appendix K)

### **Statement of Accomplishments**

The first objective the team pursued was identification of a target market segment. To this end, the team developed two interview prompts (see Appendix B, Addenda I & II) to collect the information desired by Ms. Clanton. The team conducted interviews with market segment representatives from the following three suspected markets: families, hospitalities providers, and food service providers. The collected data was analyzed and the results presented in a “Customer Survey Report” (see Appendix B).

To investigate one of Ms. Clanton’s hypotheses (that janitorial service providers value waste reduction/prevention), the team also conducted interviews with janitorial supply companies using a separate interview prompt (see Appendix C, Addenda I). From these interviews, it was revealed that janitorial service providers do, as expected, value cleaning product waste reduction capabilities in the products they purchase. The interview process also revealed that janitorial service providers place more value on the aesthetic qualities of a product than was expected. The team was also informed of existing products which serve a similar function to the product in development by Ms. Clanton, thus a differentiating feature may need to be included in her product for success in this market. All details regarding the interviews with the janitorial supply companies may be found in the “Market Survey Report” (see Appendix C).

Throughout much of the project, the team collaborated with Ms. Clanton to further develop the product design. The team and client’s collaboration took the form of multiple brainstorming sessions. From the brainstorming sessions, the team drafted various concept documents (see Appendix D). These documents were later presented to a mechanical engineer to

solicit an objective, third-party opinion regarding the feasibility of the product concepts as well as a preferred concept recommendation.

Based on the recommendation from the mechanical engineer the team consulted, the team's activities were adjusted to pursue the most feasible product concept. To support development of this product, the team drafted design patent literature (see Appendix E) and identified manufacturing companies specializing in molded or 3-d printed plastics (see Appendix F). Of the companies identified, Rex Plastics will likely provide the best value to Ms. Clanton regarding development of her product as they specialize in rapid prototyping, 3-d printing, and plastic molding for start-up companies.

To generate ideas for the more aesthetic qualities of the product being developed by Ms. Clanton, the team solicited students from the UCCS Visual and Performing Arts department via a design competition (see Appendix G). Resulting from the competition, the team received 3 entries for the product's structural covering (see Appendix H).

The final activities the team conducted to support the product development objective related to product investment. To support investor pitching opportunities, the team developed a pitch script (see Appendix M) and an accompanying pitch deck. The team further compiled lists of potential investor/entrepreneurial pitch events and manufacturing partnerships (see Appendices N & O) for Ms. Clanton to pursue once the product is ready to move forward.

To address the company re-branding objective, the team developed a company logo (see Appendix I), a tagline, color schemes, and a company persona. The team further developed an unpublished website which incorporated the above items. Login details for the website and an associated email address have been provided in this report (see Appendix J). The website

developed will provide an effective supplementary platform for launching Ms. Clanton's business and will continue to support her in future projects. Further, to support Katherine in future projects the team developed an action plan for the current product (see Appendix K).

### **Recommendations**

The following list of recommendations will enable Ms. Clanton to succeed in moving forward with the current product along with launching her company.

1. Submit the design patent as soon as possible; doing so will allow product development to move forward under a protected status.
2. Once a "patent pending" status has been assigned by the United States Patent and Trademark Office (USPTO) for the product, publish the company website (i.e., go public). This will provide opportunities to begin growing the company's brand and developing name recognition.
3. As above, once the product has a "patent pending" status, begin pursuing investment opportunities by referring to the pitch events list provided and using the pitch script and pitch deck. Update the documents, especially the pitch deck, when and as necessary.
4. When working with subsequent consulting teams on this product immediately provide them a copy of the carry forward plan. Providing subsequent teams with this plan should enable them to quickly establish context for their project and a means to devise their specific project requirements and timeline.

## **Conclusion**

To recount, the team has assisted Ms. Katherine Clanton over the course of this project by further developing her product concept, drafting a design patent application, conducting market research, re-branding her company, and developing a website to act as supplementary platform from which to launch her business. The team asserts that the work done on behalf of Ms. Clanton will prove useful for getting her product to market. The team further concludes that the activities conducted for company re-branding and website development will provide Ms. Clanton a powerful base from which to launch her company and continue growing it in the future.



## **Appendix A: Project Charter**

# Project Charter

**Document Version:** 4.0

**Version Date:** 7 April 2017

**Name of the Project:** Clanton Customer Research and Patenting

**Name of the Sponsor:** Katherine Clanton

Project Charter version 4.0 is current as of 4/7/2017 and supersedes Project Charter versions 1.0, 1.1, 2.0, and 3.0.

### **Purpose of the Project:**

The purpose of this project is to equip Katherine Clanton, referred to henceforth as “the client”, with whatever is required to bring her ideas into reality and earn money from them. This may include patents, entrepreneurial frameworks, technologies, connections, opportunities, research, and more. The benefit of providing the client with such materials and information is to enable her success in her current and future endeavours.

### **Client-Team Communication**

Meetings with the client and the team are to be conducted every Tuesday evening at 6 P.M. at the BI House, #2 Cragmoor Village, and will include the following participants: Katherine Clanton, Ron Clanton, Dr. Jennifer Robertson, and Connor McCormick. Any changes to the predesignated meeting time, place, and/or attendance should be disclosed 24 hours in advance.

Once per month a team-client meeting will be held on Monday at 12:15 P.M. at the BI House to permit the client to meet with all team members; specific meeting participants are to be approved by the client 24 hours prior to the designated meeting time.

The following list defines the expected modes of communication, beyond in-person meetings, as per client preference:

1. Email
2. Text message
3. Phone call
4. Video conferencing

The team will provide the client with a weekly update via email by Friday at 6 P.M.; the weekly update is to be sent by the team lead as per the client’s request. The team will additionally

furnish a copy of meeting notes to the client, via email, no later than 24 hours post meeting. Any changes made to items/activities as discussed during the weekly meeting will be disclosed to the client and Dr. Robertson within 24 hours of the enactment of said change.

Client-team meetings are to attend to the designated meeting objective(s) prior to any other discussion. Thoughts and observations not directly related to the client's project should be avoided during client-team communication.

It is considered permissible for the client or the client's husband to video record the client-team meeting proceedings.

### **High-level Project Description and Boundaries:**

To support the project as envisioned by the client, Katherine Clanton, the team will consider the items as detailed below to be in-scope. To adequately explore the problem-space, the team will conduct 2 rounds of customer segment interviews. The first round of interviews aims to assist the client identify the most likely profitable market segment and will be conducted with 10 customer segment representatives in the following 3 customer segments identified by the client: family/home consumers, food services providers, and hospitality providers. The second round of interviews will be conducted with an additional 10 representatives of one of the previous customer segments to be identified by the client with the goal of "Exploring and Specifying" that segments needs, product requirements, product pricing, and expected product demand. The team will further develop and complete all drawings, literature, and forms required by the United States Patent and Trademark Office (USPTO) for the client to submit a provisional patent for the product related to this project. The team will also develop a pitch deck, a recommended pitch script, and a branded website. The following items are considered to be in-scope as to permit development of the client's branded website: development of a company name, logo, tagline, color scheme, and general persona as well as prior art research to avoid infringement. The team will additionally generate a list of potential product partners and a list of entrepreneurial pitch events for the client to pursue at a later date. Finally, the team will ensure inclusion of an actionable carry forward plan (for future BI team(s)), to include next steps and a general business timeline, in the final project report.

Those areas/items deemed to be out-of-scope regarding the project as determined by the team are detailed below. The team will not produce a minimal viable product, engineering requirements and specifications, or marketing materials aside from those previously detailed as in-scope. Further, the team will not secure manufacturing partnerships, pursue product licensing opportunities, or conduct social media practices on behalf of the client, the client's brand, or the product. Filing of the patent literature, whether provisional or nonprovisional, will not be conducted by the team and remains the responsibility of the client. Funding required to support

the project is also out-of-scope, whether or not the funding directly or indirectly supports an action or item deemed in-scope. Any other actions/items not explicitly detailed as in-scope or out-of-scope will be considered to be out-of-scope pending review, authorization, and documentation by the team in subsequent charter versions.

Additional in-scope activities/items as of current version: none.

### **Objectives and Success Criteria:**

Objective 1: The objective of customer surveying is to provide objective and quantifiable customer segment data to enable the client to move forward in the most viable direction.

Success Criteria 1: The client is presented with and accepts the market survey report(s) and any accompanying literature. Market surveys are to be used to determine market opportunities.

Success Criteria 2: The client is presented with and accepts the customer survey report(s) and any accompanying literature. Customer surveys are to determine customer interests and potential pricing.

Objective 2: The objective of patent preparation is to draft all required patent literature and accompanying drawings as well as the completion of all USPTO forms required for provisional patent filing through the USPTO.

Success Criteria: The client is presented with and accepts the patent literature and accompanying forms required for patent filing.

Objective 3: The objective of branding and website development is to provide the client a platform from which to launch, promote, and support their products/inventions, both present and future.

Success Criteria: Presentation and approval of the brand and supporting, non-published website to and by the client.

Objective 4: The objective of the pitch script and pitch deck are to provide the client supporting materials enabling her to more readily pitch the product/invention to investors/buyers.

Success Criteria: Presentation and acceptance of the pitch script and pitch deck to and by the client.

Objective 5: The objective of the potential partnership list is to provide the client an ordered and actionable list of potential product development partnership opportunities.

Success Criteria: Presentation and acceptance of the potential partnership list to and by the client.

Objective 6: The objective of the entrepreneurial pitch events list is to provide the client an ordered and actionable list of opportunities to pitch the client's product to investors.

Success Criteria: Presentation and acceptance of the entrepreneurial pitch events list to and by the client.

Objective 7: The objective of the carry forward plan is to provide the client a concise and actionable series of next steps and a general business timeline.

Success Criteria: Presentation and acceptance of the final project report to and by the client.

### **High-level requirements:**

Requirement 1: The first-round customer survey report will be contained in a single Adobe Portable Document Format (PDF) file, completed by the project team, within three weeks of initiation; a print version will be supplied to the client for convenience if requested.

Requirement 2: The second-round customer survey report will be contained in a single PDF file, completed by the project team, within two weeks of initiation; a print version will be supplied to the client for convenience if requested.

Requirement 3: The patent literature and application forms will be contained in a single PDF file, completed by the project team, within three weeks of initiation; a print version will be supplied to the client for convenience if requested.

Requirement 4: The client's non-published, branded website, consisting of at least a homepage and product information pages, created by the project team, will be relinquished to the client upon project completion.

