We are attempting to create an affordable doll that addresses both education & diversity while being entertaining for the child.
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

* = Subgroup Leader
Goals

- Design a prototype
- Identify target customer
- Research competition
- Draft a business plan
Progress

• Research
  - Features
  - Existing Products
  - Past Successes
  - Materials & Components

• Technical Elements
  - Scanning System
  - Power Source
  - Nightlight

• Doll Prototype
Obstacles Encountered

- Group Logistics
  - Commuting Students

- Research Limitations
  - Access to preschool age children
  - Manufacturing

- Product Complexity
  - Extensive research required for each desired product feature
Still To Come

- Define the target customer
  - Individual or entity?
- Consumer Research
  - Surveys/Focus Groups
- Complete Prototyping
  - Doll, Technological devices & Accessories
- Business Plan
  - Sales/Promotion Strategy & IP/Regulatory requirements
How You Can Help

- RFID expertise
- Contact with potential end-users
- Manufacturing experience
- Industry experience
Summing It Up

Any questions?