

AnyoneCan.

Trash made elegant by TRASHie.



TEAM 3.

France Brunel
Marshall Einhorn
Jyeh Gan
Haggai Goldfarb
John Heiney
Doerte Sennecke
Josh Simmons



AVERAGE JOE

Haggai loves his trash cans, but...

...he hates it when the trash bag constantly falls into the trash can.



AVERAGE JANE

Dorothea loves her trash cans, but...

..she hates it when the trash bag shows outside of the trash can.



Josh loves his trash cans but...

...he hates it when he has trouble pulling the trash bag out of the trash can.



TRASHic.

DO YOU ...

Hate how your trash can looks?

Abhor how your trash bag keeps
falling in the trash can?

Despise that unsightly bag sticking out of
your trash can?

Detest how difficult it is to remove your full
bag of trash?



TRASHic.

Now there is! Introducing...

AnyoneCan by TRASHic



TRASHic

AnyoneCan by TRASHic





TRASHie

HOW DOES AnyoneCan WORK ?

EVERYDAY USE

Stand alone



Place trash





HOW DOES AnyoneCan WORK ?

WHEN FULL

Lift ring

Slide bag out





VOICE OF THE CUSTOMER

Buying Criteria

52 % consider:

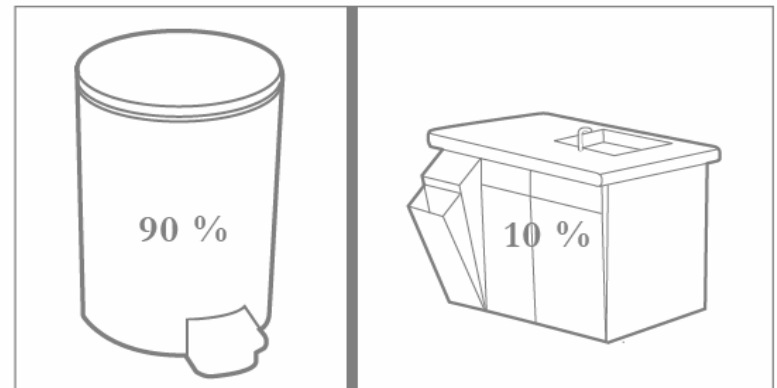
Functionality :1.

Cost : 2.

Looks/design : 3.



Stand Alone Vs. Incorporated



80 % prefer the **hand free** opening ←



VOICE OF THE CUSTOMER



72 % change bags **once a week**

7.5 % change bags everyday



57 % have to **hold onto the can**
in order to lift the bag out



TRASHic.

