



Baby clothes rental platform

Present by 劉大綺 106034546

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- 1. 5W1H**
- 2. As-is**
- 3. To-be**
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- 5. Future**





5W1H

WHAT is the topic ?

Baby clothes rental platform

A



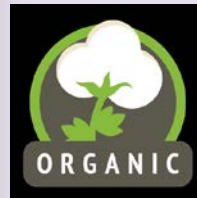
**Online
Platform**

B



**Baby
Clothes**

C



**Organic
Cotton**

D



**Assemble
Related
Partner**

E



**Concept of
Circular Economy**

WHY choose it to be topic ?

Pollution



2,700 Liters



The Environmental Impact of a T-shirt.

Reusing one pound of cotton prevents the emission of more than 7 pounds of carbon dioxide. That's like driving your car for 7 miles.	Over 700 gallons of water (enough to fill 22 bathtubs) are used to manufacture a single cotton T-shirt.	1/3 pound of pesticides and herbicides are used to grow the cotton used in just one T-shirt.
According to the World Bank 17-20% of industrial water pollution is due to textile dyeing and treatment.	Landfilled textiles require years to decompose, and during the process will release the harmful greenhouse gas, methane.	If all 300 million Americans reused just one T-shirt, we'd save: 210 billion gallons of water 1 million pounds of CO₂

Phase Product

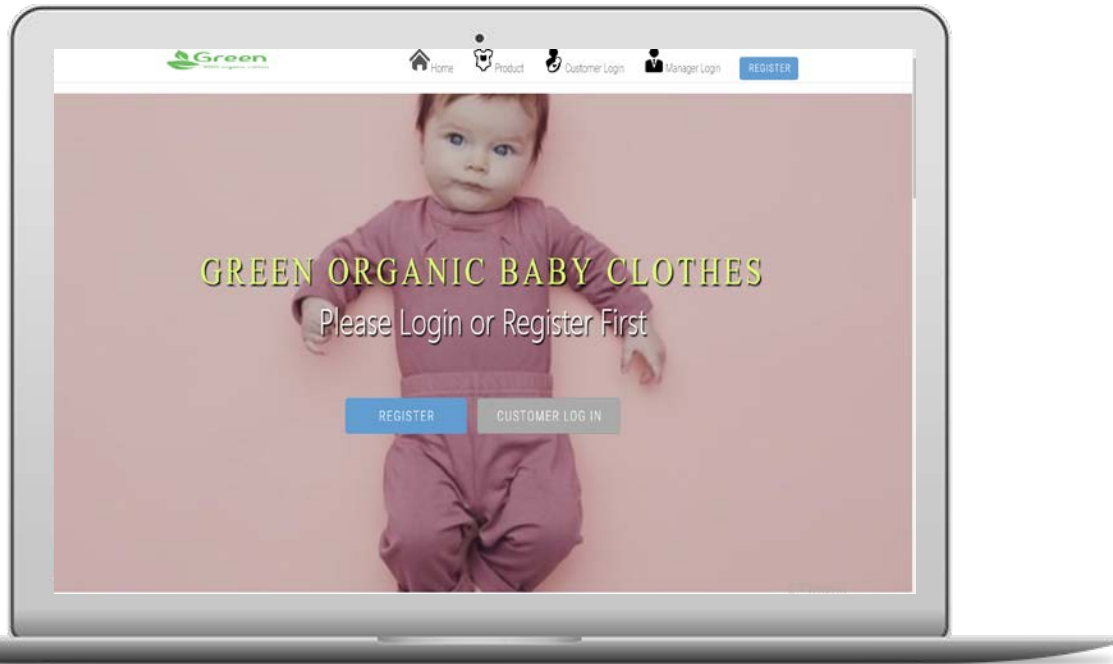


Toxic-Cotton



WHERE to provide service ?

Online



Offline



寶寶的第一個朋友



WHO is the customer ?

