

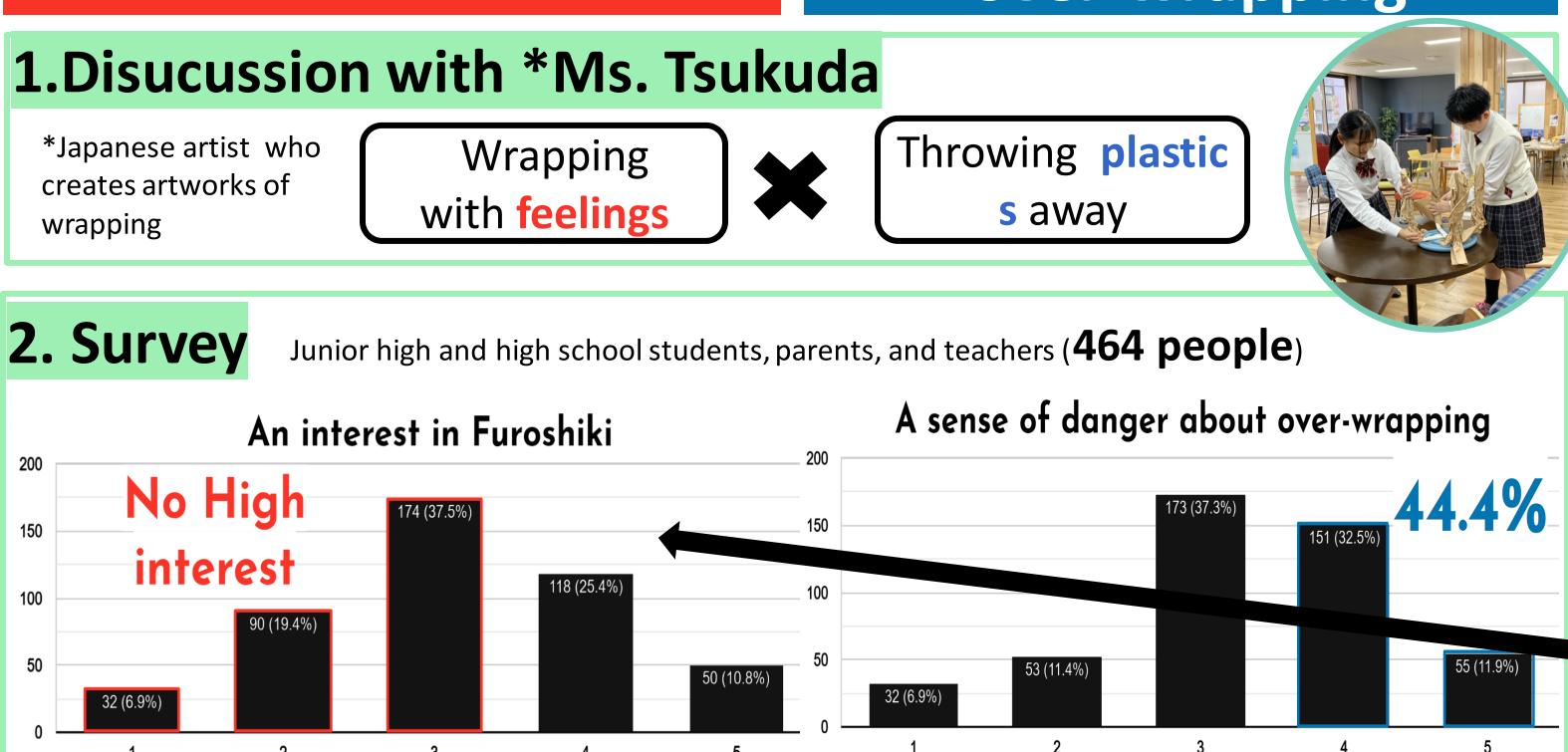
Res

Impression of Furoshiki

A sense of crisis at over-wrapping

Defective Furoshiki

Other



High

Low

5% of all production

Discarded as defective

3 Furoshiki factories

Difficult to transmit

I want to make people <u>easier</u> to use it like the inner bag





roject

Change from an unfamiliar to a familiar Furoshiki

Low

Increase the sense of danger about over-wrapping









Wrapping things with Furoshiki promotes thinking over-wrapping

High

*The zero-waste supermarket (Sells products by weight, without individual packaging)

