meals are complicated

- no space
- leaks & spills
- skipping meals
- eating out $$$
meals are complicated

- no space
- leaks & spills
- 150M busy >$2B market
- ~$11 to eat out
let’s simplify things

food compartment

water compartment

magnetic bag attachment
key questions

will our holder be strong enough to support a filled container?

can we make a divided container leak proof?
results
results
<table>
<thead>
<tr>
<th>Feature</th>
<th>Tupperware</th>
<th>GoStak</th>
<th>Magbottle</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fits in bottle sleeve</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Multiple compartments</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Utensil opening</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
</tbody>
</table>
next steps

test & confirm clamshell latch design

find proper interference fit for inner lid

sleek design for magnet housing