Requirement 5: The pitch deck will consist of one PowerPoint (or similar presentation medium) file, be created by the project team, and be delivered to the client within one week of initiation.

Requirement 6: The pitch script contained in one Microsoft Word file, drafted by the project team, will be delivered to the client within one week of initiation.

Requirement 7: The potential partnership list contained in one Microsoft Excel spreadsheet file compiled by the project team will be presented to the client no later than May 1, 2017.

Requirement 8: The entrepreneurial pitch events list contained in one Microsoft Excel spreadsheet file compiled by the project team will be presented to the client no later than May 1, 2017.

Requirement 9: The carry forward plan, consisting of one PDF file, drafted by the project team, will be presented to the client no later than May 1, 2017.

**Assumptions:**

Assumption 1: To successfully conduct customer survey/research, the team will require adequate access to willing customer segment participants.

Assumption 2: To successfully draft the customer survey report, the team will require access to text editing software (such as Microsoft Word) and the ability to effectively use the same.

Assumption 3: To successfully produce the patent drawings, the team will require access to vector graphics drawing software (such as Adobe Illustrator), and the ability to effectively use the same.

Assumption 4: To successfully draft the client's patent literature, the team will require access to text editing software (such as Microsoft Word) and the ability to effectively use the same.

Assumption 5: To create the client's branded website, the project team will require access to website creation tools and the ability to effectively use the same.

Assumption 6: To create the pitch deck, the project team will require access to multimedia presentation software (such as Microsoft PowerPoint) and the ability to effectively use the same.

Assumption 7: To draft the pitch script, the project team will require access to text editing software (such as Microsoft Word) and the ability to effectively use the same.

Assumption 8: To draft the potential partnership list, the project team will require access to spreadsheet software (such as Microsoft Excel) and the ability to effectively use the same.

Assumption 9: To draft the entrepreneurial pitch events list, the project team will require access to spreadsheet software (such as Microsoft Excel) and the ability to effectively use the same.

Assumption 10: To draft the carry forward plan, the project team will require access to text editing software (such as Microsoft Word) and the ability to effectively use the same.

**Constraints:**

Constraint 1: The client has personal history within at least one of the identified potential customer segments, limiting her ability to take part in the customer survey process.

Constraint 2: The team has limited web development experience which may reduce overall effectiveness or efficiency of the client's website development.

Constraint 3: The team has limited patenting experience and may therefore be overly broad or narrow in the patent literature.

Constraint 4: The client has expressed desire for discretion concerning the product which may reduce the efficacy by which customer surveys are conducted and limit customer insight into the problem-solution paradigm.

Constraint 5: The team has a significant amount of pre-existing time allocation commitments, restricting members availability/ability to work concurrently on tasks and further requiring timely and accurate task delegation.

### **High-level Risks:**

#### **Risk 1: Software Deficiency**

The team, in whole or in part, lack access to all or some of the software required to complete the project.

Probability: Low

Impact: Medium

Planned mitigation actions: Most, if not all, of the required software is readily distributed online in both paid and free versions. Team members requiring access to software they are not already in possession of will be directed to such resources as required.

#### **Risk 2: Software Expertise**

Team members lack the requisite experience with or applicable knowledge of one or more software applications required for project completion.

Probability: Medium

Impact: Medium

Planned mitigation actions: Team members requiring use of software with which they have no or little experience will be assisted by team members possessing of applicable knowledge/experience. In the event no team members possess the requisite knowledge/experience, other resources will be sought out to address the deficiency; this may include resources available within the BI and UCCS, online tutorials, or similar.

**Risk 3: Problem-space**

Lack of consistent and/or comprehensive data collected from customer surveys may leave the problem-space undefined and/or unsolvable.

Probability: Medium

Impact: High

Planned mitigation actions: Findings will be discussed with client upon expiration of the surveying period and project schedule/charter adjusted as required. The client has been informed that lack of evidence of the suspected problem may suggest that the problem is not worth pursuing.

**Risk 4: Solution/Product**

The product to patent may be non-novel or overly complex rendering it unpatentable or infeasible respectively.

Probability: Medium

Impact: High

Planned mitigation actions: As part of the patenting process, the team will be conducting prior art research which should reveal the novelty of the invention. Product prototyping and testing should similarly reveal the feasibility of the product. In the case that either of these proves to be true, a meeting will be scheduled with the client to discuss the findings and the project will be adjusted to reflect any decisions made therein.

**Summary Milestone Schedule:****Milestone 1: Project Charter, Version 4.0**

The current version of the project charter will be presented to the client.

April 11, 2017

**Milestone 2: First-Round Customer Survey Report**

The customer survey report will be presented to the client.

April 5, 2017

**Milestone 3: Second-Round Customer Survey Report**

The customer survey report will be presented to the client.

April 18, 2017

**Milestone 4: Patent Literature and Supporting Documents**

The client will be presented with the invention's patent literature and all documents/forms required by USPTO for filing of a provisional patent thereby related.

April 24, 2017

#### Milestone 5: Pitch Deck and Pitch Script

The client will be presented with the pitch deck and pitch script developed by the team.

April 24, 2017

#### Milestone 6: Branded Website

The client will be presented with the branded, non-published website developed by the team.

April 24, 2017

#### Milestone 7: Potential Partnership List

The client will be presented with the potential partnership list compiled by the team.

May 1, 2017

#### Milestone 8: Entrepreneurial Pitch Events List

The client will be presented with the entrepreneurial pitch events list compiled by the team.

May 1, 2017

#### Milestone 9: Carry Forward Plan

The client will be presented with the carry forward plan developed by the team.

May 1, 2017

#### Milestone 10: Final Project Presentation

The client will be presented with the team's final presentation and be presented with the final project report, any prototypes in the team's possession, the finalized website, and any other documents produced by the team for the client not yet relinquished.

May 1, 2017

#### **Stakeholder List:**

Katherine Clanton

Katherine is the project sponsor/client and as such the primary stakeholder.

Ron Clanton

Ron is Katherine's husband and regularly involved in meetings and/or working with the project team.

Jennifer Robertson and Jonathan Ventura

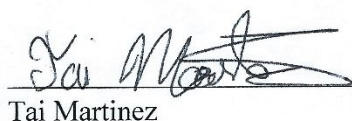
Drs. Robertson and Ventura are the co-teachers for INOV 2010/3010/4010 Section 001, Spring 2017.



**Approvals:** By signature below, the project team and the client agree to this project charter:

  
Katherine Clanton

04-11-17  
Date Signed

  
Tai Martinez

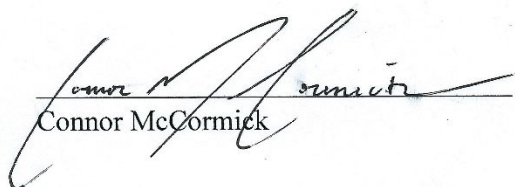
04/17/2017  
Date Signed

  
Blake Laue

04/17/2017  
Date Signed

  
Amelia Kelkenberg

04/17/2017  
Date Signed

  
Connor McCormick

04/17/17  
Date Signed

**Appendix B: Customer Survey Report**

**Customer Survey Report**

for Katherine Clanton

University of Colorado Colorado Springs  
Spring 2017 Bachelor of Innovation Team  
April 3, 2017

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Addendum III: Completed Forms .....	N/A

*Note: “Addendum III: Completed Forms” has been repressed from the final project report. The full report may be found in the provided USB flash drive at “Surveys/Reports/Customersurveyreport.docx”. Page numbers have been updated to reflect inclusion in the final project report.*

## **Executive Summary**

This report presents the findings of the customer segment surveys performed by the team between the dates of March 22, 2017 and April 2, 2017. Two separate survey documents were drafted and utilized to conduct the interviews, see Addenda I and II. This first section of the report provides general observations made from the data collected. The following three sections present data collected by the following distinct customer segment: family units, food services, and hospitalities. Finally, the raw data as collected can be found in Addendum III.

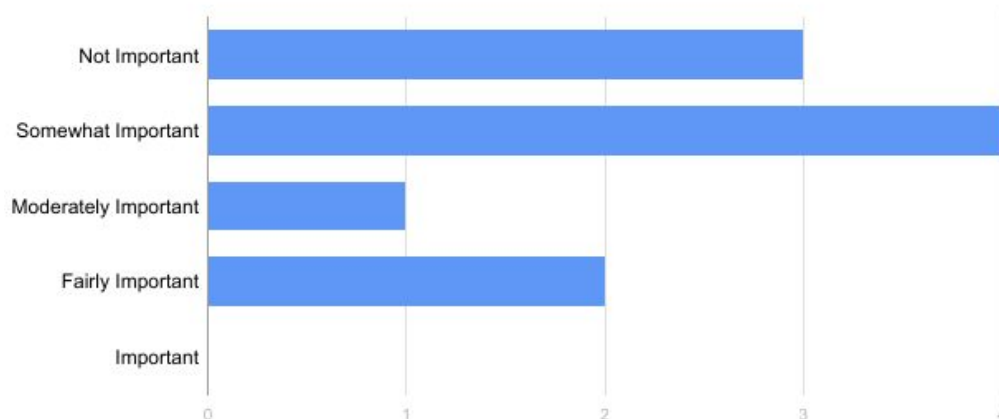
In general, family units placed greater emphasis on the aesthetic quality of a liquid container, to include a greater willingness to purchase decorative containers, than did either hospitalities or food service providers.

Family units commonly purchased their soap products from either discount stores (e.g. Walmart) or grocery stores (e.g. Safeway), with a majority of those purchases being non-bulk in nature. Food service providers made most of their purchases through their distributors or vendors, however a majority of their purchases were classified as bulk purchases. Hospitality providers similarly made their purchases in bulk.

