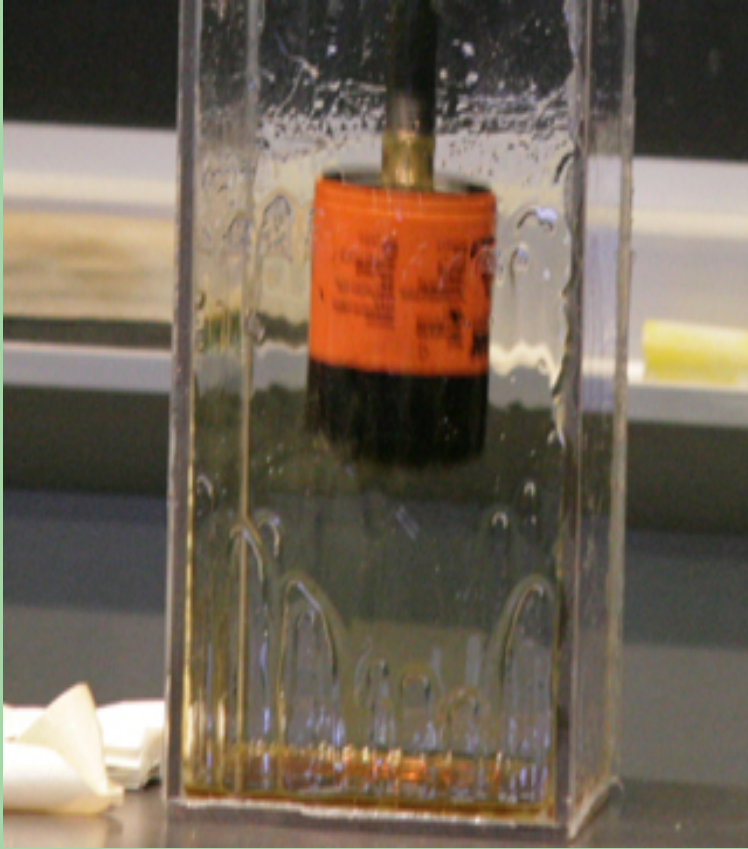
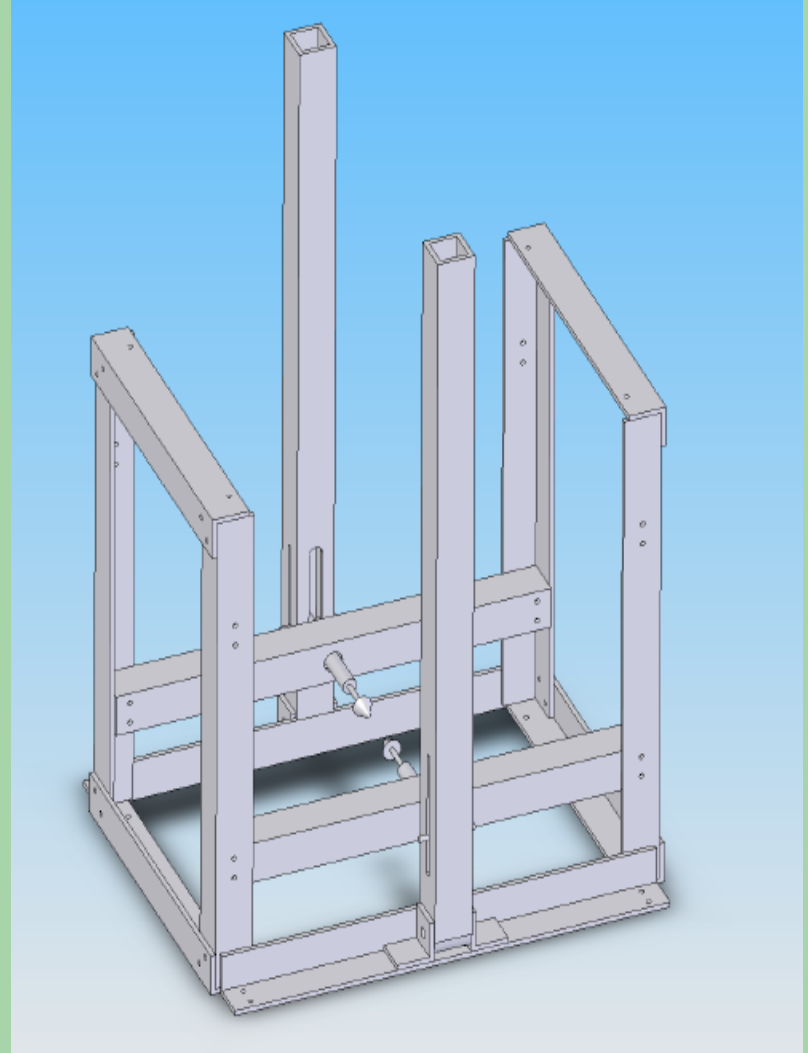


