



# erc

**Hygienic, Efficient Receptacle Cleaning**

**pink team**

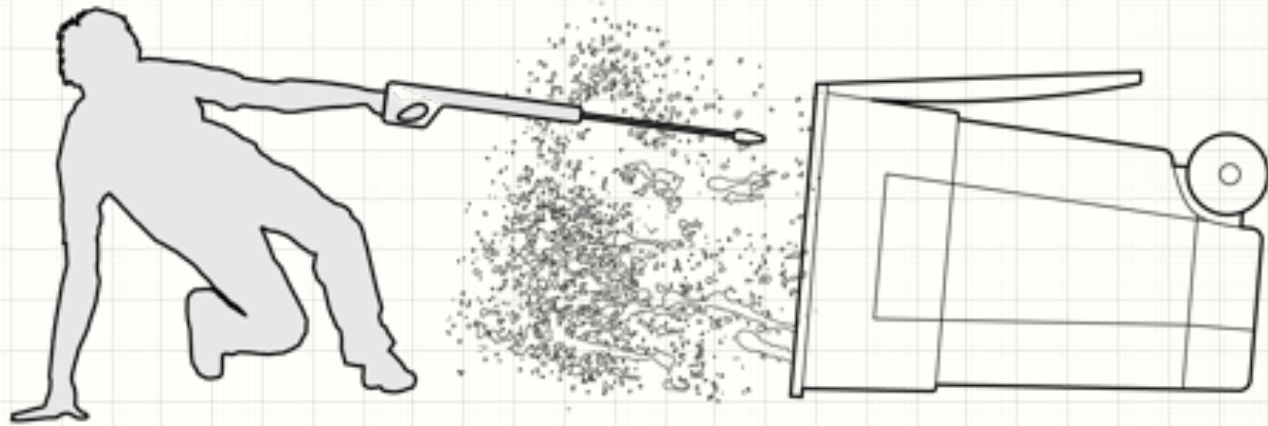


# The Problem



# Current Washing Method

@#!\*0%



Cleaning manually with a pressure washer creates backspray



# Trash at MIT



**100+ waste containers**

**10 