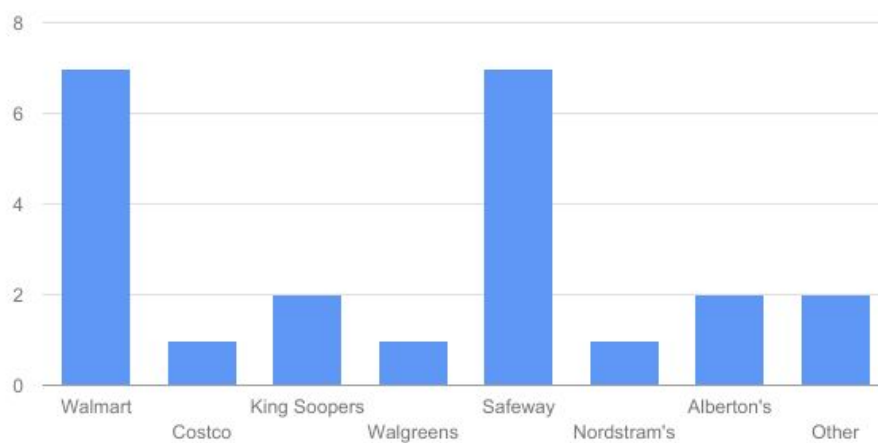
## Family Units

Average household size for survey participants: 3

*Question 1: How important are the aesthetics of a soap or other liquid product container to you or your organization?*

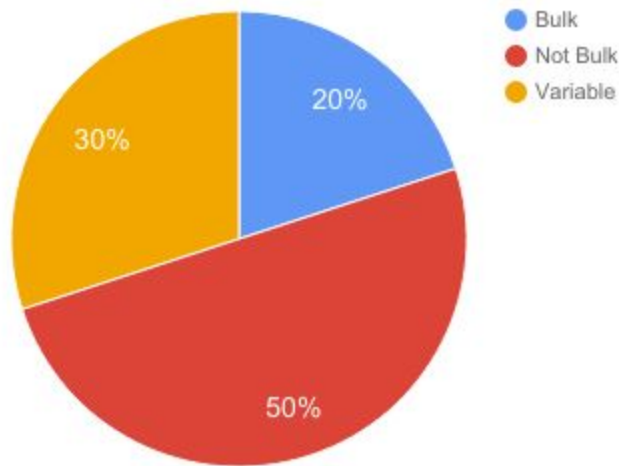


*Question 2: Where do you generally purchase or otherwise procure soap or other liquid products from?*



Note: The above figure accounts for multiple answers from individual survey participants.

*Question 3: How much soap or similar liquid products do you typically purchase at a time (e.g. bulk purchases)?*



Note: “Variable” represents complex answers; some participants reported bulk purchases for certain types of items but not for others, see individual answers for further detail.

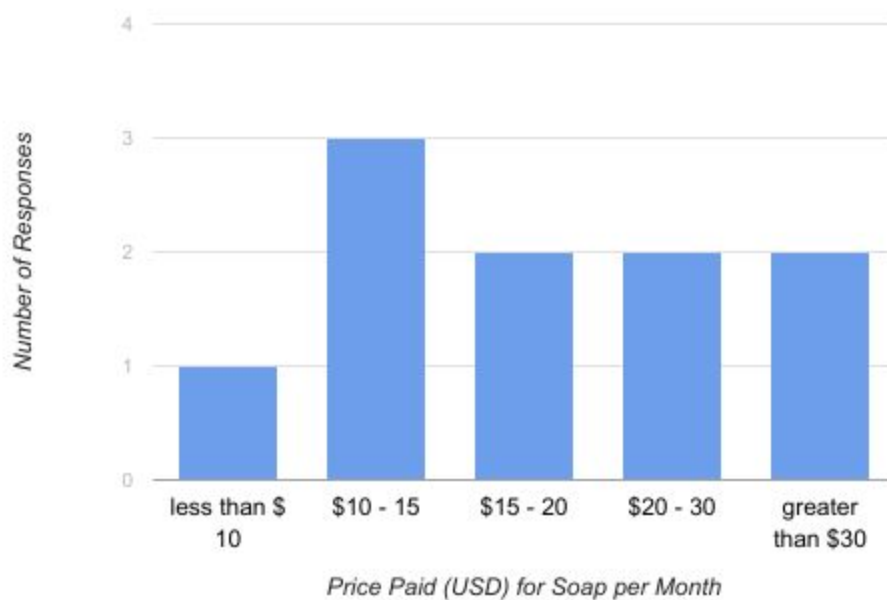
*Question 4: How much would you estimate you pay for the aesthetic quality of a soap or other liquid product’s container?*

Price Paid per Unit (USD)	Number of Responses
$P = 0$	6
$0 < P \leq 5$	1
$5 < P \leq 10$	4
$10 < P$	0

*P = Price paid as reported by participant*

Note: The above table accounts for multiple answers from participants as a result of differing prices paid for multiple similar products.

*Question 5: How much would you estimate you pay for soap in general?*



## Food Services

*Question 1: How much waste would you estimate you have from leftover liquids in containers?*

*List kinds or leftover liquids:*

Perceived liquid waste, as reported by participants, ranged from 0% to 20%.

Major waste contributors reported:

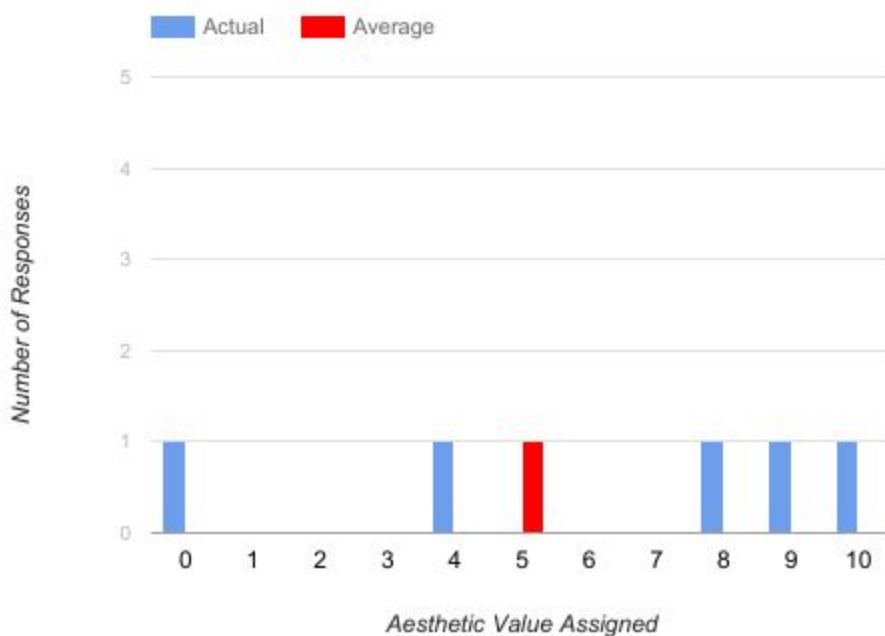
Water (washing)

Water (ice)

Coffee flavoring sauces

Many participants utilize vacuum bag soap systems commonly seen in public restrooms.

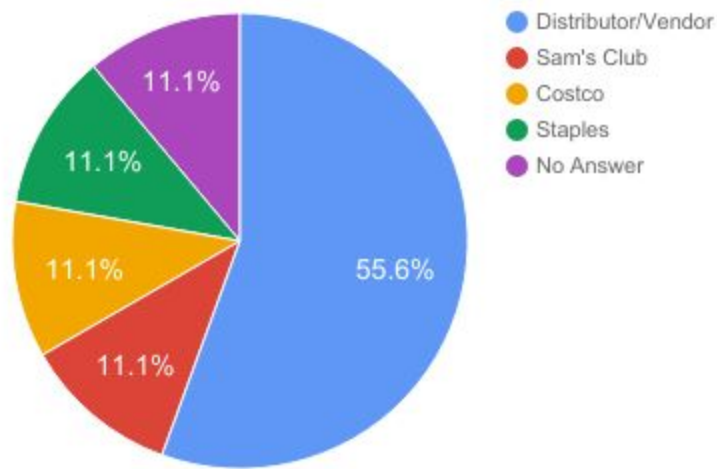
*Question 2: How important are the aesthetics of a soap or \_\_\_\_\_ containers to you or your organization? On a scale from 1 - 10?*



Note: One participant provided no answer to the above question.



*Question 3: Where do you purchase soap or \_\_\_\_\_ from?*



Note: Above figure includes multiple answers from individual participants.

*Question 4: How much soap or \_\_\_\_\_ do you typically purchase at a time (e.g. bulk purchases)?*

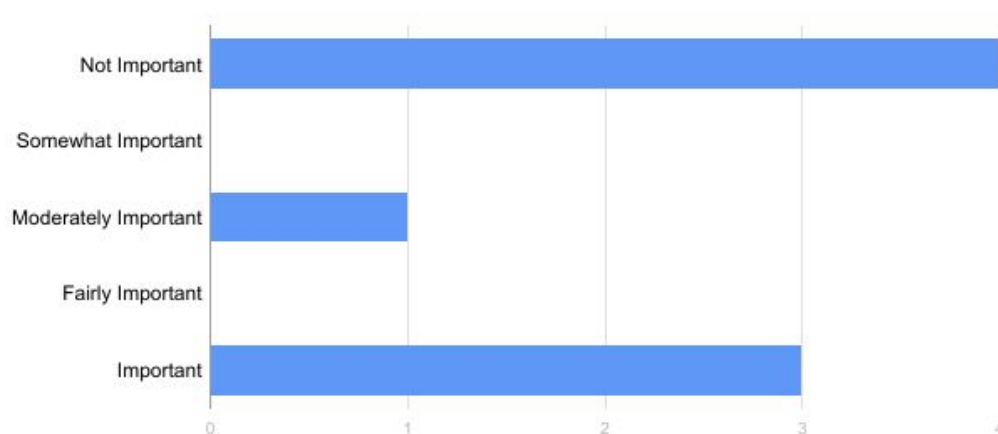
Type of Purchase	Number of Responses
Bulk	3
As Needed (Not Bulk)	2
No Answer Provided	1

*Question 5: How much would you estimate you pay for the aesthetic quality of a soap or \_\_\_\_\_?*

Though very little quantitative data was given by participants regarding this question, a generally high expectation for nice looking products can be observed from the answers as reported.

## Hospitalities

*Question 1: How important are the aesthetics of a soap or other liquid product container to you or your organization?*

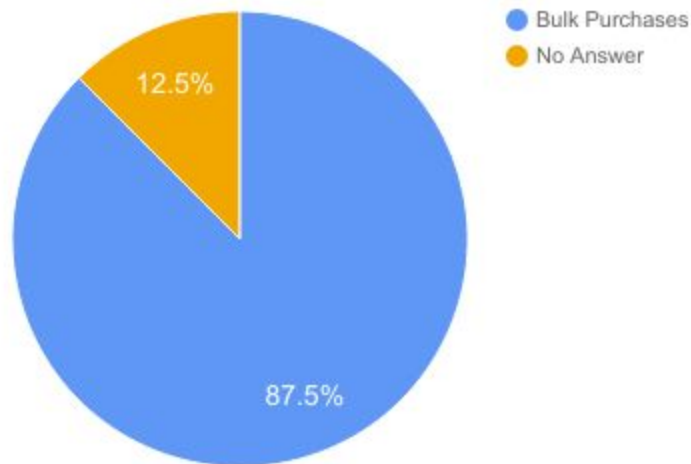


Note: Numerous of the participants reporting aesthetics as “Not Important” cited product functionality as their priority.