Pregnant or already have babe



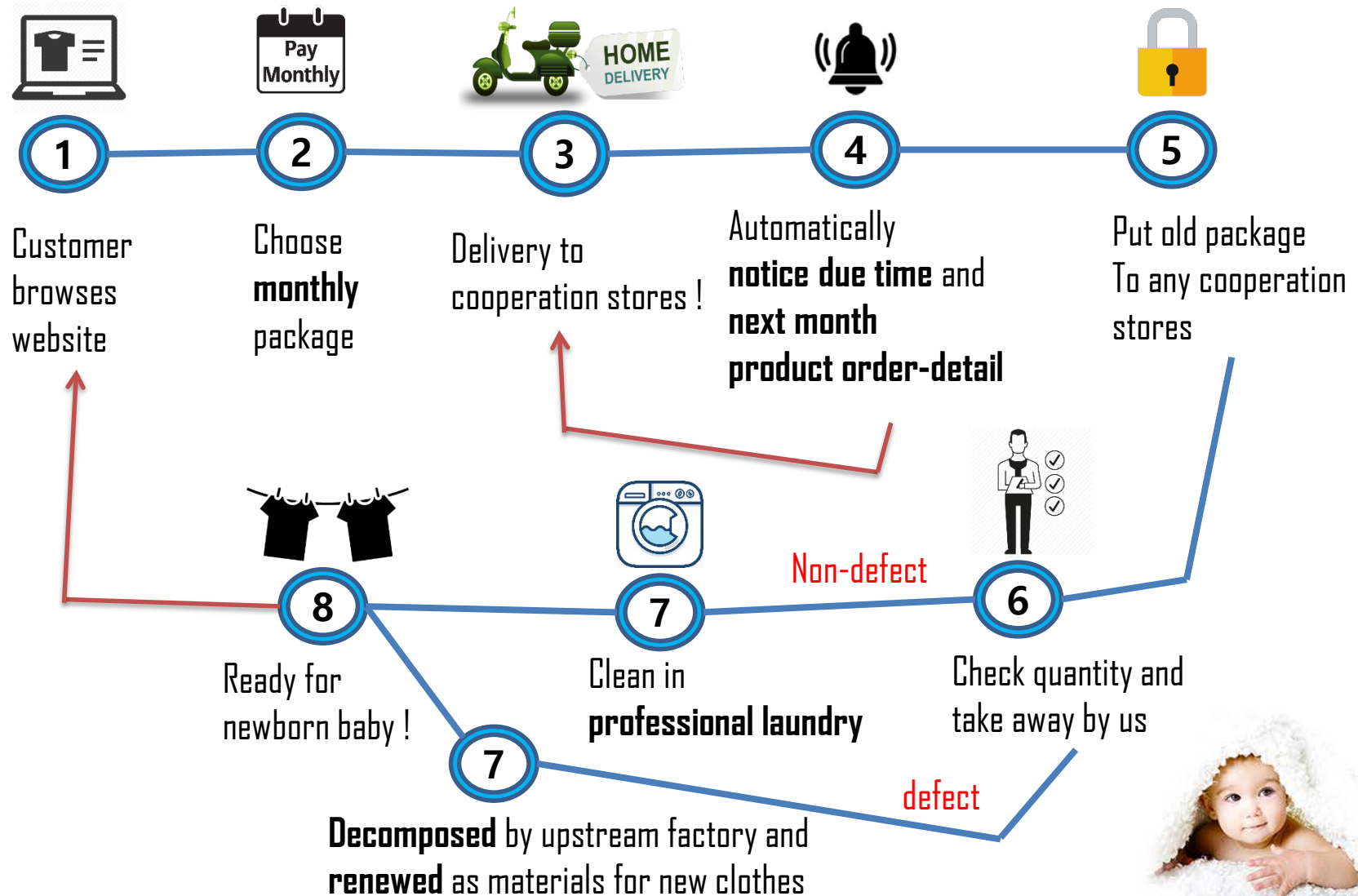
WHEN you need us ?

0-2 year-old newborn baby



HOW to implement the idea ?

