



nano[°] View

Seeing the world in a brand new angle



nano view

Seeing the world in a brand new angle

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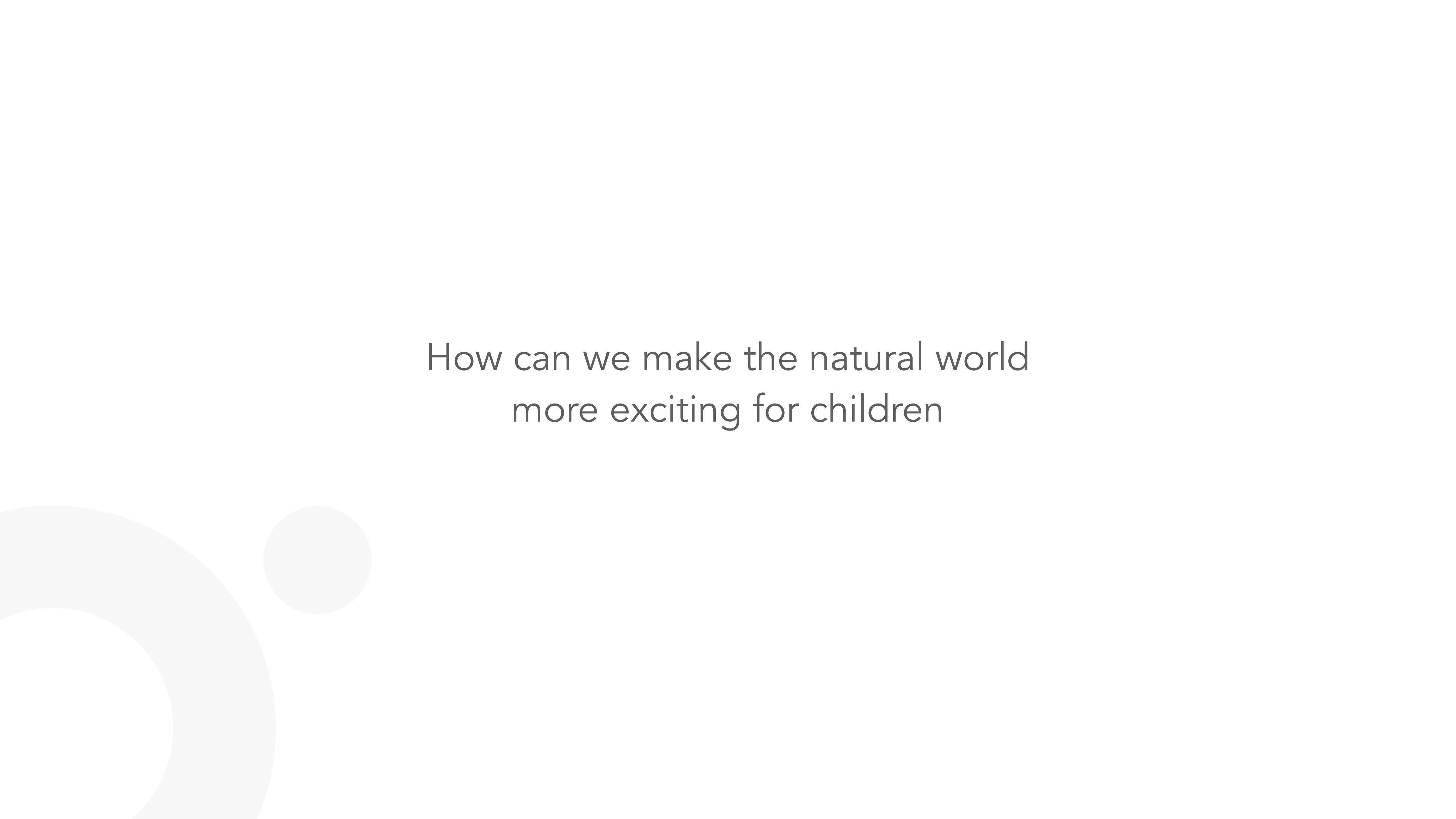
ArtCenter gradID

0.5 hr

Playing outdoor
50% less compare to 20 years ago

2hr

On screen
They think digital world is
more exciting than the nature



How can we make the natural world
more exciting for children



Zoom into the amazing
natural world







Dolly**8 years old**

Primary school student.

She uses iPads for school homework. She is the digital natives.

Lynn & Peter

They live in San Jose. They are well educated. They pay close attention to their children's education. They understand the value of technology in children's learning. They also think Dolly should spend more time outdoor.





