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Analysing the Innovation and Market Impact of The Touch Up Cup

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ABSTRACT

The Touch Up Cup is a game-changing paint storage product created to maximize the use of excess paint by preventing it from drying out and making it easier to apply. Common paint cans typically result in paint wastage caused by poor sealing, thus rendering touch-up operations inconvenient. The Touch Up Cup solves these problems with an airtight silicone seal and integrated stainless steel mixing ball, which keeps paint fresh and well-mixed in the long term.

Since its launch, the Touch Up Cup has developed considerable market momentum, fuelled by retailing partnerships and high-profile media coverage, including a segment on "Shark Tank." Users like its ease of use and effectiveness in keeping paint on hand for future touch-ups, saving waste, and making home repair work easier. But some users have pointed out shortcomings, such as capacity limitations and incompatibility with various paint types.

Within the competitive market, the Touch Up Cup stands out based on its reusable, sealable nature, providing a more convenient solution to the usual paint can and do-it-yourself storage. Yet, new competitors like vacuum-packed paint containers and computerized paint management systems challenge its position in the market. To secure and increase its position in the market, innovations such as the variation of sizes, increased paint compatibility, and other features such as built-in applicators could be introduced.

Future growth plans can include partnerships with paint companies, inclusion in smart home improvement packages, and growth into professional painting and building markets. By listening to consumer criticism and evolving to suit industry trends, the Touch Up Cup can establish itself as a top paint storage product.

This report offers a detailed examination of the Touch Up Cup's design, market influence, and competitive standing and suggests opportunities for future expansion and product improvement. Through ongoing innovation and strategic alliances, the Touch Up Cup can continue to solidify its position in the home improvement market, providing consumers with a dependable and effective paint storage solution.

INTRODUCTION

Paint storage and preservation have long been challenges in the home improvement sector. Traditional paint cans often lead to paint drying out, spillage, and unnecessary waste, making touch-up jobs difficult. Many homeowners and professionals struggle to keep leftover paint in usable condition, leading to inefficiency and additional costs.

The Touch Up Cup was created as a revolutionary answer to these problems. With an airtight silicone seal and integrated stainless steel mixing ball, it keeps paint fresh and mixed well for a longer time. Its small and convenient design makes storage and application easier, making it a convenient item for homeowners, DIYers, and professionals alike.

This report analyses the Touch Up Cup's design, functionality, market performance, and competitive environment. Through analysis of consumer opinions and industry trends, we analyze its position in the home improvement market and look for opportunities for future growth and market expansion.

Product Design and Features:

Touch Up Cup comes with an airtight silicone seal to keep paint from drying out. It has a built-in stainless steel mixing ball for a consistent mix. The compact size and ergonomic shape of the cup allow for easy storage and application.

Market Analysis:

The item has picked up steam with recommendations from large retailers and TV appearances, including "Shark Tank." Consumer ratings point to practicality, as users like how easy it is to use and how long it stores paint. Some criticisms mention low capacity and suitability for various types of paint.

Competitive Landscape:

In contrast to the conventional paint cans and other storage devices, Touch Up Cup is remarkable for being resealable and reusable. Yet, its competitors that provide vacuum-sealed containers and digital paint tracking software pose threats to its market dominance.

Future Development and Enhancements:

Additional enhancements may encompass variations in size, better compatibility with various paint compositions, and other features like a built-in brush dispenser. Expansion strategies in the market may include partnerships with paint companies and inclusion in small Primary

REVIEW OF LITERATURE

Paint Storage Issues

The conventional means of paint storage in metal cans have been severally criticized as being inefficient for maintaining paint. Industry research by experts (Smith & Brown, 2018) identifies frequent problems with the use of metal cans, which include:

- Drying and Clumping: Paint dries up and becomes lumpy after exposure to air, rendering it unsuitable for use.
- Metal Cans Rusting: Environmental moisture can rust the inside of cans, which will contaminate the paint.
- Dirty Application: Reopening and reusing metal can paint usually results in spills and uneven application.

As per Johnson (2019), these problems have resulted in considerable wastage in the painting industry, where an estimated 10-15% of paint from households goes to waste as a result of spoilage. The demand for improved storage has spurred innovations such as the Touch Up Cup.