minutes per wash**

**Each washed once a month**

**Over 215 work hours a year!**

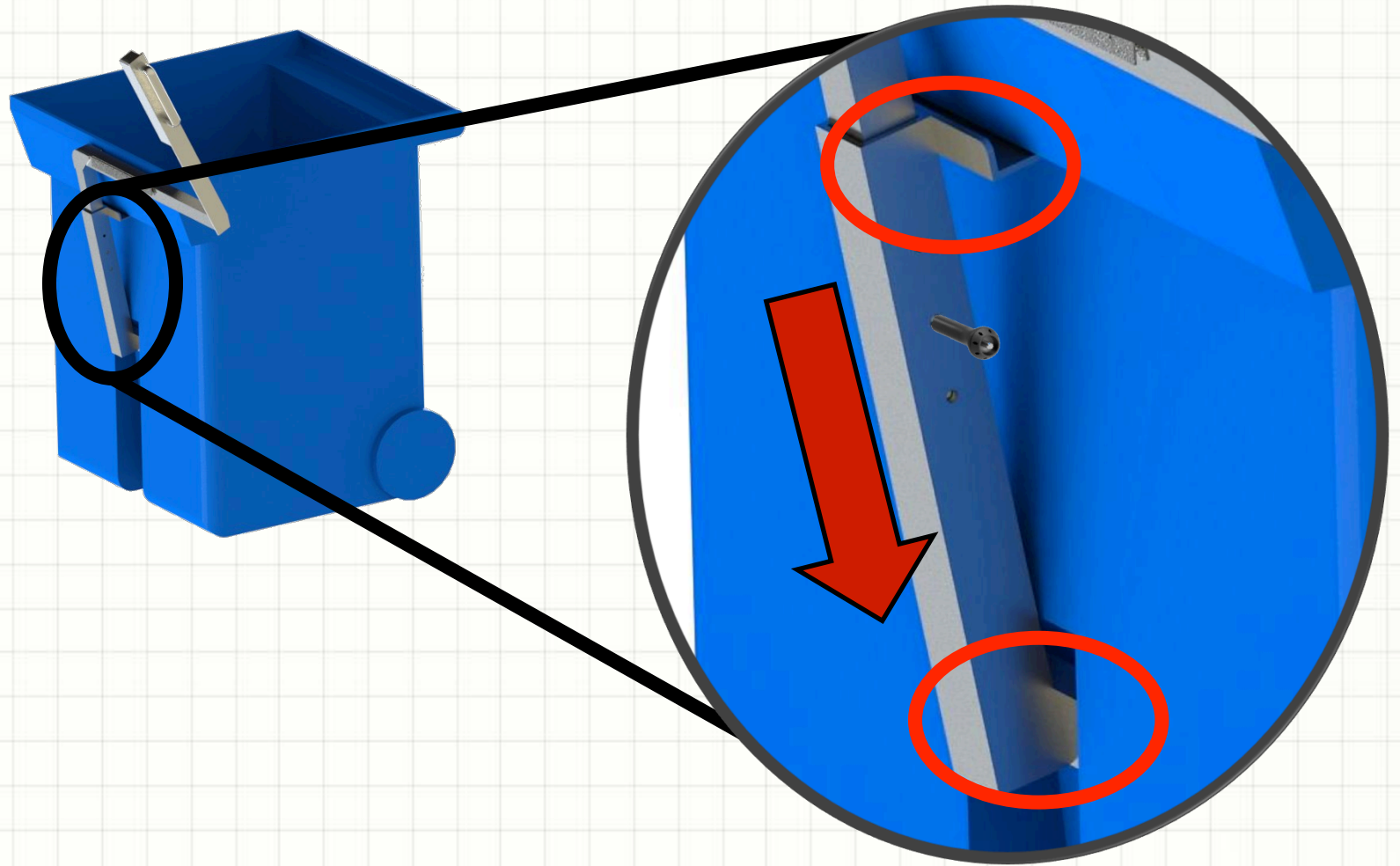
# **Our Customer's Problems**

- ☐ **Slow Cleaning (10+ min/can)**
- ☐ **Uses lots of Water (20+ gal/can)**
- ☐ **Poor Ergonomics**
- ☐ **Unpleasant Operation**

