

Name Proposals: Laser Maze, Laser Labyrinth, Ray Array, Light Labyrinth, Mirrored Maze, **Laser Danger**

Cost of product:

Game pieces: \$4.00

Wooden Board: \$3.00

Laser Pointer: \$9.00

Mirrors: \$0.96

Prism: \$3.00

Total Price: \$19.96

https://www.amazon.com/Toys_Rechargeable-Interactive-Dog_Cat-Training-Exercise/dp/B091HRD41R/ref=sr_1_18_sspa?keywords=lazer+pointer&qid=1638208067&sr=8-18-spons&psc=1&spLa=ZW5jcnlwdGVkUXVhbGlmaWVyPUEzUzU2WFJNMlBaQlRXJmVuY3J5cHRlZEIkPUeWmjc1MzQ4RVNRRE9SQVBVUkNFJmVuY3J5cHRlZEfkSWQ9QTAYMDUyMTcyTk1HVIE2TVo0UDlJndpZGdldE5hbWU9c3BfbXRmJmFjdGlvbj1jbGlja1JlZGlyZWNOJmRvTm90TG9nQ2xpY2s9dHJ1ZQ==

https://www.amazon.com/gp/product/B08TLYX8MP/ref=crt_ewc_title_dp_2?ie=UTF8&psc=1&smid=A3T7GK8Z9R7WPZ

https://www.amazon.com/Pieces-Stands-Multi-Color-Blank-Markers/dp/B0829XNKZC/ref=sr_1_4?keywords=game+pieces&qid=1638208187&qsid=146-3827747-0041907&sr=8-4&sres=B07KGNWWP4%2CB0829XNKZC%2CB071CFBG7F%2CB081K7GGFJ%2CB00004WKPM%2CB08JHBCWHG%2CB0861QLM95%2CB00083PO2O%2CB07D8K8J8X%2CB07KGQBY45%2CB07YZD1GQH%2CB01N45B4BZ%2CB00QWIFJVY%2CB08BS61Q1C%2CB08BS4ZXCK%2CB00IK5KDNQ%2CB098WZ3KM4%2CB098XC4GNL%2CB07T7R1JPL%2CB00IIXBFPU

<https://www.michaels.com/6pk-3ct-11in-x-14in-cradled-wood-painting-panels-by-artists-loft-necessities/MP474545.html>

https://www.amazon.com/Triangular-Photography-Experiments-Teaching-Spectrum/dp/B07D59MGM6/ref=sr_1_9?keywords=glass+prism&qid=1638209158&qsid=146-3827747-0041907&sr=8-9&sres=B00FHFV9AI%2CB00FHEL74C%2CB085XBMV4V%2CB0834QHZ2V%2CB01MXF4QXP%2CB07D59MGM6%2CB07FCRXX5H%2CB096SQ2G8J%2CB01M0NRRPH%2CB00KAH704W%2CB06ZZH1J1C%2CB0952VQ49J%2CB07ZX9BNYX%2CB07DRB7842%2CB01EKK3BTM%2CB09DW661BP

<https://thebrainshoppe.mybigcommerce.com/laser-maze/>

Stem Concept

The laser maze teaches the S.T.E.M. concepts of science and engineering. It teaches science because of how the toy uses light and its reflection to work. It teaches kids how light reflects off things like mirrors instead of being absorbed and how you can use that to your advantage to guide light. The toy also teaches engineering because it requires the user to place their own mirrors in order to complete the maze. They must design what would be best for the goal of the maze and then put that into action which puts their problem-solving skills to the test.

Market Analysis

Our product falls within the board game category for the children's toy market. It is played on a wooden board and uses pieces on that board which make it fall into that category. The target audience for our game is 10 and up. This target audience directs the product to older kids and not little kids for a few reasons. One reason is because our game involves a laser pointer which could be dangerous for a young kid to have. If a laser is pointed into someone's eye, it could cause some eye damage, so it is best if kids that are a little older are targeted for the product.