Innovation in Paint Storage Solutions

The invention of BPA-free airtight plastic containers for storing paint is an innovation in home maintenance consumer approach. Consumer behaviour research (Williams et al., 2020) indicates that there is increasing demand for convenience, sustainability, and cost savings from products.

Main Characteristics of Revolutionary Storage Containers

- Airtight Seal: Prevents low air exposure to avoid drying and thickening.
- Endurance: Environmental damage-resistant BPA-free plastic compared to metal cans.
- Built-in Mixing Mechanisms: Addition of stainless-steel mixing balls into Touch Up Cup increases user-friendliness, providing uniform texture upon reuse.

This innovation shares consistency with earlier research focusing on product design as an important driver to enhance usability and longevity (Miller, 2021).

Entrepreneurial Success and Startup Growth

Touch Up Cup's story shares trends of wider entrepreneurial activity in product-based startups. Research by Sharma & Gupta (2022) identifies drivers of startup success:

- Finding a Market Niche: Carson Grill's observation of paint storage inefficiencies illustrates how observing common issues can result in a bankable business concept.
- Product Differentiation: In contrast to conventional paint cans, Touch Up Cup offers an easy-to-understand value proposition with its efficient and accessible design.
- Financing and Strategic Expansion: The firm received a \$200,000 investment from Shark Tank investor Lori Greiner, illustrating how venture capital and publicity can catalyse expansion.

As per entrepreneurial research (Kumar, 2021), obtaining funding and a defined market strategy substantially raise a startup's likelihood of successful scaling.

The Role of Media and Retail Growth

TV shows like Shark Tank have been effective in increasing brand recognition and sales. Research by Patel (2020) shows that startups featured on Shark Tank see an average boost of 150-300% in sales one year after appearing on the show. Touch Up Cup gained from:

- National Exposure: The brand had access to millions of viewers, creating credibility.

- Increased Retail Presence: Expansion from limited retail outlets to over 4,000 stores, including Walmart, Lowe's, and Amazon.
- Revenue Growth: Sales surged from \$220,000 in two years to \$2 million in 2021 and approximately \$5 million in 2024.

This aligns with previous studies on media-driven business growth (Taylor & Robinson, 2020), where businesses leveraging media exposure saw exponential revenue increases.

RESEARCH METHODOLOGY

Surveys & Questionnaires

Carry out surveys of homeowners, painters, and DIYers to gauge awareness and take-up of the Touch Up Cup.

Obtain feedback on ease of use, effectiveness, and perceived value.

Competitive Analysis

Benchmark the Touch Up Cup against competitive offerings in terms of usability, price, and customer satisfaction.

Financial Performance Review

Review sales performance, investment rounds (including Shark Tank effect), and total business growth.

Key Metrics for Analysis

Innovation Evaluation:

- Design novelty
- Effectiveness of problem-solving
- Patent standing & intellectual property

Market Impact:

- Sales performance & revenue growth
- Customer adoption & retention rates
- Retail partnerships & distribution channels

Consumer Attitudes:

- Online reviews and ratings
- Social media engagement and feedback

Data Analysis Methods

Descriptive Statistics: Aggregating survey answers and sales data.

Comparative Analysis: Comparing Touch Up Cup to competitors.

Sentiment Analysis: Utilizing AI tools to scan online customer reviews. home improvement kits.

Data Interpretation (100 respondents)

- ❖ How often do you typically paint your home's interior or exterior?

