



THREAD
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CONFIDENTIAL
DOCUMENT

introducing
VESSEL

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Vessel offers customers, cafes and the city a socially, environmentally and fiscally superior option to single use cups.

The Vessels are hygienic, stainless steel, insulated cups. Vessel's infrastructure is founded on proven systems reinvented for modern needs.

Using library-style tracking, sophisticated washing and the glass-bottle model, our cups circulate through the city—replacing the need for single-use cups.

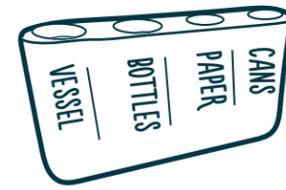
Here's how it works—and its benefits.

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Customer Path

VESSEL

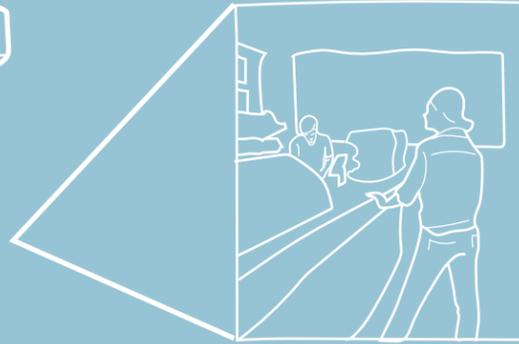


GRAB GO DROP

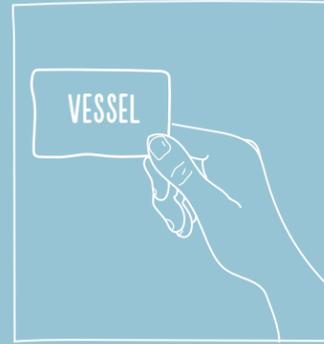
The to-go mug you don't have to carry when you're done.



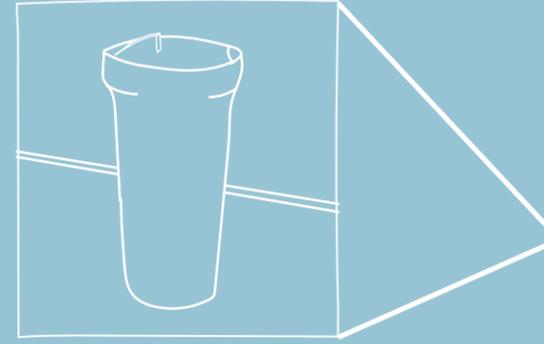
1 SEE A SIGN AT PARTICIPATING CAFES



2 SIGN UP ON THE SPOT



3 LEAVE A REFUNDABLE DEPOSIT: CASH OR CREDIT



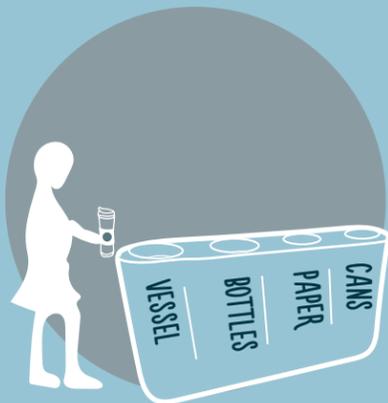
4 RECEIVE YOUR DRINK IN THE MUG



5 TAKE IT WITH YOU



REPEAT



10 TAKE IT HOME FOR TOMORROW OR LEAVE IT AT A CONVENIENT DROP STATION



9 ENJOY THE RIDE HOME WITH YOUR DRINK



8 ...OR REFILL AT ANOTHER CAFE



7 DROP YOUR MUG AT ANY BIN AROUND TOWN...



6 ENJOY YOUR DRINK ALL DAY

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VESSEL MATTERS

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Our Love Affair with the Paper Cup: A Cautionary Tale

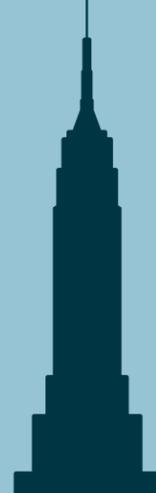
usage



of adults in U.S. drink coffee [1]

58,000,000,000
cups per year

This is enough
garbage to fill
the Empire State
Building **90 times**



energy waste

Making the cups requires:

20 million trees [2]

12 billion g H₂O [4]

