Have you ever been in class, reaching into your backpack looking for your pencil case when you realize that you left it at home this morning because you were scrambling to finish your project that was due today? What will you ever do without your trusty writing utensil? Well fear not because all of your pencil case forgetting problems will disappear with the revolutionary new invention… The Scase! The Scase is a plastic phone case accessory that will easily fit onto the back of any phone. This special accessory acts like a little box that smoothly slides open and closed and features tightly fit spots for up to three pencils and one eraser (can fit two erasers if they are small). This product will forever solve the problem of never having anything to write with because you’ll have three pencils attached to your phone, an item that everyone carries everywhere in the 21st century.

This product is great for the environment due to the fact that the Scase provides a perfect place to put pencils, so they’ll never get left on the floor to fill up already overflowing landfills. The plastic material is also sturdy and recyclable so it will last for a long time and when it finally does break down like everything eventually does, it’s easily recyclable.

Profits for this item are also quite beneficial. Each Scase will cost around $2.50 to make and we plan to sell them for around $4-5 dollars each because of the time it takes to construct each one. This means that we will make a $2.50 profit for each and every Scase sold.

As for the people aspect of the Triple Bottom Line, we already listed the main benefits, but we’ll summarize them for you again. The Scase allows you to always have a pencil and an eraser on you at basically all times (as long as you have your phone), it provides a place to fit pencils so none are left on the floor, and the materials used to build this product are durable and recyclable.