

microBIN



# microBIN



## HOW DOES IT WORK?

YOU DON'T KNOW  
WHERE TO THROW  
AWAY THE GUM  
YOU'VE BEEN CHEWING  
FOR 2 HOURS



YOU ARE DRIVING  
AND...



IMAGINE YOU HAVE  
A MICRO BIN WITH YOU

YOU'RE AT THE PARK  
BUT YOU DON'T WANT  
TO ACT RUDE



WHENEVER YOU DON'T  
HAVE THE POSSIBILITY  
TO THROW AWAY YOUR  
MICROTRASH



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YES BUT I'M SQUEAMISH..!

NO WORRIES!



IT'S HERMETIC

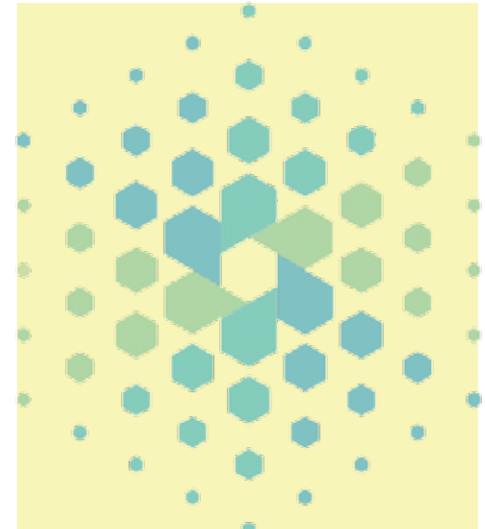


MAXIMUM 20 GR OF MICRO TRASH



STYLISH (DESIGNED BY EMERGING YOUNG DESIGNERS OR  
WELL KNOWN ARTISTS)

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NICE.... BUT HOW MUCH IS IT?



