

## Today's design challenge

You've just been employed by a new startup. The CEO is focused on minimising single-use plastic bottles, and they are open to developing new products, or services to support their vision. You will also have to think about how this product/service generates revenue for the company.

Today, you will take the insights from your research and following a design process turn these into an imaginative solution to pitch to the CEO.

Your design solution will need to be good for the user, as well as for the business.