



INNOVATION EXECUTIVE SUMMARY SAMPLE

Concept Description (In one sentence)

Describe your concept.

EcoSip is a start-up company developing a smart, reusable cup that tracks hydration and temperature while promoting sustainable habits among students and young adults.

Customer Problem

Who are your customer/user segments and what problem are you solving for them?

EcoSip's primary customers are high school and college students, aged 14–25, who are environmentally conscious but struggle with convenience and consistency when it comes to using reusable drinkware.

Each year, over **16 billion disposable coffee cups** are used globally, most of which end up in landfills due to their plastic lining (EarthDay.org, 2024). Students often want to reduce waste but forget to bring their reusable cup, find them hard to clean, or lose motivation to keep up the habit.

EcoSip's goal is to make sustainability easier and more engaging by offering a product that tracks personal impact and reminds users to stay hydrated.

How do you know that this is a real problem experienced by the customer/user?

The EcoSip team conducted a survey of 150 local students and found that **87%** use disposable cups weekly, while **70%** said they would switch to a reusable option if it were "more convenient and fun." Interviews with local coffee shop owners confirmed they would offer discounts to customers using reusable cups. This research shows a clear need for a product that combines convenience, functionality, and sustainability.

See attached survey results and interview summaries.

Your Solution

Describe how your solution solves the problem.

The EcoSip Cup is a reusable stainless-steel smart cup equipped with a small temperature and

hydration sensor. It connects via Bluetooth to a mobile app that displays hydration data, beverage temperature, and the number of disposable cups saved from landfills.

What is your product or solution's unique value proposition?

EcoSip's value lies in merging **eco-friendly design with smart technology** to make sustainable behavior rewarding and effortless. Users can visualize their environmental impact and stay motivated through app-based reminders and community challenges.

Keys to Success for EcoSip:

1. Delivering high-quality, sustainable design at an affordable price.
 2. Creating an app that motivates users through real-time feedback and rewards.
 3. Building partnerships with coffee shops to offer loyalty discounts to EcoSip users.
-

Business/Social Innovation Model

Please describe your model.

EcoSip's business model is built on direct-to-consumer product sales, supplemented by future subscription features within the app.

Key Components:

- **Value Proposition:** A reusable smart cup that helps users stay hydrated and build sustainable habits.
- **Distribution Channels:** Online sales via EcoSip's website and local partnerships with coffee shops and school stores.
- **Revenue Streams:** Product sales (\$39.99 retail) and optional premium app subscriptions.
- **Cost Structure:** Prototype and manufacturing costs average \$22 per cup, yielding a 45% profit margin.
- **Key Partners:** Local makerspaces, campus sustainability clubs, and coffee shop chains.

Tell us how you'll generate revenue.

EcoSip will initially fund operations through a \$5,000 start-up grant and small crowdfunding campaign. The company projects **Year 1 sales of 1,000 units (\$39,990)**, breaking even within the first year as manufacturing efficiency improves. In later years, EcoSip plans to scale through regional distribution and app upgrades.

Tell us about your team and their roles/qualifications. How do you plan to obtain skills/resources required for your business?

The EcoSip team consists of:

- **Student 1:** Product Designer – oversees the physical design and prototype development.

- **Student 2:** Marketing Lead – manages branding, social media, and partnerships.
- **Student 3:** App Developer – designs and codes the EcoSip mobile interface.

The team will collaborate with mentors from the Veale Youth Entrepreneurship Forum and local engineers at a Cleveland makerspace to refine the prototype and production plan.

Market

How large is the market for your product/service?

The global reusable cup market is valued at **\$9.8 billion** and is projected to grow by 4.5% annually (MarketWatch, 2024). Locally, there are approximately **25,000 students** in high schools and colleges across Cuyahoga County who fit EcoSip’s target demographic.

What share of the available market will be served by your product/service?

If EcoSip captures just **5%** of the local student market, that equals about **1,250 customers** in the first year—representing roughly **\$50,000 in potential revenue**.

See attached market research data and sales projections.

Competition

Identify and describe your competitors.

EcoSip’s main competitors are reusable cup brands such as **Hydro Flask, Stanley, and Ember**. While these companies produce high-quality reusable cups, none integrate smart technology that tracks personal sustainability metrics or hydration habits.

What’s your competitive advantage or “secret sauce”?

EcoSip’s “secret sauce” is its **fusion of smart technology and sustainability**, turning environmental awareness into an interactive experience. The mobile app’s real-time data visualization and gamified challenges set it apart from any standard reusable cup.

How will you be able to defend your position against competitors?

EcoSip will build brand loyalty through a strong online community, partnerships with schools and coffee shops, and early adopter incentives. These initiatives create emotional buy-in and social proof—factors difficult for large brands to replicate locally.

Growth

Describe the next steps you will take to launch this business. Tell us how you will grow your business. What are your most immediate needs?

EcoSip's immediate next steps include:

1. Finalizing the 3D-printed prototype and user-testing the app interface.
2. Launching a pilot program with three local schools and two coffee shops.
3. Beginning a crowdfunding campaign to fund the first production batch.

The company's most immediate needs are access to product development mentorship, app development guidance, and seed capital to support manufacturing.

Over the next two years, EcoSip plans to grow by expanding to regional markets, adding gamification to the app, and forming partnerships with national coffee brands.

Attachments:

1. Sketch of EcoSip Cup Prototype
2. Screenshot of EcoSip App Interface
3. Graph of Survey Results (Student Usage of Disposable Cups)



EcoSip



EcoSip

