

Rainbow's End PRO: Tummi Pals



IPRO 353
Midterm Review

Tummi Pals Doll



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

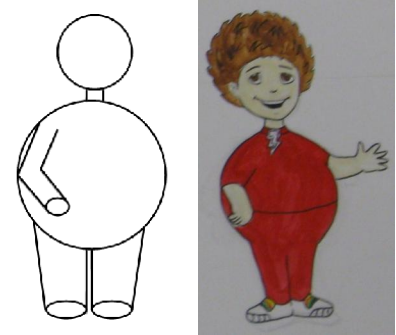
Business/Marketing Team:

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

* = Subgroup Leader

Goals

- Design a prototype



- Identify target customer



- Research competition

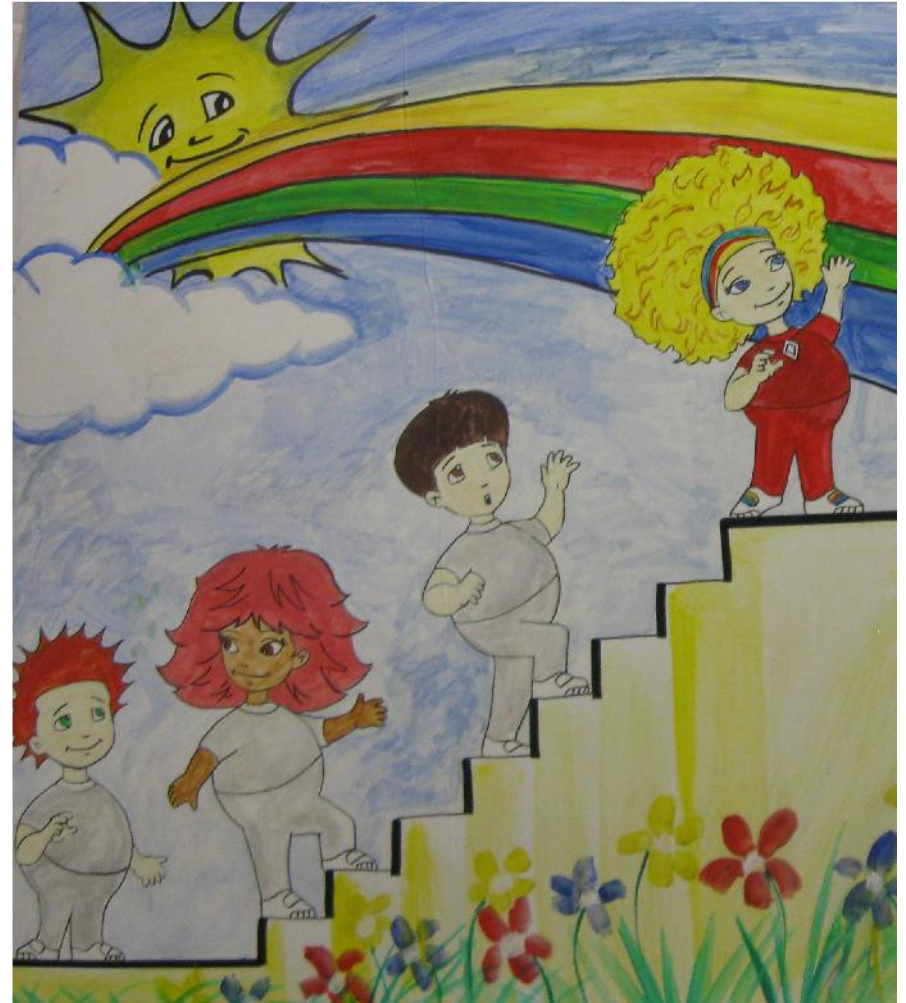


- Draft a business plan



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

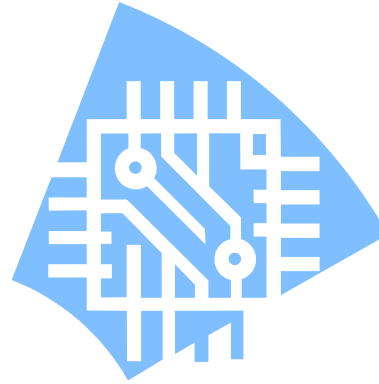


- Define the target customer
 - Individual or entity?
- Consumer Research
 - Surveys/Focus Groups
- Complete Prototyping
 - Doll, Technological devices & Accessories
- Business Plan
 - Sales/Promotion Strategy & IP/Regulatory requirements



How You Can Help

- RFID expertise
- Contact with potential end-users
- Manufacturing experience
- Industry experience



Summing It Up



Any questions?