...and produces:

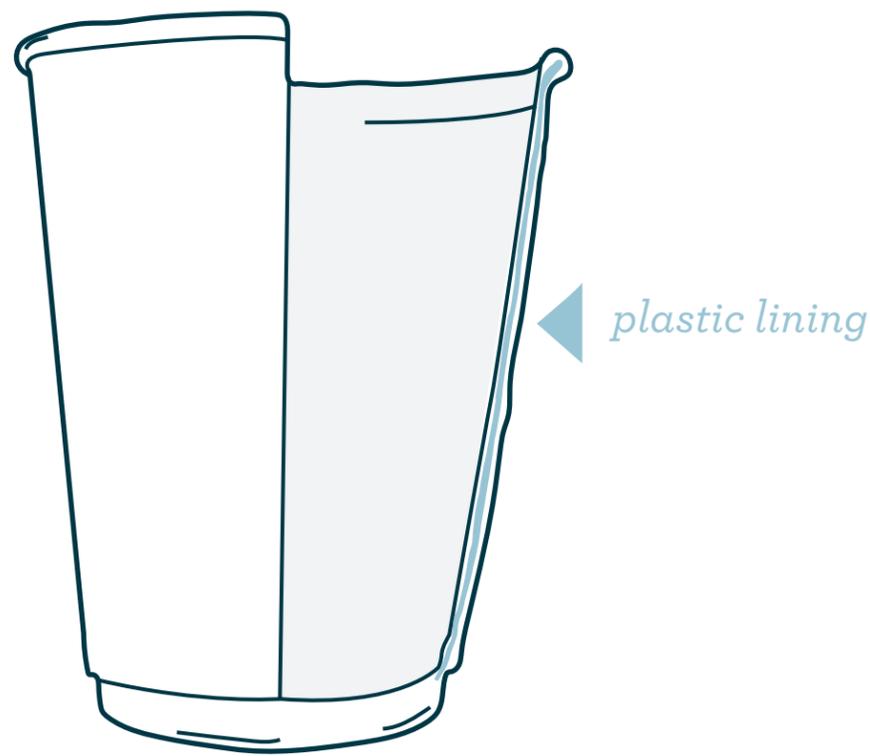
13 billion lbs CO₂ [3]



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did you know?

The vast majority of paper cups are not recycled. The plastic lining inside the paper prevents liquids from leaking—but it makes it too expensive to recycle.



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with

VESSEL

everyone

WINS

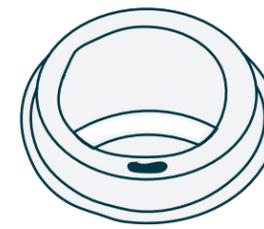


With Vessel customers enjoy better quality, comfort, and style without sacrificing convenience. Drinks stay hot or cold, while customers on the go enjoy drinking from a real cup.

The average coffee shop spends more on its cup than on beans.

One large Brooklyn-based coffee roaster with only two shops spends 125K annually on paper cups.

cost breakdown



Average paper cup + lid costs

20 cents^[5]

X



Average number of cups used

600 daily^[6]

=

Cafes spend an average of \$43,800 on paper cups and lids.

In addition to cost savings on paper cups Vessel provides additional benefits for cafes:



part of a citywide network



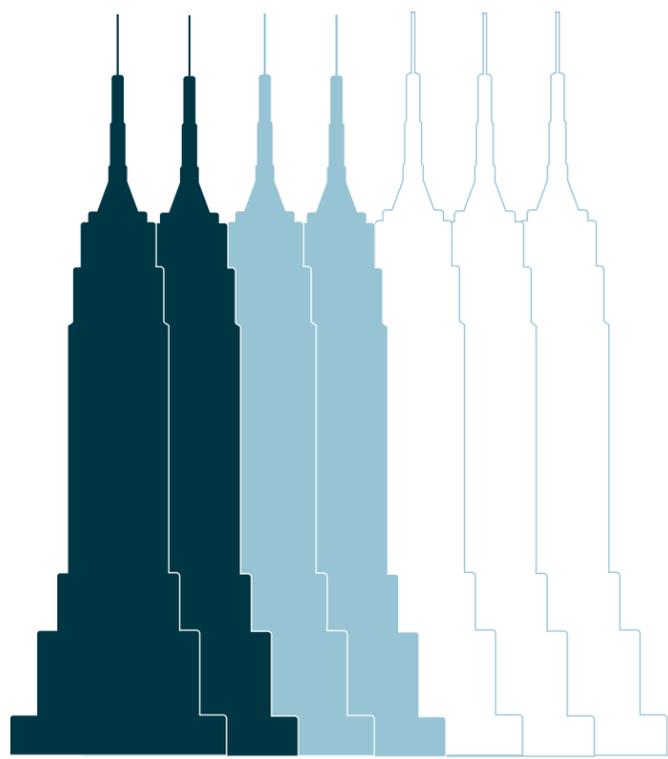
increase sustainability and gain green brand value



