

reuse.A.mug
Mockup Review
Yellow Team B



Overview

- Concept Definition and Specifications
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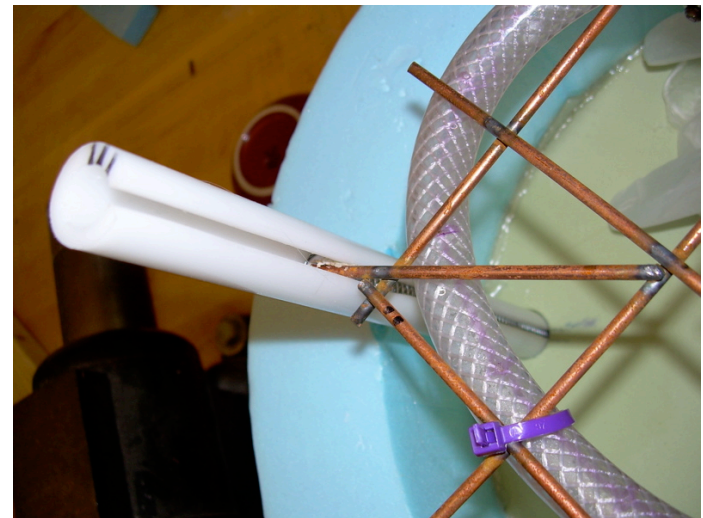
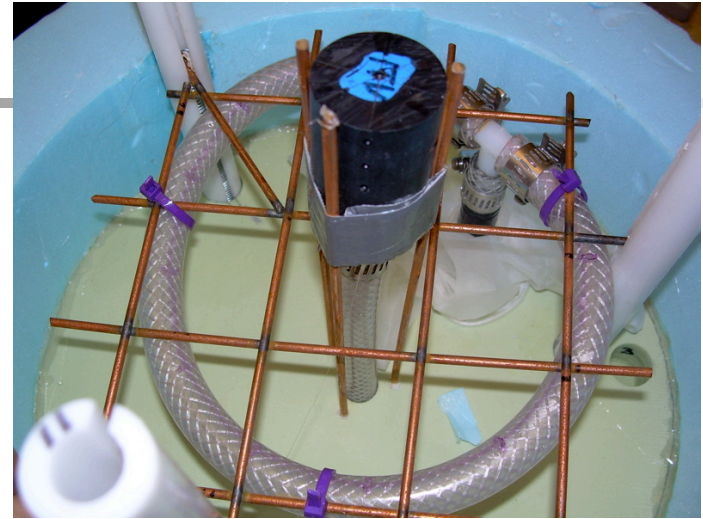
Product Scope and Specifications

Automatic, short-cycle cleaner for a single coffee mug

Customer needs	Product Attributes	Engineering Specifications
Clean Mug	Reliability	Free of dirt/grime Meets FDA clean serving requirements
Mug is Safe To Use	Safety	
Fits on Starbucks countertop	Size	Less than 16"x16"x24"
Fits different size mugs	Size	10" Travel Distance
Cleans cup while customer is in line	Speed	Cycle time less than 20 s

Critical Subsystems and Key Risks

- Clean mugs of different sizes
 - Spring loaded base
- Remove dirt and sanitize mugs of different sizes
 - Spring loaded base
 - Remove dirt and sanitize mug
 - Two cold water nozzles
 - High-pressure, high flow rate water pump





Intended Customer and User

- Customer: Coffee Shops/Large Chains
 - 17,000 coffee shops in US
 - 5% purchase our product = 850 coffee shops
- User: Coffee Shop Customers
 - 200 customers a day per shop
 - 10% will be reuse.A.mug customers





Cost Projection Per Unit

- - Comparable to similar products
- Cost recovery period of 8 months
 - Key production costs
 - Materials: ~\$150
 - Labor: ~\$60
 - Cost of operation
 - Water and power consumption costs - about \$12 per year

Impact

- 6.2 million fewer energy gallons
- 140,000 fewer paper cups a year
- 140,000 fewer lbs of landfill waste
- 3.4 million MJ of waste energy saved
- 140,000 fewer lbs of landfill waste