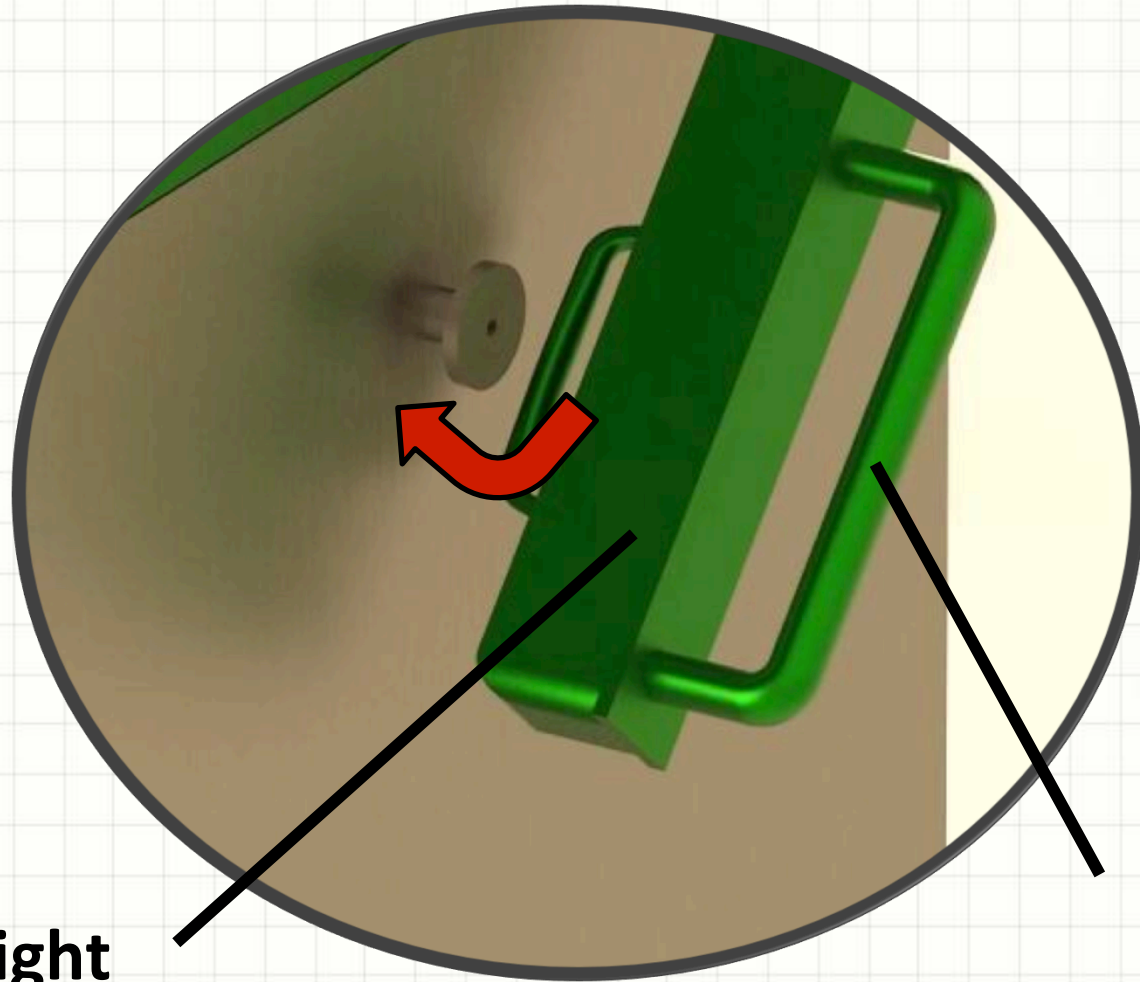


**Demo Time!**

# Modular Bin Attachment



# Ergonomics in the Raising Arm



**Counterweight**

**Handle**



# Safety First



# Simple User Control Interface

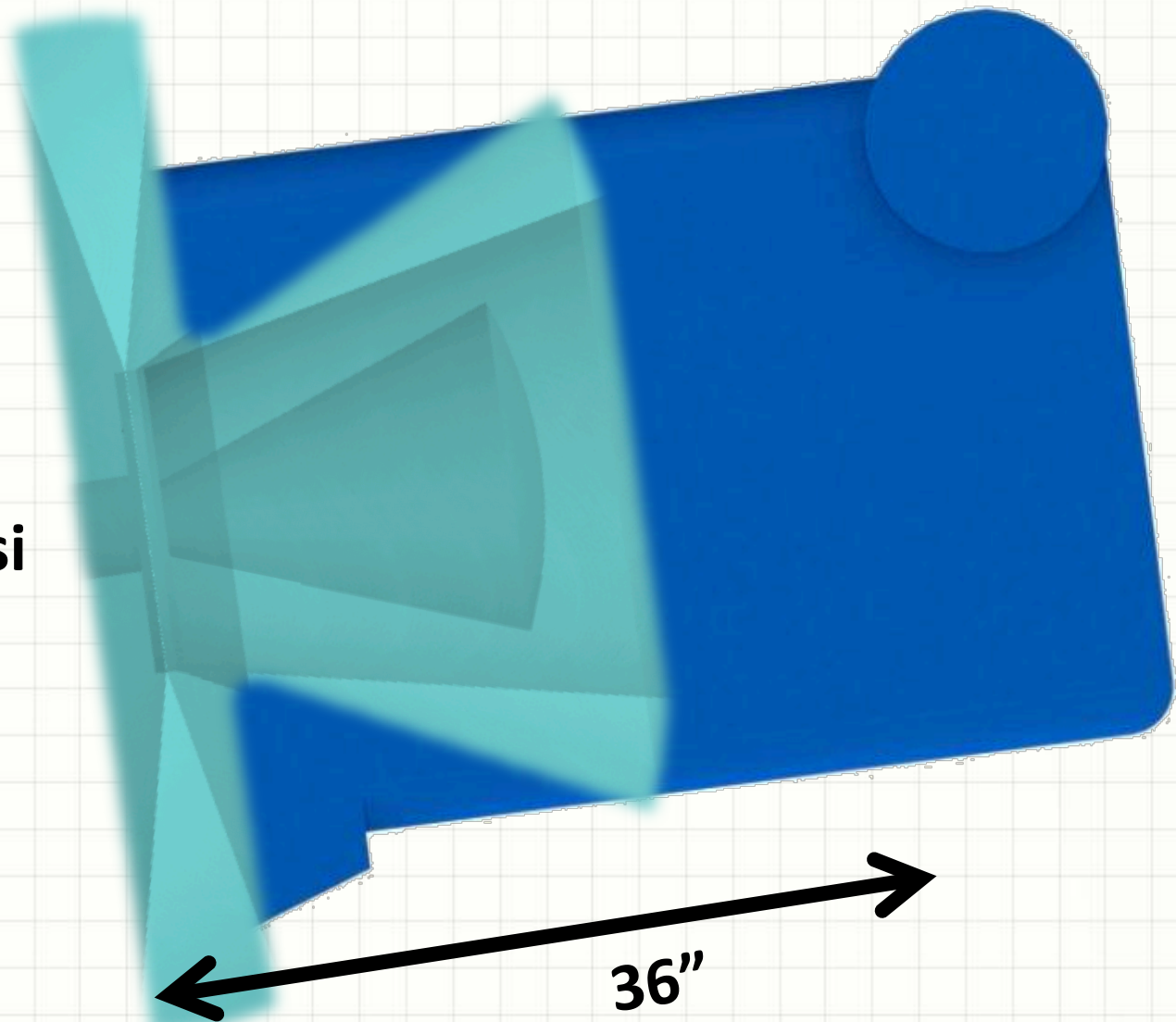