Circular Economy – Monthly rental model





As-Is

As-Is Business model - Macro

The Linear Production-Consumption-Disposal System:

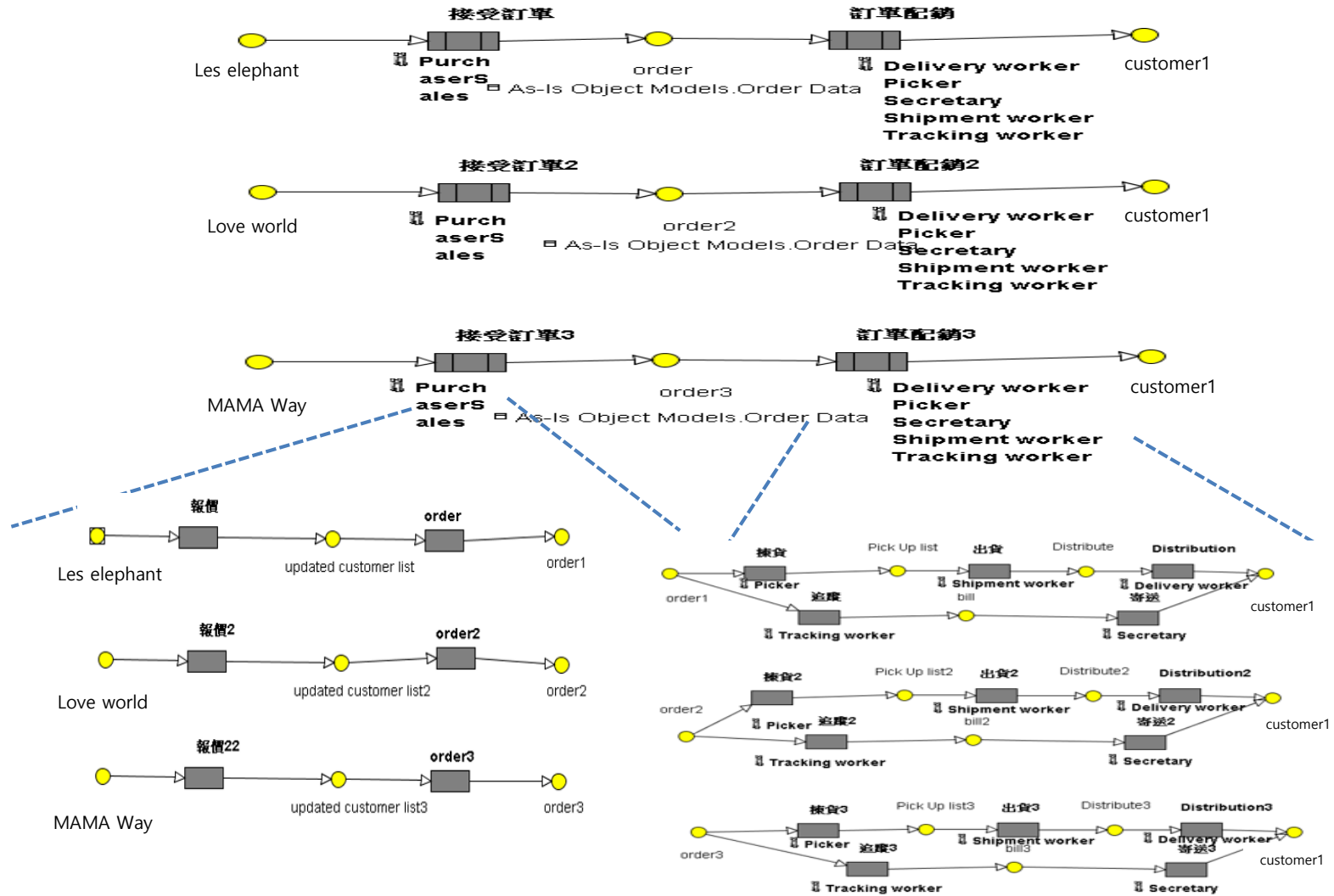
An Outdated 20th Century Approach



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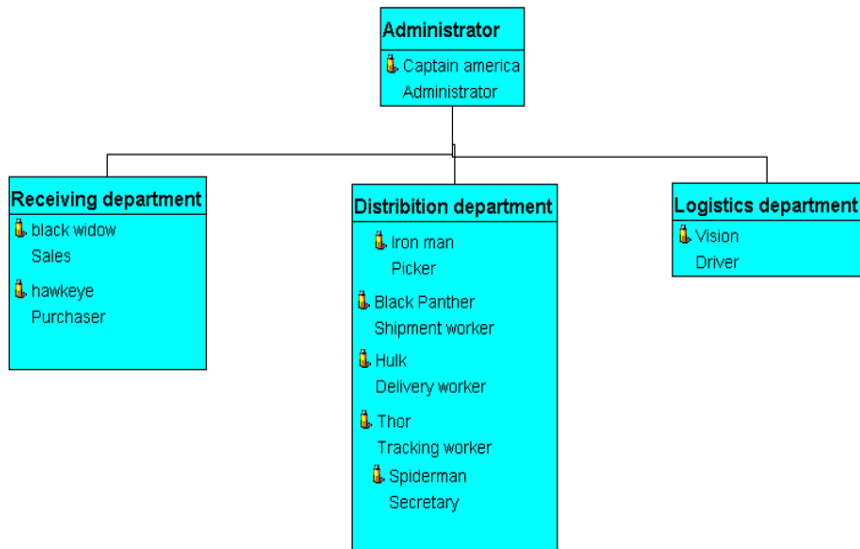


