

CuppaCorn 

- Sip Sustainably -

The Problem



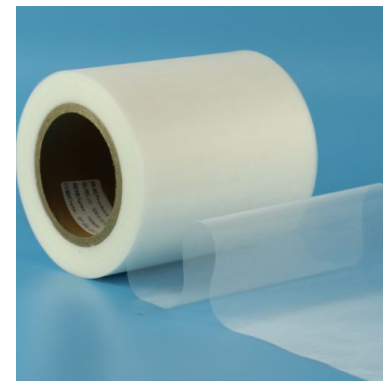
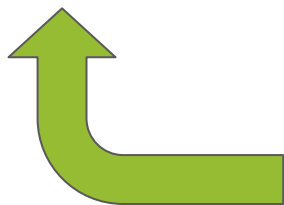
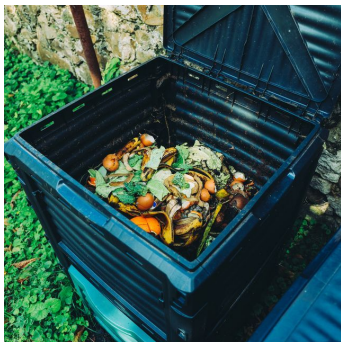
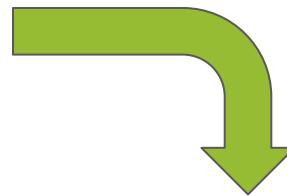
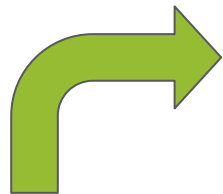
- Lined with non-recyclable plastic
- Plastic lining emits toxic particles
- Still makes use of plastic lids
- Causes damage to the environment if composted

The Problem



- Bioplastic cups are currently only used for cold drinks
- Cannot be used for temperatures above 50° C
- Made from sugarcane, contributing to the deforestation of tropical rainforests

Our Solution



Reaching Out



Inquire

View profile

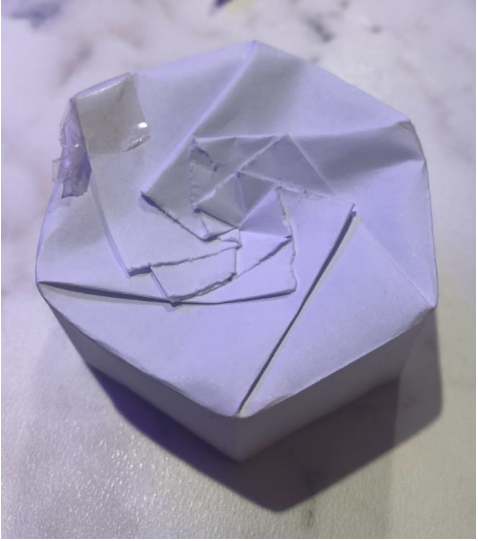
FRI 10:47 PM

Hi, really sorry to bother you but we're pupils from Brighton College and we have a school entrepreneurship competition. We found your design of the LIDfree cup online and were wondering if we could use your folding lid design in our compostable cups (made with biodegradable corn plastic)?

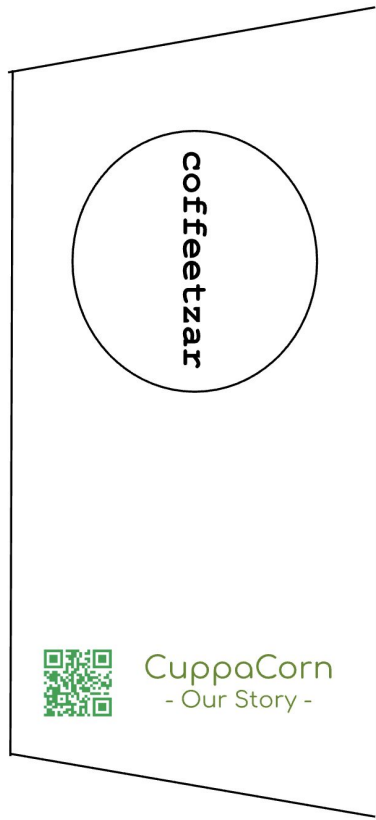
We really would like to help the environment with our compostable cups and the foldable lid makes the entire cup fully compostable!



