Technology Considerations

Vygorade is an ingestible liquid product rather than a technology based application. With that in mind, the technology to consider would be the bottle that the liquid stays in and the label that will be wrapped around the product. The technology to make such things are already in place from previous drink manufacturers that are in similar containers. The primary technology for this would be a thermoforming machine to put the reused recycled plastic into a bottle form. The thermoforming machine would mold together used bottles for us at a mass production level. The label with the logo, ingredients, and other crucial information would require a label printer.

Vygorade also has a lot of its marketing and advertising done online. The marketing is done through our website and social media site, primarily being Instagram. With this in mind, we will need to rent out a web server to host our website. A good portion of money will go towards this as a slow website is not an option for us because that would drive customers away who come to our site and do not get around the site quickly with tons of ease.

After further analysis we decided that the best route would be to use eco-friendly technology. We hinted at it earlier, but realized that it would be the best way to get good PR. The best way to do this is to really focus on our reusable bottle initiative. The thermoforming machine would make for the best reusable solution. Along with the reusable bottle initiative, we would introduce a Vygorade powder to allow the use of our reusable bottles.