As-Is Business model - Micro Behavior diagram

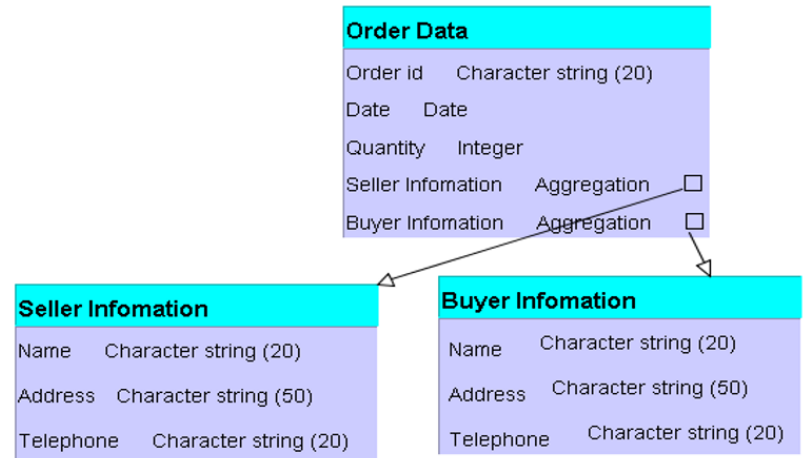


As-Is Business model - Micro

Organization diagram



Object diagram