Design Iterations



Final Design

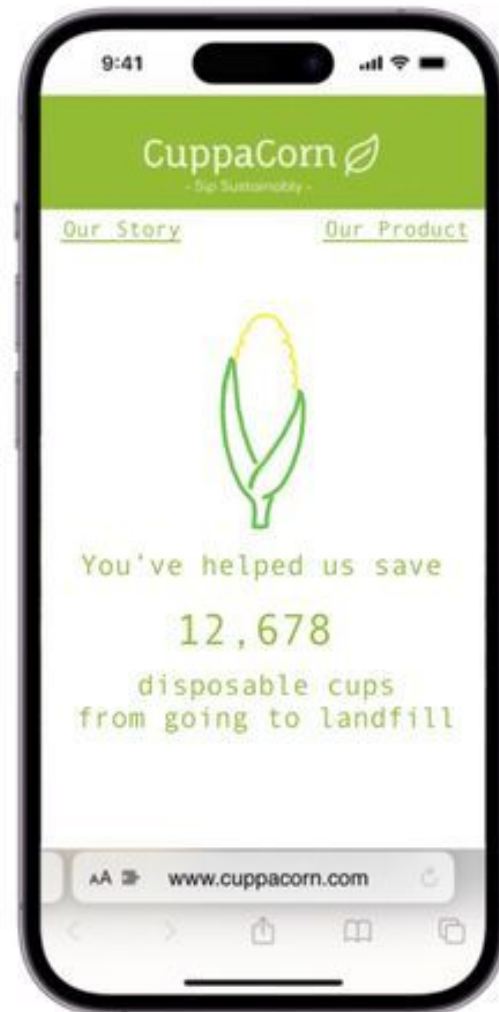


Our 'origami cup'



Marketing

Interacting with the Customer



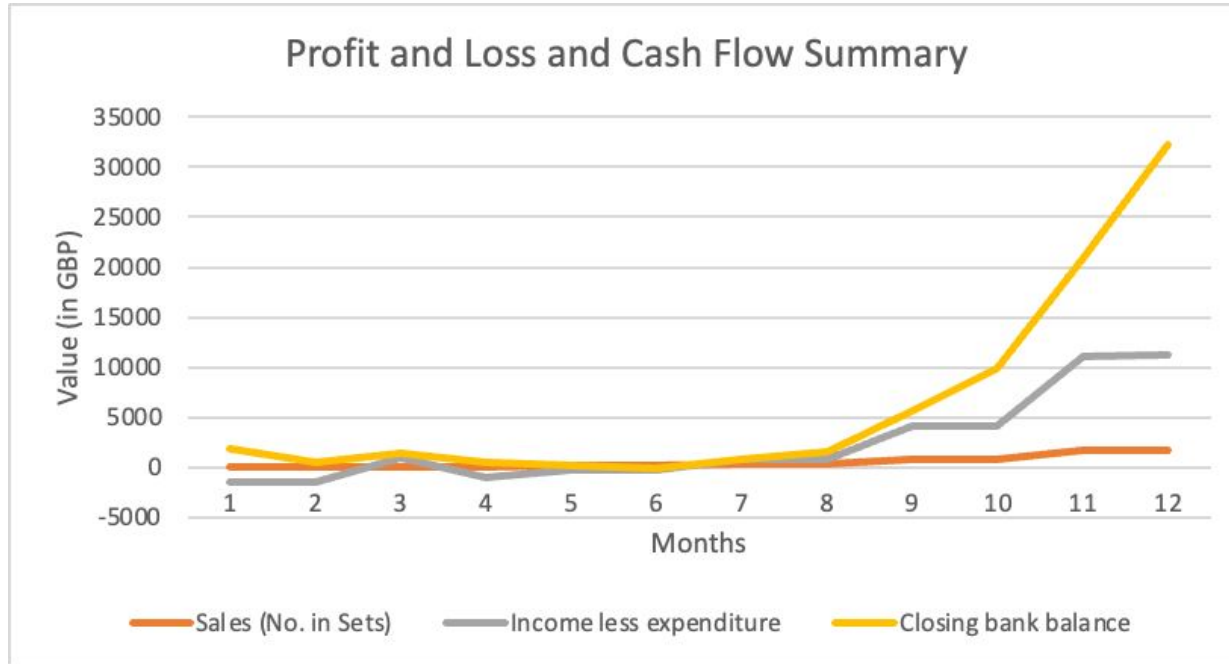
Floreon Corn-Derived Plastic



Our Carbon Footprint?



