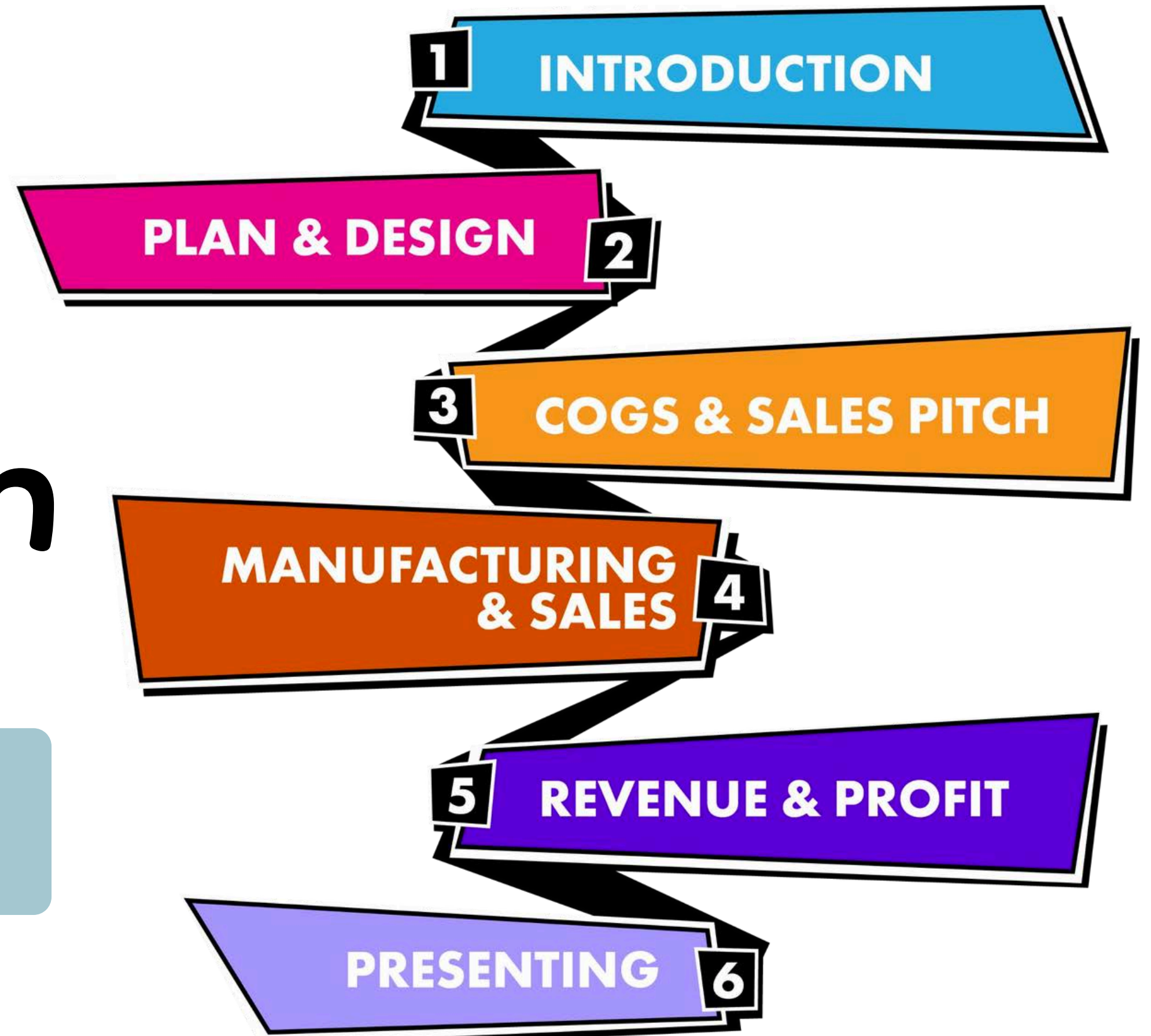


BUILD Plan Competition

Jay Rodriguez, Jay Thompson, Senaiah
Lites, Carolin Duarte



Introducing our client, Kelly.





Our POV statement.

“Kelly is a black mother who runs a self defense class. She needs a way to manage her **time & schedule** in a way that **balances both** her professional and personal life **efficiently.**”

Our Prototype & The Evolution.