User Scenario





User Scenario



 User Scenario

nanoView

Portable Microscope

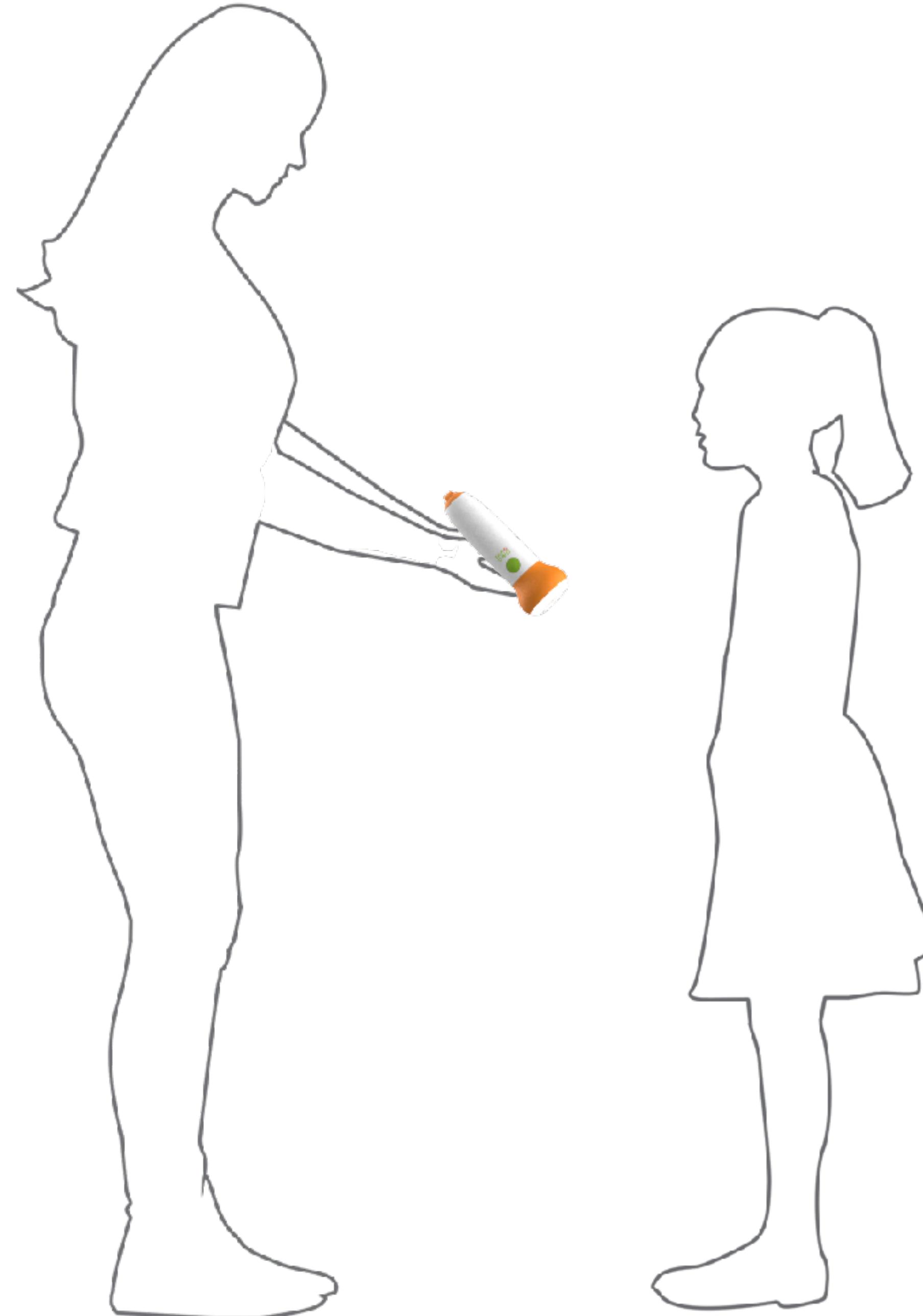


