

EnStinx

Pain Point: Trash cans stink when removing the bag from the can. The odor is foul and will ruin the fresh smell in your house.

Mission Statement: to provide customers with a product that eliminates bacteria and odor within trash containers. Establish an efficient and healthy (Green) product that enriches the quality of the environment.

Vision Statement:

Slogan: Using a simplistic and efficient solution to an everyday problem.

Business Idea: Who likes the smell of a nasty trashcan? No one I'm assuming. Smelly trashcans can become a hassle because you have to change the trash, clean the garbage can, and Lysol it just to potentially not get rid of the smell. So we as a group have come up with an easy solution to this everyday problem, the trashcan cleaner. Our trashcan dispenser kind of works like the Airwick air freshener. It differs from Airwick in that it's not just to freshen the air, it is also to disinfect and it's not made like the Airwick dispenser. Our trashcan cleaner would be round but flexible so that it could fit the shape of the trashcan on the inside. This product is intended for indoor and outdoor trashcans and we will have different sprays to cater to your specific needs whether it's solely for Lysol or animal/ bug repellent, etc.

We believe that the trashcan cleaner can be successful, because foul odors from trashcans are a major problem in households. Besides the horrible smell, the deeper problem is the bacteria that can grow inside of them. Bacterial growth and spreading can lead to hazardous health for both the children and adults in the home. However, people today want a more convenient way of keeping house and maintaining great health. Our product will provide an automatic cleaning device that requires only installation and setting. Our business group believes that this product has a demand in the household cleaning market.

Target Market: Women from the ages of 25-45 with children.