*Question 2: Where do you generally purchase or otherwise procure soap or other liquid products from?*

No useful information was gathered from any participant in this customer segment regarding this question. All survey participants were either unaware of where products were ordered from or unwilling/unable to comment.

Question 3: *How much soap or similar liquid products do you typically purchase at a time (e.g. bulk purchases)?*



Question 4: *How much would you estimate you pay for the aesthetic quality of a soap or other liquid product's container?*

Willingness to Spend for Aesthetics	Number of Responses
No Response	1
Unwilling	4
Willing	3

Question 5: *How much would you estimate you pay for soap in general?*

Of the survey participants, 5 were unsure as to an actual amount spent, 2 of which believed it to be quite high (within the thousands of dollars), and 3 provided no comment regarding this question.

**Addendum I: Survey Form A**

Interviewer:

Interview Date/Time:

Name of Contact:

Contact's Role (if applicable):

Place of Interview:

**Questions**

How important are the aesthetics of a soap or other liquid product container to you or your organization?

Where do you generally purchase or otherwise procure soap or other liquid products from?

How much soap or similar liquid products do you typically purchase at a time (e.g. bulk purchases)?

How much would you estimate you pay for the aesthetic quality of a product?

Follow-up: How much would you estimate you pay for the aesthetic quality of a soap or other liquid product's container?

How much would you estimate you pay for soap in general?

## Addendum II: Survey Form B

Interviewer:

Interview Date/Time:

Name of Contact:

Contact's Role (if applicable):

Place of Interview:

### Questions

How much waste would you estimate you have from leftover liquids in containers? List kinds or leftover liquids:

How important are the aesthetics of a soap or \_\_\_\_\_ containers to you or your organization? On a scale from 1 - 10?

Where do you purchase soap or \_\_\_\_\_ from?

How much soap or \_\_\_\_\_ do you typically purchase at a time (e.g. bulk purchases)?

How much would you estimate you pay for the aesthetic quality of a product?

Follow-up: How much would you estimate you pay for the aesthetic quality of a soap or \_\_\_\_\_?

How much would you estimate you pay for soap or \_\_\_\_\_ every month?

**Appendix C: Market Survey Report**

**Janitorial Market Survey Report**

for Katherine Clanton

University of Colorado Colorado Springs

Spring 2017 Bachelor of Innovation Team

April 18, 2017



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*Note: Page numbers have been updated to reflect inclusion of this report in the final project report.*

## **Executive Summary**

This report presents the findings of the janitorial supply companies surveys conducted by the team between the dates of March 11, 2017 and April 18, 2017. The survey prompt used when conducting the surveys can be found in Addendum I. The completed surveys from participating companies can be found in Addendum II. The following section draws general observations made through the interview process and presents some insight provided regarding existing products of a similar nature.

As a brief overview, both participating company representatives believed both product aesthetics and product waste reduction/prevention capabilities to be highly important to their customers. Neither representative was able to provide an accurate estimation of average liquid product purchases as their customers' business sizes varied too drastically. Finally, neither representative could say whether the product being developed would be of interest to their company as it currently stands, either needing more specific product details or greater distinction from existing products.

## **Observations**

The following list provides a summary of the observations made regarding each question asked (see Addendum I) from participating company representatives:

- Both survey participants described their general customer base as “Commercial Cleaning Service Providers.”
- Both survey participants believed the aesthetic quality of a product to be highly important to their customers, ranging between 7 and 10 on a scale of 1 - 10, with 1 being least important and 10 being most important.
- Both survey participants rated the importance of product waste reduction/prevention to be extremely important to their customers; both rated this at a 10 on a scale of 1 - 10, with 1 being least important and 10 being most important.
- Neither survey participant was able to provide accurate estimations for average liquid product purchases by their customers, citing too great of variation in customer business sizes as the determining factor in order sizes.
- Both survey participants reported their customers’ general purchasing behavior to be bulk quantity purchases in nature.
- Regarding the product described, neither survey participant could say whether their customers would be interested in such a solution
  - Further product details would need to be disclosed to make an accurate estimation of customer interest
  - Individual cleaning company’s business size may be a determining factor in whether such a product is desirable
- At the current stage of product development, neither survey participant believed their companies would be interested in supplying the product to their customers.
- Neither survey participant believed their company would be interested in being a value add reseller for the product at the current stage of development. As such, neither was willing to make an estimation for how much they might sell the product for.

## **Insights**

The following insights were drawn either directly or indirectly from the interview process.

- Products already exist which serve a similar function. The products were described as “multi-centers.” These multi-centers are similar systems which can be wall mounted or freestanding and are capable of dispensing 2-3 different, individually selectable products from a single station.
- Due to the nature of many commercial cleaning businesses, a more portable solution may provide adequate differentiation from existing competitor products.
- More detailed product specifications may be necessary to gather more accurate information from potential clients/partners; product need patent pending status prior to a detailed/full product disclosure.

### Addendum I: Survey Prompt

Interviewer:

Interview Date/Time:

Name of Contact:

Contact's Role (if applicable):

Place of Interview:

#### Questions

How would you classify the majority of your clients? (i.e. Home/commercial cleaning)

How important would you estimate the aesthetic qualities of a product are to your customers?(scale 1-10)

How important would you estimate product waste reduction/prevention to be to your customers? (scale 1-10)

How much would you estimate your customers pay on average for soap/other liquid products per purchase?

In general, how would you classify the quantities ordered by the majority of your customers? (i.e. bulk, non-bulk)

*Provide general product description, don't be too open with it though.*

Do you believe the product described would be something your customers would be willing to purchase?

Would the product described be a solution your company would be interested in providing to your customers?

If such a product were available, would your company be interested in becoming a value add reseller for it?

How much would you anticipate your company being able to sell this product for?

## Addendum II: Completed Surveys

Interviewer: Blake Laue

Interview Date/Time: 4/17/2017 4:00 PM

Name of Contact: Western Paper Distributors, Kevin

Contact's Role (if applicable):

Place of Interview: via phone

### Questions

How would you classify the majority of your clients? (i.e. Home/commercial cleaning)

Commercial cleaning service providers

How important would you estimate the aesthetic qualities of a product are to your customers?(scale 1-10)

7-8

How important would you estimate product waste reduction/prevention to be to your customers? (scale 1-10)

10

How much would you estimate your customers pay on average for soap/other liquid products per purchase?

Varies based on customer's business size, has seen between \$100 to \$500, possibly more

In general, how would you classify the quantities ordered by the majority of your customers? (i.e. bulk, non-bulk)

Bulk

*Provide general product description, don't be too open with it though.*

Do you believe the product described would be something your customers would be willing to purchase?

Some may, might need to be portable as most provide commercial cleaning services

Would the product described be a solution your company would be interested in providing to your customers?

Not sure, would need more specific product details

If such a product were available, would your company be interested in becoming a value add reseller for it?

Would need more specific product details

How much would you anticipate your company being able to sell this product for?

N/A



Interviewer: Blake Laue

Interview Date/Time: 4/18/2017 10:30 AM

Name of Contact: Colorado Springs Cleaning Supply Co., Virginia

Contact's Role (if applicable):

Place of Interview: via phone

### Questions

How would you classify the majority of your clients? (i.e. Home/commercial cleaning)

Commercial cleaning service providers

How important would you estimate the aesthetic qualities of a product are to your customers?(scale 1-10)

10

How important would you estimate product waste reduction/prevention to be to your customers? (scale 1-10)

10

How much would you estimate your customers pay on average for soap/other liquid products per purchase?

Unsure due to large variation in customers' company sizes

In general, how would you classify the quantities ordered by the majority of your customers? (i.e. bulk, non-bulk)

Bulk

*Provide general product description, don't be too open with it though.*

Do you believe the product described would be something your customers would be willing to purchase?

Depends on the customer and their business size, can't say for sure

Would the product described be a solution your company would be interested in providing to your customers?

Similar products already exist which they do provide, called them “multi-centers,” existing products capable of dispensing 2-3 different products (individually selectable) from the same dispensing station

If such a product were available, would your company be interested in becoming a value add reseller for it?

Not currently based on product description, similar products already offered

How much would you anticipate your company being able to sell this product for?’

