**Contact Information**

**Development stage**
SEED

**Year founded**
[Growth Only]

**Funding Opportunity**
Money will be spent to develop mobile app, user facing website and backend processing system, server hosting, marketing and logistics

---

**PROBLEM/OPPORTUNITY**

(150 words)

With the growth of on-demand ecommerce and temperature sensitive door delivery services, there is a growing amount of gently used packaging materials from boxes to shipping containers going to trash. These materials are filling the space. This is a bigger problem for business owners who have limited spaces to store the packaging material till they can be recycled.

Moreover, the packaging materials like Styrofoam that are sturdy, maintain temperature and less weight are gaining popularity and are difficult to recycle and can fill landfills especially for medical offices and pharmacies.

The delivery companies are not able to reuse these packaging materials and also use alternative expensive reusable packaging materials as they might not be cost effective for collection or do reverse logistics due unpredictable in terms of size, location and number.

**SOLUTION/PRODUCT**

(350 words)

BrightBox is a mobile/online multi-vendor circular economy marketplace platform for gently used packaging materials by providing discovery, transaction and logistics support for extended use. It matches to people who have gently used packaging materials to who need those materials. Once the challenge of discovery of the people who needs and who has gets resolved, the bigger challenge is how to provide transaction support in terms of collection, logistics and monetary transactions with “Uber” like transparency on status of the transaction. With all of our products, we also provide a return shipping label and an incentive for sending us back after it is used based on the product

Brightbox Apps and website will provide listing service and also additional services for fulfilment of collection, packaging, transportation from the shipper to the customer who needs it. BrightBox also has “Browser Extension” that will help with discovery for customers when they shop at other packaging material sites that BrightBox has similar material and total availability.

We would be repurposing Reverse pitch material supplier Texas Oncology Styrofoam coolers as our initial focused launch of gently used packaging materials to collect from several of its locations and list them on our sites, app and also on Amazon, eBay as multichannel.

**POTENTIAL RETURN/REVENUE MODEL**

(150 words)
The revenue comes through transaction fees of 10% initially and optional collection and packaging and transportation service fees. Future we will also have revenue by advertising shippers who want to highlight their gently used packaging materials.

**COMPETITION**
(150 words)

Our current competitors are listing and online marketplaces like Craigslist, ebay, Amazon Marketplace, OfferUp. Our advantage is sector focus and optional services like collection, transportation and tools specific to our packaging materials.

**ENVIRONMENTAL IMPACT**
(150 words)

With our tools helping people to discovery and use packaging materials more than once will reduce landfills.

**ECONOMIC IMPACT**
(150 words)

Online marketplace Startups like BrightBox will improve Austin economy how eBay has transformed silicon valley by hiring high income software engineers.

**THE TEAM**
(150 words)

Our Team compose of 3 members initially - Ramesh Danala has masters in computer engineering from USc and MBA from University of Texas at Austin. He is software engineer by profession and product manager by training will be our founding technical member in building the online marketplace and mobile applications and initially help with collection of materials.

Sraavya Danala, currently a high school student who will help with listing and packaging support, provide customer service.

Surekha Paimagam, Quality engineer by profession will provide quality assurance of making sure collected materials are in ready to ship and will handle operations of building online marketplace and transportation.

**EXECUTION PLAN/GO TO MARKET STRATEGY**
(150 words)

Initially we will list on the online marketplaces like eBay and Amazon while building our own site that is search engine optimized and market similar to Wayfair by targeting adwords. We will work with several shippers and delivery companies to develop relations for wholesale sale.