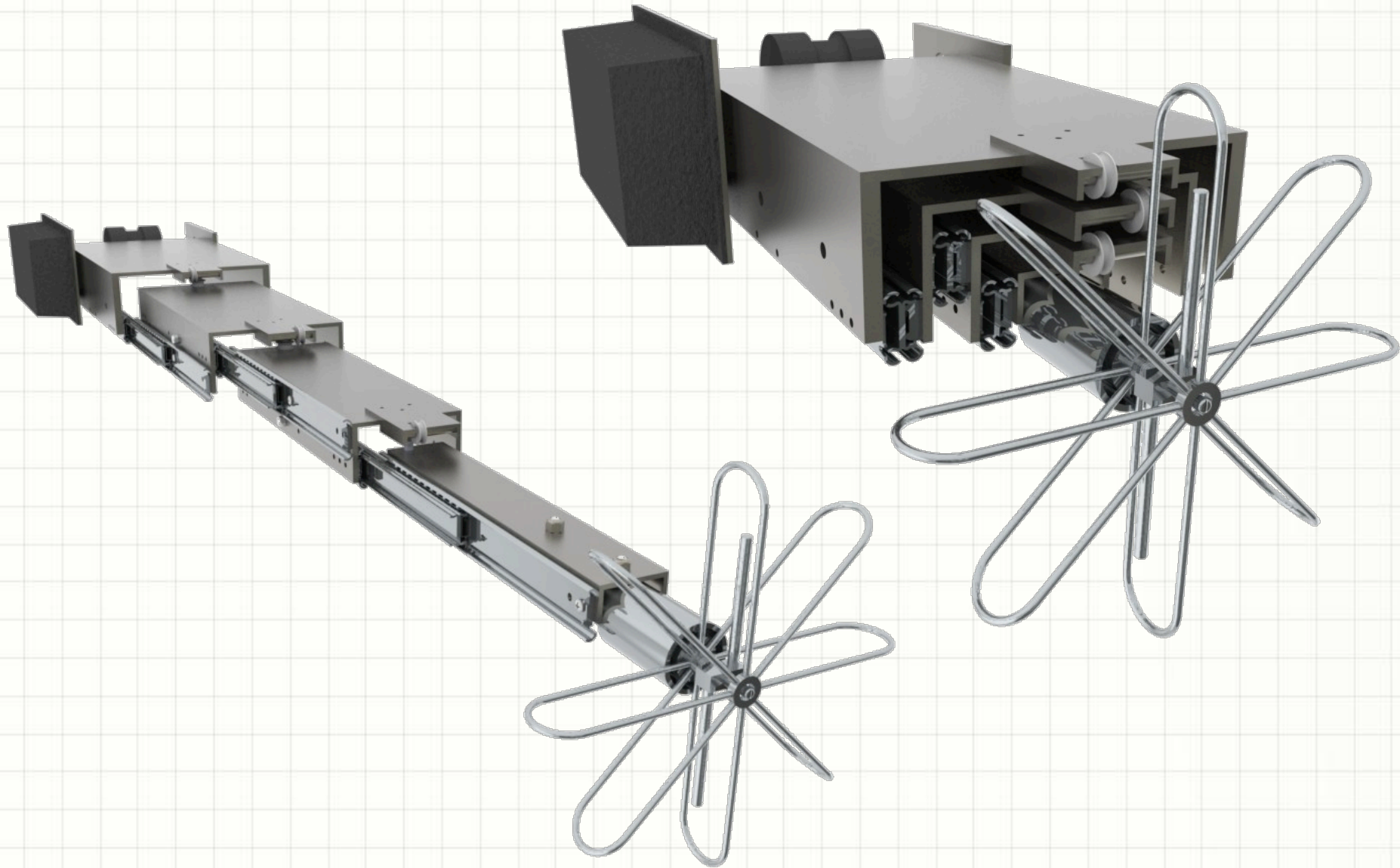
# Wash Pattern Covers 360°

3000 psi

36"



# 36" Telescoping Arm Collapses to 12"





# Waste Water is Safely Disposed Of



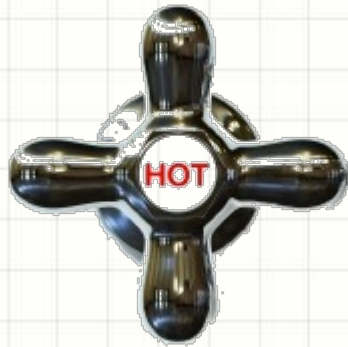
# Customer Driven Features




**Manual Touch-Up**

**Soap & Hot Water**

**Mobile**





# **Customer Driven Design**

# Herc Addresses Customer Needs

- ☒ **Effective Fast Cleaning**
- ☒ **Waste Water Disposal**
- ☒ **Strain-Free Loading**
- ☒ **Intuitive Operation**
- ☒ **Safe**