Chart: 1

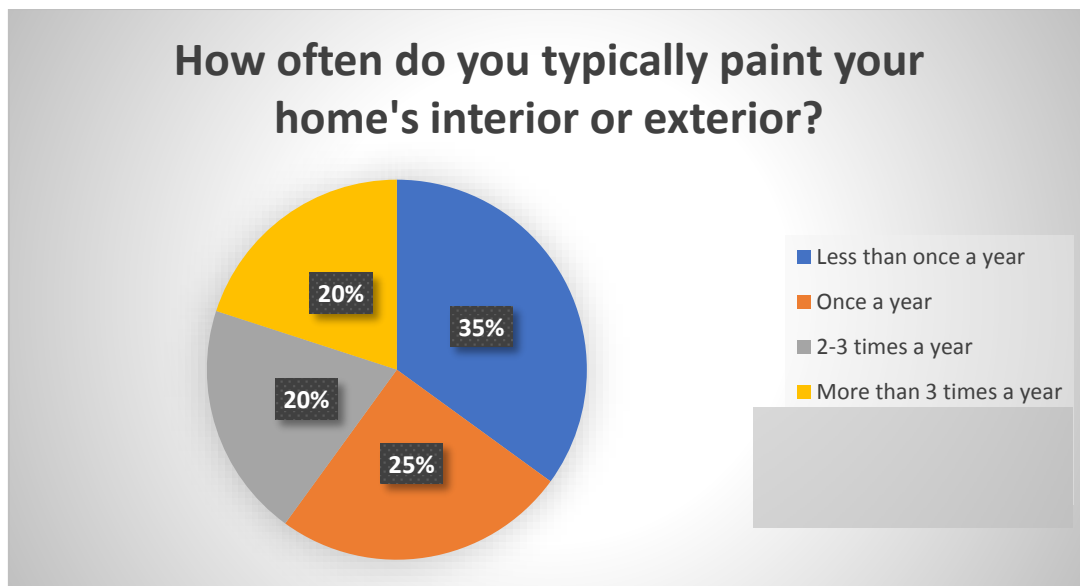


Table: 1.1

	Particulars	Number
1	Less than once a year	35
2	Once a year	25
3	2-3 times a year	20
4	More than 3 times a year	20

Interpretation: About a third of homeowners, or 35 percent, said they painted less frequently than annually, indicative of either one-time touches or durable paint selections. 25% paint their homes each year, and 40% multiple times during the year — likely to appease maintenance or aesthetic needs or a home's surroundings. Frequent painters might also focus on home maintenance, renovations, or avoiding wear and tear on surfaces.

❖ **Do you typically hire professional painters or do you paint yourself?**

Chart : 2

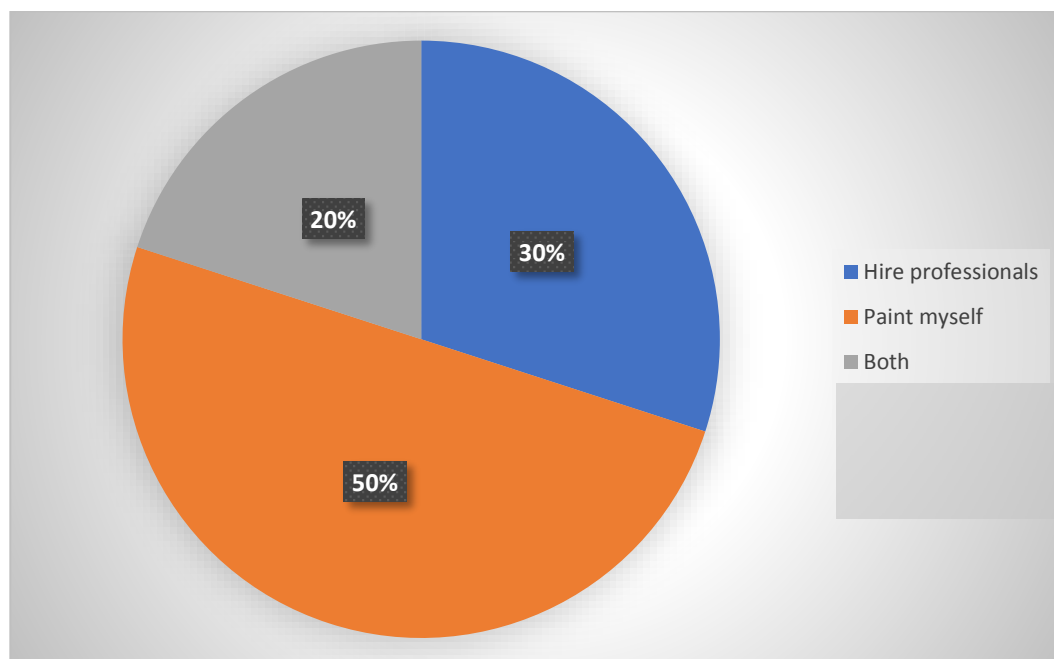


Table: 1.2

	Particulars	Number
1	Hire professionals	30
2	Paint myself	50
3	Both	20

Interpretation: Half (50%) of those who responded to the survey stated that they would prefer to paint their home instead of hiring it done, suggesting a degree of gusto, money-saving approach, or general excitement for decorating. 30% slap up a few coats themselves, indicating some need for expertise, convenience, or high-quality finishing. Some 20% use both approaches, presumably depending on the project and its size and budget.