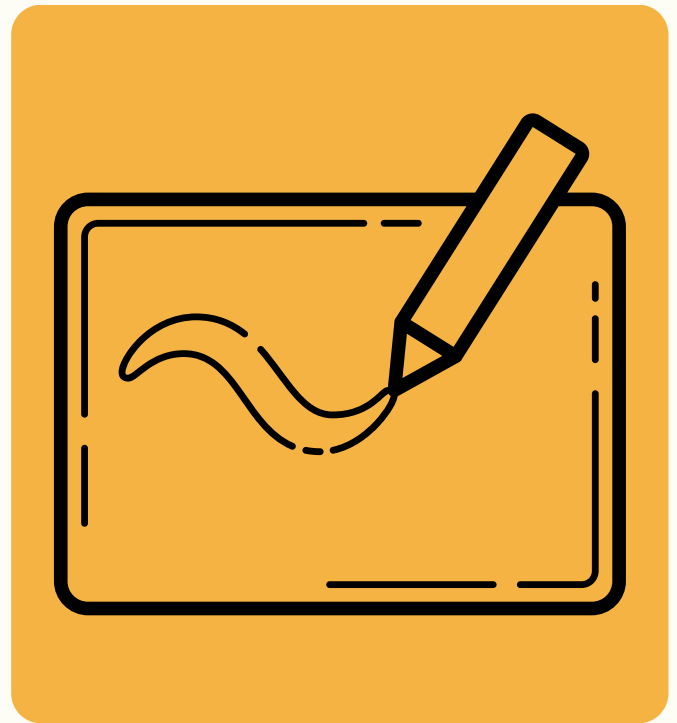
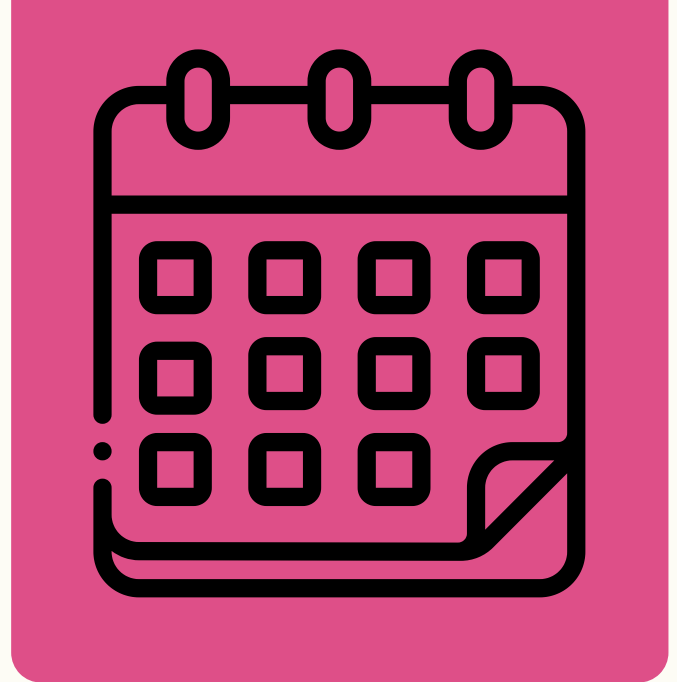
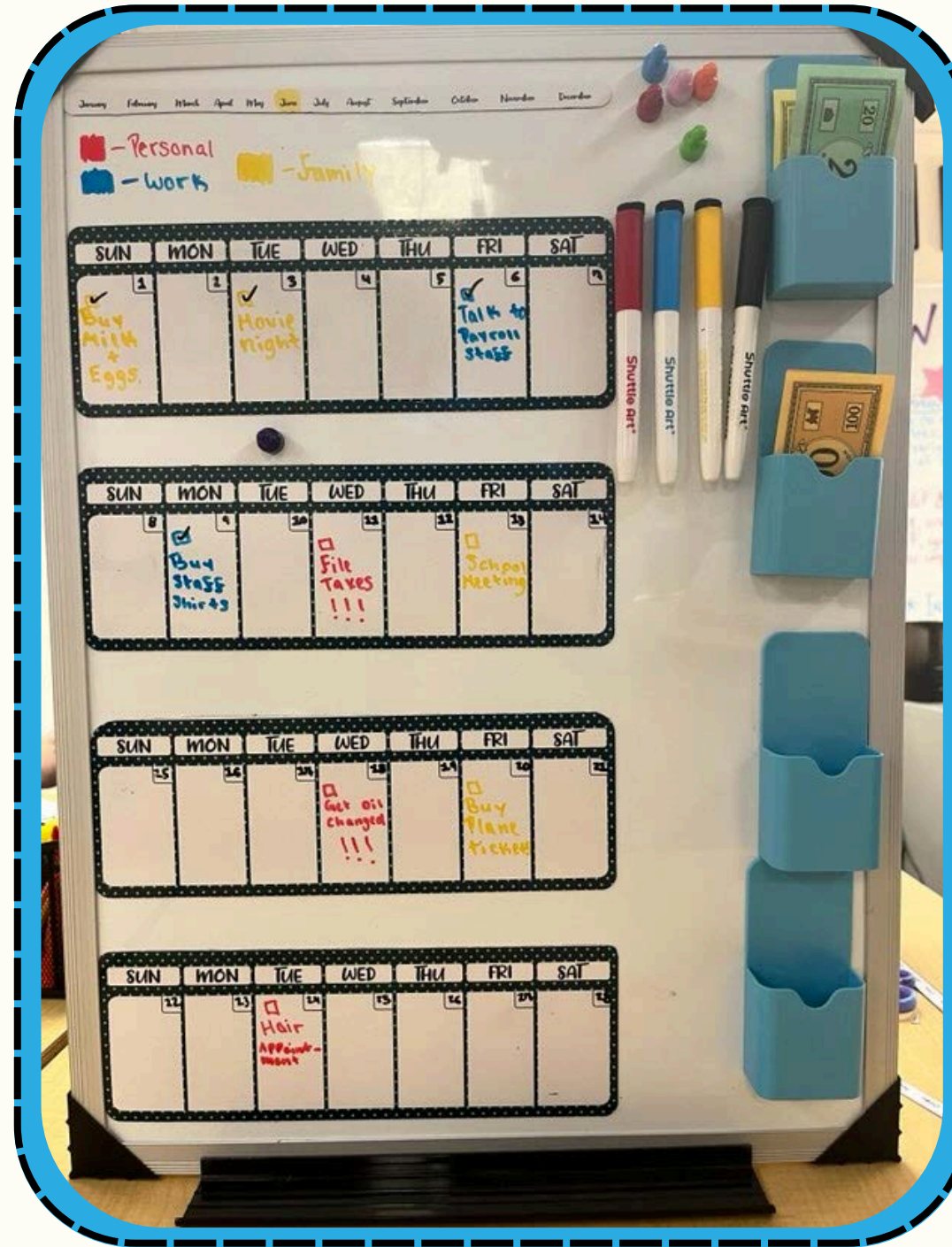
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Our Product: The Board of Life.