# **Business Plan**



# Financial Incentive



**60% Water Savings**

**Saves 15,000 gal/year**



**90% Time Reduction**

**Saves 194 hours/year**

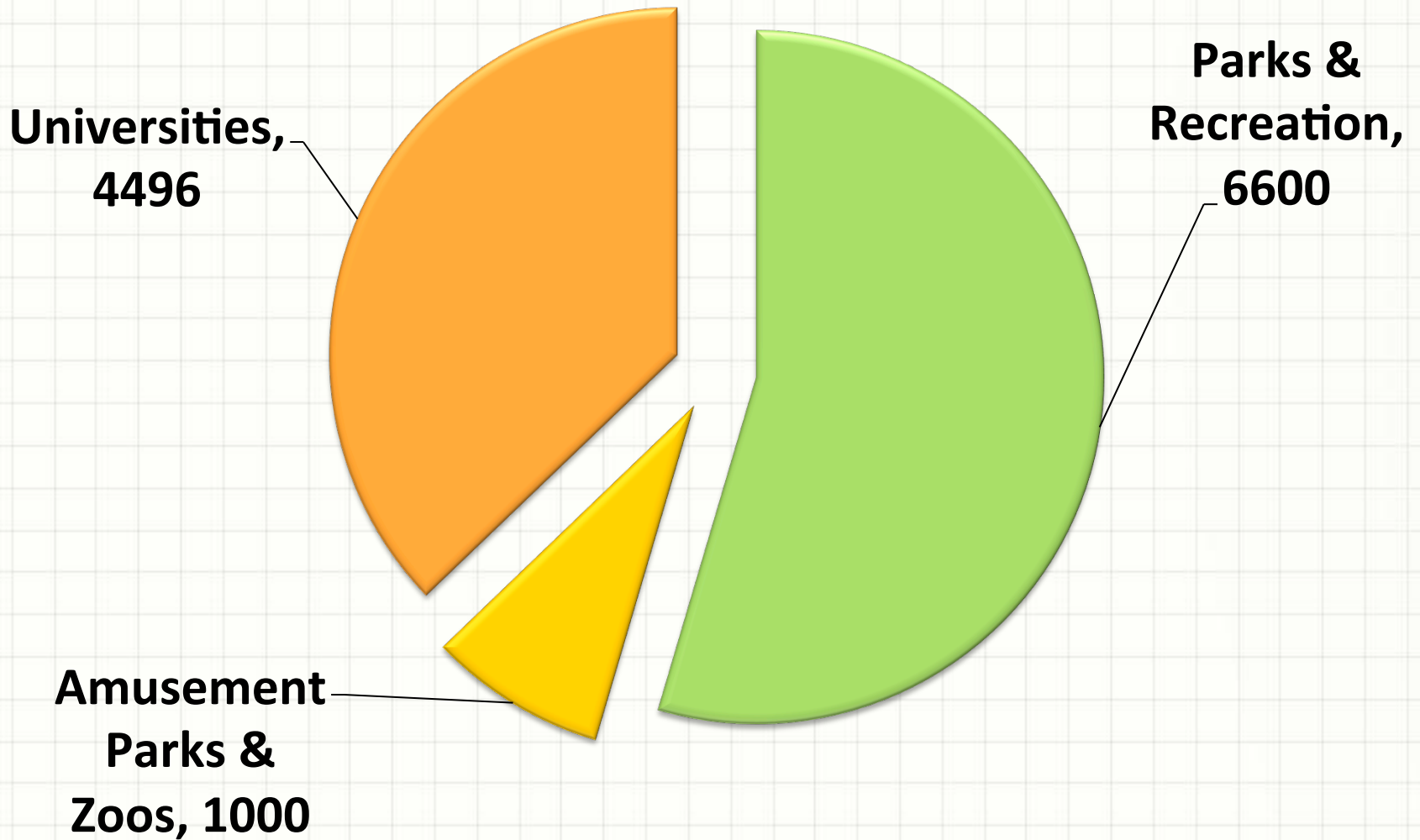
**\$5,820 of work hours**

“Main problem is, **what do we do with the dirty water?** It cannot go down a storm drain as it contains organic material/plastics/other contaminants. **Do you have a solution for this?**”