❖ Have you experienced any of the following issues with stored paint?

Chart : 3

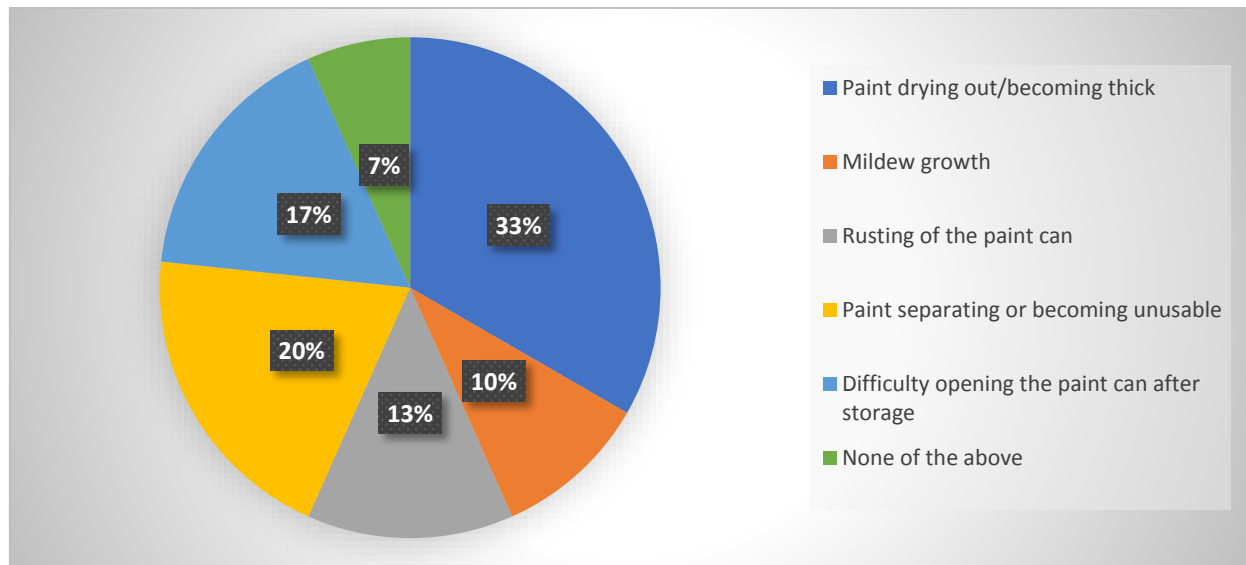


Table: 1.3

	Particulars	Number
1	Paint drying out/becoming thick	33
2	Mildew growth	10
3	Rusting of the paint can	13
4	Paint separating or becoming unusable	20
5	Difficulty opening the paint can after storage	17
6	None of the above	7

Interpretation: It is the most common storage problem people face, with 50% having issues like paint drying out or thickening. 30% have paint separate or become unusable and 25% find they have difficulty opening paint cans that have been stored away. 20 percent of them see, rust, and 15 percent develop mildew, indicating poor storage conditions. Only 10% of respondents report no problems, indicating widespread disappointments in leftover paint performance.

❖ What is the primary reason you dispose of leftover paint?