Using **defective** Furoshiki



Be on the **radio** of Ritsumeikan Moriyama

A sense of danger about over-wrapping

7.5

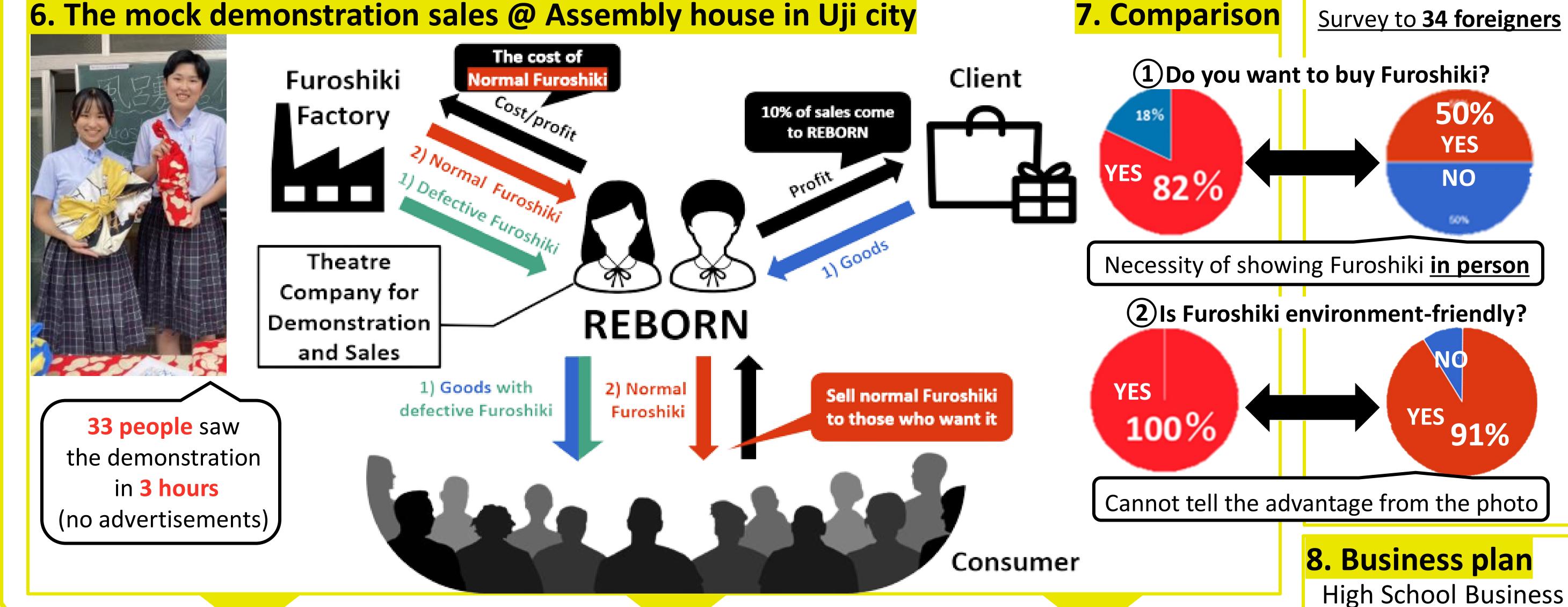
39.896

6 (31.6%)

Low

High

We noticed the project was not sustainable!





Business

Unfamiliar -> Familiar

Low -> High

Defective -> Eco-friendly

Grand Prix
hosted by JFC
Ranked in

the top 100

Aim to establish company

Next Action: Refine the Business Plan