

# Team Umi Zumi

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Changes!

# Meet Our Client

## Sixto



About Our Client: 33 year old teacher.

- Lives in California.
- Has a wife and 2 kids.
- Teaches at a high school
- Enjoys books and music
- ***Wants a way to engage his high school students in class.***

# POV Statement



As a teacher, Sixto needs a way to make his students engaged in the classroom in a way that's interesting, captivating and fun.



Our  
Product...

Is our  
**Creativity!**

1 **MUSIC**

Choose a song...

2

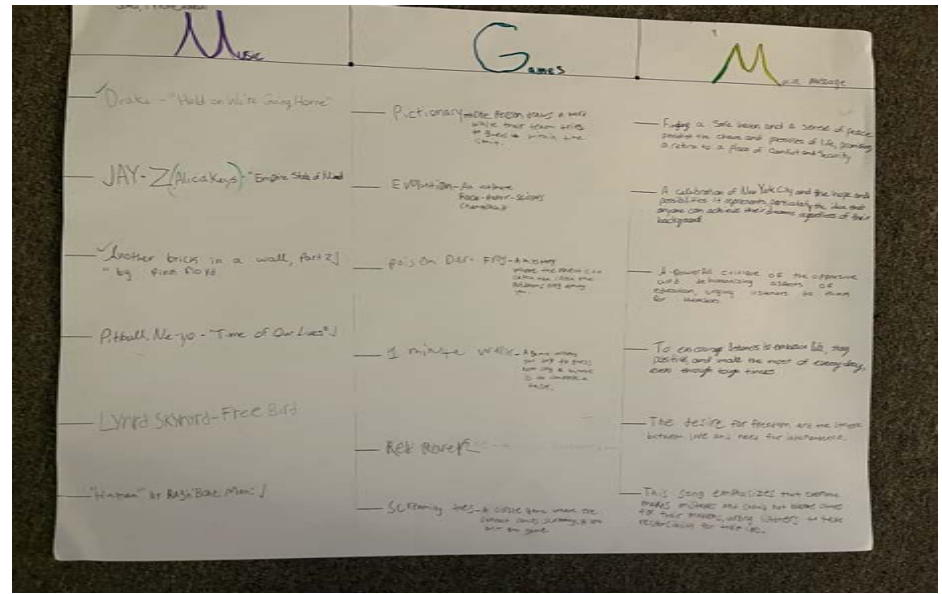
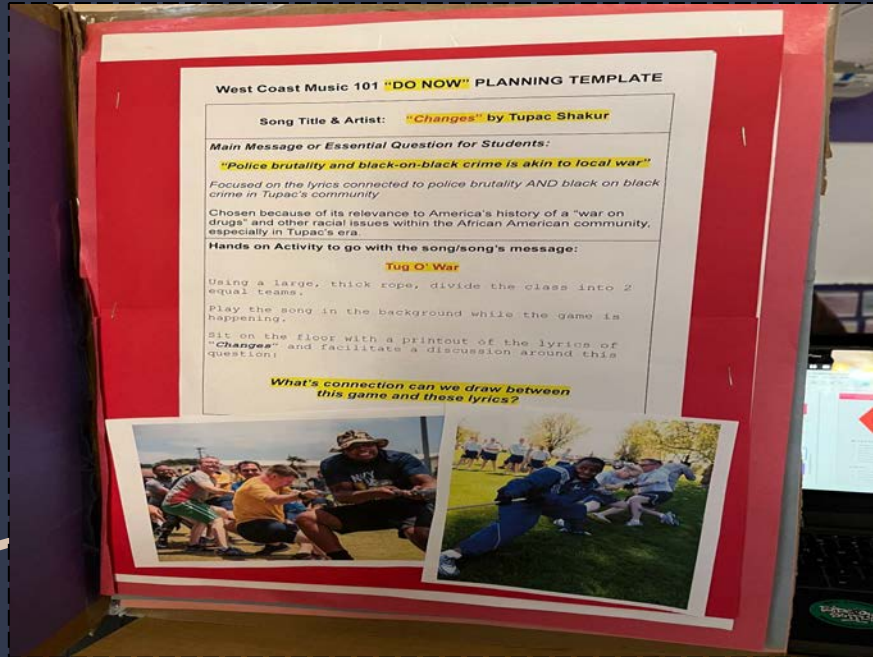
**GAME TO PLAY...**

Choose game that  
aligns with song

3 **MESSAGE**

Explain main  
message of song  
and game.

# Prototype (features)



Final prototype-



# Market Research



Teachers Pay Teachers

Many teachers use  
Teachers Pay  
Teachers...

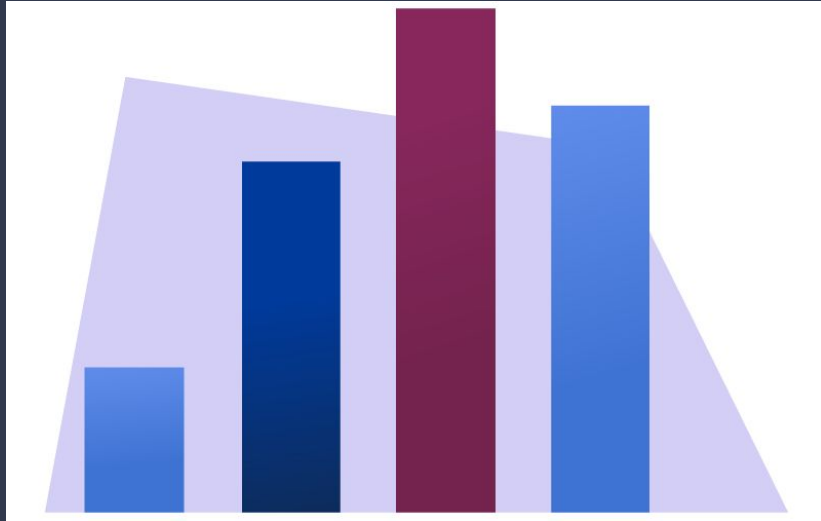
but those are

TEACHER CREATED!