Competitive Advantages

The laser maze uses its design to get an advantage over its competitors. The size of it allows for a more appealing visual and it makes it look nicer than its rivals. A smaller board made from plastic looks cheap and not long lasting while a board made from wood looks sturdy and that it can last a long time. Another advantage of a bigger board is that we have a 6x5 array of squares while the competitors only have a 5x5. This allows for a more complex layout and more spots for the pieces to be placed.

How to Play

Set the target piece to your desired ending spot. Next, turn on the laser and begin setting up the game pieces to hit the target piece. For an extra challenge, time yourself and compete against your friends!

Cost of product

- Game pieces: \$4.00
- Wooden Board: \$3.00
- Laser Pointer: \$9.00
- Mirrors: \$0.96
- Prism: \$3.00
- Total Price: \$19.96

Competitive Advantages

- Bigger is Better
- Durable Materials
- Visual Appeal of a Real Maze

Stem Concepts

- Utilizes science concepts of light and reflection
- Utilizes engineering concepts of design and construction

Market Analysis

- Category: Board Game
- Target Audience: Ages 8 &
Up
- Retail Price: \$26.99
- Retailers: Amazon, Walmart

Similar Products

	Price	Versatility	Additional Content
Laser Danger	\$26.99	✓	✓
Laser Maze 	\$32.99	✗	✗
Laser Chess 	\$45.99	✗	✗

- Game Pieces: https://www.amazon.com/Pieces-Stands-Multi-Color-Blank-Markers/dp/B0829XNKZC/ref=sr_1_4?keywords=game+pieces&qid=1638208187&qsid=146-3827747-0041907&sr=8-4&sres=B07KGNWWP4%2CB0829XNKZC%2CB071CFBG7F%2CB081K7GGFJ%2CB00004WKPM%2CB08JHBCWHG%2CB0861QLM95%2CB00O83PO2O%2CB07D8K8J8X%2CB07KGQBY45%2CB07YZD1GQH%2CB01N45B4BZ%2CB00QWIFJVV%2CB08BS61Q1C%2CB08BS4ZXCK%2CB00IK5KDNQ%2CB098WZ3KM4%2CB098XC4GNL%2CB07T7R1JPL%2CB00IIXBFPU
- Wooden Board: <https://www.michaels.com/6pk-3ct-11in-x-14in-cradled-wood-painting-panels-by-artists-loft-necessities/MP474545.html>
- Laser Pointer: https://www.amazon.com/Toys_Rechargeable-Interactive-Dog_Cat-Training-Exercise/dp/B091HRD41R/ref=sr_1_18_sspa?keywords=lazer+pointer&qid=1638208067&sr=8-18-spons&psc=1&spLa=ZW5jcnlwdGVkUXVhbGlmaWVyPUEzUzU2WFJNMlBaQlRXJmVuY3J5cHRlZEIkPUeWmjc1MzQ4RVNRRE9SQVBVUkNFJmVuY3J5cHRlZEJkSWQ9QTAYMDUyMTcyTk1HVIE2TVo0UDIIJndpZGdldE5hbWU9c3BfbXRmJmFjdGlvbj1jbGlja1JlZGlyZWNOJmRvTm90TG9nQ2xpY2s9dHJ1ZQ==
- Mirrors: https://www.amazon.com/gp/product/B08TLYX8MP/ref=crt_ewc_title_dp_2?ie=UTF8&psc=1&smid=A3T7GK8Z9R7WPZ
- Prism: https://www.amazon.com/Triangular-Photography-Experiments-Teaching-Spectrum/dp/B07D59MGM6/ref=sr_1_9?keywords=glass+prism&qid=1638209158&qsid=146-3827747-0041907&sr=8-9&sres=B00FHFV9AI%2CB00FHEL74C%2CB085XBMV4V%2CB0834QHZ2V%2CB01MXF4QXP%2CB07D59MGM6%2CB07FCRXX5H%2CB096SQ2G8J%2CB01M0NRRPH%2CB00KAH704W%2CB06ZZH1J1C%2CB0952VQ49J%2CB07ZX9BNYX%2CB07DRB7842%2CB01EKK3BTM%2CB09DW661BP