User Scenario



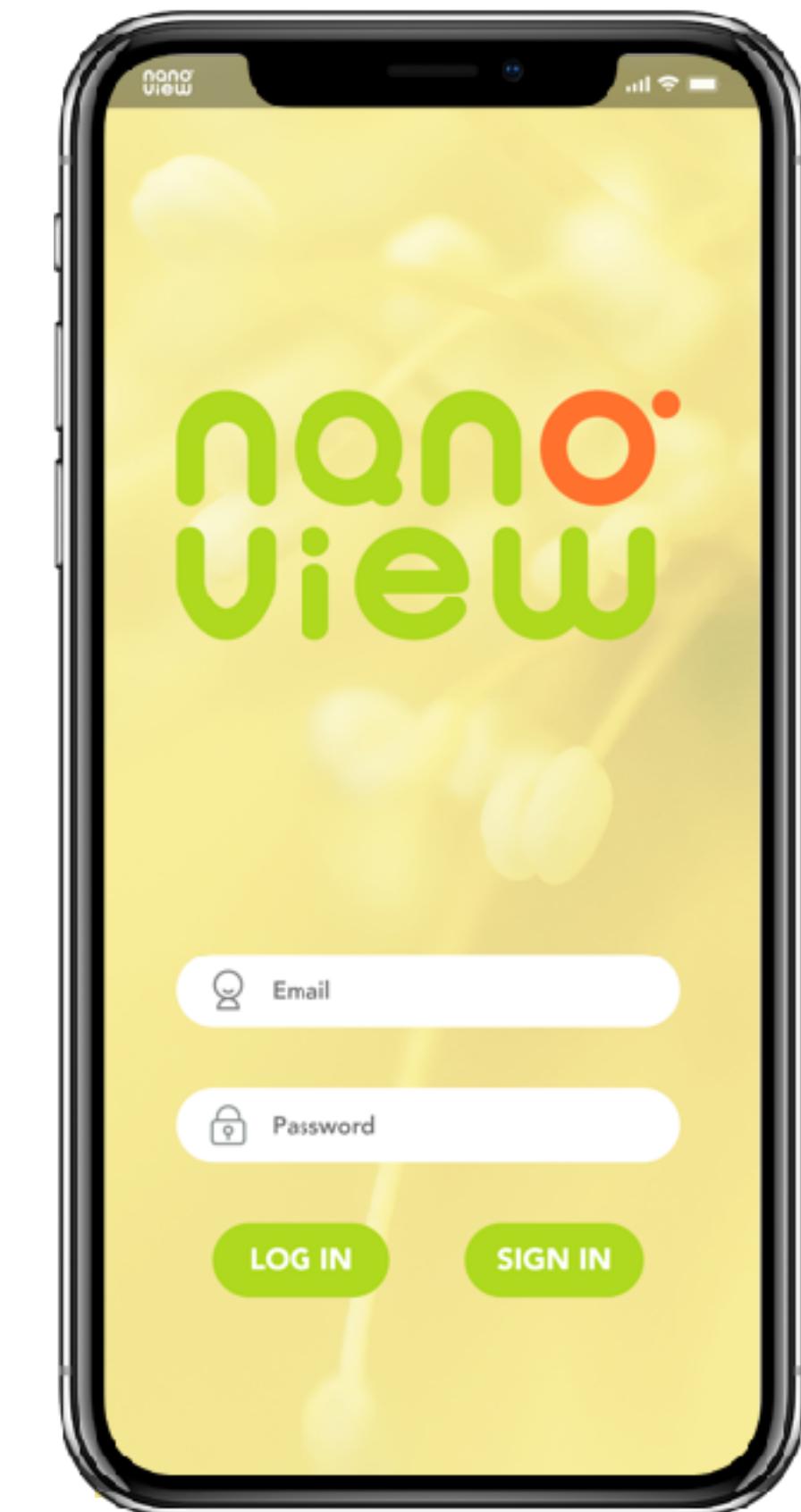


User Scenario



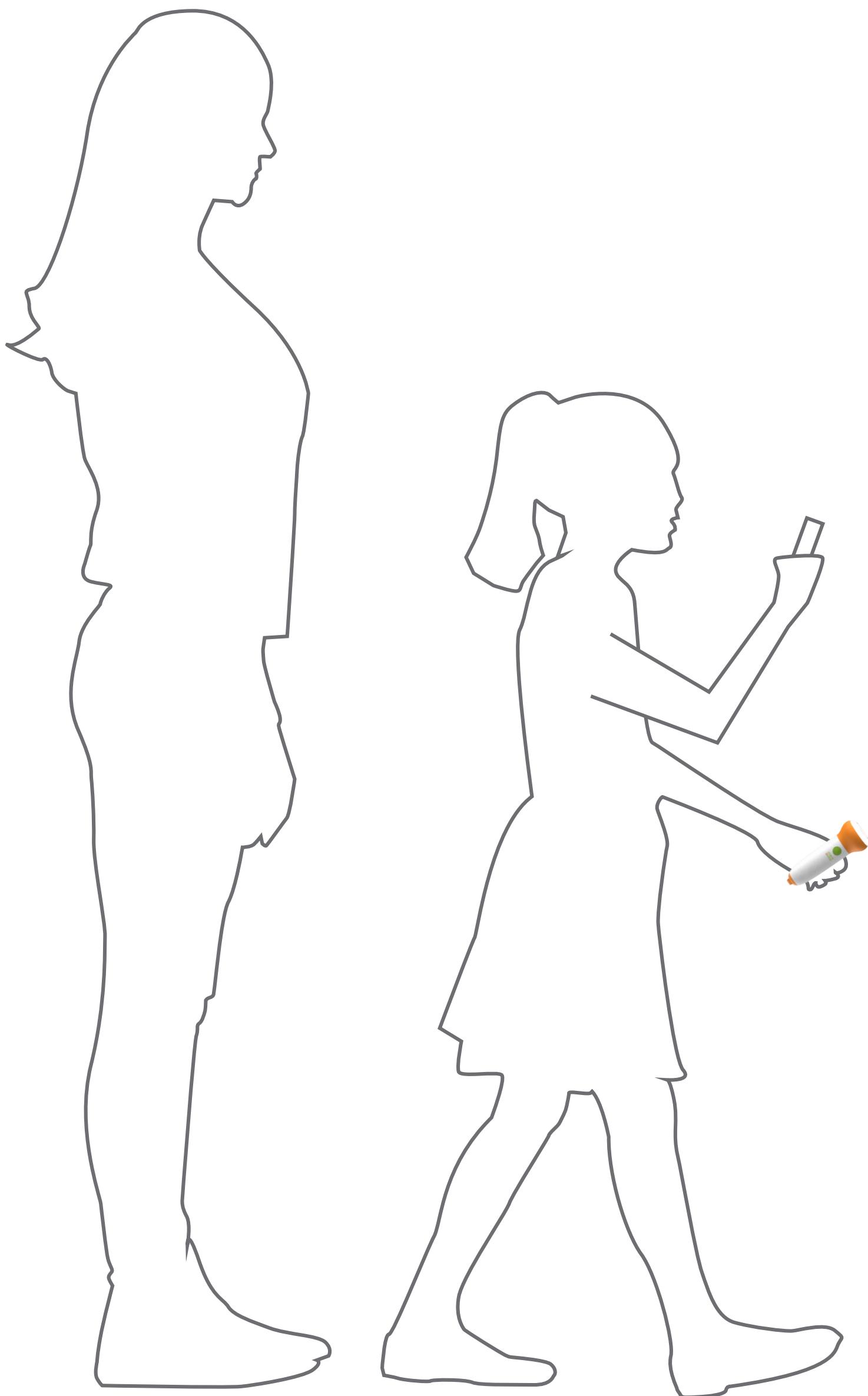


User Scenario