N/A

## Appendix D: Product Concept Drawings

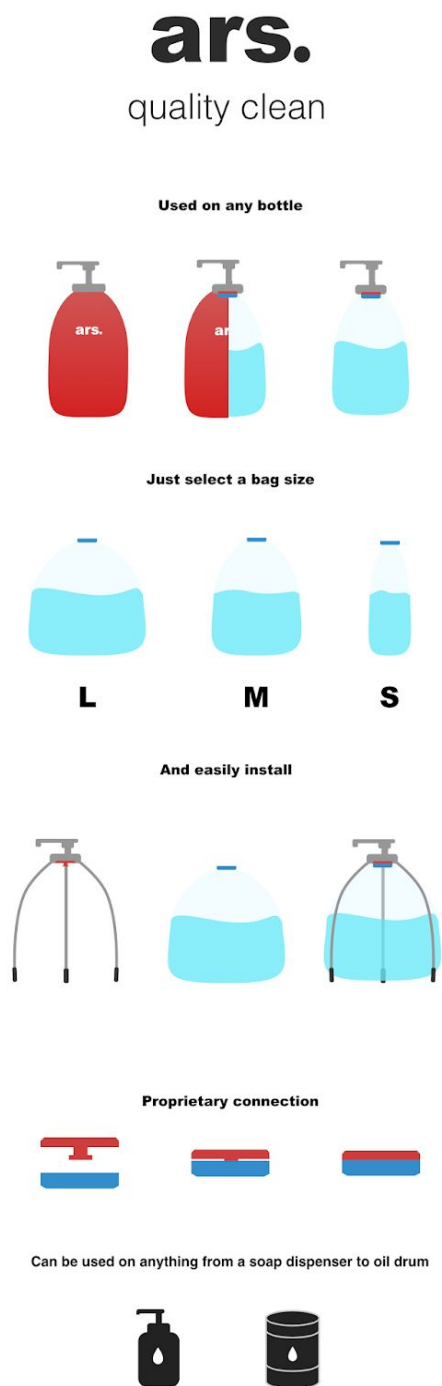


Figure 1: High-Level Concept of No-loss Fluid Bag-pump System

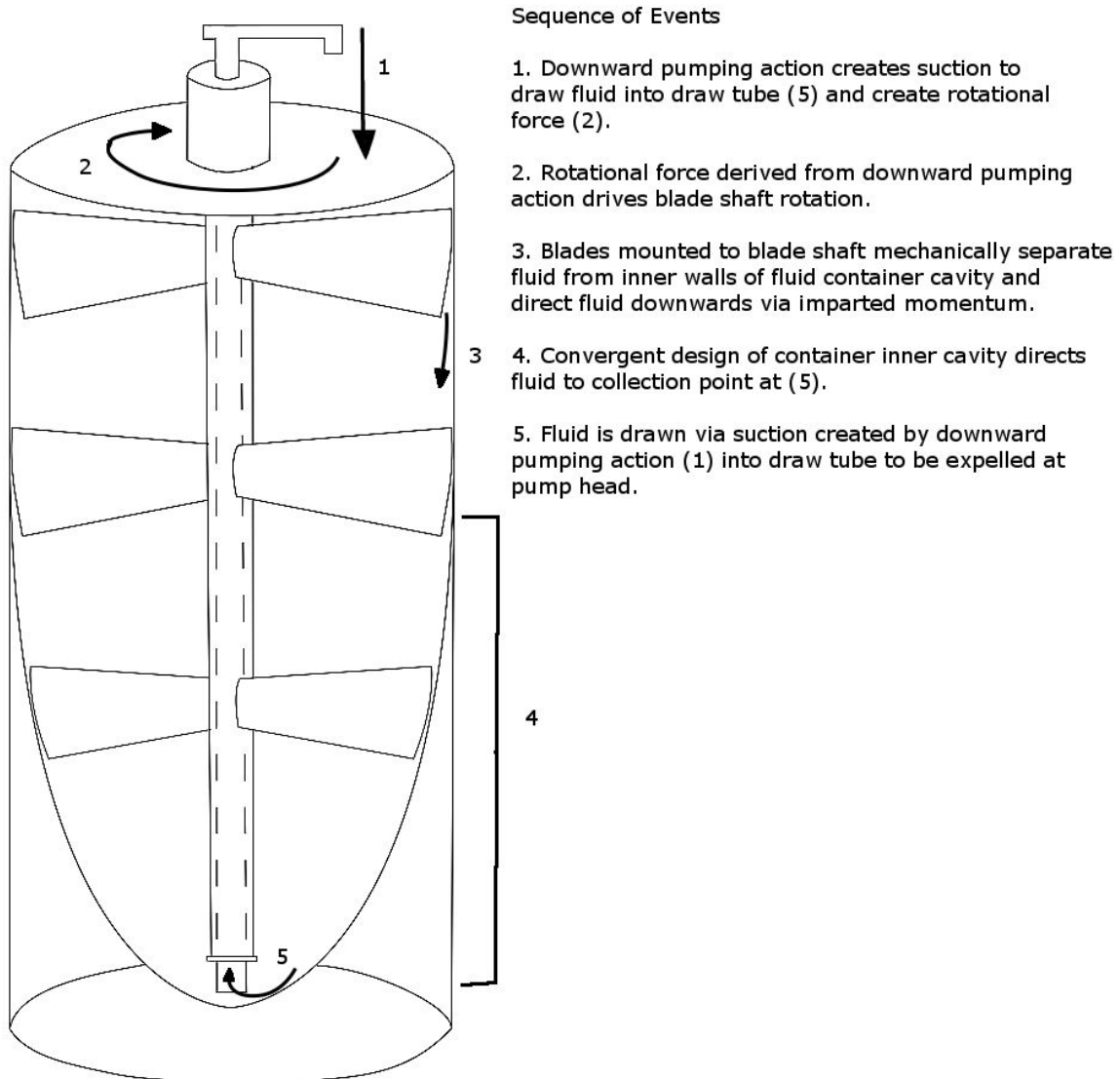


Figure 2: Concept Drawing of Pump System using Blades

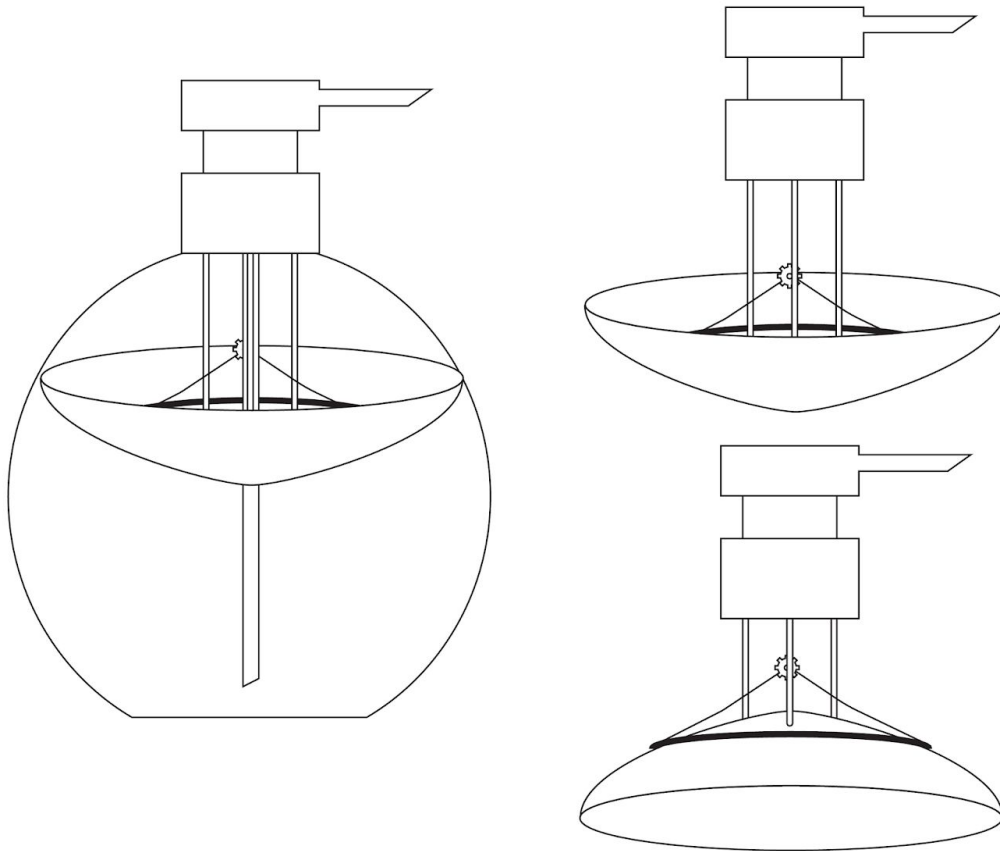


Figure 3: Concept Drawing of Pump System using Umbrella Squeegee

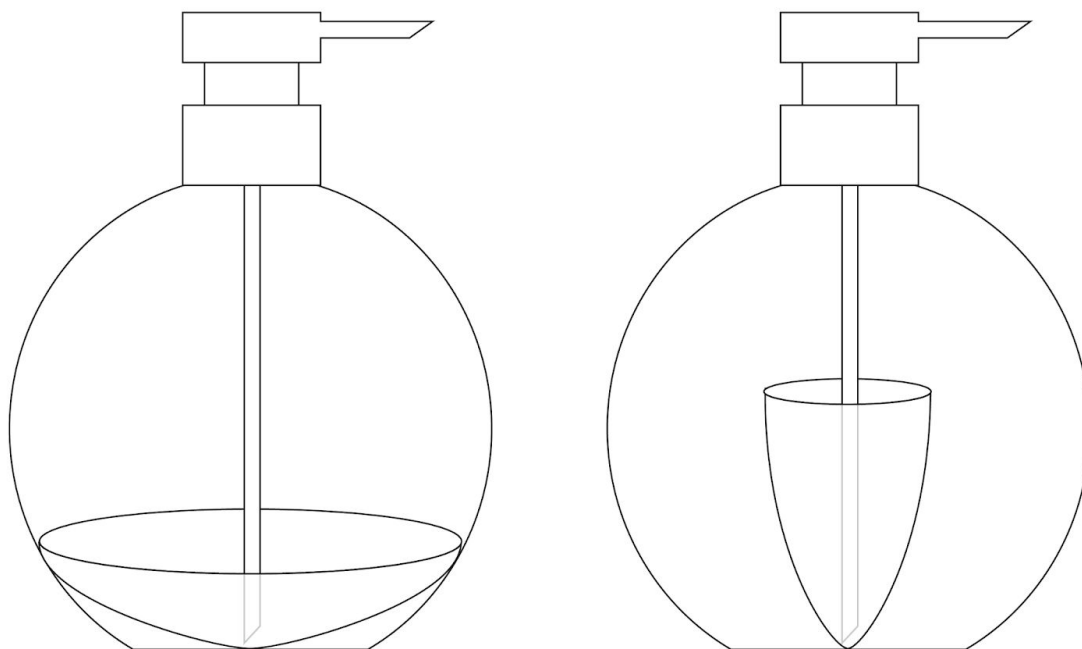


Figure 4: Alternative Concept Drawing of Pump System using Umbrella Squeegee

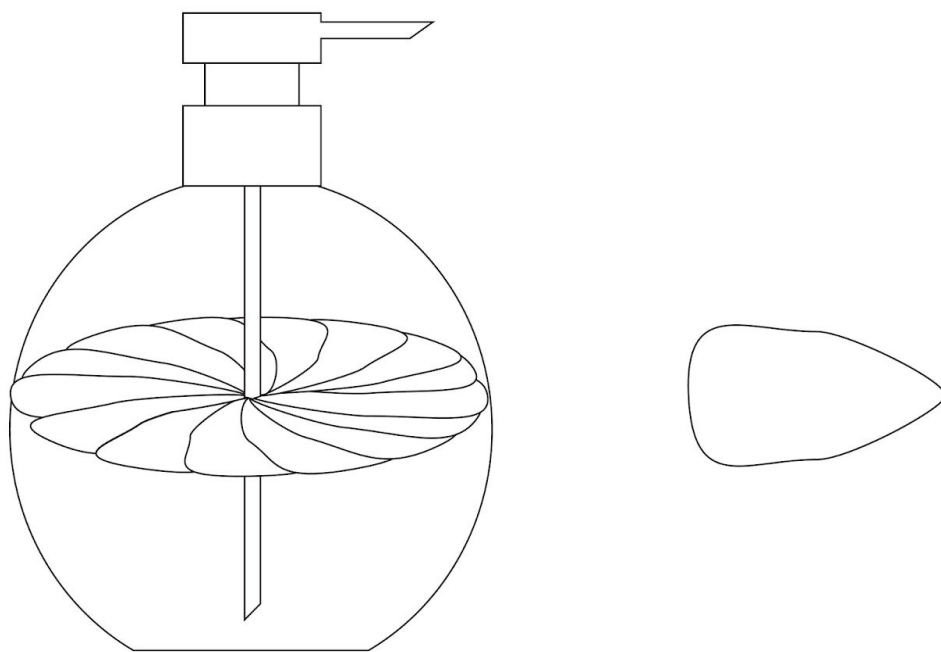


Figure 5: Alternative Concept Drawing of Pump System using Blades

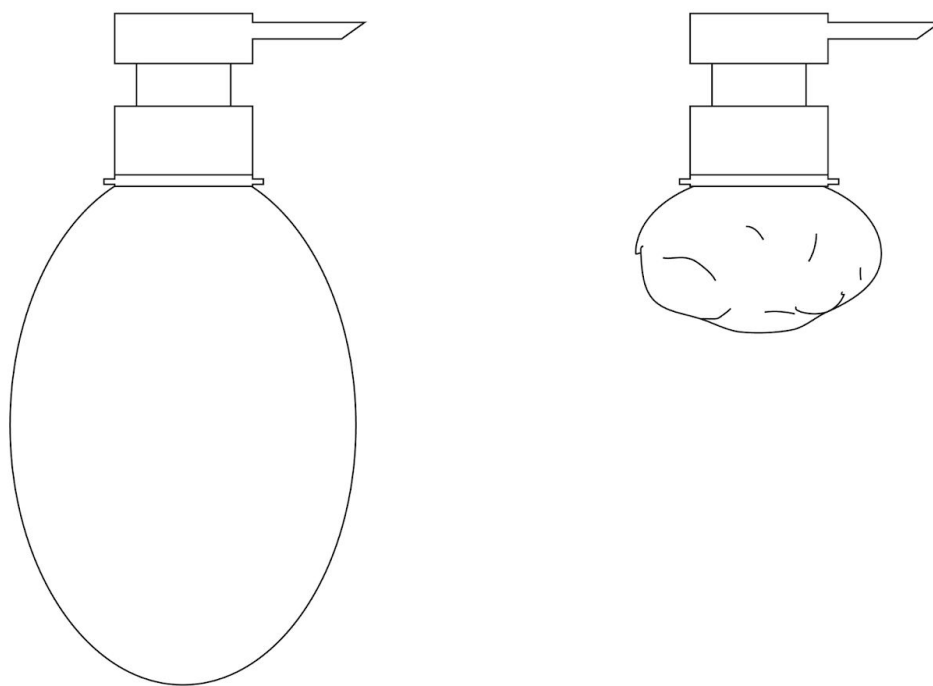


Figure 6: Concept Drawing of No-loss Fluid Bag-pump System



**Appendix E: Design Patents Literature**

DESIGN PATENT APPLICATION  
OF  
KATHERINE CLANTON  
FOR  
FLUID CONDUIT

## SPECIFICATION

### PREAMBLE

I, Katherine Clanton, have invented a new design for a fluid conduit, as set forth in the following specification. The claimed fluid conduit is used for the transfer of fluids from fluid reservoirs to fluid extraction or extrusion mechanisms, or fluid outlets.

### CROSS-REFERENCE TO RELATED APPLICATIONS

The current invention claims no benefit from any other application.

### STATEMENT REGARDING FEDERAL SPONSORSHIP

The current invention has not been the subject of federal sponsorship for research or development.

### DESCRIPTION OF THE FIGURE OF THE DRAWING

Fig. 1 is an isometric view of the fluid conduit.

The viewing side of the fluid conduit in Fig.1 is arbitrary, other sides appear the same.

The fluid conduit's mounting plate is shown in broken lines for illustrative purposes and forms no part of the claimed design.

### FEATURE DESCRIPTION

The claimed fluid conduit's contours are to conform to a reuleaux triangle in shape, as shown.

### CLAIM

I CLAIM: the ornamental design for a fluid conduit as shown and described.

+

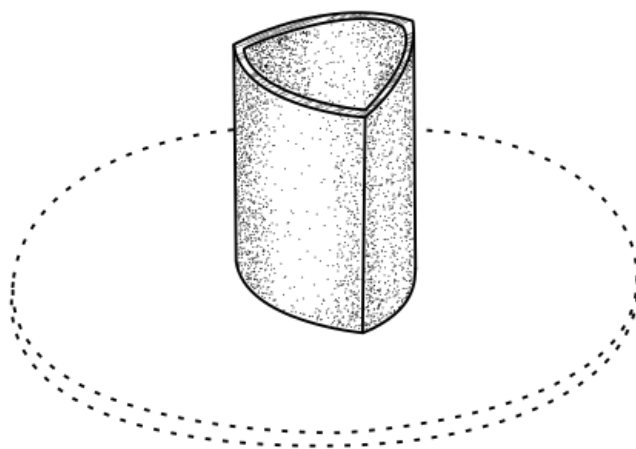


Figure 01

+

DESIGN PATENT APPLICATION  
OF  
KATHERINE CLANTON  
FOR  
FLUID CONDUIT RECEPTACLE

## SPECIFICATION

### PREAMBLE

I, Katherine Clanton, have invented a new design for a fluid conduit receptacle, as set forth in the following specification. The claimed fluid conduit receptacle is used for the transfer of fluids from fluid reservoirs to fluid extraction or extrusion mechanisms, or fluid outlets in conjunction with an appropriately shaped fluid conduit.

### CROSS-REFERENCE TO RELATED APPLICATIONS

The current invention claims no benefit from any other application.

### STATEMENT REGARDING FEDERAL SPONSORSHIP

The current invention has not been the subject of federal sponsorship for research or development.

### DESCRIPTION OF THE FIGURE OF THE DRAWING

Fig. 1 is an isometric view of the fluid conduit receptacle.

The viewing side of the fluid conduit receptacle in Fig.1 is arbitrary, other sides appear the same.

The bottom of the fluid conduit receptacle is flat and unornamented.

### FEATURE DESCRIPTION

The claimed fluid conduit receptacle's inner contours are to conform to a reuleaux triangle in shape, as shown.

### CLAIM

I CLAIM: the ornamental design for a fluid conduit receptacle as shown and described.

+

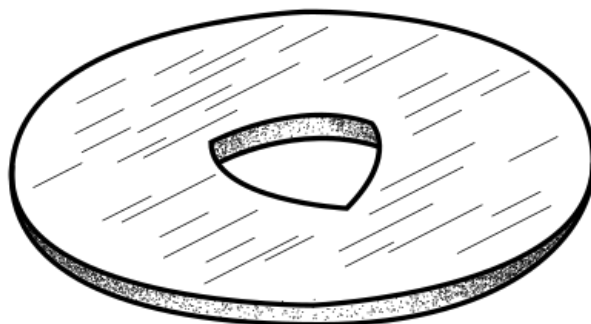


Figure 01

+

