**Design Team 4**

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**Most useful for you**

Passion / tip sheet

**Most useful for teams**

Diversity of perspectives

**Least useful**

Too many acronyms

**Tip for newcomer**

Messy is OK

**Most difficult**

Validation

**Way to improve CPS**

Implement + develop

**Masks activity**

* Marketing
  + Co-branding with school colors
  + Co-branding with mascots
  + Revert a portion of profits back to students (facilities improvements, …)
    - Cause related marketing:
      * Supporting food security for vulnerable students
      * Supporting housing for students
      * Varying causes based on design
        + Rainbow design for LGBTQIA+
        + Etc
      * Partnering with local organizations for impact
        + Also use as distribution centres
      * Partner with for-profit to sponsor logos on masks and revert back to students
* Distribution
  + Local organizations are partners to revert funds back into causes
  + Use their locations as distribution centres, online sales with shipping or in-centre pick up ⇒ another way to get ppl into these locations, might make a contribution
* Production
  + Ethically sourced, child labor free
    - Has to be like this due to cause related marketing
  + Local printing companies
    - Norman printing
    - CS printing
      * Local Kamloops businesses

Product

* Double sided masks with scaffolding to avoid choking and airflow control to avoid fogging
* Replaceable filters (low cost, machine washable) detachable straps

Marketing

* Co-branding
  + School colours, mascot
  + Revert portion of profits back to students
    - Support for food insecurity or housing
* Cause related marketing
  + Rainbow mask with portion of profits back to LGBTQIA+ community
  + Partnership with local centres in University city for localized impact

Distribution

* Online sales, direct to consumers
* Use partner local centres (or university) as distribution partner too
* Can ship by mail or pick up at the location
  + Might help drive additional donations to local partners

Production

* Local printing companies as partners
* CS printing
* Norman printing