Waste Wobbler

Sketch Model Review

10.7.2010
Pink A
Making Trash Sexy

Features

- Non-tippable, weighted at bottom
- Infrared-sensored, automatically opening lid
- Active dampening and control system
- Sound effects upon trash insertion
A Whole New Market

Features

Waste Wobbler

Aesthetics

iTouchless $70

Rubbermaid $6

Ovetto $250
Market Research

Industry Sales Data

+ Typical high-end trash receptacle revenues for a large company: $1-2 million
  - Large companies:
    ‣ Nine Stars Group
    ‣ iTouchless
  + Large trash receptacle companies: 5-7
  + Estimate of market: $10 million
Tech Specs

*Critical Angle: Angle at which Waste Wobbler tips over

- Critical Angle: (10 potatoes)
- Critical Angle: (20 potatoes)
Wobbling Ahead…

Future challenges:
+ Stability control systems
+ Damping the wobble
+ Motion sensor range
+ Trash bag accessibility
+ Child Safe/Friendly