## **Appendix F: Manufacturing Companies Research**

Eco-Friendly Materials for Manufacture – Manufacturing Companies that can create the product that Katherine wants to create – Creates prototype and can manufacture end-product as well

Rex Plastics - <https://rexplastics.com/3d-printing-and-plastic-product-design>  
1-800-839-0366

Pikes Peak Plastics – <http://pikespeakplastics.com/core-capabilities/>  
719-531-5393

Mold Rite Plastics - <https://www.mrpcap.com/products>  
518-561-1812

Star Rapid - <https://www.starrapid.com/>  
-submit online form or email

SKS Bottling and Packaging Inc. - <https://www.sks-bottle.com/340c/SearchIndexPlastic.html>  
518-880-6980 ext.1

Rex Plastics – focused on quick prototyping the product – 3D printing, mold making, and other options to start up your company

Pikes Peak Plastics – focuses on product development, design, engineering, molding, and prototyping

Mold Rite Plastics – This Company can create a custom cap or bottle, whichever you chose to create, and custom make the product to your liking. They can do this in their warehouse at a low cost and in a short amount of time. They design and build the mold and produce the actual product.

Star Rapid – Prototype and manufacture your product all in one place using 3D printing, molding, and other methods. They test the product to make sure it is accurate and will work properly before manufactured.

SKS Bottling and Packaging Inc. – This Company is a little different from the rest and might not be what Katherine is looking for, however, thought it was a good find to look into. The website

basically has you create the product you want, such as picking size, shape, and color of the bottle and from there design it further, such as, the cap and materials the product is made out of.

All of these do not have published manufacturing prices, however, it seems simple to get a quote for the product. It has a button or a space to input the information to get a quote or a number.



## **Appendix G: Design Competition Flyer and Email**

Hello,

I'm offering an opportunity for artists to show off their creative talent. We are creating coverings for soap and lotion dispensers that will sit in people's houses, the best designs will be put into production, and may provide future employment opportunities. We welcome any creative idea.

There are two tracks: design and decorate. Decorate uses an existing template, design starts from scratch. The end design must permit a 200 cm cubed container inside, and must be freestanding or wall mountable.

See attached images for more information!

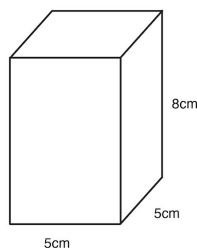
Submissions are due May 1st, 2017, 12:00 am MST, and are to be emailed to [tmartin5@uccs.edu](mailto:tmartin5@uccs.edu)

Thank you,

Tai Martinez

## Design the future of soap stands

Due the 1st of May by 12:00am MST  
Send submissions to [tmartin5@ucsc.edu](mailto:tmartin5@ucsc.edu)



### Dimensions

The soap stand must have space to hold a 200cm<sup>3</sup> container



### Freestanding

The stand must be free standing or wall mounted.

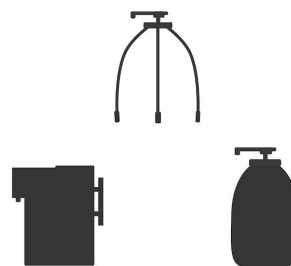
## There are two tracks

Decorate and Design



### Decorate

Use the existing model above  
get a piece of paper and just draw!