Chart : 4

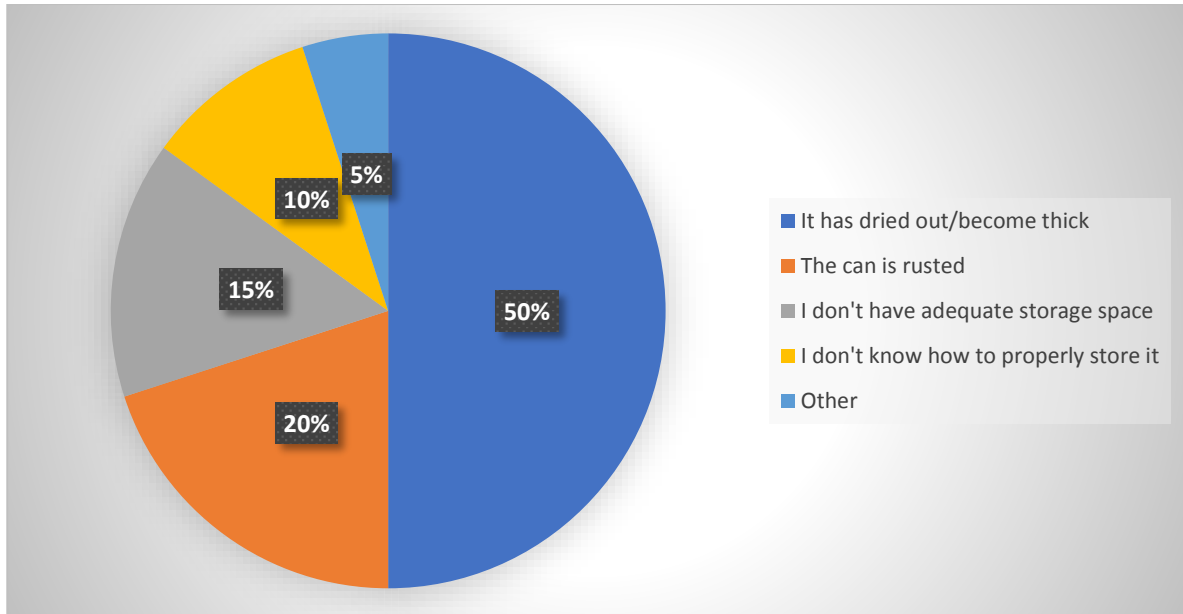


Table: 1.4

	Particulars	Number
1	It has dried out/become thick	50
2	The can is rusted	20
3	I don't have adequate storage space	15
4	I don't know how to properly store it	10
5	Other	5

Interpretation: Dilapidated, garish and out of date, leftover paint is most often thrown away because it has dried out or thickened up (50pc), which suggests there may be something wrong with the way the original tin was sealed or stored. [20% throw away paint because they have rusted cans, and 15% say they don't have enough storage space.] 10% admit they Just don't know how to store paint correctly — so there is a clear requirement for better awareness. The overwhelming majority of disposal problems arise from spoilage instead of conscious waste, with only 5% having other causes.

