

# Beam!

## Team 2

**Customer:** Mark Bolles

### **Members:**

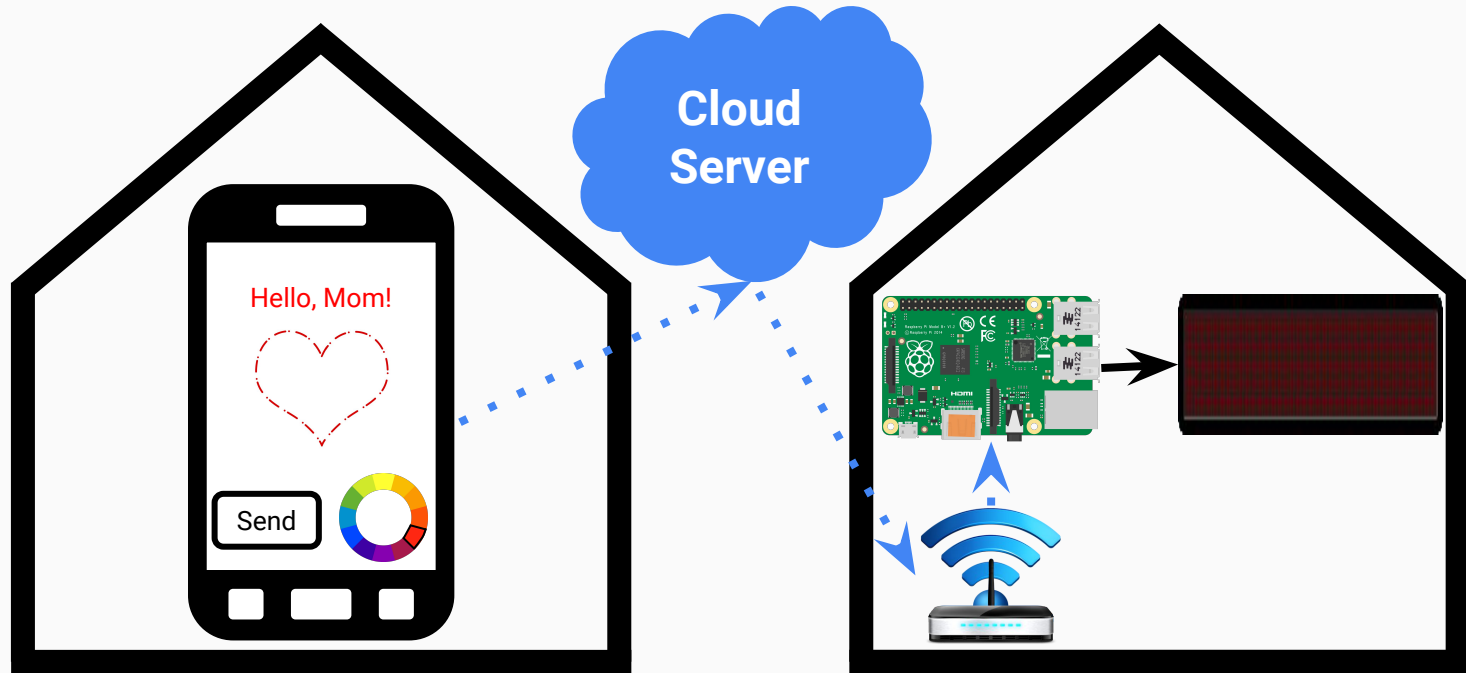
- ❖ Caleb Mennen
- ❖ Elliot Greenlee
- ❖ Ethan Black
- ❖ Holden Coppock
- ❖ Victoria Florence
- ❖ Jacob Pollack

# Need

- Unique one-way messaging service
- Home decor
- Allows the user to send persistent, easily visible messages as long as home wi-fi is available
- Fulfills a niche role in between thoughtful and quick communication



# Concept



# Market

- Buyer/User
  - Novelty gift
  - Communication
- Uses
  - Families
  - Long Distance
  - Roommates
  - Decoration

# Competition

- Traditional Communication
  - SMS
  - Telephone
  - Mail
- Traditional room decoration
  - Whiteboards
  - Posters
- Fun communication
  - Snapchat