User Scenario







User Scenario

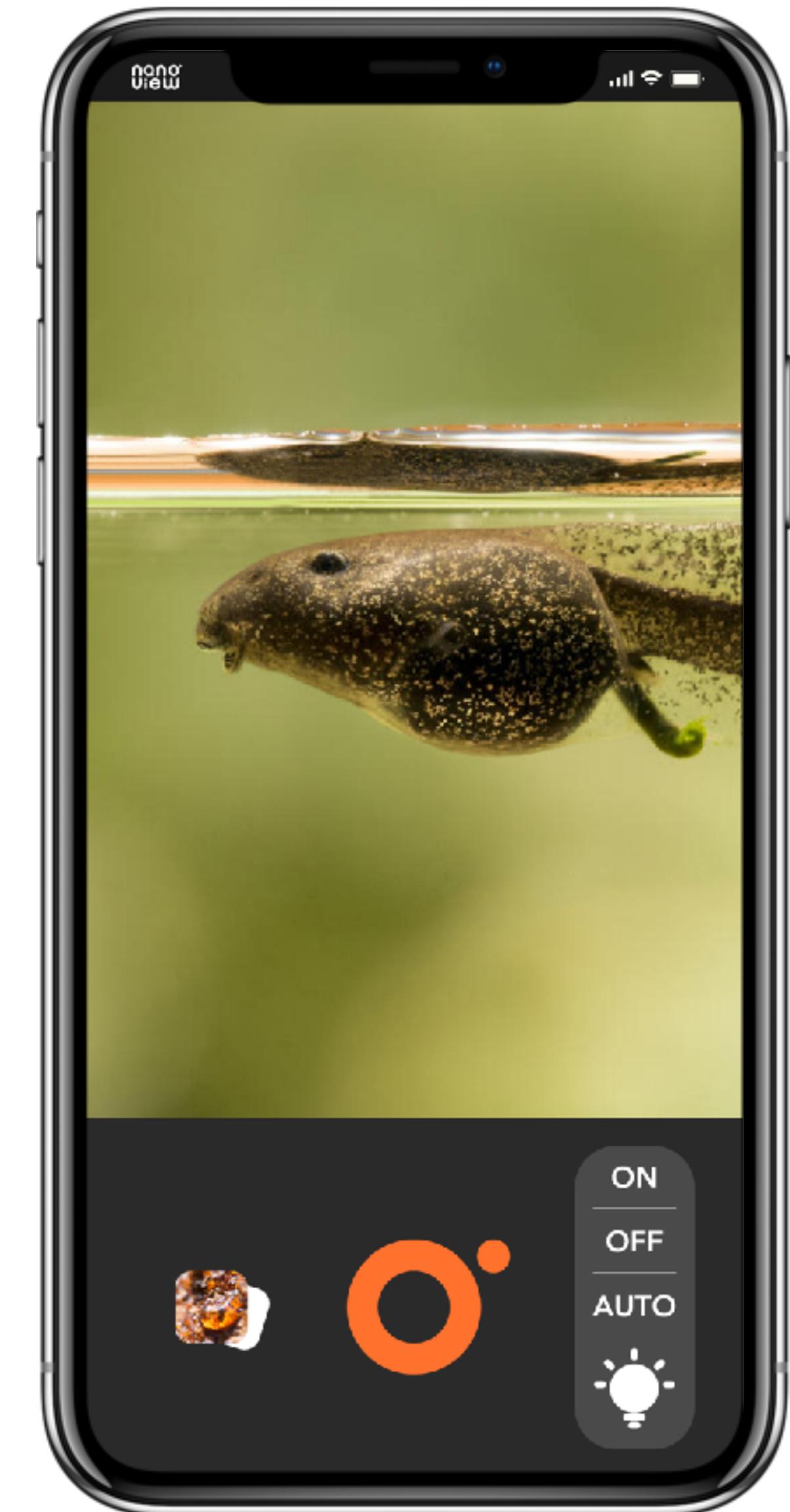
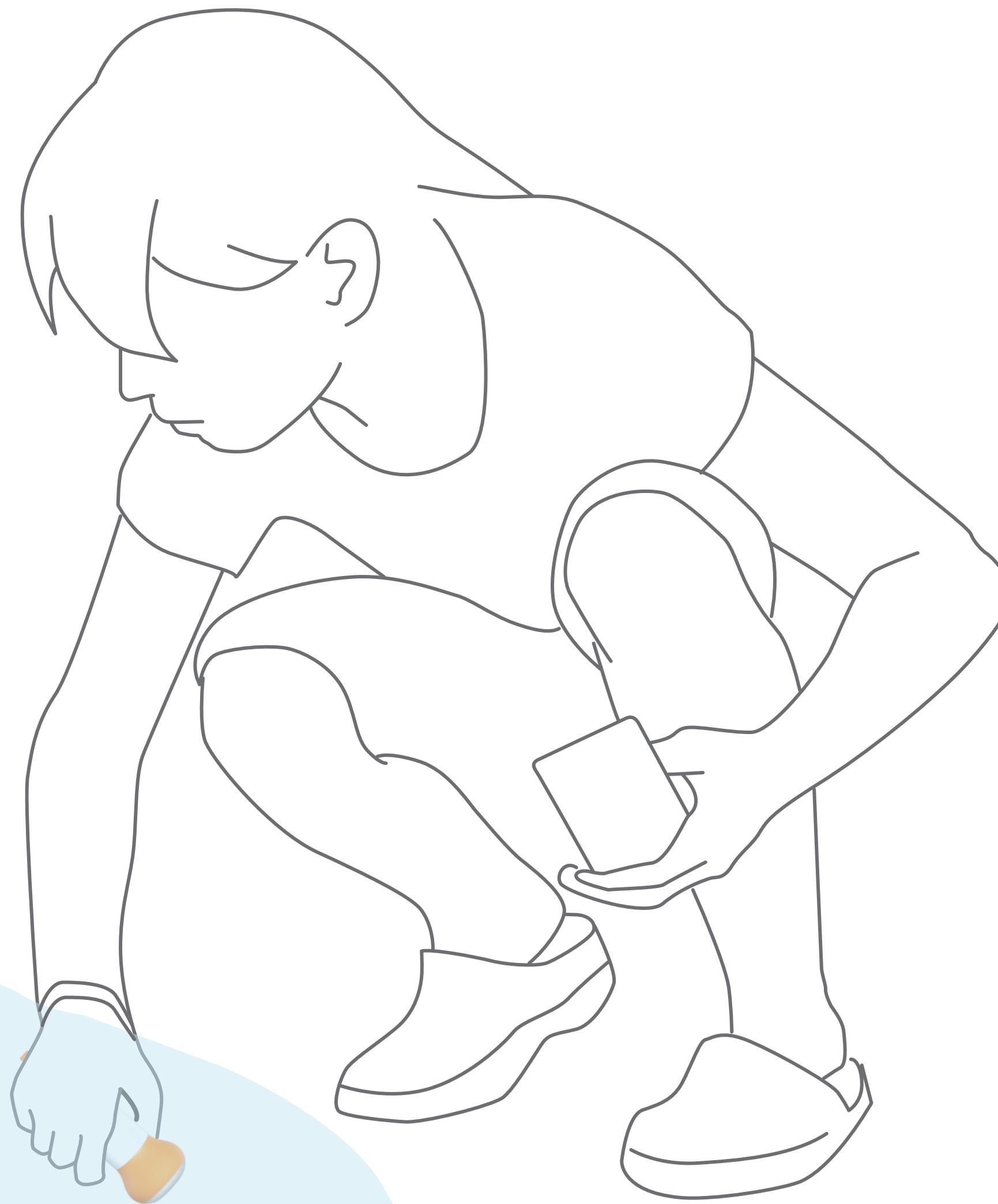


