

Rainbow's End-Pro

Background

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

Tummi Pals Origin (Rainbow's End)



Problem

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

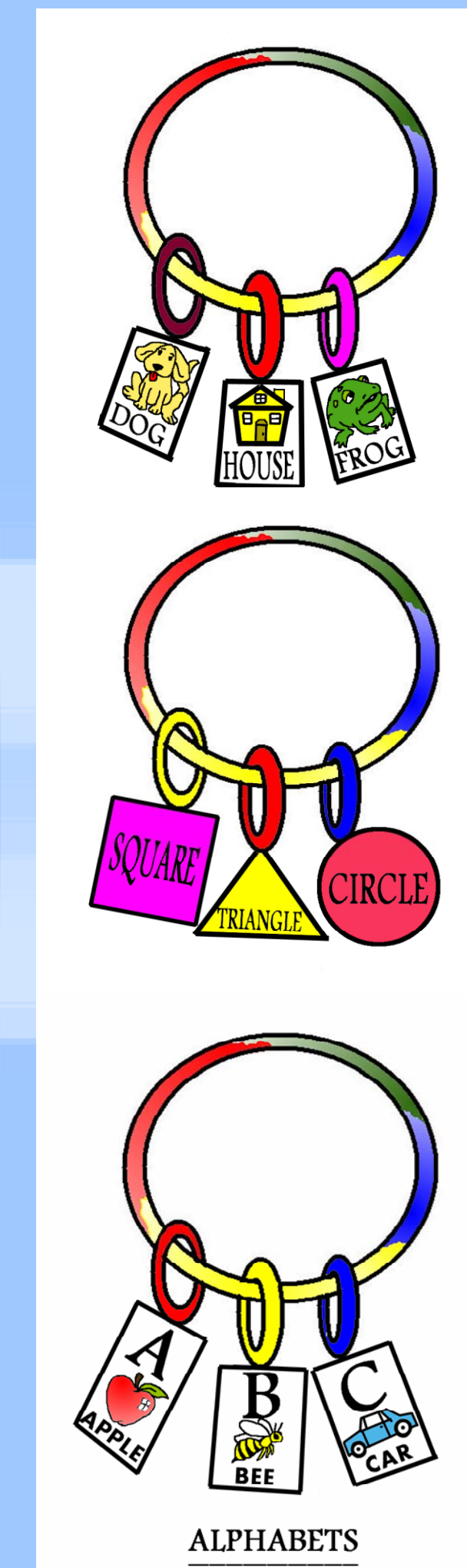
Objectives

- 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

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



Product System for Home Market

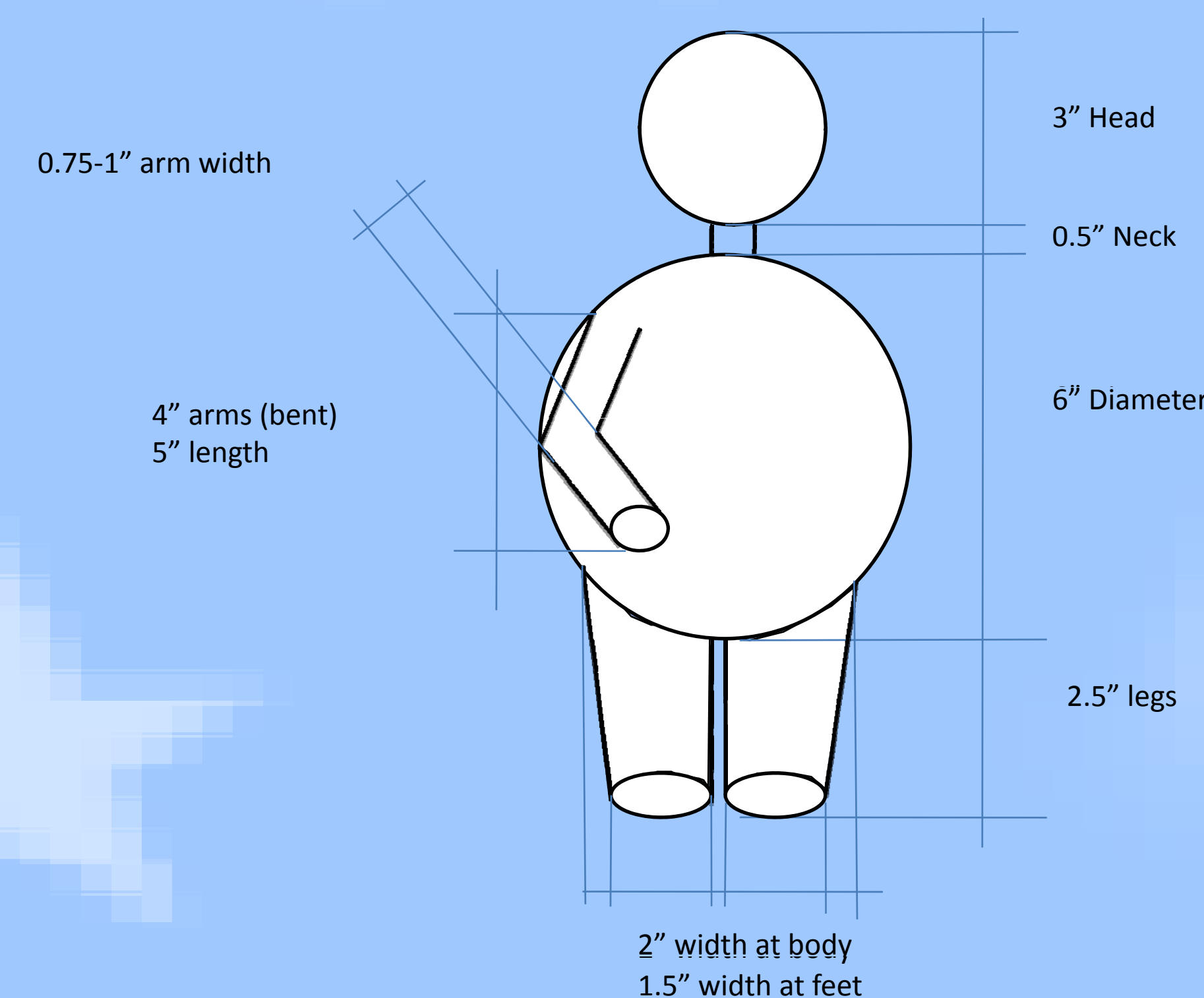
- Interactive Tummi Pal
- Round Carry Case
- 1 set of keycards
- Individual Book

Product System for Child Care Center Market

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



Concept



Design



Crude Prototype



Working Prototype