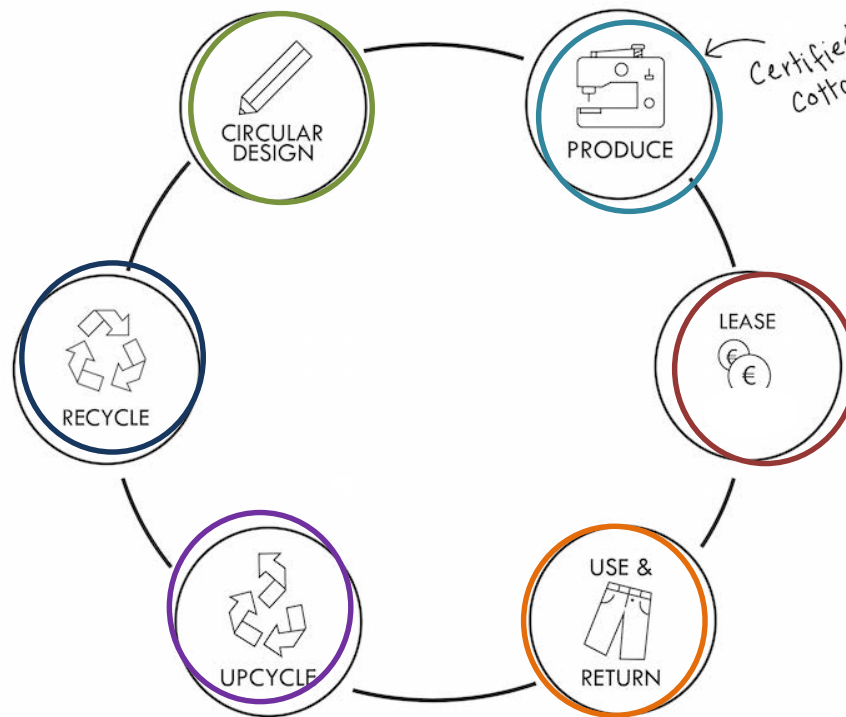


To-Be

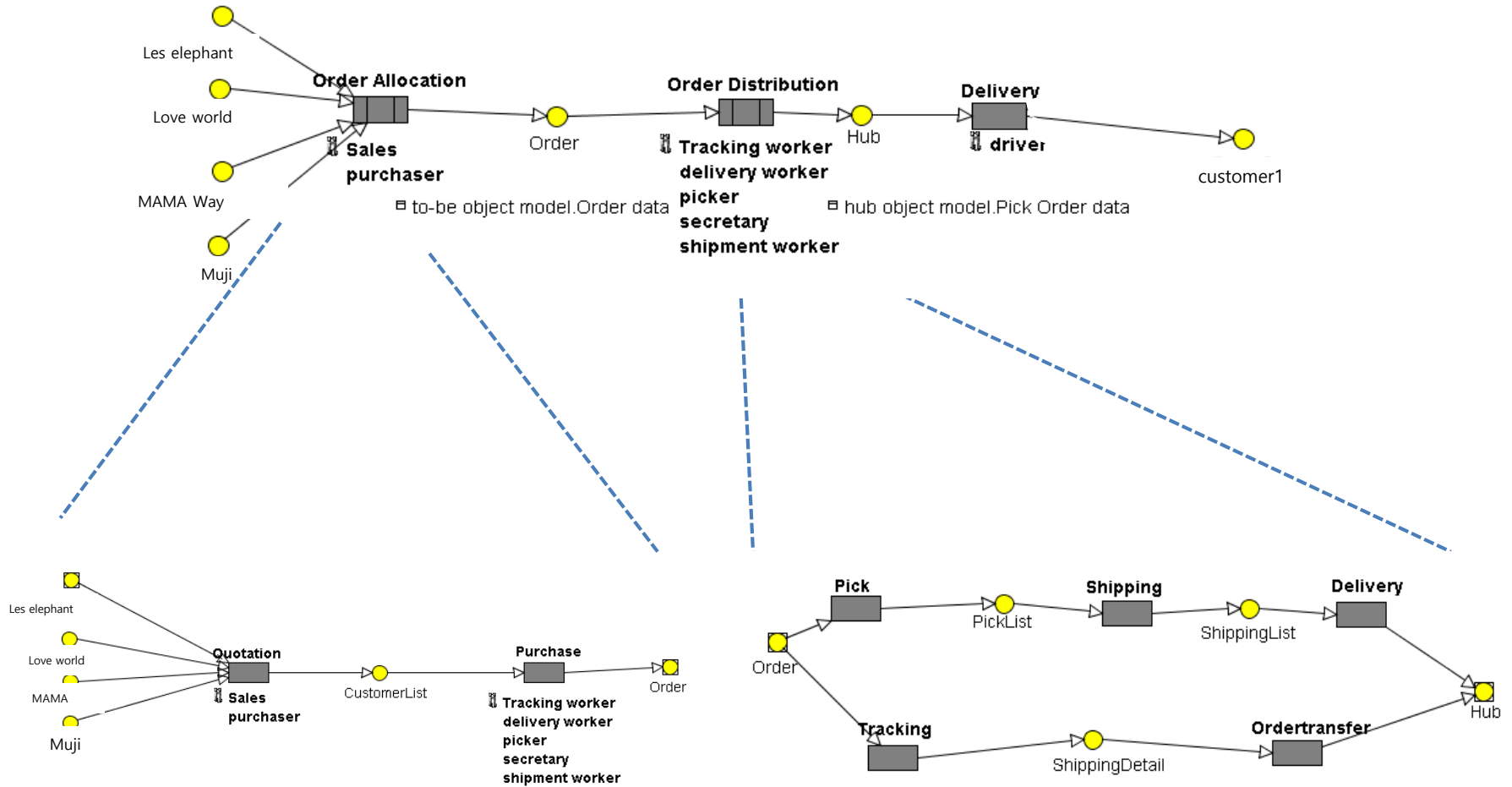
To-Be Business model

Circular Economy by replacing buying with rental:

alternative business models in sustainable fashion

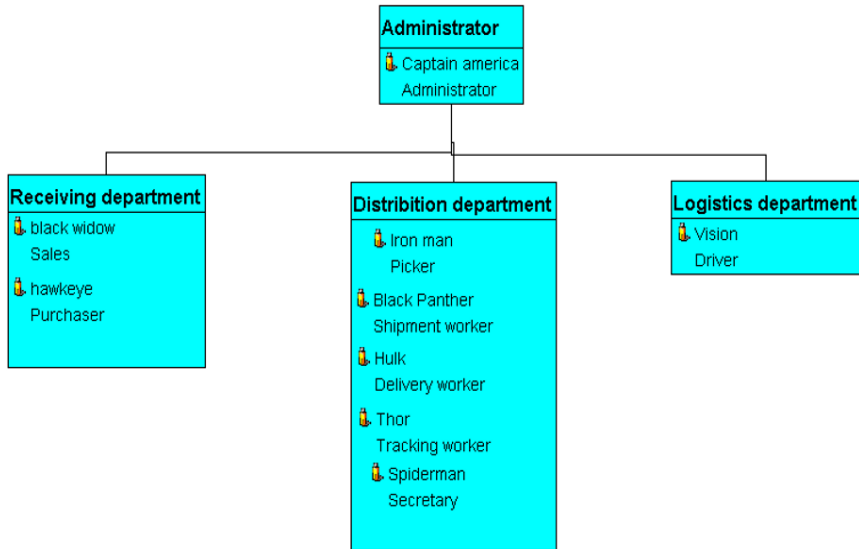


To-Be Business model - Micro Behavior diagram

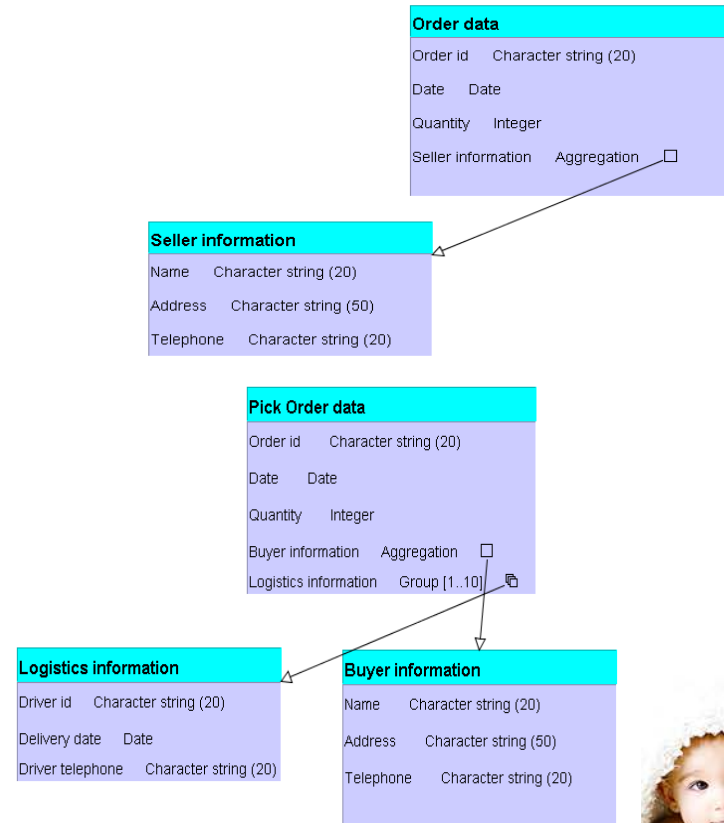


To-Be Business model - Micro

Organization diagram



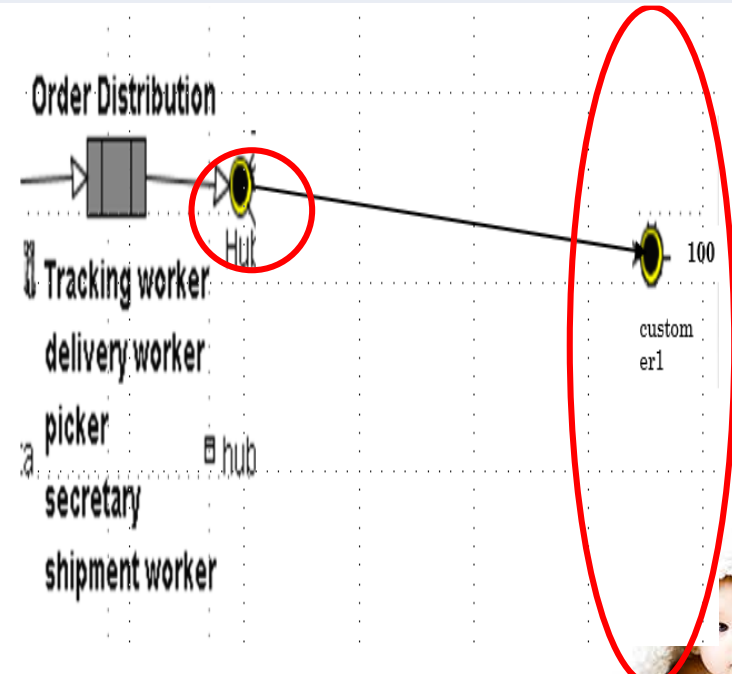
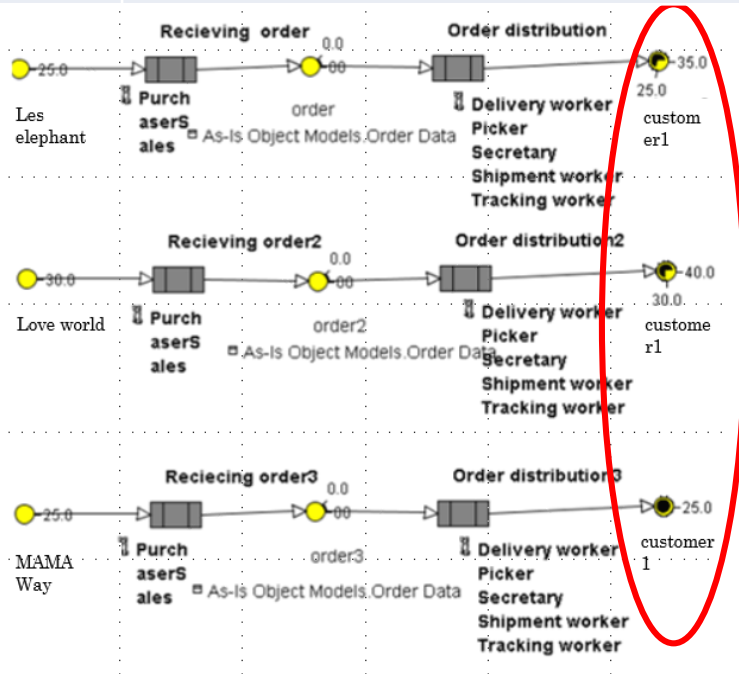
Object diagram



Comparison

As-is & To-be

	As-Is	To-Be
Capacity	CAN'T meet customer demand	Meet customer all demand
Integration	Meet customer all demand	Integrate the same industry's order





Demo

Demo

140.114.54.94/group3/baby3



Other service



All package has **QRcode** to teach how to clean the baby clothes properly



All package has **Return Address Tag**, just tie it on package, then return it to any MUJI/Unique /Love World/LES elephant/ MAMAWay stores.





Future

Future world we wish

1. Find other textile is more beneficial than cotton to environment
2. Looking for a new logistic way to reduce carbon footprints.

Hemp vs. Cotton

Requires less water to grow and little to no pesticides to grow. Can be farmed with sustainable methods. Hemp is four times stronger than cotton.

Why Hemp? Why Not?



THANKS FOR LISTENING





Q&A