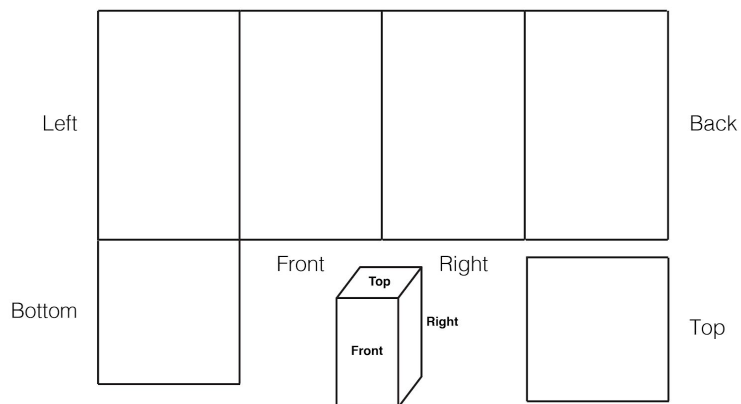


### Design

Start from scratch, design a soap stand that fits your aesthetic style

## Decorate Template

Print this off and start drawing!



# Calling All Artists!

Offering an opportunity for artists to show off their creative talent!

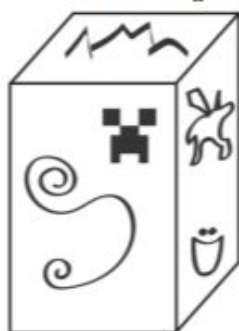
We are creating coverings for soap and lotion dispensers that will sit in people's houses, the best designs will be put into production, and may provide future employment opportunities.

**Submissions are due May 1, 2017, 12:00 am MST**

**Email Submissions: [tmartin5@uccs.edu](mailto:tmartin5@uccs.edu)**

**Choose from the two tracks: design and decorate**

**Note: Designs must be freestanding or wall mountable**



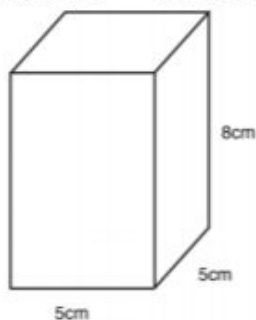
## Decorate

Use the existing model above  
get a piece of paper and just draw!



## Design

Start from scratch, design a soap  
stand that fits your aesthetic style



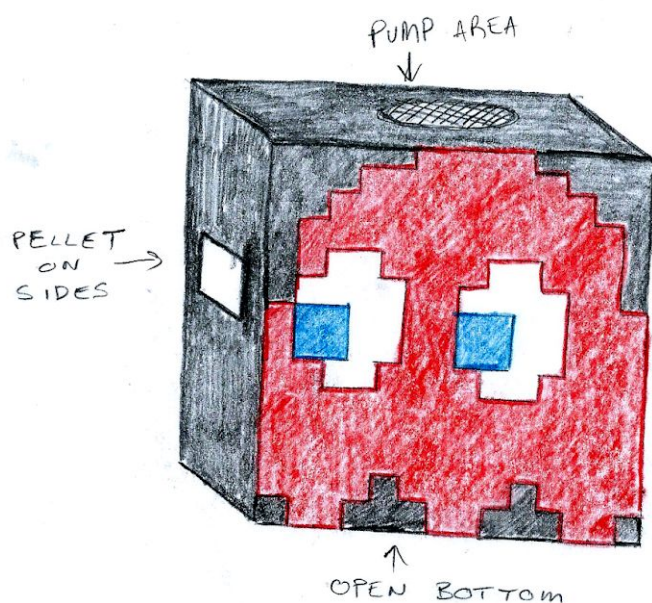
## Dimensions

The soap stand must have  
space to hold a 200cm<sup>3</sup> container

**We welcome any creative ideas!**

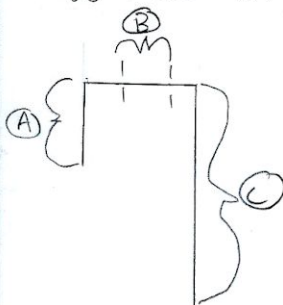
## Appendix H: Submitted Competition Designs

### FREESTANDING VARIANT

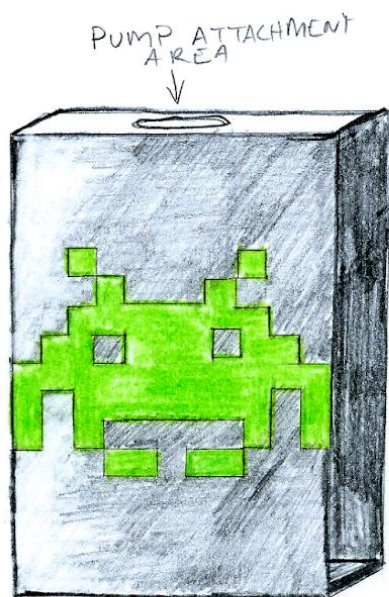


- \* PACMAN SPRITE ON REVERSE SIDE
- \* HARD PLASTIC OR CERAMIC CONSTRUCTION
- \* ALTERNATIVE DESIGNS: W/ OTHER GHOSTS AND MS. PACMAN OR FRUIT OR POWER PELLETS ON REVERSE SIDE

### WALL MOUNTABLE VARIANT (SIDE VIEW)



- Ⓐ MOUNTING BRACKET
- Ⓑ PUMP AREA
- Ⓒ FRONT PANEL W/ DESIGN
- \* LASER ETCHED STAINLESS STEEL CONSTRUCTION ?  
SAND BLASTED + PAINTED?

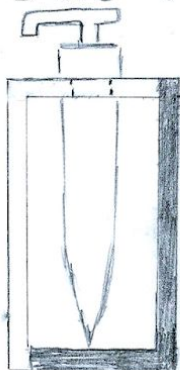


← SIDES OPEN

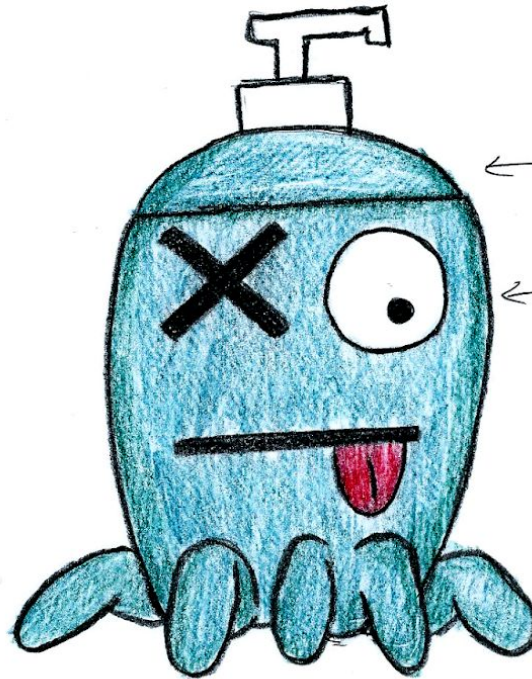
- \* INSIDE OF BACKPLATE BLACK
- \* FRONT PLATE, DESIGN INLAID IN CLEAR PLASTIC

↑  
SOLID  
BOTTOM

SIDE VIEW W/ PUMP AND BAG  
INSTALLED



# CHILD ORIENTED DESIGN



- \* UGLY MONSTER DOLL STYLED
- \* CAST RESIN OR MOLDED PLASTIC CONSTRUCTION
- \* COULD INCORPORATE A SMALL BATTERY POWERED (OR CORDED) LIGHT TO THE INSIDE TO DOUBLE AS A NIGHT LIGHT FOR CHILD'S RESTROOM

## Appendix I: Company Logos

**Above the**



**Earth**



**Above the Earth**

Figure 1: Above the Earth Logo  
with Copy

Figure 2: Alternative Logo with Copy

Above the Earth



Above the Earth

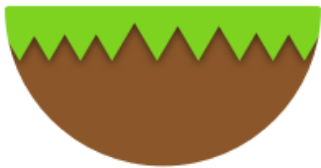


Figure 3: Alternative Logo Design 1

Figure 4: Alternative Logo Design 2



Above the Earth

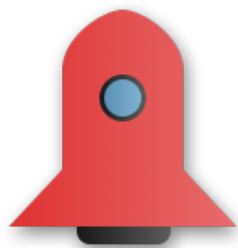


Figure 5: Alternative Logo Design 3

**Above the Earth**



Figure 6: Alternative Logo Design 4



Figure 7: Above the Earth Logo  
without Copy

**Above the Earth**

Above the Earth

Above the Earth

Above the Earth

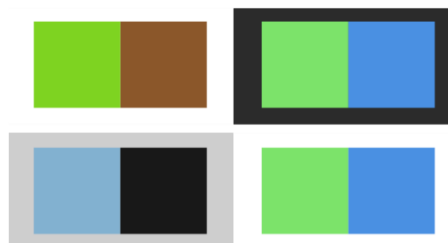


Figure 8: Color Swatch

## **Appendix J: Website and Email Login Information**

### **Gmail Account:**

*Email:* abovetheearthllc@gmail.com

*Password:* TeamClanton

### **Weebly Website**

*UserName:* abovetheearthllc@gmail.com

*Password:* TeamClanton

## **Appendix K: Carry Forward Plan**

### **Background**

Team Clanton has taken on the tasks of creating initial designs that include specialized features. These features include a specialized liquid pump that gets the last 15% of waste out of the container. The system uses a collapsible, biodegradable bag, containing the liquid that compresses in an upward motion as the user pumps the liquid out. Connecting the bag to the fluid pump is accomplished by using a proprietary connection in the shape of a reuleaux triangle to prevent unauthorized usage of our system. The pump and bag are mounted onto an exterior structural cover. These can be individually designed for specific marketable appeals, such as, geek chic, Americana, and contemporary. The no-waste bag and pump system can be applied to markets outside of consumer home products, such as, hotels, janitorial and the food industry.

### **Next Steps**

1. Submit Patent
  - a. Check forms
  - b. Sign all forms
  - c. Write check
  - d. Send patent to U.S. Patent and Trademark Office
2. Prototype
  - a. Implement initial design
  - b. Functionality testing, iterate as necessary

- c. Research existing products
  - i. Pumping mechanisms
  - ii. Clamping mechanisms
  - iii. Other attachments
  
- 3. Covering of dispenser design
  - a. Design and implement initial design
  - b. Customer testing and feedback, iterate as necessary
  - c. Adjust accordingly

## **Appendix L: Pitch Script**

1.

Hello my name is Katherine Clanton, today I'm going to talk to you about my very exciting company, Above the Earth.

2.

Above the Earth came about as a result of my 22 years of experience in the elderly care industry. In my time I have taken care of hundreds of patients, and I can tell you with certainty that they did not always look as happy as the man in this image.