## Our Competitive Advantages!!!

- Student -created engagement
- *Easy to use...print or download*

# Consumer Research



**In addition to are Google survey, we also interviewed staff. Here is what we learned most teachers said:**

- Our product would increase engagement
- The most they'd pay is \$40
- The product needed to match their curriculum.
- Asking students what they think is helpful with engagement.
- Preferred to buy this product online.
- Appreciate a plethora of music genres in the classroom

- ONLINE
- EASY TO ACCESS
- SUBSCRIPTION BASED
- IDEAS FROM STUDENTS ~US!!

Our consumer research taught us that we should consider:

- More organized
- More colorful
- And just as affordable

SO OUR  
PRODUCT IS...



Financials:  
Start Up Costs  
\$25.00



### **START UP COSTS:**

5 Demo booklets of our product, created at Staples:

**\$7.00**

### **Cost of Goods Sold (COGS):**

**\$ 0.00**

# Financials: Potential Revenue & Profit



**Paid subscription at \$10 per month**

**Revenue:** We assume selling 115 per month which will be = **\$1,150.00**

**Profit:** anything over 109 sold.

**Break Even:** We would need to sell 109 Subscriptions for the first 3 months to break even.

**Financial Ask: **\$1,098.00****

COGs 3 months (\$0.00)

+ Operating 3 months (\$1,09800)

# Music used in our project, WCM 101



*Forever - Drake*

*Another Brick - P. Floyd*

*Changes - 2Pac*

*Keep Your Head Up - 2Pac*

*Memories - David Guetta*

*Girl on Fire - Alicia Keys*

*Hold On, We're Going Home - Drake*

*One Thing - Amerie*

*Scan QR code on the spotify app to see playlist*



# Spark skills

Collaboration

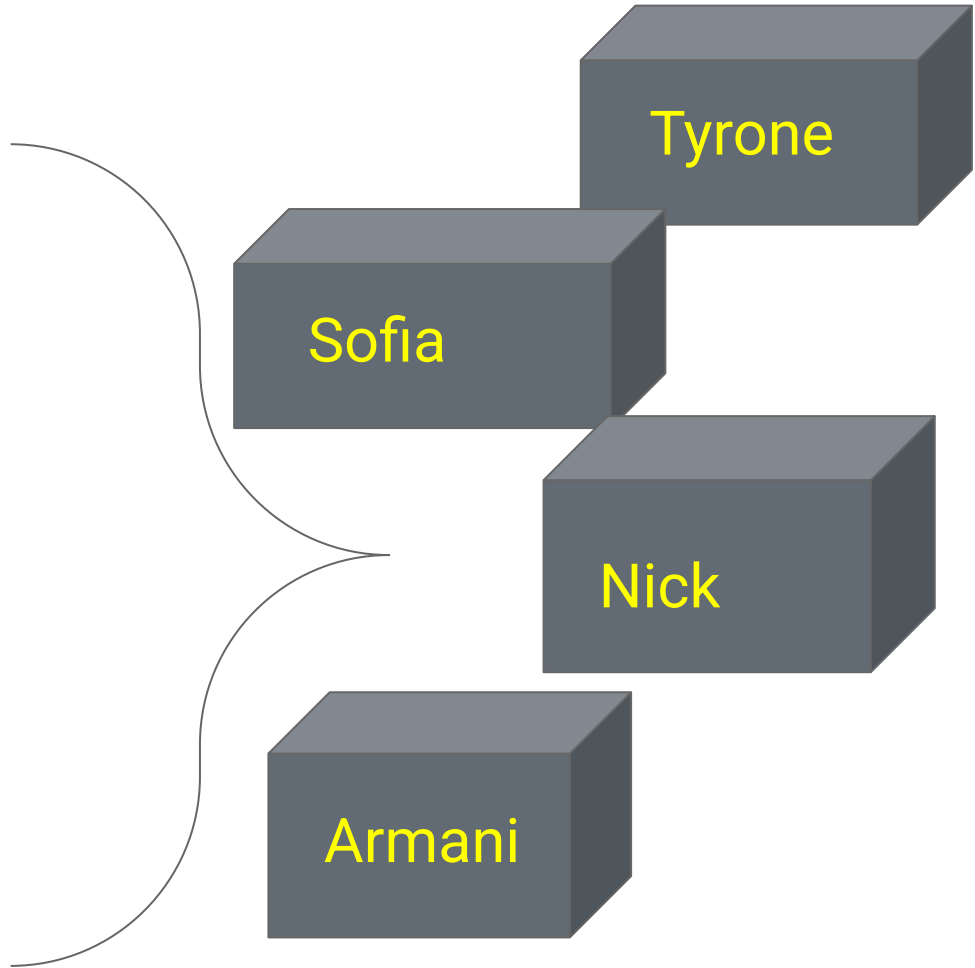
Communication

Innovation

Grit

Problem Solving

Self management



# Closing

We all learned a lot working together, we had our ups and our downs but overall we think build was an awesome class to be a part of.

Thank you for your time!

Q&A

Any questions and/or concerns?