**Background**
- Angela Davis, Retired CPS Teacher
- Children's book author
- Founder of All 4 Kids Enterprises
- Patent for Tummi Pals Doll concept

**Problem**
The current market lacks a quality doll that promotes education, values, and diversity while being entertaining.

**Objectives**
- Create a working prototype
- Define the target market(s)
- Identify possible competitors
- Conduct consumer research to confirm interests
- Identify the value proposition

**Methodology**
- Creation Team - Design of prototypes
- Tech Team - Design a scanning system
- Business Marketing Team - Identify target customer & research competition

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**Tummi Pals Doll**

**Interactivity**
- Radio Frequency Identification Device
- Key card scanning
- Different tasks can be performed with the same key cards

**Accessories**
- Nightlight
- Different keycard sets
- Master book
- Character book

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**Product System for Home Market**
- Interactive Tummi Pal
- Round Carry Case
- 1 set of keycards
- Individual Book

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

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**Concept**

**Design**

**Crude Prototype**

**Working Prototype**