reduce waste costs

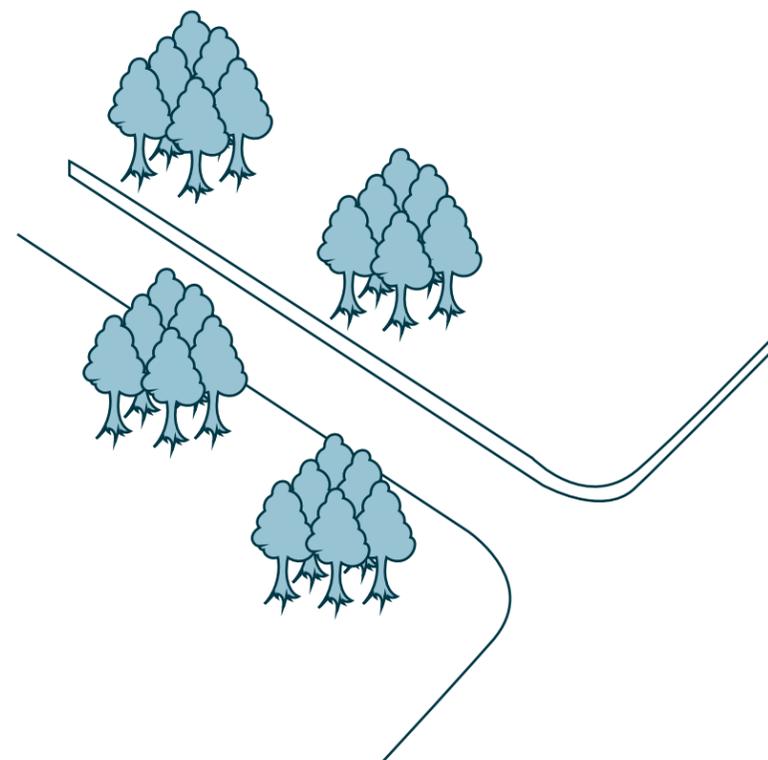


New York City



8 million people x 1 paper cup/ day x 365 = 2,920,000,000 cups a year. This is enough garbage to fill the Empire State Building roughly 7 times.

NYC produces approx 65,103,752 lbs of trash a year from paper cups alone. That's enough to fill 169 large container ships of paper cup waste every year.



NYC spends approx \$3,255,200 annually on paper cup disposal alone. With that money the city could plant 2,147 new trees. [7]

The City Wins Big



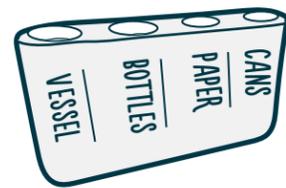
Vessel saves the tax payer money by reducing the \$3.2 million the city spends burying paper cups in landfills.

Vessel supports core goals of PLANYC and One New York.

Vessel:



reduces environmental impact and waste to landfills



creates viable waste prevention program



builds the infrastructure for reuse



keeps money circulating in the city

Vessel resolves the primary barrier to reuse

“Research shows that a primary barrier to carrying reusable items is forgetting to pack them.”

