JAMCLAM
shape-conforming container
CUSTOMER NEED

- reconfigurable
- strong & durable & waterproof
- storage, shipping, transportation of fragile items
- for: cycling commuters, packaged items
INDUSTRIES & MARKETS

- **Market Size:**
  - Luggage, travel and sports bags: $6.8b
  - Packaging services: $388m

- **Competition:**
  - Protective cases: Case Logic, Otterbox
  - Shipping vendors: UPS, FedEx, USPS, Scotch
THE TECHNICAL DESIGN

- *jamming*: removing the air from a bag of particles locks its shape
- *vacuum splints & robotic grippers*
JamClam: Sketch Model

- to test: general feasibility, level of protection, vacuum seal, shell design

- what we learned:
  - vacuum seal difficulties
FOR THE FUTURE

- jamming material
- strength tests (liability)
- vacuum apparatus
- marketing & customers
QUESTIONS?