# Oil Filter Cleaner



**Green A**  
**Mockup Review**



# Recap:

## Risks

Mechanical

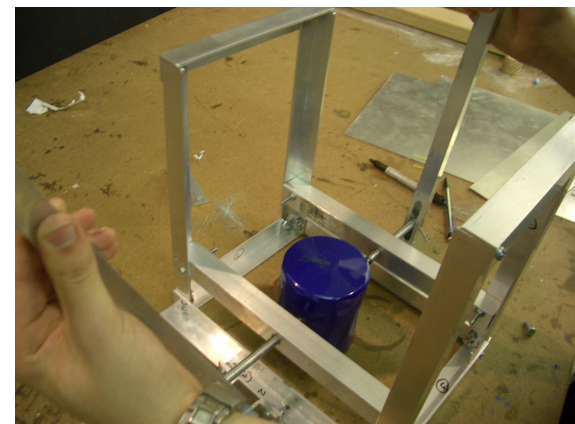
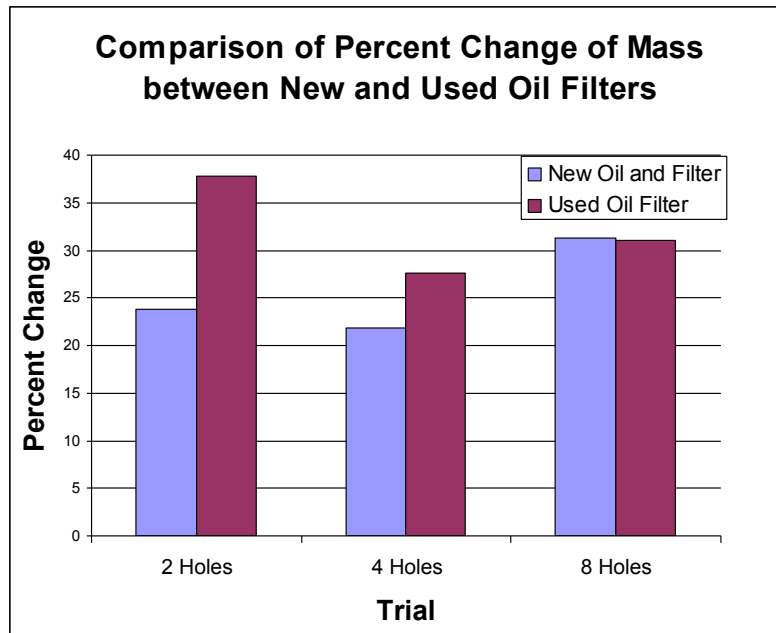
Sketch  
Model

Market

## Questions

- Do used oil filters behave similarly to new oil filters?
- How should we grip the various sizes of oil filters?
- How can we minimize time for making the holes?
- Who are our customers?
- What products directly compete with ours?

# Mechanical Risks:



# Market Research

- 1 per family Automotive DIYers
- 400,000 Small Auto Repair Services
- 45,000 Large Auto Repair Services
- Transportation and Recycling Services



# PROs and CONs

- Pros

- Faster than current methods
- Recovers same amount of oil as current methods
- May be priced less than crushers (\$1000)

- Cons

- Capital investment for DIYers and small Auto Repair service
- Barrier of entry
- Saturation of market
  - 3<sup>rd</sup> party recyclers
  - Efficient crushers

# Next Steps

---

- Clearly identify customer and contact
- Integrate mechanical systems