NOTHING, WE WILL GIVE IT TO YOU AS  
A GIFT



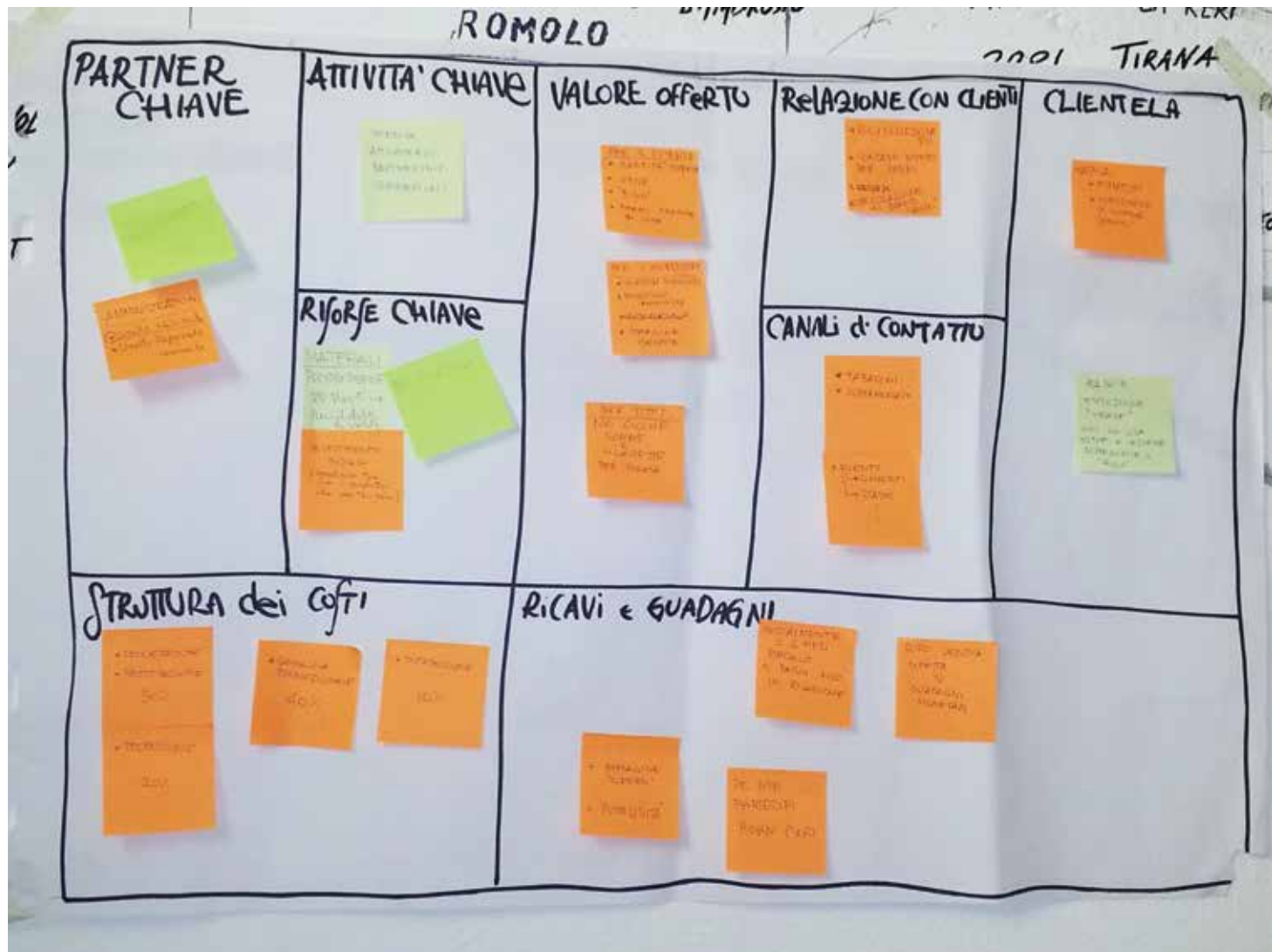
YOU ONLY BUY THE BIOBAG RECHARGE



QR CODE TO ACCUMULATE PRIZES

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## BMC



## ELEVATOR PITCH SENTENCE TEAM:






- ① FOR ANYBODY WHO DOESN'T KNOW WHERE TO THROW MICROTRASH  
*Target Customer*
- ② WHO HAS ALWAYS MICROTRASH IN THE POCKETS  
*Customer Need*
- ③ MICROBIN  
*Product Name*
- ④ ISA MICROTRASH COLLECTOR  
*Market Category*
- ⑤ THAT IS ALWAYS WITH YOU  
*One Key Benefit*
- ⑥ UNLIKE BINS TOO FAR FROM WHERE YOU ARE  
*Competition*
- ⑦ THE PRODUCT IS ALWAYS WITH YOU, ESPECIALLY IN EMERGENCY SITUATIONS  
*Unique differentiator*



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## BMC

Principi di Sostenibilità	MATERIE PRIME	PRODUZIONE E IMBALLAGGIO	DISTRIBUZIONE	PUNTI VENDITA	USO DEL PRODOTTO	FINE VITA
 Principio di Sostenibilità 1	Red	Blue	Blue	Yellow	Green	Yellow
 Principio di Sostenibilità 2	Green	Yellow	Yellow	Green	Green	Yellow
 Principio di Sostenibilità 3	Green	Green	Green	Green	Green	Red
 Principio di Sostenibilità 4	Green	Green	Yellow	Green	Green	Red

### Chiave di lettura

2 yes	1 yes	0 yes	0 yes/No
<b>Ottimo</b>	<b>Quasi buono</b>	<b>Negativo</b>	<b>Non so</b>
Tutte le risposte sono positive. I principi di sostenibilità sono rispettati	Almeno 1 risposta è positiva. I principi di sostenibilità sono per metà soddisfatti.	Tutte le risposte sono negative. I principi di sostenibilità non sono soddisfatti	Conoscenza insufficiente per fornire una valutazione

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THANK YOU!!