Beyond the Bag Challenge | Non-Public Submission

Omni-Bag Integrated Shopping Bag Platform

Our Omni-bag platform drives reusable bag adoption, reduction in single-use bags, customer excitement, and new and incremental retail growth

Written by John Lyons
Updated just now

Solution Title

Omni-Bag Integrated Bag Platform

Solution Summary

The Omni-Bag platform was designed to harness the potential of under-utilized shopping bags by adding; advertising, promotion, media, content, digital engagement and sampling to shopping baga.

Terms and Conditions

- Yes

Company / Organization Name (if applicable)

Strategic Integration, LLC.

Website (if applicable)

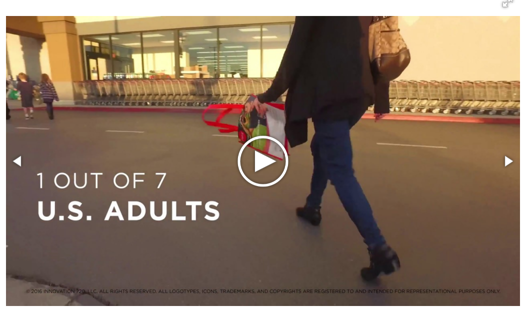
http://si-btb.com

What is the current stage of development of your solution?

- Operating Concept / Startup: You have fulfilled the stages of testing, undertaken a full scale roll-out, and are currently operating this solution as a business.

Please include a visual (can be either 2D or 3D) representation/prototype of your concept

http://si-btb.com



See Presentation Link for the detailed response and examples: http://si-btb.com

The Omni-Bag Platform is an integrated marketing solution that transforms ordinary shopping bags into an advertising and engagement platform. Anyone can print on a bag, but what differentiates the Omni-bag, is our proprietary and proven methods and models for commercializing potential reach and engagement opportunities in a manner that makes our platform scalable, competitive, and an added-value "win" for all parties.

We enable the financial viability of distribution of higher-cost reusable bags to consumers, facilitating the removal of single-use plastic bags while promoting new and incremental business practices and opportunities for retailers, brands, and third-party partners. It is precisely our models and development work that enables a scalable solution that can be implemented now and into the future.

Our program structures are designed to offer a wide range of media and content partnerships, and higher-quality customer engagement utilizing upgraded reusable bags. Our bags, aligned with existing industry standards for reusable bags, can be reused as many as 100 times, and our programs motivate and reward re-use. Our 3rd-party funded programs drive consumer interest with added-value content. They encourage engagement, utilize digital activation, and result in new and incremental sales, all while promoting and directly impacting the re-use, and recycling of shopping bags.

Each time an Omni-Bag is reused, a new bag or single-use bag is not needed, impacting the need for new plastic bag production. In our case, we achieve the goal of changing the primary use of bags to reduce waste and increase customer engagement in the digital elements of our platform.

This solution addresses which of the following:

- Reusable models
- It is an integrated bag solution that encourages re-use via consumer motivation and engagement.

How does this solution integrate into retail environments or delivery systems?

Seamless integration into through store operations, merchandising, marketing and promotions. Upgraded Omni-Bags are sponsored reusable shopping bags with high-profile content and omni-point activation opportunities via mobile, digital, social media and content delivery. Our bags Integrate seamlessly into retail, and provide extensive programs for engagement through partnerships with content, brand, media, technology and others. It is additive to the cycle rather than disruptive.

Describe your target market. Who will benefit from your product?

The target market for our Omni-Bag platform includes retailers, brands, consumers and 3rd-party partners. End-user consumers will interact directly with the bags via each customized program. Offers and promotions are designed to encourage easy and intuitive interaction. For details, see our linked presentation. http://si-btb.com

How does or might your solution meet or exceed the performance of the single-use plastic bag?

http://si-btb.com Our Omni-bag concept transforms ho-hum shopping bags into value-added engagement platforms that offers value to all participants. See link above for examples and more detail.

How does this solution impact / improve workflows for stakeholders (i.e. cashiers, stocking staff)?

Our program designs are integrated. The integrations are customized to harness opportunities for retail customers, associated partnerships, members, and even crew incentives where applicable. Our Omni-Bags offer connectivity with higher-profile marketing and promotional programs. Crew incentive programs are included in program implementation to drive crew awareness and drive excitement. Otherwise there is no adverse impact on store operations or crew members.

What additional benefits might the solution provide to stakeholders (retailers and customers alike)?

Our solution has driven significant ROI's for our retail and brand partners. See case studies in the link here: http://si-btb.com. Retailers see increased shopper excitement, engagement, and new and incremental sales. Brands see incremental sales and significant ROIs. Consumers get access to exciting content, special offers and are rewarded for participation. We extend retail activation to the home, mobile, social, on-line and beyond.

How is your solution scalable across retail environments?

Our methods are designed to be implemented from micro-local levels to regional, national, and global levels. Our solutions are designed SPECIFICALLY to be adaptable to local and regional markets. We have several examples that illustrate flexible and scalable implementations. Scaleability is a significant feature of our platform. The integrated nature of our programs makes them viable for on-going programs that internal and external partners can rely on for the delivery of value.