- Mayor’s Office of Sustainability

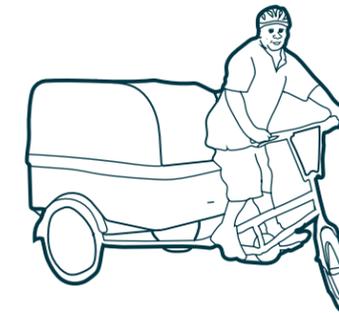
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Vessel creates jobs and promotes positive social impact



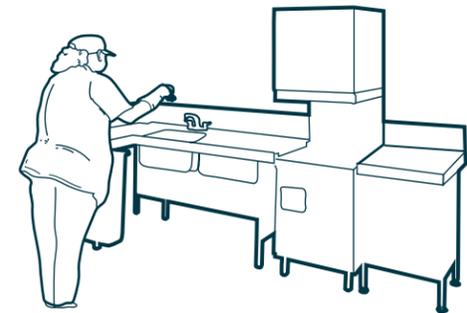
1

collection



2

delivery



3

washing

Vessel creates jobs locally for washing, collection, delivery, logistics, IT and management. We bolster domestic manufacturing by buying our stainless steel cups from U.S. factories.

Our model provides employment and skill-building for the populations most in need while producing significant environmental benefits. Further, Vessel raises awareness by showing the ways that our everyday actions effect sustainability. We enable a simple opportunity to move towards a more sustainable lifestyle.

Target Populations	Aligned NYC City Offices & Initiatives	Impact
intellectually disabled veterans	Mayor’s Office of Workforce Development	provide jobs
un and under-employed	Office of Veterans Affairs	skill-training
general public	Economic Development Corporation	raise awareness
business	Department of Sanitation	save taxpayer money
	Office of Long-term Planning and Sustainability	generate less waste
	GreenNYC	reduce costs and increase sustainability for small businesses
	Department of Small Business Services	urban innovation
		support local manufacturing

Sources



- [1] Source: National Coffee Association 2013
- [2] Source: Environmental Defense Fund
- [3] Source: Calculation based on data from Alliance for Environmental Innovation
- [4] Source: Environmental Defense Fund
- [5] Source: Based on Tufts University Study and in person interviews
- [6] Source: Based on in person surveys in the Union Square area of NYC.
- [7] Statistics on preceding two pages based on medium sized paper cup weighing 10.1 grams and disposal costs of \$100 per ton cited in Reaching for Zero: Citizens Plan for Zero Waste
- [8] Source: NYC Economic Development Corporation



Vessel is a venture of Thread Count. Thread Count is a creative studio aimed at using design and systems thinking to retune social and ecological infrastructures. You can find more of our work at www.threadcountcreative.com or email us at hello@threadcountcreative.com.



DAGNY TUCKER

Using innovation, strategy & design Dagny's work pushes the boundaries of how we think about everyday decisions and builds the capacity in others to have real impact on today's pressing issues. Her appointment with non-profit, business and government players has traversed five continents and navigates complexity to forge deeper and actionable understandings of sustainability and positive peace. With a foundation in international peace, conflict & development, her work aims to bolster others working on "wicked problems" through novel, engaging and sound frameworks, interventions, workshops, popular education pieces and media. Words can be hollow: sustainability, fair trade, conflict resolution- but Dagny strives to put the fat meaning back onto the hackneyed bones of jargon. Sustaining means not only lasting, but good, solid solutions to complicated issues. Fair trade means truly happy families, laughter, food from clean soil on both sides of the trade lines. Conflict resolution doesn't mean buried in the sand or chilly relations, it means break through, break down, restart from the seeds of creation, it means sleep well at night knowing the children are safe. She teaches at Parsons The New School for Design, was formerly the Managing Director of Strategic Global Affairs for New Hope Natural Media and is co-founder of Thread Count. She is a Tishman Scholarship recipient for "outstanding achievement in sustainability," and a Ph.D (c) at Universitat Jaume I in Spain. Drawing from extensive inside institutional work on big picture analysis and in-depth community based research, her work translates complex systems and process and her diverse background brings a unique and integral vision to all her projects.



RON MORRISON

Ron Morrison is a designer and social practitioner. He works to create strategies using art and design that help people understand how urban systems work and how to work within them. With a strong background in community development and social advocacy, he believes that people should have participatory access to shaping their cities and communities and sees design as a medium for creating knowledge and moving beyond paralysis in the face of complexity. His current work investigates infrastructure as a sociotechnical system for crafting the design of more equitable and sustainable services. He has been a collaborator with design teams that implemented projects in New Orleans, Ghana, Colombia, New York, and Venice and has had work featured in AIA New York, the UN World Urban Forum, and the Allied Media Conference. Based in New York, he has worked in a wide range of roles within strategic design, collaborating with such organizations as The Center for Urban Pedagogy, Transportation Alternatives, and the Association of Neighbors and Housing Development.



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