O User Scenario





User Scenario

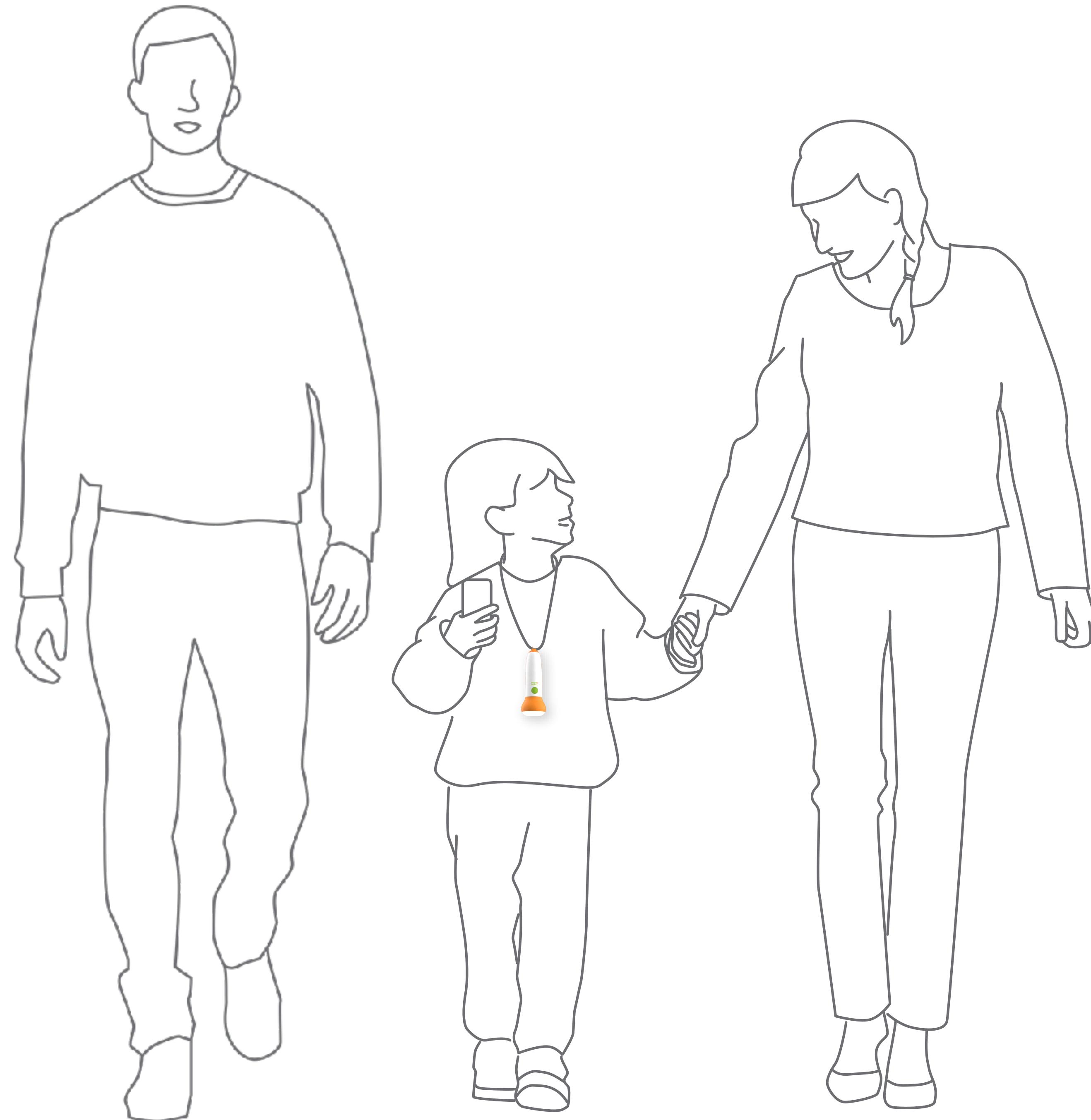


User Scenario



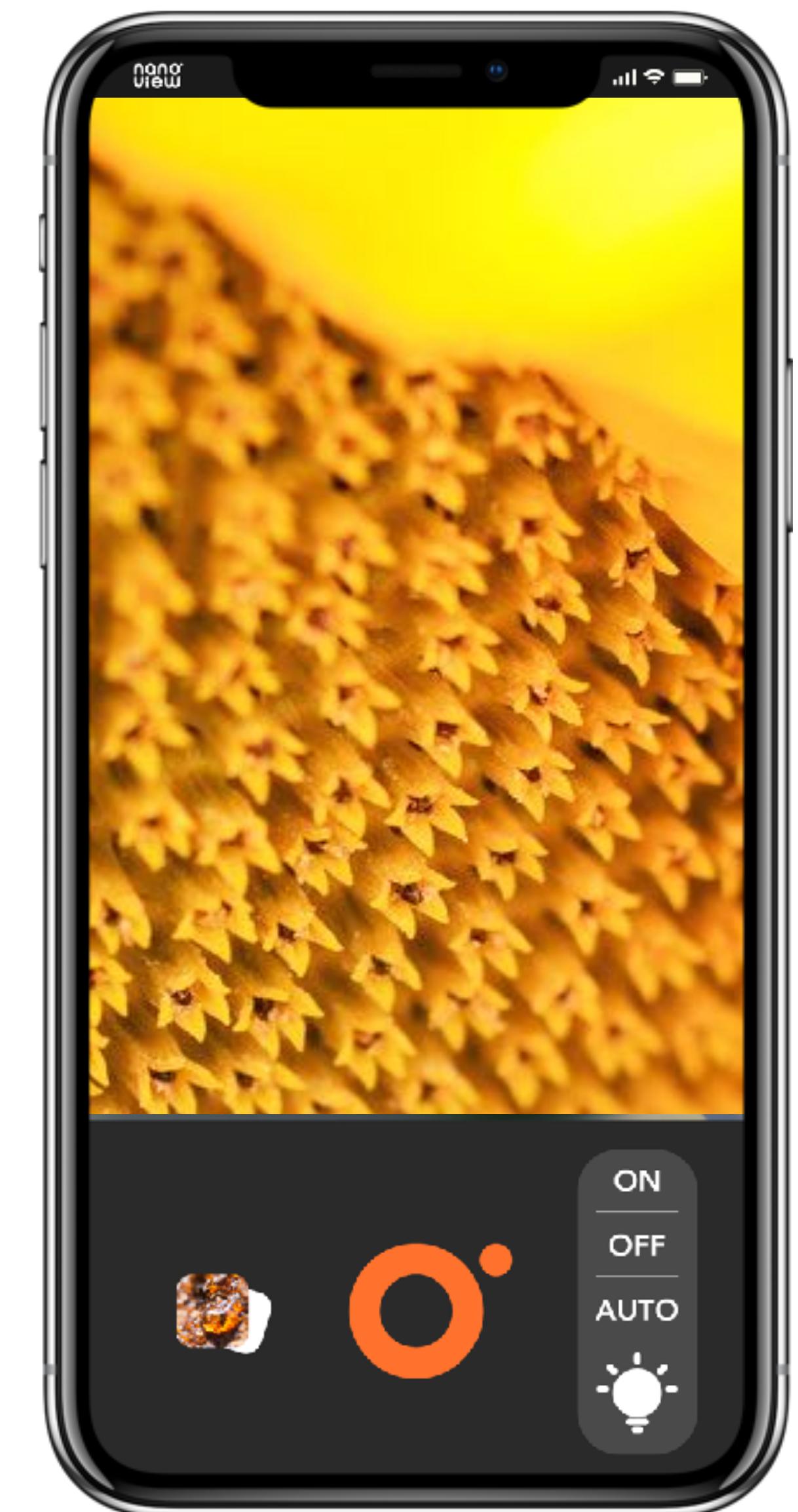


User Scenario

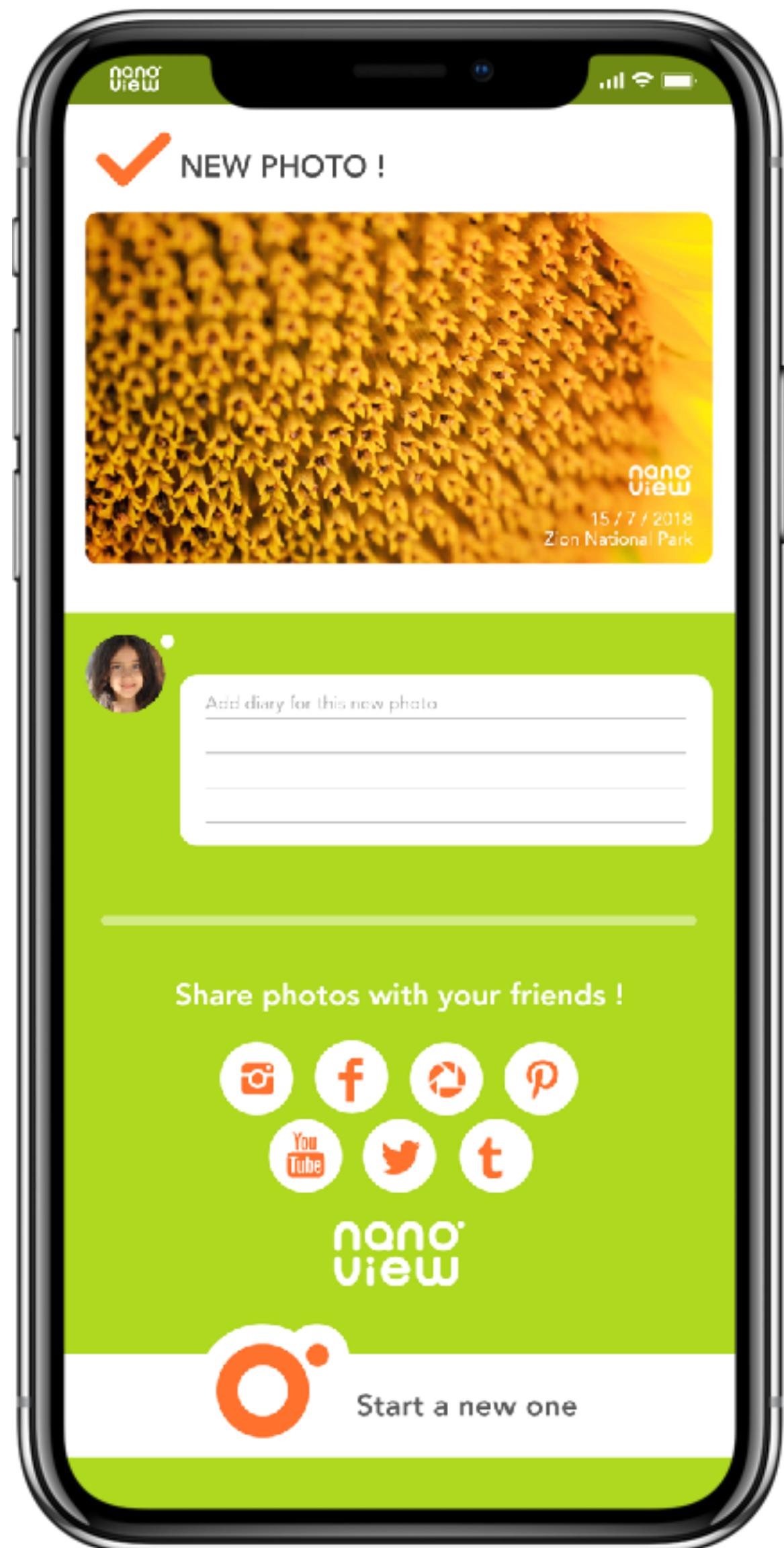




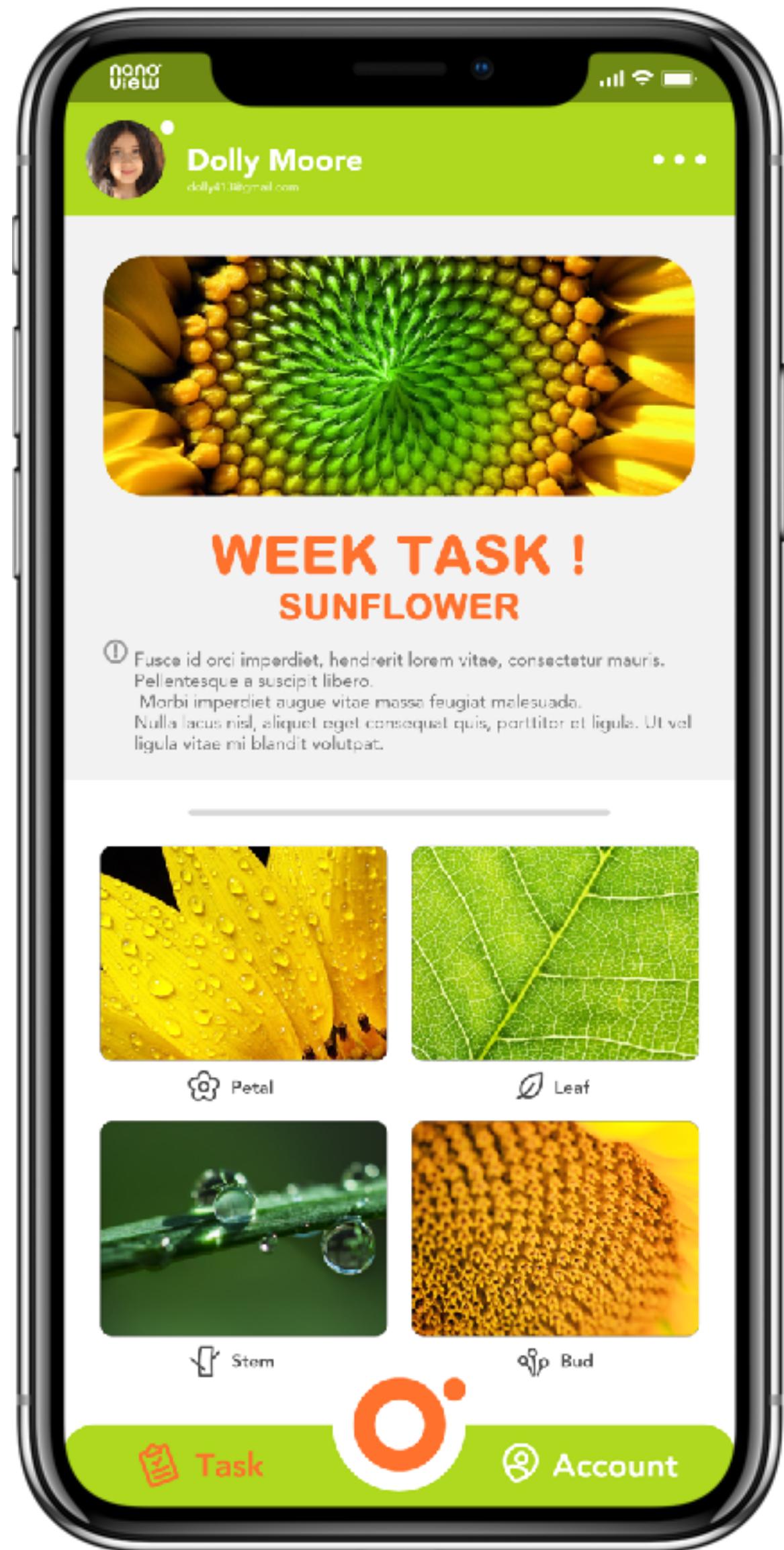
User Scenario



User Scenario

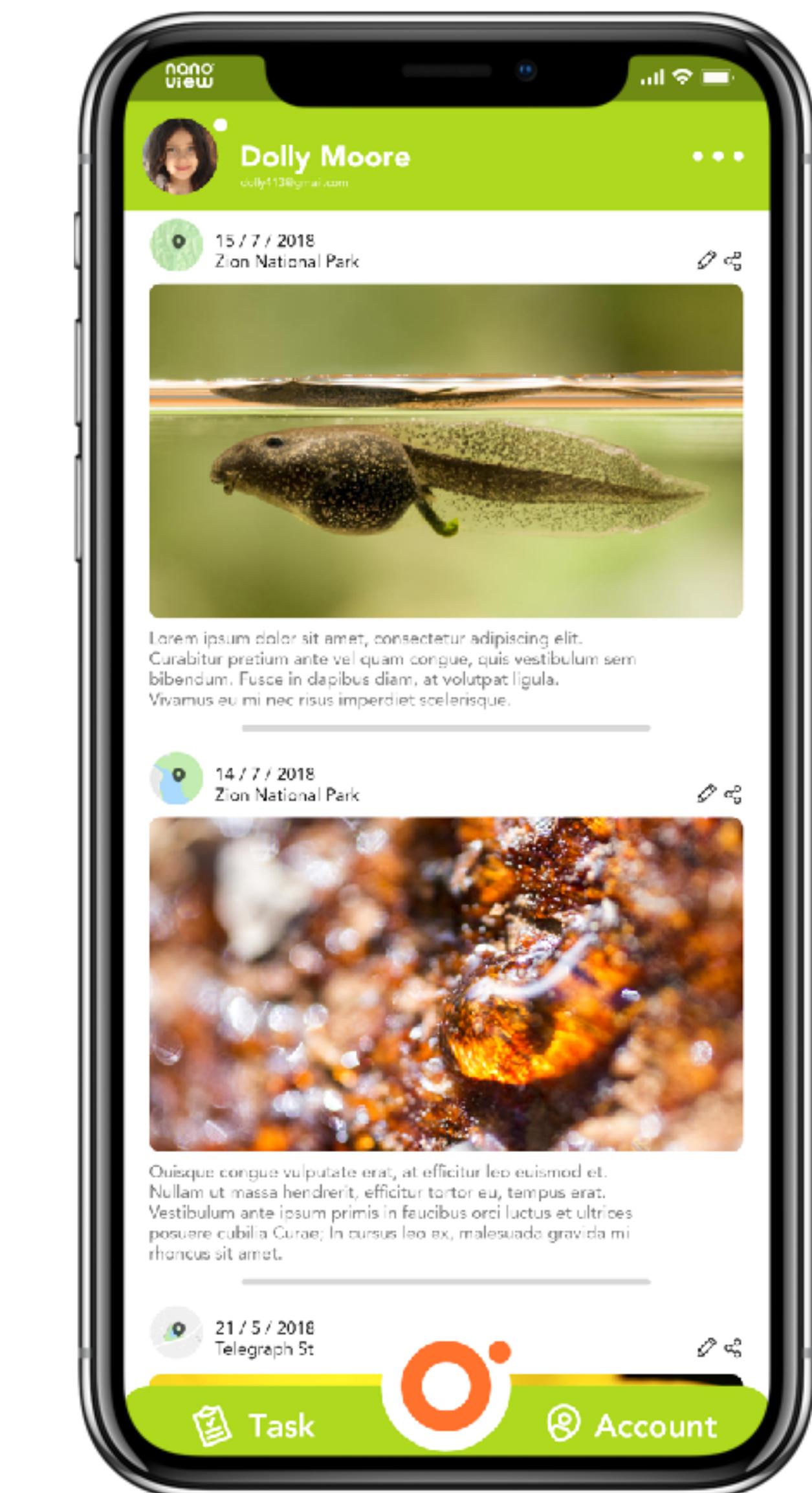


O User Scenario



 User Scenario

User Scenario





User Scenario



3 billion

STEM toy market
by 2020

Competitor



Mobile Camera Lens 22x \$49.99



60x LED Cell Phone Clip On Microscope
\$11.87



AmScope B120C-E1 Siedentopf Binocular Compound Microscope
\$261.99



USB MICROSCOPE CAMERA 1000X
\$89.95

Portable



Target
