

The Trash Snorkel

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**THIS INVENTION IS
GARBAGE!!!!!!**

Problem

- ▶ When the trash bag is full in the trash bin, it creates a suction and makes it difficult to remove the trash bag.

Solution


- We attach a PVC tube to the inside of the trashcan and run it down the side and across the bottom to allow airflow to the bottom of the can.
- Arrived at this solution by experimenting with different methods to allow airflow but the tube was the most successful



Consumer/Market

- ▶ According to online research, as of 2013, the United States has about 132 million homeowners.
- ▶ Assuming every home has at least one trash can that would put our total market size at 132 million people.
- ▶ Homeowners, especially aging Baby Boomers, Retirees and Seniors are the fastest growing demographic, and thus our target market

Competition

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Rubbermaid Deluxe Slim Jim Trash Can, 23 Gallon Vented - Gra

\$57.00 from ULINE · 4 seller reviews

Rubbermaid · 23 gallon

Deluxe Slim Jim - Tight spaces are no problem for this trim trash can. Tough, durable plastic won't crack, dent or chip. Bottom air vents ease ...



Rubbermaid Commercial Slim Jim Receptacle w/Venting Channels R...

\$50.95 from 10+ stores

★★★★★ 1 product review

Innovative **venting** channels reduce the lifting force needed to empty receptacle by up to 60%. Molded-in holes and cinch points hold liners in ...

Other options: [Black More Than 20 Gallons \(\\$81\)](#)

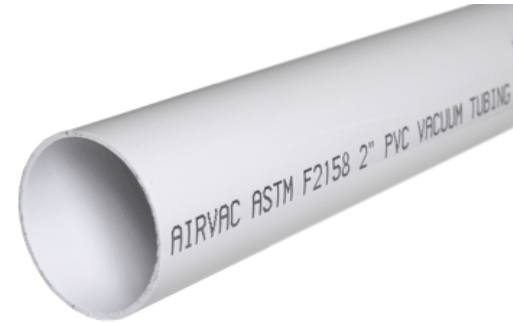
Rubbermaid is a Big competitor but our design is much cheaper and our have a physical tube instead of indentations on the sides to allow better air flow.



Economic Model

Sell direct to consumer via website

- ▶ PVC PIPE: \$2
- ▶ Mounting bracket: \$1
- ▶ Glue: 50¢
- ▶ Total: \$3.50
- ▶ SRP:\$7
- ▶ Profit:\$3.50
- ▶ 1% of trash can owners = 13 million = \$45 million revenue



Investment

- ▶ Need to experiment with various fastening tools:
 - ▶ Clamps
 - ▶ Glue
 - ▶ Fit to various trash cans
 - ▶ Need to experiment with various fastening tools:
- ▶ Create different ads to be displayed on website ads
- ▶ Final version of Trash Snorkel completed by the end of April
- ▶ We will seek funding from friends and family and the help of crowdfunding.
- ▶ We will sell the final product with an online store so that we may talk to the customer directly.