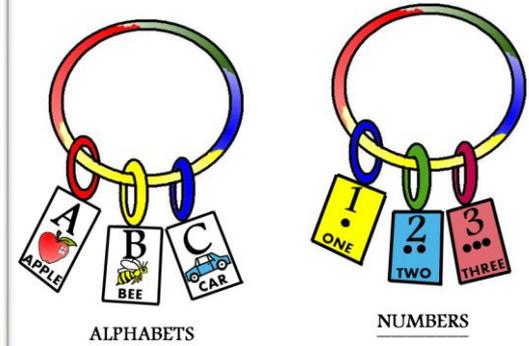


# Rainbow's End PRO: Tummi Pals



**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

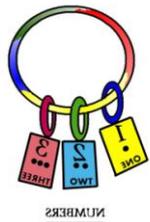
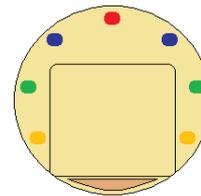
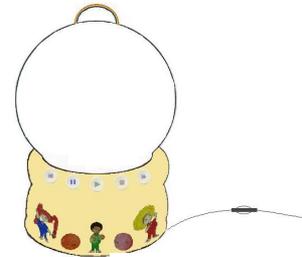
## Physical features

- Round tummy
- Huggable
- Long brushable hair

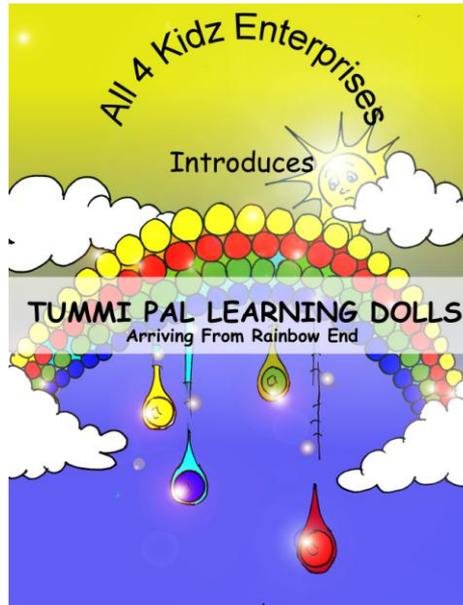


## Accessories

- Rainball
- Hairbrush
- Clothing/Shoes
- Nightlight



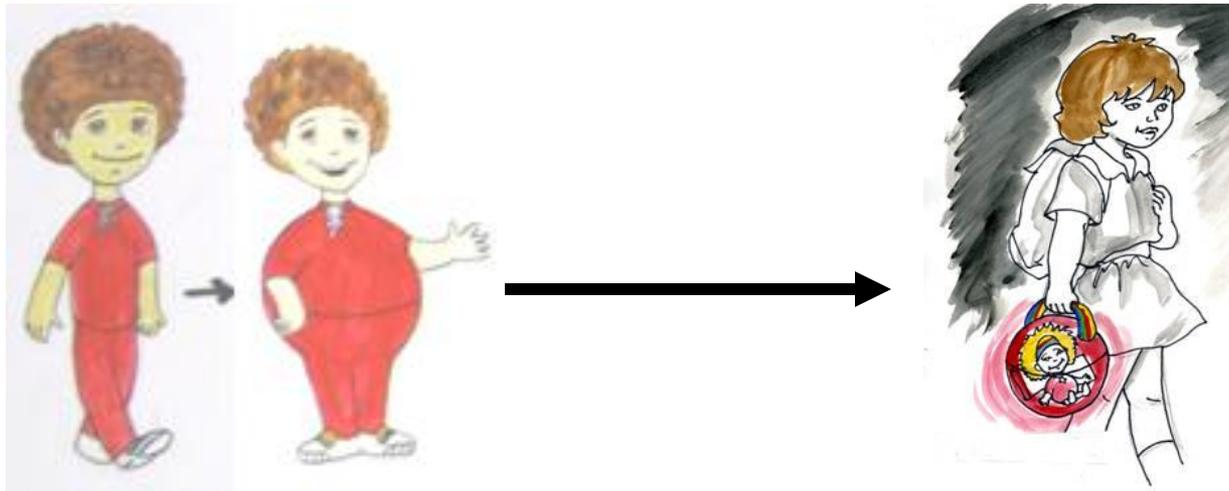
# Project History



- 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

Team values

Professionalism

Commitment

Communication

Punctuality

Innovation

Business/Marketing Team:

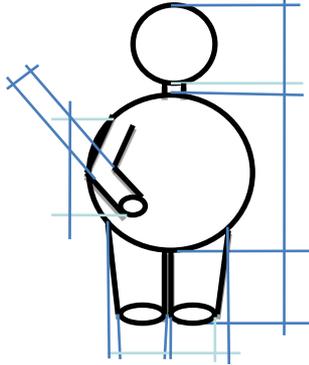
- ❖ Christopher Salgado\*
- ❖ Philip Brierley
- ❖ Christopher Anglin

# 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

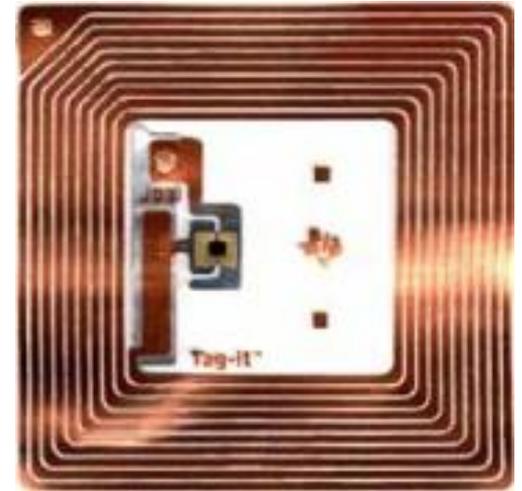
## Working Prototype

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



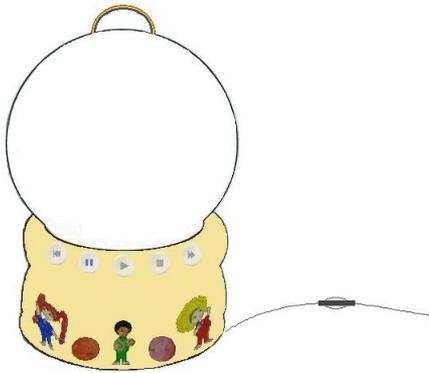
# Interactivity

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

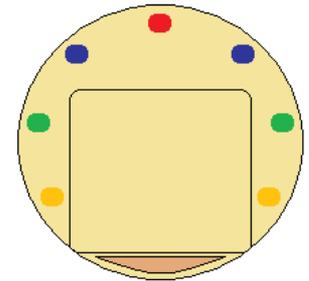


# Night Light

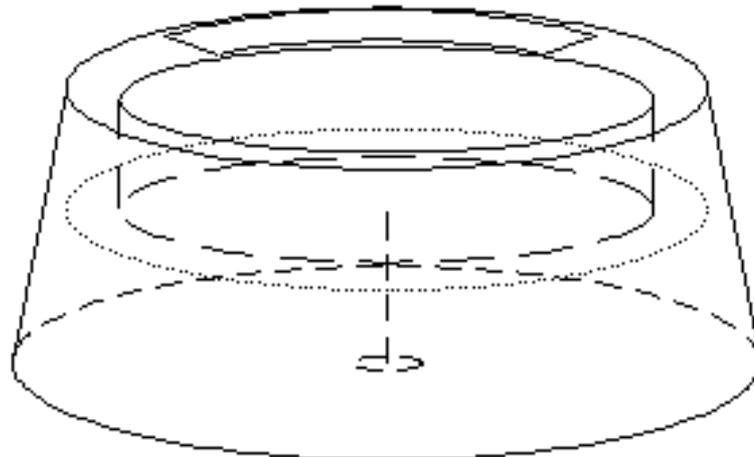
- Tummi Pals decoration



- 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



## Interactive Learning

Leapfrog Leapster:

- Highly interactive
- Must buy expensive new cartridges to continue learning
- \$50



## Awareness to Diversity

Jambo Kids:

- Teaches kids about diversity
- Niche marketed
- Poor quality
- \$30



# Market Opportunity-USA

## Child Care Centers & Schools With Pre-K

	Child Care Centers	Schools with Pre-K	Total
Total Potential	106,000	40,500	147,000

	Child Care Centers	Schools with Pre-K	Total
Initial Target	19,000	2,500	21,500

### Initial target market

- Large facilities
- Above average family income

## Home Market

3-5yr olds	10,500,000
Girls	5,000,000

- US Census data
- 1.01% annual population growth



# Revenue Potential

## Product System for Home Market:

- Doll
- Carry Case
- Accessories
- Book

## Product System for Child Care Center Market:

- Set of 7 dolls
- 7 books
- 7 carrying cases
- 7 sets of accessories
- Optional storage unit

	Home		Childcare Center	
Retail Price	\$40		\$225	
Units	10,000	100,000	500	5000
Market Share	0.10%	1.00%	0.34%	3.40%
Revenue	\$400,000	\$4,000,000	\$112,500	\$1,125,000

# 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

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- 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

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- 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?



NUMBERS



COLORS



WORDS