VOICE OF THE CUSTOMER





CUSTOMER NEEDS

Attractiveness

Bag Removal

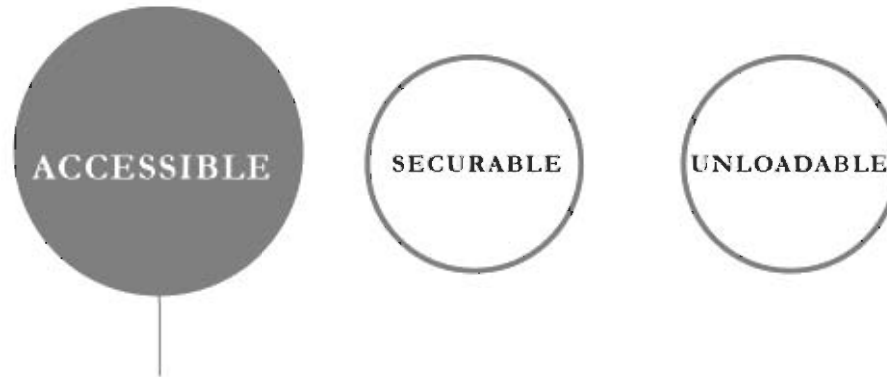
Bag Stability

Cleanliness and Odor

Increased Capacity

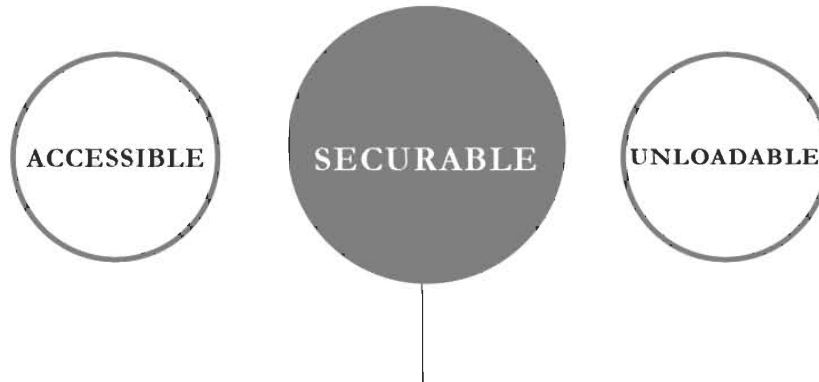


DESIGN GOALS



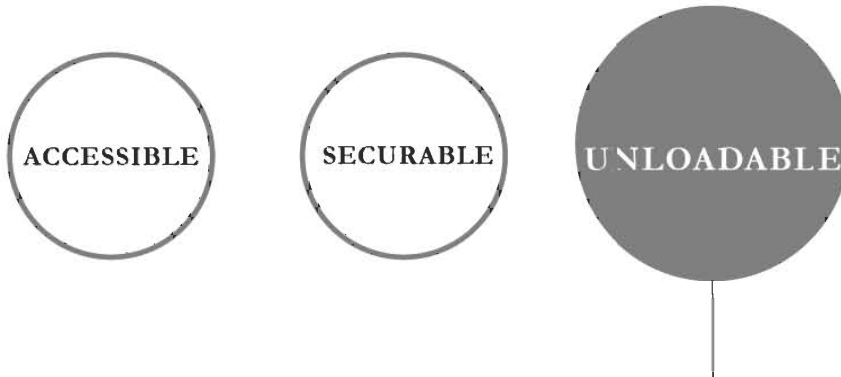


DESIGN GOALS





DESIGN GOALS





TRASHic.

EXISTING PRODUCTS





Why should Crate and Barrel sell the AnyoneCan ?