Market Research.



U BRANDS



“Nice and compact.

Easy to erase. Hardware included did not work...

Nice and compact. They had two options for mounting...the typical holes that allow you to hang with screws or nails. The reason for 4 stars is bc the hardware included was bent and did not work for us. It did not allow the frame to hang flush that way.

Overall, happy with the purchase as it helps to my journey to better organization.”



“Wish it was a little bigger! But works great ”



TARGET



“It’s Decent

It is a good calendar for what it's worth, but mine ended up warping within the first week that I bought it.”



“Great dry erase board, easy to use

This is a nicely sized dry erase board to write in my family’s schedule for the month. Helps keep us organized at a glance, we use a different color for each person. I enjoy using it!”

“Pursuing our passion for designing products, and consistently delivering best-in-class office supplies for every home or office space.”



“Not magnetic

Great size. Easy to write on and cleans off easily. My only dislike of it was that I thought it would be magnetic so I could move it easily. It is not magnetic- it has Velcro tabs that you attach to your wall/whenever. Not sure if it will do damage to surface when removed”



“OMG, THESE SUCK

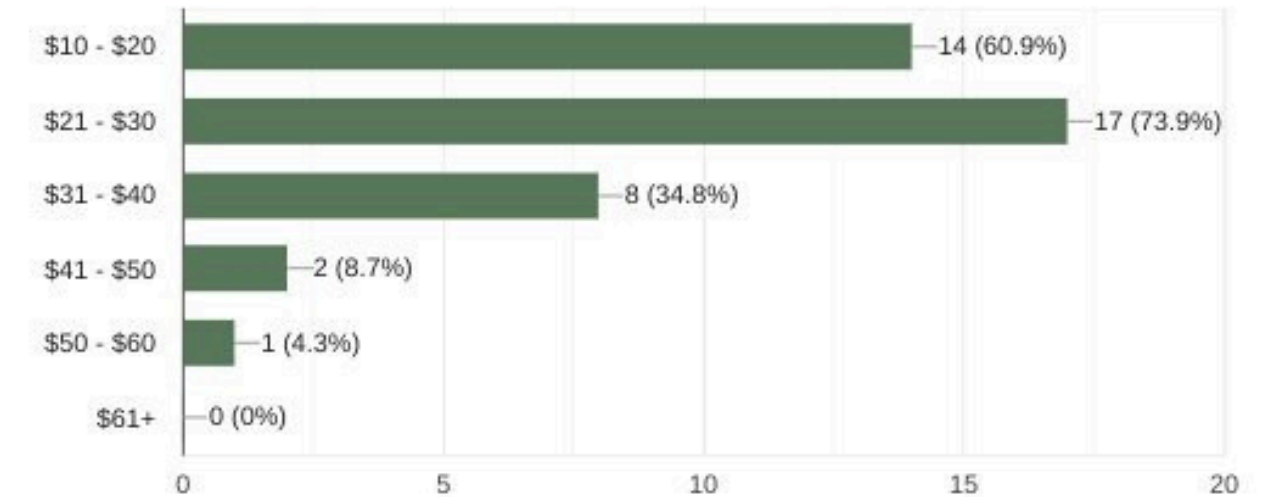
I’ve had these for a year and they suck. They stayed on my wall for about 3 days until they fell off. I purchased adhesive hook and loop Velcro and they worked cool. Then I took them down to wipe them down the sides just fell off[...]They basically sold me pieces I had to assemble myself. I could have gone to Ikea for this lol smh”

Consumer Research.

What price range(s) would you pay for this product? Choose as many as needed.

Copy chart

23 responses



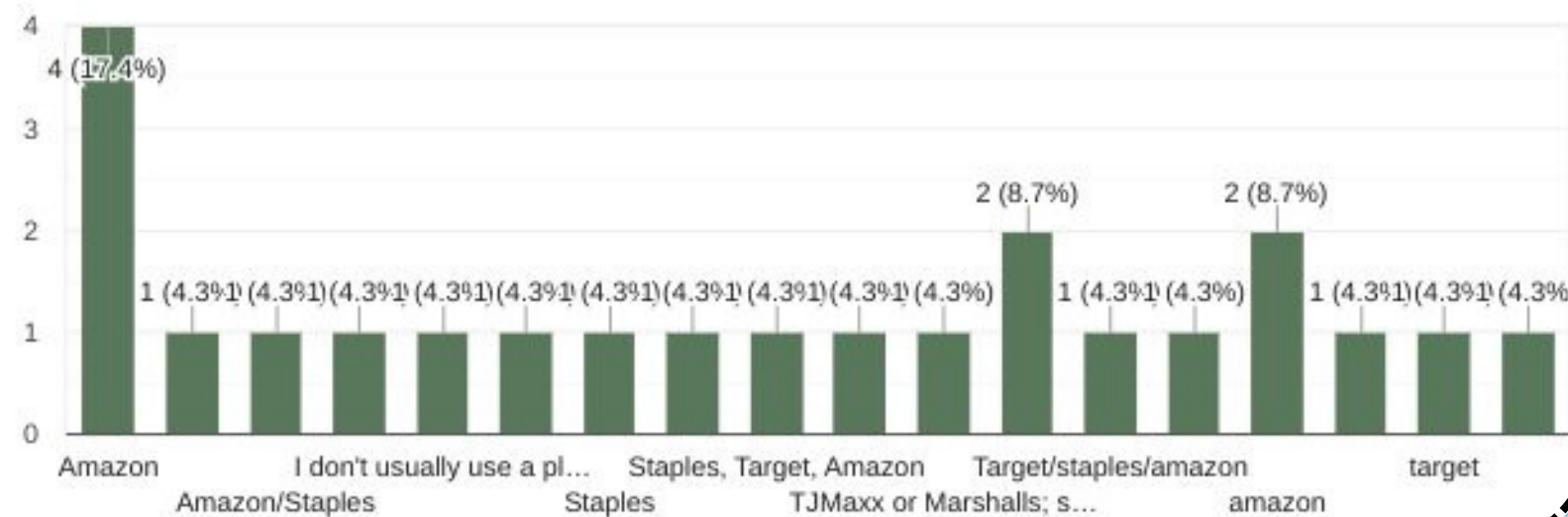
Place

Price

Where do you typically buy planners and home organization products?

