



meSE

Storyboard Template

Current Solution Financials

Proposed Solution

9.5 yrs ago - \$500,000 - ↓
Maintenance ↑ 20%/yr - \$12K - 2015
New environment - ↓
Labor - \$500K/yr - Flat

- New environment
- quality ↑
- quantity - 100% ↑
- ↑ efficiency
- ↓ COSTS / ↑ profits

Demands on Business

- 10

- ↓ manufacturing
↑ ↑ ↑ efficiencies to solve

Challenges

① in ↓

② - better quality cup

③ ↓ ↓ COSTS \$\$ ↑ ↑ Profits \$\$\$ \$

Business Trends

- 25% recycled
- added cup branding
 - eliminate sleeve

Customer Environment

- 9.5 years old

- 500 / hr

- 10 - \$50K /

- +

- - different machine to brand cup - \$

- - local + regional shops