Aesthetically Pleasing

High Quality

Seamless Experience

Innovative Design

Brand Alignment



FINANCIAL ASSUMPTIONS

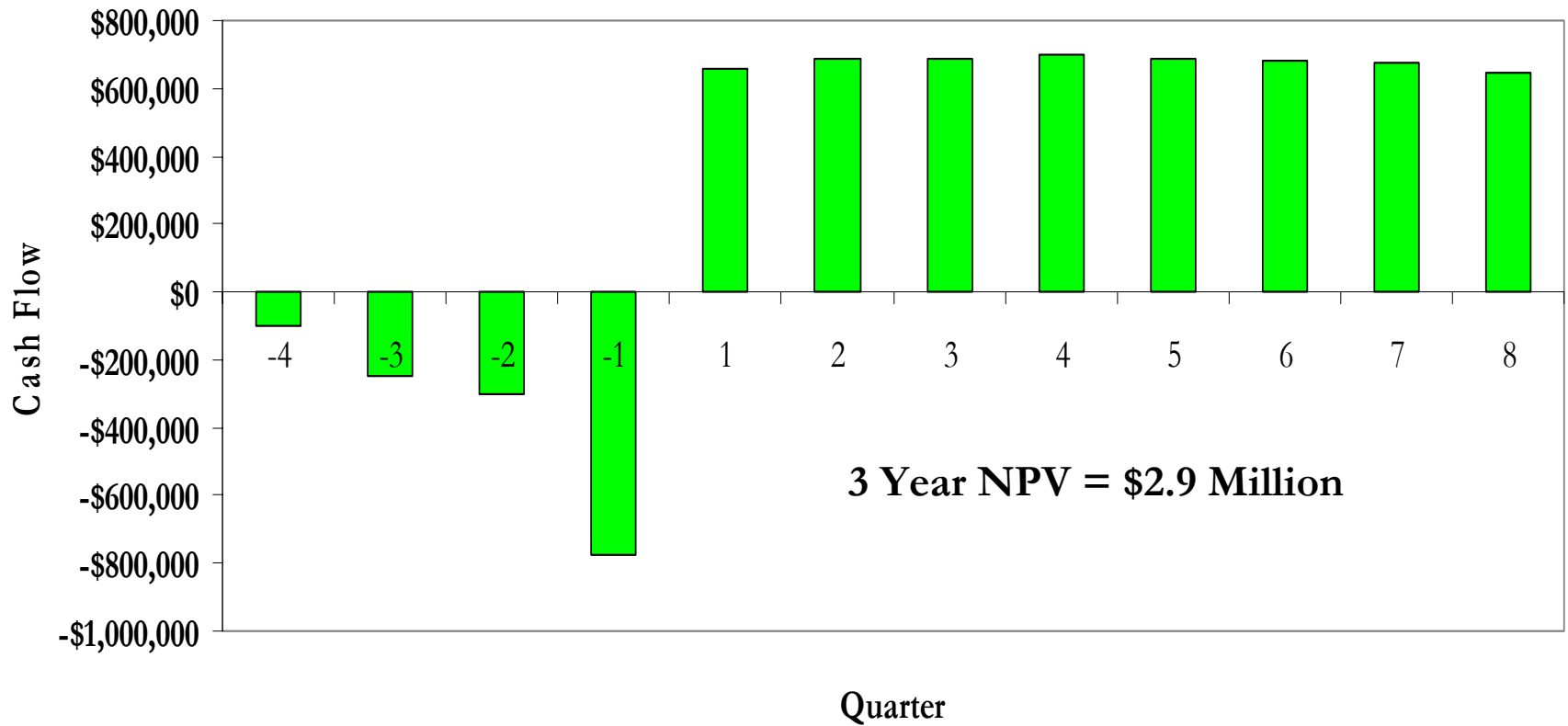
ASSUMPTIONS

| | | |
|-----------------------------------|------------|------------|
| Development Cost | \$ 100,000 | |
| Tooling and facilitation cost | \$ 500,000 | |
| Marketing and Administration Cost | \$ 200,000 | year |
| Unit Production Cost | \$ 29 | per unit |
| Market Share | 2% | |
| Production/Sales Volume | 100,000 | units/year |
| Sales Volume Growth | Year 2: 8% | Year 3: 4% |
| Unit Price to Retailers | \$ 58 | per unit |
| MSRP | \$ 75 | |
| Discount Rate | 10% | |