Copy chart

23 responses



- Survey conducted on 23 people
- Questions involved the 4 P's
- Results attached below

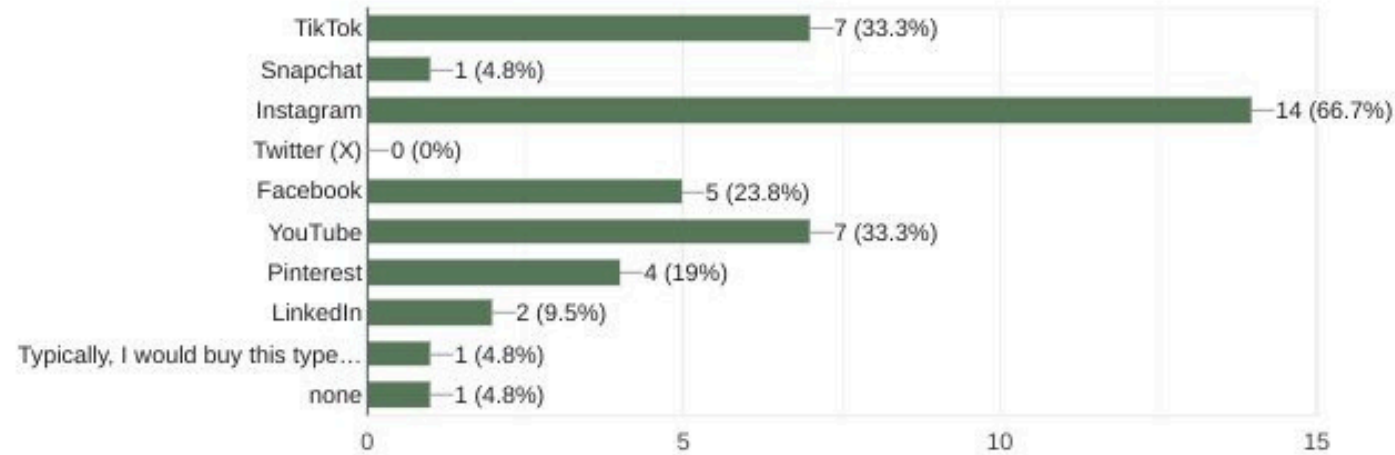
Consumer Research ext.



Responses gave us insightful feedback for the future of our product

What social media(s), if any, would motivate you to buy this product? Check all that applies. [Copy chart](#)

21 responses



Promotion ↗

Product ↙

What types of incentives are the most motivating for you to complete tasks?

20 responses

- Relieving my anxiety. I tend to be motivated by "the stick" even if it is only my perception, rather than "the carrot."
- Money, ME time, bucket to save coins or something for a trip
- Food
- Coffee
- Impact, being productive, the task itself being interesting or fun
- Time with or going out to dinner with family and friends
- Money dollars
- money \$\$\$
- Food, money

Spark Skills.

Most Used Skills

- 🌀 Innovation
- 🌀 Collaboration
- 🌀 Communication
- 🌀 Problem Solving

Examples

- 🌸 Determining how our product will work
- 🌸 Finding products for our price budget
- 🌸 Distributing tasks between team members

Financials.

Start-Up Costs

Total = \$179

Operating Costs

Av. Labor = \$87.50 per
month

Selling Price & Revenue

One unit = \$45

Profit

One unit = \$11.79

Cost of Goods Sold

Total (one unit) - \$33.21

Financials ext.