What regions will your solution be applicable in?

Our solution is applicable world-wide. It drives consumer behavior, builds awareness, and promotes incentives for re-use. Our programs also provide 3rd-party funding and new models of funding/revenues/ROI that make deployment and use of reusable bags more feasible globally.

How is your solution recoverable?

Our programs provide mechanics that drive motivation and rewards for re-use. We also design our programs to increase awareness of how to re-use, and encourage recycling and composting as part of the communication efforts tied to our programs with partners.

How have you incorporated additional sustainability attributes (beyond recoverability) into your solution?

Our program structures are designed to minimize environmental impact by rewarding re-use of higher-quality upgraded bags that can be reused up to 100 times. With 3rd party funding and consumer interest integrated into our programs, our bags drive and promote consumers to re-use and recycle. Each time an Omni-Bag is reused, it eliminates the need for yet another single-use bag to be made.

In what ways does or might your solution prompt behavior change amongst stakeholders, including retail staff and customers? How will your solution successfully design for this change?

http://si-btb.com The entire platform is designed to excite, motivate and enage customers and deliver added value. These values are extensive and are in forms that consumers want most. See examples in link above.

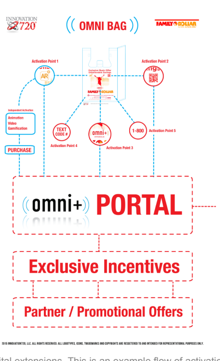
What unintended consequences can you foresee unfolding from your solution, and how might you mitigate them?

N/A

What health and safety concerns might your solution raise and how are you considering addressing them?

SI programs operate in alignment with retailer and brand partners and comply to requirements established by these partners We operate in compliance with all government regulations, in all phases of development and implementation.

Please upload a business model canvas or plan.



Omni-Bag activation includes digital extensions. This is an example flow of activation in what we call Omni+Portal. It includes multiple activations options from low tech to newer technology options. Something for everyone.

Our models are extremely propriatary. See case studies re: Coca-Cola programs with substantial ROIs. Our programs are funded by 3rd parties and are classified as integrated marketing and Omni-Channel promotions. They implement against minimum program funding requirements and are self-funding and profitable as executed. We can share more details if selected. But it is safe to say our program and platform is a financially viable opportunity as proven in the marketplace already.

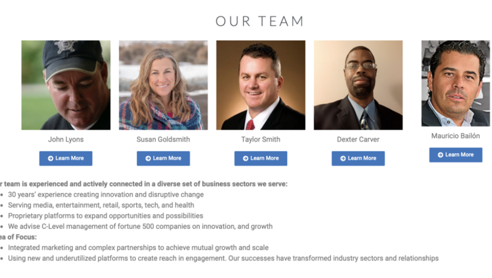
What are the biggest challenges you're facing today? What are existing gaps in your solution?

Our biggest challenge has been retail reluctance to change traditional bag marketing to open up advertising and promotional partnerships and a long term strcture that is competative to other forms of media and reliable in terms of deployment structions. We have the solution for these matters, but have found reluctance to change by retail partners. Although, that is changing already and this program is an indication of new solution opportunities.

Mentorship needs (please select up to 3)

- Business Model Development
- Growth and Scaling
- Fundraising / Finance

Tell us about yourself and your team. What is your background and experience?



Team background and links to Linkedin profiles available at the following link: http://si-btb.com

You can find management team reference images, bios and Linkedin profiles at the following submission link: http://si-btb.com

In what city are you located?

Long Beach

In what country are you located?

USA

What is your legal / organizational structure? (if applicable)

Parent Company: Strategic Integration LLC, and Sub-Company I720 Global, LLC. (aka) Innovation720

Please describe how becoming a Winner will support the growth of your concept.

It would accelerate our exposure to partners and retailers, giving exposure to our platform approach and methods which we believe are more in demand today than in the past few years, as retailers pivot to capture new and incremental revenues and new ways to serve and engage customers.

How did you hear about the Challenge?

- OpenIDEO social media
- In the news
- Consortium Partner social media (CVS Health, Target, Walmart, Kroger, Walgreens, Conservation International, Ocean Conservancy)
- Someone in my network (word of mouth)

Is your company a diverse supplier, MBE, WBE, VBE?

- None

If your company is certified as a diverse supplier, MBE, WBE, VBE, or other, please attach or link a copy of your certification (if applicable).

N/A

Do you feel like your organization or team is actively equitable or anti racist? What are some examples of this?

Our team is made up of a diversified set of members: men, women, veterans, and multi-racial owners. We are from a diversified community and are anti-racist and proud to support all peoples and cultures.

WRITTEN BY
John Lyons

TEAM
CREATE TEAM

ATTACHMENTS (1)
BTB Criteria Match Review 2020.10.02v4.5.xlsx
SI Internal review and notes of the Beyond the Bag Evaluation Criteria.

Find this idea inspiring? Add your own!

+ ADD YOUR IDEA

0 COMMENTS

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