Rainbow's End PRO: Tummi Pals

Rainbow's End
WHERE LEARNING BEGINS

Numbers to Know

Tree

A World of Words
apple

House

Tree

Pineapple

ABC

Shapes

Rectangle

Shapes Place

Sound All Around

Pop! Boom! Bang!

IPro 353: Final
Tummi Pals Doll

Value Proposition

An affordable doll that addresses both education & diversity while being entertaining for the child.
**Tummi Pals Doll Features**

**Interaction**
- Keyring scancards
- Audio feedback
- Teach and quiz

**Physical features**
- Round tummy
- Huggable
- Long brushable hair

**Accessories**
- Rainball
- Hairbrush
- Clothing/Shoes
- Nightlight
• Tummi Pals is a first semester IPRO project

• Angela has found no similar market product that fulfills all the needs that the Tummi Pals doll will

• Angela has pitched her idea to friends, family, and fellow teachers and received great feedback

• Angela has patented the Tummi Pals doll & rainball carrying case
Objectives

1. Create a prototype
2. Conduct market research
3. Draft business reports
Team Organization

Project Leader: Christopher Salgado

Technical Team:
- Christopher Chachakis*
- Branden Toro

Creation Team:
- Hana Tai*
- Fernando Gomez
- Gustavo Untiveros

Business/Marketing Team:
- Christopher Salgado*
- Philip Brierley
- Christopher Anglin

Team values
- Professionalism
- Commitment
- Communication
- Punctuality
- Innovation
Product Development

- Prototype
- Interactivity
- Nightlight
Prototype

Concept
- Obtain body Ratios
- General idea of shape, components and dimensions

Crude Prototype
- Clay dough body
- Styrofoam ball head
- Stuffed cloth limbs

Working Prototype
- Cloth body with polyester fiber stuffing
- Synthetic hair
- Soft vinyl limbs and head
- Used parts from other dolls
- RFID system
Interactivity

- Radio Frequency Identification (RFID)
- Size
- Relative pricing
- Non-contact scanning
- Safe
- Low power requirements
Night Light

- Tummi Pals decoration
- Rotating color wheel
- CD player feature
Market Research

- Competing products
- Market opportunity
- Revenue potential
- Interviews
Competing Products

Adorable Doll

Cabbage Patch Kids:
• One of the most popular dolls of all time
• Been around for a long time and might be getting stale
• $15-$30

Leapfrog Leapster:
• Highly interactive
• Must buy expensive new cartridges to continue learning
• $50

Jambo Kids:
• Teaches kids about diversity
• Niche marketed
• Poor quality
• $30

Awareness to Diversity

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Interactive Learning
## Market Opportunity - USA

### Child Care Centers & Schools With Pre-K

<table>
<thead>
<tr>
<th></th>
<th>Child Care Centers</th>
<th>Schools with Pre-K</th>
<th>Total</th>
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<tbody>
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<td>Total Potential</td>
<td>106,000</td>
<td>40,500</td>
<td>147,000</td>
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<table>
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<tr>
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<th>Schools with Pre-K</th>
<th>Total</th>
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<tbody>
<tr>
<td>Initial Target</td>
<td>19,000</td>
<td>2,500</td>
<td>21,500</td>
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**Initial target market**
- Large facilities
- Above average family income

### Home Market

<table>
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<tr>
<th>3-5yr olds</th>
<th>10,500,000</th>
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<tbody>
<tr>
<td>Girls</td>
<td>5,000,000</td>
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- US Census data
- 1.01% annual population growth
Revenue Potential

Product System for Child Care Center Market:
- Set of 7 dolls
- 7 books
- 7 carrying cases
- 7 sets of accessories
- Optional storage unit

Product System for Home Market:
- Doll
- Carry Case
- Accessories
- Book

<table>
<thead>
<tr>
<th></th>
<th>Home</th>
<th>Childcare Center</th>
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<tbody>
<tr>
<td>Retail Price</td>
<td>$40</td>
<td>$225</td>
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<tr>
<td>Units</td>
<td>10,000</td>
<td>500</td>
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<tr>
<td>Market Share</td>
<td>0.10%</td>
<td>0.34%</td>
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<tr>
<td>Revenue</td>
<td>$400,000</td>
<td>$112,500</td>
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Interview Process

- Teachers and organizers
- Sample size
- School names
  - Bright Horizons
  - Tiny Treasures Child Care
  - Diversey Daycare
  - St Francis Xavier Kindergarten
  - Our Lady of Perpetual Help School
  - Glenview Methodist Preschool
- How many questions
- Context
- Phone/Person/Email
Interview Feedback

- Diversity training is very important
- Doll must be machine washable
- Battery-operated toys are acceptable
- Accessories are fun, but concern for loss
- Rainball & display stand ideas well received
- Children enjoy interactive toys
- Like to see the product demonstrated
- Purchasing habits (where and when they shop)
- Price sensitivity
- Unsure if boys would enjoy the product
- Space may be an issue in classroom
- Roundness of tummy may be an issue
Business Risks

- Poor market acceptance
- Competition
- Attracting investors
Obstacles Encountered

- Group Logistics
- Research Limitations
- Product Complexity
Conclusions

- Confirmed interest in the product concept
- Selected materials for the doll
- Created a working prototype
- Demonstrated interactive functionality
- Determined a proposed retail price
- Created a new design for the night light
Next Steps

• Validate interest with larger sample size
• Manufacture a second prototype
• Demonstrate to parents and test with children
• Research alternative interactive learning methods tied to the characters
• Investigate sources of seed funding and partnership potential
Summing It Up

Any Questions?