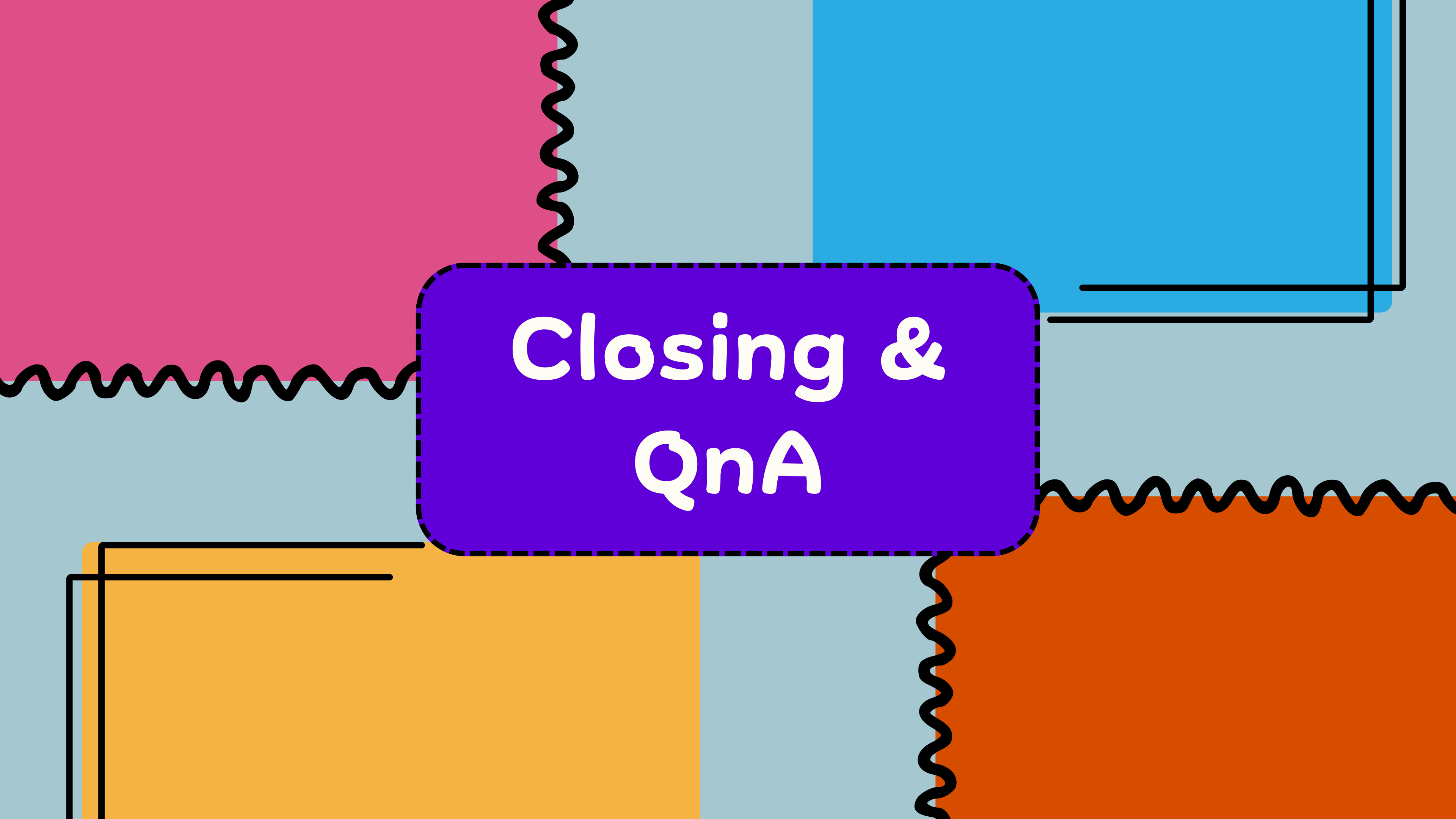
COGS Breakdown

24x18 Whiteboard x1 = \$12	Weekly Magnets x4 = \$10
Dry Erase Markers x4 = \$0.92	30x5x24 Box x1 = \$3.31
Incentive Boxes x4 = \$6	Adhesive Hooks x4 = \$0.54
Player Pieces x4 = \$0.44	

Financial Ask

COGS 3 mo - \$1,162.35 +
Op Costs 3 mo - \$262.50 +
Start Up Costs - \$179 =
\$1,603.85

Break-Even
36 units



Closing & QnA

Thank You!