- 6 Packs: 3 ct. (18 total) 11" x 14" Cradled Wood Painting Panels by Artist's Loft™. (2021, November 23). Michaels. Retrieved December 2, 2021, from <https://www.michaels.com/6pk-3ct-11in-x-14in-cradled-wood-painting-panels-by-artists-loft-necessities/MP474545.html>
- Amazon.com: 12 Pieces Game Card Stands Multi-Color with 12 Pieces Blank Board Game Board Markers for Party Favor : Toys & Games. (n.d.). Amazon. Retrieved December 2, 2021, from https://www.amazon.com/Pieces-Stands-Multi-Color-Blank-Markers/dp/B0829XNKZC/ref=sr_1_4?keywords=game+pieces&qid=1638208187&qsid=146-3827747-0041907&sr=8-4&sres=B07KGNWWP4%2CB0829XNKZC%2CB071CFBG7F%2CB081K7GGFJ%2CB00004WKPM%2CB08JHB CWHG%2CB0861QLM95%2CB00O83PO2O%2CB07D8K8J8X%2CB07KGQBY45%2CB07YZD1GQH%2CB01N 45B4BZ%2CB00QWIFJVY%2CB08BS61Q1C%2CB08BS4ZXCK%2CB00IK5KDNQ%2CB098WZ3KM4%2CB09 8XC4GNL%2CB07T7R1JPL%2CB00IIXBFPU
- Amazon.com: Cat Toys Rechargeable Interactive Indoor Toys for Cat and Dog Cat and Dog Playing Training Exercise Toy : Pet Supplies. (n.d.). Amazon. Retrieved December 2, 2021, from https://www.amazon.com/Toys%EF%BC%8CRechargeable-Interactive-Dog%EF%BC%8CCat-Training-Exercise/dp/B091HRD41R/ref=sr_1_18_sspa?keywords=lazer+pointer&qid=1638208067&sr=8-18-spons&psc=1&spLa=ZW5jenlwdGVkUXVhbGlmaWVyPUEzUzU2WFJNMiBaQlRXJmVuY3J5cHRlZEIkPUEwMjc1MzQ4RVNRRE9SQVBVUkNFJmVuY3J5cHRlZEJkSWQ9QTAYMDUyMTcyTk1HVlE2TVo0UDlJIndpZGdldE5hbWU9c3BfbXRmJmFjdGlvbjljbGlja1JlZGlyZWNoJmRvTm90TG9nQ2xpY2s9dHJ1ZQ==
- Amazon.com: Mini Size Square Mirror Tiles Small Square Mirror Adhesive Mirror Square Craft Mirror Tiles for Crafts and DIY Projects Supplies, 1 Inch, 0.75 Inch, 0.5 Inch, 3 Sizes (150 Pieces) : Tools & Home Improvement. (n.d.). Amazon. Retrieved December 2, 2021, from https://www.amazon.com/gp/product/B08TLYX8MP/ref=crt_ewc_title_dp_2?ie=UTF8&psc=1&smid=A3T7GK8Z9R7WPZ
- Amazon.com: Optical Glass Triangular Prism, 2 Pack 1.97 Inch Crystal Rainbow Maker for Photography Science Experiments Physics Teaching Light Spectrum: Toys & Games. (n.d.). Amazon. Retrieved December 2, 2021, from https://www.amazon.com/Triangular-Photography-Experiments-Teaching-Spectrum/dp/B07D59MGM6/ref=sr_1_9?keywords=glass+prism&qid=1638209158&qsid=146-3827747-0041907&sr=8-9&sres=B00FHFV9AI%2CB00FHEL74C%2CB085XBMV4V%2CB0834QHZ2V%2CB01MXF4QXP%2CB07D59M GM6%2CB07FCRXX5H%2CB096SQ2G8J%2CB01M0NRRPH%2CB00KAH704W%2CB06ZZH1J1C%2CB0952V Q49J%2CB07ZX9BNYX%2CB07DRB7842%2CB01EKK3BTM%2CB09DW661BP

Caution

- Do not shine in eyes
- For ages 8 & up

Final Design

- Movable interior walls
- Improved laser design
- Additional different pieces