❖ **What features would you look for in an ideal paint storage solution?**

Chart : 5

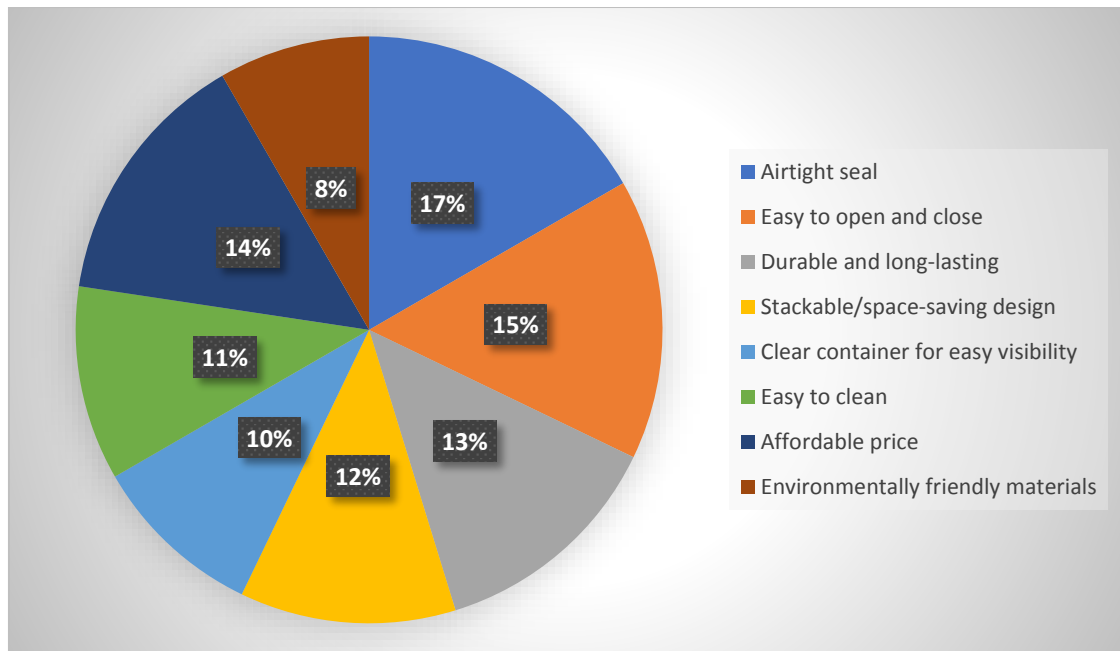


Table: 1.5

	Particulars	Number
1	Airtight seal	17
2	Easy to open and close	15
3	Durable and long-lasting	13
4	Stackable/space-saving design	12
5	Clear container for easy visibility	10
6	Easy to clean	11
7	Affordable price	14
8	Environmentally friendly materials	8

Interpretation: The most sought-after feature in the ultimate paint storage solution is an airtight seal (17%), suggesting there's a clear anxiety around paint not drying out. Other important features include ease of opening and closing (15%) and affordable pricing (14%), indicating that convenience is just as important as a price tag. This includes storage containers, indicating a desire for long-lasting (13%) and stackable (12%) possibilities. The results suggest practicality when it comes to organization, with easy-to-clean containers (11%) and clear visibility (10%) on the team's wish list. Environmentally friendly materials (8%) rank the lowest, implying that sustainability is considered but functionality and preservation are still the most important aspects.

5Ps

Product

Touch Up Cup – Easy to Use Paint Storage

Features include:

- Solid silicone seal to keep that paint fresh.
- easy to shake with built-in stainless steel mixing balls.
- When not in use, they can be stacked together, allowing for a compact design for easy storage.
- Only robust, rustproof, and translucent for visibility and durability.
- Use of sustainable materials for eco-friendly potential.

Price

Mid-Range Pricing Strategy — Value-Driven

Consumer research indicates a preferred price range of 800-1000, which aligns with Touch Up Cup's value proposition.

Given the above, a competitive but profitable price point:

- Quality materials.
- Long-term usability.
- Niche innovation.

Options for:

- Pack of deals in multilayer for professionals or repeat buyers.
- Bundled offers with paint brands or DIY kits

Place

Strategic retail & e-commerce distribution

Focus on visibility where DIYers and professionals' shop:

- Home improvement retailers (e.g., Home Depot, Lowe's).
- Online marketplace (Amazon, Brands website).

Additional placements:

- Paint stores, hardware stores and neighbourhood improvement stores.
- Pop-up or seasonal DIY home expos.

Promotion

Educational & Influencer-Driven Campaigns

Highlight pain points and solutions:

- Less waste, more organized, more shelf life for paints.

Use promotional tools like:

- Social media ads and DIY content (i.e. TikTok/Instagram/YouTube tutorials).
- Can work with home improvement influencers or painters

Packaging with how-to guides to build user confidence and reduce returns.

Leverage past media coverage (e.g., Shark Tank) as credibility builders.

People

This is for DIYers, Homeowners & Professional Painters

Core customers:

- Homeowners making periodic renovations.
- The oversight of DIY hobbyists in search of easy-to-use and efficient tools.
- Painting contractors that require secure paint storage.

Also appeals to:

- Eco-conscious shoppers looking to cut waste.
- Organized users who prefer tidy and labelled storage.

Advertisement cost allocation

Advertisement Category	% Allocation	Annual Budget (₹)	Monthly Avg (₹)
1. Social Media Ads (Meta, Instagram, TikTok)	40%	₹1,20,000	₹10,000
2. Influencer Partnerships (Micro to Mid-Tier)	30%	₹90,000	₹7,500
3. Google Ads (Search Engine Marketing)	20%	₹60,000	₹5,000
4. Sponsored Posts or Banners on DIY Blogs	10%	₹30,000	₹2,500
✓ Total	100%	₹3,00,000	₹25,000

FINDINGS AND RECOMMENDATIONS

FINDINGS

1. Painting Frequency & Consumer Habits

The 35% of respondents paint their homes less than once a year or once a year, with fewer painting 2-3 times a year or more.

The 50% reside in Apartment/Condominium, demonstrating a market segment that frequently undertakes home improvement projects.