- Harvard Recycling & Waste Services

# Target US Markets



# The Competition

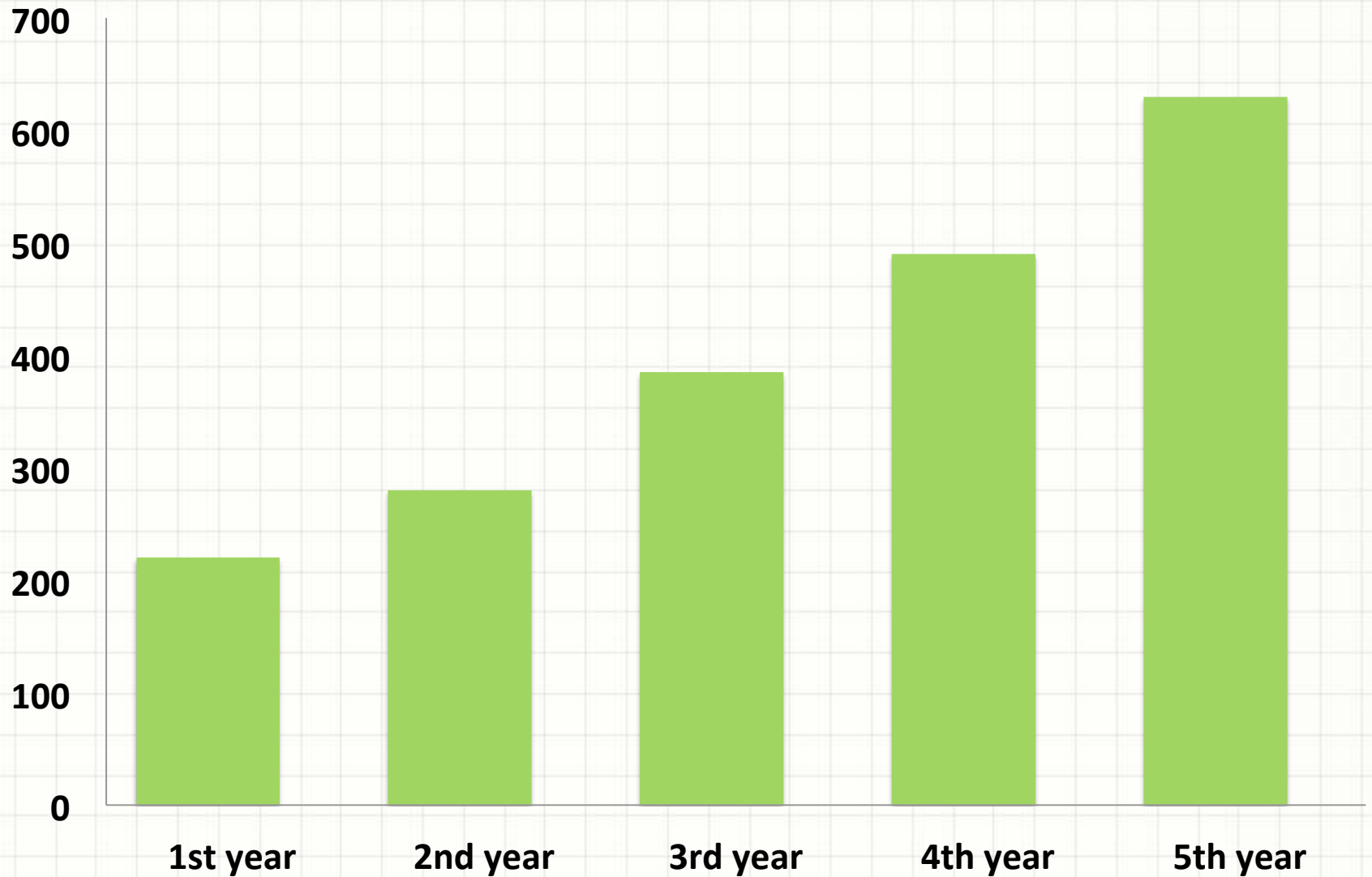
AquaTools

Custom Truck

**HERC**

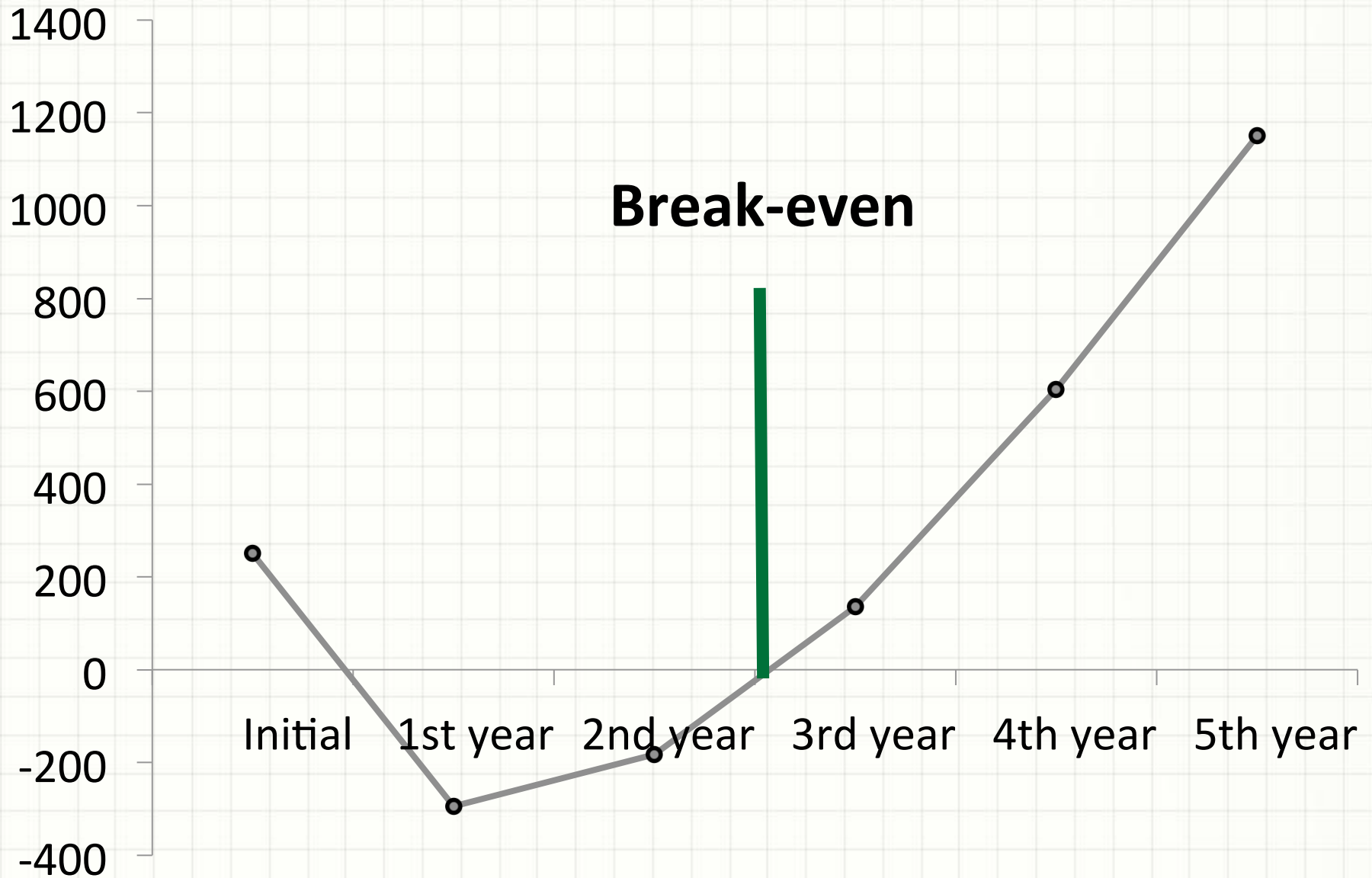
<b>Water Use</b>			
<b>Wash Time</b>			
<b>Dirty water Disposal</b>			
<b>Pressure</b>			
<b>Price</b>	<b>\$ 4,400 +Pressure Washer</b>	<b>\$ 15,000 – 30,000</b>	<b>\$5,250</b>

# Sales Progression





# Profit (\$1000)





# **A Customer Solution**

# The Future of Herc



# Thank You!

## 2.009 Staff

David Wallace  
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Jane Kokernak	Linda Sutliff
Lydia Volaitis	Angie Locknar

## MIT Grounds Services

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Jarrod Jones  
Joe Larrivee



**erc**

**Happy, Effective Receptacle Cleaning**

**pink team**