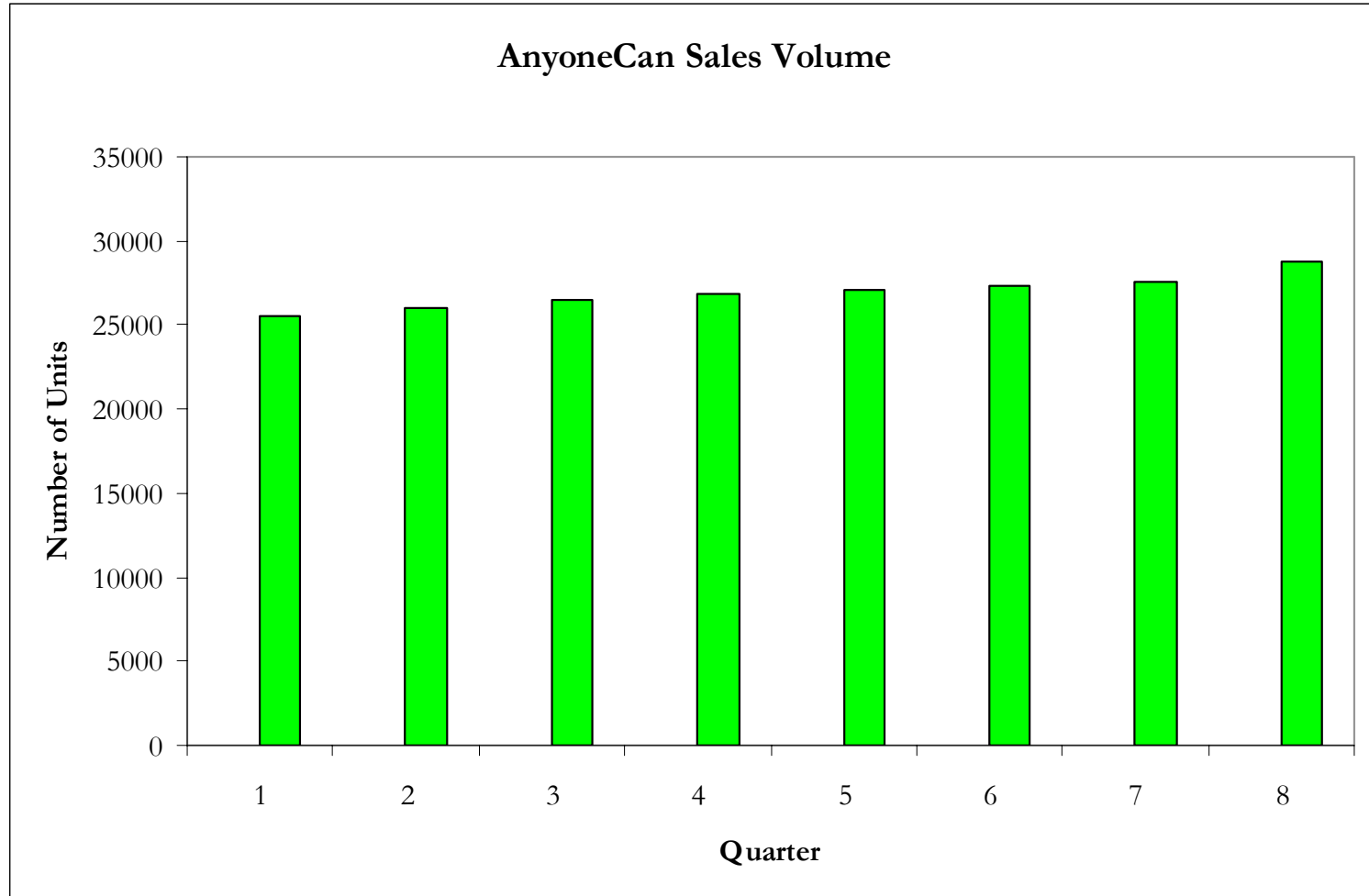
FINANCIAL PROJECTIONS

AnyoneCan Cash Flow





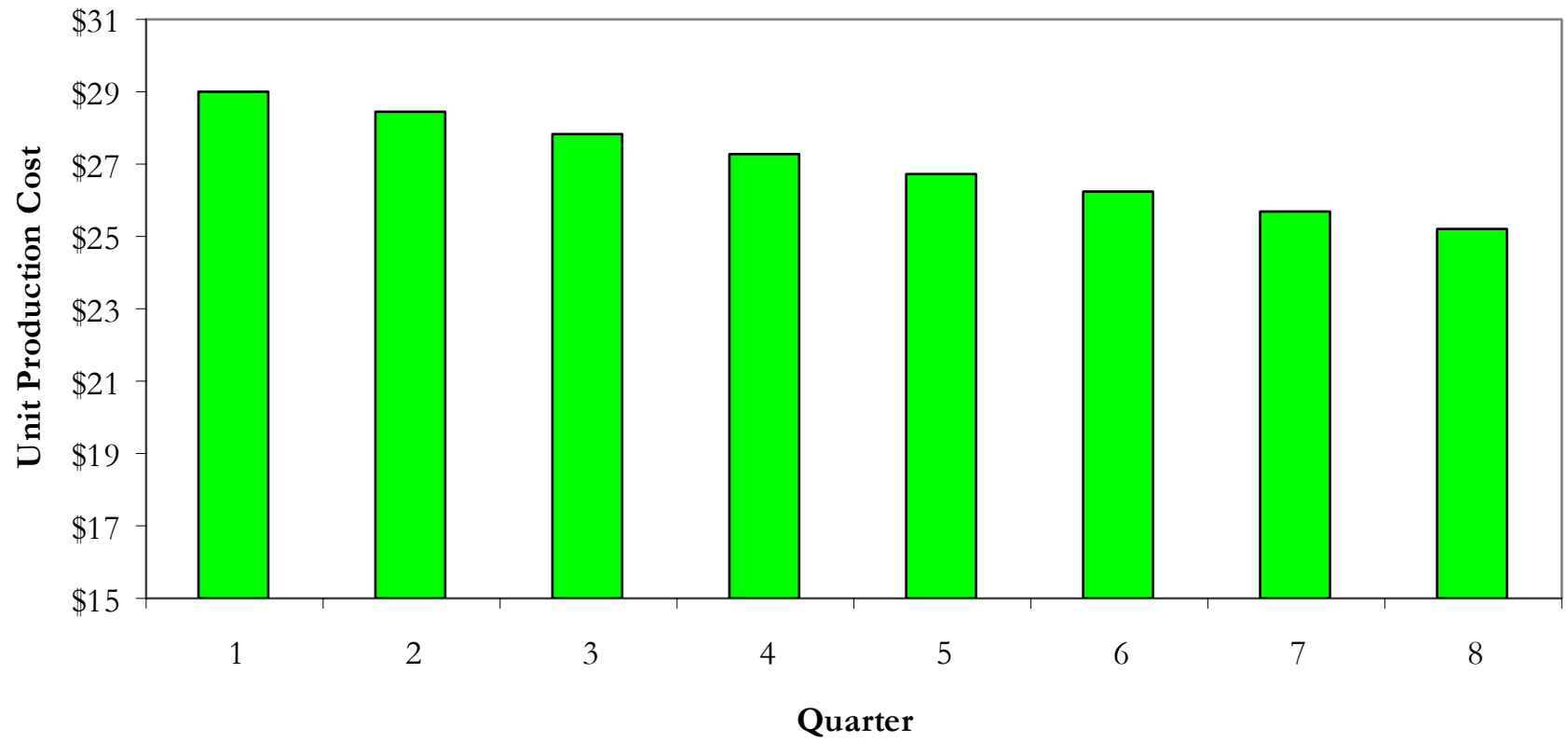
FINANCIAL PROJECTIONS





FINANCIAL PROJECTIONS

AnyoneCan Unit Production Cost





TRASHie.

AnyoneCan FOR CRATE&BARREL





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