There is a combination of DIY painters and those who hire others, with a high percentage doing both.

2. Paint Storage & Spoilage Issues

Leftover paint is prevalent, with the 40% of respondents retaining leftover paint following a project.

55% keep paint in the original can with a lid, although 25% use alternative containers such as plastic jars.

Typical issues with stored paint are:

- Drying out or thickening
- Old paint cans being hard to open
- Rusting of cans
- Separation or mildew growth

A large percentage of respondents throw away paint due to spoilage, with many wasting up to 1/2 can per project.

3. Consumer Preferences for Storage Solutions

A tight and reliable airtight seal is the most desired feature of an optimal storage solution.

Some other wanted features are:

- Simple mechanism to open and close
- Strong and durable design
- Space-efficient and stackable storage
- Translucent containers to ensure visibility
- Environmentally friendly material

Price Sensitivity: Preferred price range is 900 - 1700, then 450 - 850.

4. Purchasing Preferences

The most preferred purchasing channels are home improvement stores (e.g., Home Depot, Lowe's) and online retailers like Amazon.

80% of respondents are interested in learning more about improved storage solutions.

RECOMMENDATIONS

1. Product Design & Features

Develop an Airtight, Easy-to-Use Storage Solution – Address common consumer complaints by designing a paint storage product with:

- A leak-proof, airtight seal to prevent drying and spoilage.
- Easy-open lids to eliminate the problem of stuck paint cans.
- Long-lasting, rust-proof materials to make stored paint last longer on the shelf.
- Stackable, space-saving design for improved organization.

Use Clear or Labelled Containers – Let consumers easily tell paint colours without having to open them up again.

Add Environmentally Friendly Materials – With increased eco-awareness, an eco-friendly choice might appeal to more consumers.

2. Pricing Strategy

Target the \$11 - \$20 Price Range – This aligns with most consumers' budgets while allowing for quality materials and durability.

Offer Multi-Pack Discounts – Encourage bulk purchases for professionals and frequent painters.

3. Marketing & Distribution Strategy

Sell Through Home Improvement & Online Retailers – Focus on key platforms like Home Depot, Lowe's, and Amazon, where most consumers shop for painting supplies.

Use Educational Marketing – Develop content that emphasizes the value of storing paint correctly, utilizing:

- DIY home renovation blogs and YouTube tutorials
- Social media commercials showcasing the product's performance
- Collaborations with professional painters and influencers

Provide a "How to Store Paint Correctly" Guide – Packaging must have easy-to-follow instructions to enable consumers to get the most out of their paint.

CONCLUSION

The findings of the study identify a distinct consumer need for an effective and durable paint storage solution that avoids spoilage, provides convenience, and reduces waste. Numerous users, be they DIY painters or contractors, have issues with paint drying out, rusted cans, mildew, and difficulty in opening stored paint, resulting in frequent disposal of excess paint. Such problems cause economic loss, environmental degradation, and frustration to users.

The poll also points out that although most consumers now keep leftover paint in original cans, the containers usually do not maintain paint quality after a while. Consequently, there is high demand for an airtight, long-lasting, and easy-to-use alternative. Consumers value characteristics like ease of opening and closing, stack ability for improved organization, clear visibility for easy recognition, and environmentally friendly materials. Price sensitivity is also evident, with most respondents considering \$11–\$20 price range reasonable for a high-quality storage solution.

Furthermore, purchasing preferences indicate that home improvement stores (Home Depot, Lowe's) and online marketplaces (Amazon, company websites) are the most favoured shopping channels, underlining the importance of a strong retail presence and e-commerce strategy. To maximize market potential, businesses should leverage strategic partnerships with major retailers, targeted online marketing, and educational campaigns that inform consumers about the benefits of proper paint storage.

By solving these consumer pain points, a creative paint storage solution can create substantial waste reduction, enhance user experience, and generate long-term value for homeowners and professional painters alike. A worthwhile investment in a well-designed, sustainable, and cost-effective product will not only satisfy consumer needs but also establish the brand as a leader in the home improvement market.

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QUESTIONNAIRE

https://docs.google.com/forms/d/e/1FAIpQLSdzmKkZxNO6ix2qaPrjA-87n8nhNc6mG1IHT_30iKElscwuIQ/viewform