

# 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

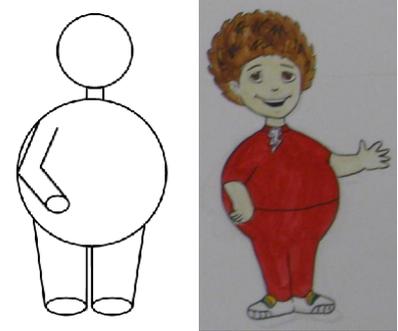
Business/Marketing Team:

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

\* = Subgroup Leader

# Goals

- Design a prototype



- Identify target customer



- Research competition

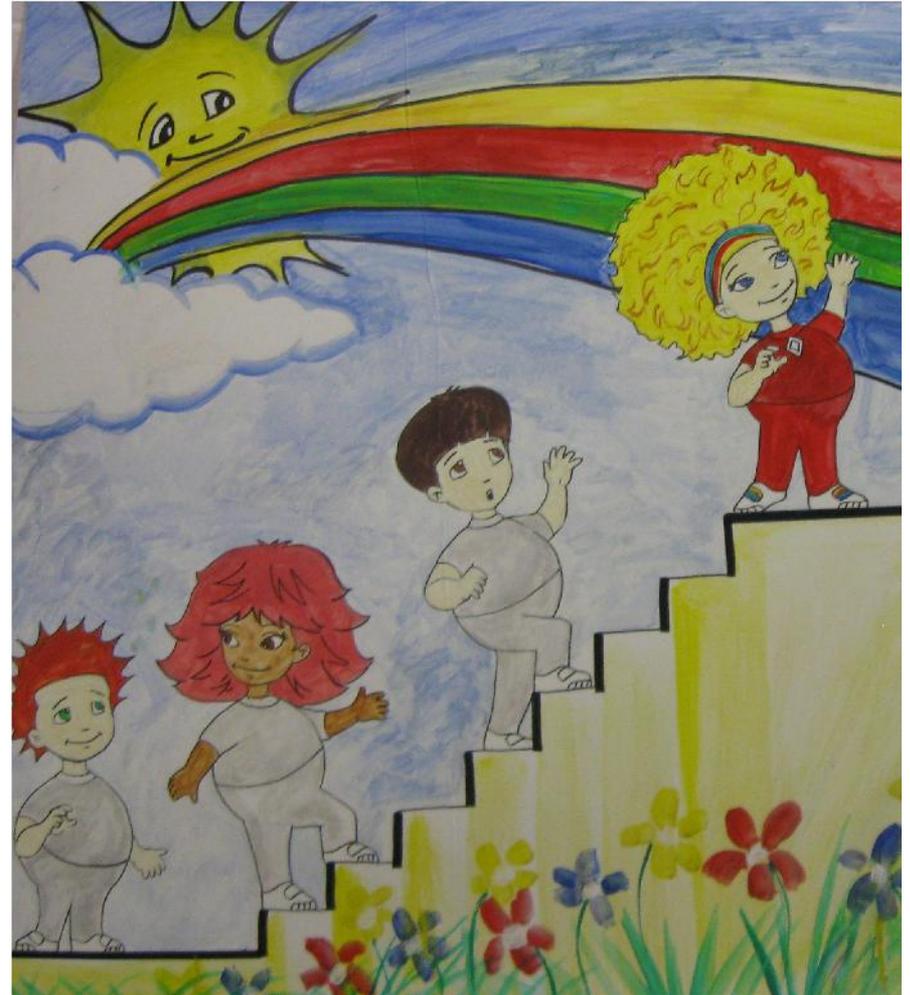


- Draft a business plan



# 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

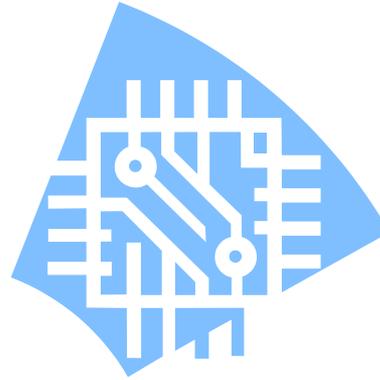


- Define the target customer
  - Individual or entity?
- Consumer Research
  - Surveys/Focus Groups
- Complete Prototyping
  - Doll, Technological devices & Accessories
- Business Plan
  - Sales/Promotion Strategy & IP/Regulatory requirements



# How You Can Help

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



# Summing It Up



Any questions?