Sustain-a-bottle
Problem
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- 85 M bottles are purchased in the US every day
- Only 20% are recycled
- How many bottles have you bought today?
Solution

Vending machine dispenses and fills reusable bottles that have:

• RFID tags
• lower long-term cost
• no packaging waste

...for the taste and appeal of bottled water!
## Market

<table>
<thead>
<tr>
<th>Industry</th>
<th>Total Revenue (Billion)</th>
<th>Market Share of Water</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bottled Drinks</td>
<td>$47.2</td>
<td>12.6%</td>
</tr>
<tr>
<td>Plastic Containers</td>
<td>$10.4</td>
<td>40.3%</td>
</tr>
</tbody>
</table>