One day I was taking care of my crotchety patient, we'll call him Howard. Howard was not having a good day, so I was helping him with his bottles of shampoo, he insisted that I got every drop out, to the point that I had to get a knife from the kitchen to scrape it all out of there.

I handed the empty bottle back to Howard, and he noticed a tiny bit of soap left in the crack, it made him so mad that he threw it at my head.

Obviously Howard's reaction is unusual, he was particularly stingy and cranky - such an endearing combination - but perhaps he was onto something, there's probably a lot of shampoo that goes to waste in this world.

3.

After some research it became clear that I could broaden this market to include all liquid soaps. It turns out I'm not the first one to think about this problem. In fact, MIT estimates that 15% of liquids in containers go to waste. If this is the case, then there is a \$404 million dollar opportunity to solve this problem, and that's just in the domain of soap. Think about all the other liquid containers we use on a daily basis.

4.

To assure that I wasn't just making up a need, I sent some college students out to conduct interviews for me with customers. What they found was that there are two main demographics that matter: Home Buyers and Business Buyers. Both of them care about cost savings, but for home owners there was an added value when bottles looked good.

5.

Our solution to this is the Waste Not Dispenser: It's a pump that is attached to a bag, as the liquid is extruded, the bag deflates so that nothing is left over so that customers save money and reduce waste.

6.

The bags are biodegradable to reduce environmental impact, and they have an easy to use coupling mechanism so that children and the elderly can also use it.

7.

Since the bag and pump are individual units, we can be incredibly creative with the design of the soap stand. Remember, Homeowners care about how the product looks in their home, with this flexibility we address a variety of styles, all with gorgeous aesthetics.

8.

We have a loss leader, recurring revenue model. This is similar to Keurig and Harry's Razors. Keurig sells the coffee machine at a loss, then coffee pods that have high profit margins and are purchased repeatedly. Harry's sells the razor handle then rely on the continual purchase of razor blades for profit. Above the Earth will initially sell dispensers with all components at low profit, or even a loss, then use the continual purchase of the liquid products in our specialized bags for recurring revenue with high profit margin.

9.

Of course, this can only work if other people cannot make their own bags that fit our dispensers. To prevent this, we have applied for a Design patent that protects our mathematically defined liquid transfer connection.

10.

That brings us to our Secondary Revenue Model. With enough distribution of our dispensers in the market, other soap manufacturers will want to get in on the game. Rather than force them to make their own competing dispenser, we will license the rights to our patent so that Irish Spring customers can get their favorite scent soap in a convenient package.

11.

The Soap market is ripe for a new solution. Everyone is selling the same product in thick plastic packages. It's a \$3.1 Billion dollar market that, like all markets, is moving to online sales. It's increasingly geared toward the aging process as a differentiator (old and very young people), and it's in desperate need of new solutions.

12.

Competitors - explain each

1. Zero Waste Cap
2. MIT solution
3. refer to research for others

13.

Introduce Team

-Founder Katherine Clanton

-College Team: Connor, Blake, Tai, Amelia

-Emphasize diversity of skills and experience of team

14.

Our next steps are to receive confirmation of our design patent. After that we will begin the process of designing the look of our dispensers. For that we need to have a designer team member. We'll then use 3D printing to rapidly prototype the design, which we will then show to customers and get feedback. Once we've decided on some final designs, we'll launch a crowdfunding campaign on either Kickstarter or IndieGoGo.

We're taking this market by storm. If you'd like to be a part of the adventure, please let me know, I'd be happy to chat. I guarantee we'll get more things thrown at our heads, but here at Above the Earth, we see 85% empty as 15% full.

## **Appendix M: Pitch Events List**

<http://peakstartup.org/Events/>

- Here they have all the events on a calendar that you can pick and choose
- RSVP here as well and sign up to have your own night to present too!

Here are the events coming up until the end of the year:

### **Peak Startup Events 2017**

<b><u>Date</u></b>	<b><u>Event Name</u></b>
Apr. 20	<a href="#"><u>Startup Get Down</u></a>
Apr. 21-23	<a href="#"><u>Tech2Market Challenge Weekend</u></a>
Apr. 27	<a href="#"><u>April Pitch Night</u></a>
May 3	<a href="#"><u>Cofounder Hunt &amp; Gather</u></a>
May 18	<a href="#"><u>May Pitch Night</u></a>
May 25	<a href="#"><u>Go Code Finale</u></a>
June 15	<a href="#"><u>Startup Shout Out</u></a>
June 22	<a href="#"><u>June Pitch Night</u></a>
July 16	<a href="#"><u>Summer Jam</u></a>
July 27	<a href="#"><u>July Pitch Night</u></a>
Aug. 21-25	<a href="#"><u>Startup Week</u></a>
Sep. 12	<a href="#"><u>Startup Get Down</u></a>
Sep. 28	<a href="#"><u>September Pitch Night</u></a>
Oct. 5	<a href="#"><u>Cofounder Hunt &amp; Gather</u></a>
Oct. 26	<a href="#"><u>October Pitch Night</u></a>
Nov. 1	<a href="#"><u>Business Wake</u></a>
Nov. 10 -12	<a href="#"><u>Startup Weekend</u></a>
Nov. 16	<a href="#"><u>November Pitch Night</u></a>
Dec. 14	<a href="#"><u>December Pitch Night</u></a>





## **Appendix N: Website Content**

### **Home Page:**

#### **Welcome to Above The Earth**

*Above The Earth strives to provide our customers with innovative products that provide sizable frugality options in addition to an ease of use for our customers.*

Above The Earth started with our innovative idea of our Liquid Dispenser that extracts as much liquid from the bottom of its container as possible. Founder and innovator Katherine Clanton create this product after experiencing this problem through her many years as a home care provider in the nursing field. In the creation of this product, Mrs. Clanton strived not only to meet the needs of her clients but also to save them money as well as eliminating the plastic waste of traditional liquid dispensers.

### **Products Page:**

#### **Liquid Dispenser**

*Getting the last bit of liquids from containers can be frustrating and problematic. Above The Earth has developed a solution to fix this widespread problem in a convenient, money saving way with a specialized soap dispenser.*

Based on previous statistics, an average of as much as 15% of liquids in every bottle, tube, or container is simply tossed out because people are not able to get it out. This means that for the average 12 oz. bottle of hair shampoo, a person loses about \$0.45 a bottle!

Above The Earth has provided a simple way to ensure that you get this last bit of liquid from the container with a specialized dispenser that is easy to use.

#### **Bag and Stand Connection**

Our connection is a two piece item, one half on the liquid bags and the other on the stand coverings. When you want to change out your liquid bag simply click the two halves of the connection together for a durable, tight-fit juncture. This action creates a vacuum-like seal that ensures the bag acts in the proper manner as it condenses itself with liquid usage.

#### **Liquid Bags**

Our bag system consists of your favorite soap brands that come in biodegradable bags that fit perfectly in our dispenser. As you use the soap over time, the bag will slowly compress itself in an upward motion as the amount of soap in the bag decreases, ensuring that it squeezes even the last drop out. This system ultimately reduces the waste of soap and drastically decreasing the frequency of replacing your soaps resulting in money that lands back in your pocket.

#### **Stand Coverings**

Even with the convenience of our soap dispensing product, Above The Earth has not forgotten the importance of a stylish design for your home! We have many options of soap dispenser stands that not only contain our specialized pump for your soap but also covers the plain soap bag in a customizable holder. Above The Earth has different options of our soap stand covering to accent your style choices.

### About Page:

#### **We are Above The Earth**

Above the Earth is dedicated to innovate the world by developing and providing that are out of this world!

As in part with our mission, all of our products are made out of eco-friendly materials that are reusable and bio-degradable. Our innovative products can help preserve the environment through reduction of harmful wastes as they provide remedies to your everyday problems.

#### **We Craft Elegant Solutions with Innovative Products**

Innovation is one of our key insights at Above The Earth because we are solving our customer's everyday problems with product solutions that are breaking traditions with never-implemented designs and functions.

#### **Our Customers Come First**

At Above The Earth, we are focused on helping our customers through our products. We give back to the people by saving them money with the products, creating an ease of use, and solving everyday life problem.

### Contact Page:

## Contact Us

Above The Earth  
abovetheearthllc@gmail.com



Founder and Innovator Mrs. Katherine Clanton

Fill out the form below to contact us with any questions or concerns and we will get back to you as soon as possible!

FIRST NAME \*

LAST NAME \*

EMAIL ADDRESS \*

## **Appendix O: USB Flash Drive Directory Listing**

Directory	Contents
ArtCompetition/Communications	Flyer and email related to art competition
ArtCompetition/Submissions	All received submissions
DispenserDrawings/No-lossDispenser/CAD	CAD drawings for no-loss dispenser
DispenserDrawings/No-lossDispenser/Concept	Concept drawings for no-loss dispenser
DispenserDrawings/Rejected	Concept drawings of rejected ideas
FinalReport	Electronic copy of this report
LogoDesigns	All logo designs for “Above the Earth”
Misc.	Carry forward plan, pitch events list, and passwords
Patent/ApplicationLiterature	All original patent application literature documents
Patent/Forms	All USPTO forms required for filing this patent (filled out)
PitchDocs	Pitch Script and Pitch Deck
Research	All research related documents generated during the project
Surveys/Completed/Families	All completed surveys for the families segment
Surveys/Completed/FoodServices	All completed surveys for the food service providers segment
Surveys/Completed/Hospitalities	All completed surveys for the hospitalities segment
Surveys/Completed/Janitorial	All completed surveys for the janitorial supplies companies segment

Surveys/Prompts	All interview prompts used during market surveys
Surveys/Reports	Both market survey reports generated from data collected during interviews
Website	Content from website

## **Appendix P: Patent Filing Instructions**

1. Review and sign all provided forms. The forms are as follows:

- AIA/0001: Declaration for Utility or Design Patent Using an Application Data Sheet
- AIA/0014: Application Data Sheet
- AIA/0018: Design Patent Application Transmittal
- SB/0015A: Certification of Micro-Entity Status
- SB/0017: Fee Transmittal

1. Documents should be placed in the following order:

- Design Patent Application Transmittal
- Fee Transmittal
- Application Data Sheet
- Specification
- Drawing
- Declaration for Utility or Design Patent Using an Application Data Sheet
- Certification of Micro-Entity Status

1. Write the check

1. Make out the check for \$190.00
2. Make check payable to “Director of the USPTO”

1. Seal the envelope and send via USPS certified mail