\$116.99

Stationary



Target 8X
\$21.99

nano view



\$79 each

\$99 each



Crow-funding

KICKSTARTER

Sold 1000 units

Start to sell

13th month

Sold 9,000 units
Start to profit

24th month

Sold 30,000 units
\$1.934 million profit

36th month

Sold 56,000 units
\$4.18 million profit



Toy trade show

Museum Stores

New from MailChimp

Instagram Ad Campaigns

Create An Ad

This is a promotional graphic for MailChimp's Instagram Ad Campaigns. It features a light blue background with a white circular graphic on the right. The text "New from MailChimp" is at the top left, followed by a large, bold title "Instagram Ad Campaigns". Below the title is a dark blue button with the text "Create An Ad".

SNS Advertisement

EDUCATE & EXCITE

Kids learn as they play with the best selection of Science, Technology, Engineering and Math toys

What is STEM?

STEM stands for Science, Technology, Engineering, and Math - core subjects that give kids the skills for future success in fields like robotics, computers, and natural sciences

This is an advertisement for STEM toys. It features a young boy with curly hair sitting at a table, smiling and playing with a toy. The background is a light blue gradient. The text "EDUCATE & EXCITE" is at the top left in a stylized font. Below it, a subtext reads "Kids learn as they play with the best selection of Science, Technology, Engineering and Math toys". At the bottom, a section titled "What is STEM?" defines it as "Science, Technology, Engineering, and Math - core subjects that give kids the skills for future success in fields like robotics, computers, and natural sciences".

Amazon Advertisement

○ Future Plan



International Sales

○
View 2.0

Up-grade version

Instagram
Photo Contest



Summer camp



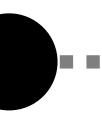
1.5 years



2 years



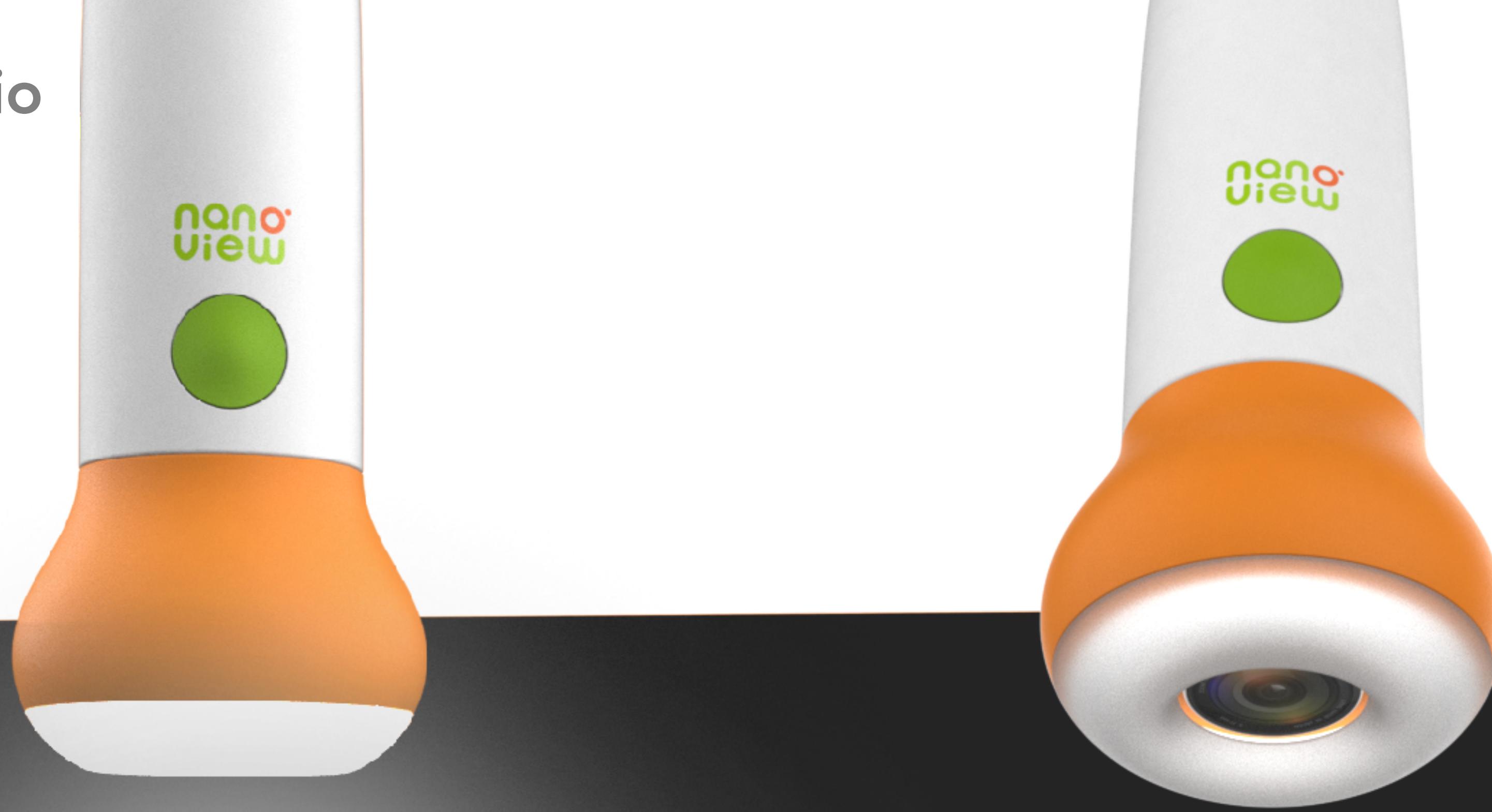
2.5 years



3 years



User Scenario



soft light