Revenue



- Budgeted Profit in the First 12 Months: £32,165
- Net Profit on Sales in the First 12 Months: 4.3%

- Piece related wages, not time related wages: 40 GBP per set
- 2000 GBP loan for 9 months at 6% interest rate per annum

Price Comparisons:

Price of 1 cuppa corn cup - 0.115 GBP

Price of other paper cups in the market:



Shefa 10oz, 1000 Coffee Cups with lids - Paper Cups for Ho...
£119⁵⁵
Eligible for FREE Shipping
Only 3 left. Order now.
Save more with [Subscribe & Save >](#)
Colour Name: 10oz With Lids
Size Name: 1000 Count (Pack of 1)



Zuvo [50 Pack Takeaway Coffee Cups with Lids | I
500+ bought in past month
£16⁹⁹
(£0.17 / count)
Eligible for FREE Shipping



We Can Source It L
Brown Kraft Ripple
100+ bought in past
£15⁹⁵
(£0.16 / count)
In stock

Price of 1 cup with lid - 0.120 GBP

Price of 1 cup with lid - 0.17 GBP

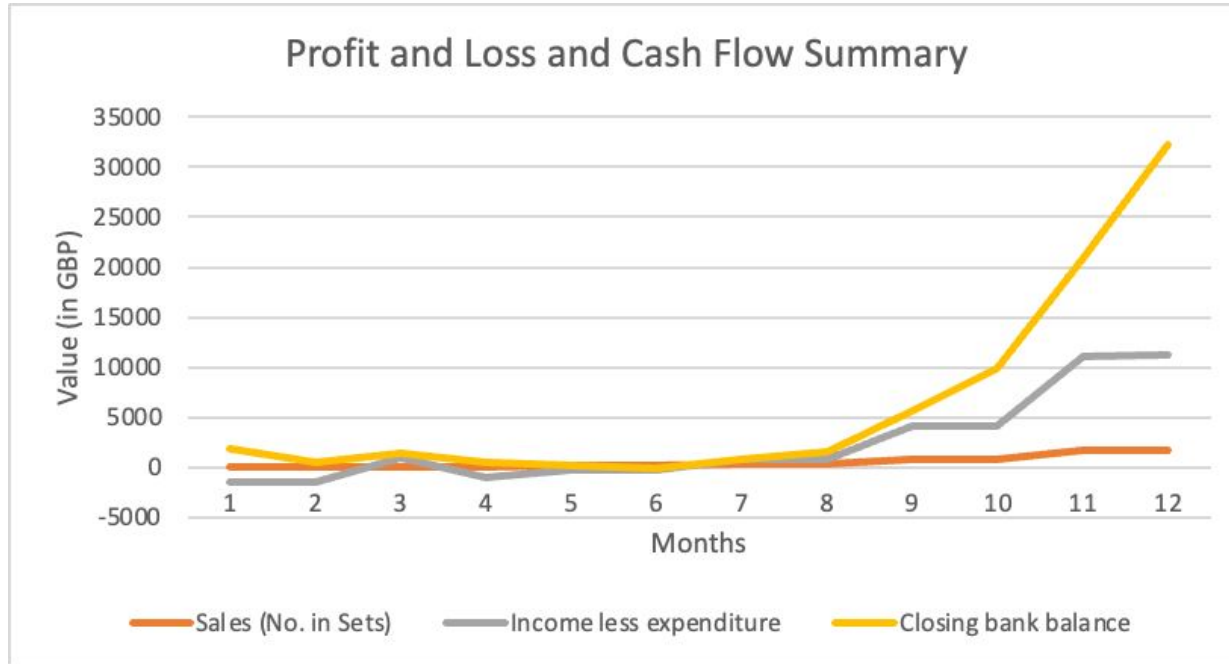
Price of 1 cup with lid - 0.16 GBP

Average Price of 1 paper cup with lid - 0.15 GBP

Average Unit Price Difference:

- 0.035 GBP, acknowledging that the price of other cups includes additional lids

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Our Customers

- Cafes
- Hosts for large events
- School catering company



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