



CONNECTED GIFTS + TOYS

Christian Baca, Rebecca Radparvar, Jacob Thomas, & Evan Westphal

■ Process



■ IP Scope

Unique Features



Allows Disconnected
Interaction



Novel Form of
Communication



Adventurous Nature

Concerns



Transportation



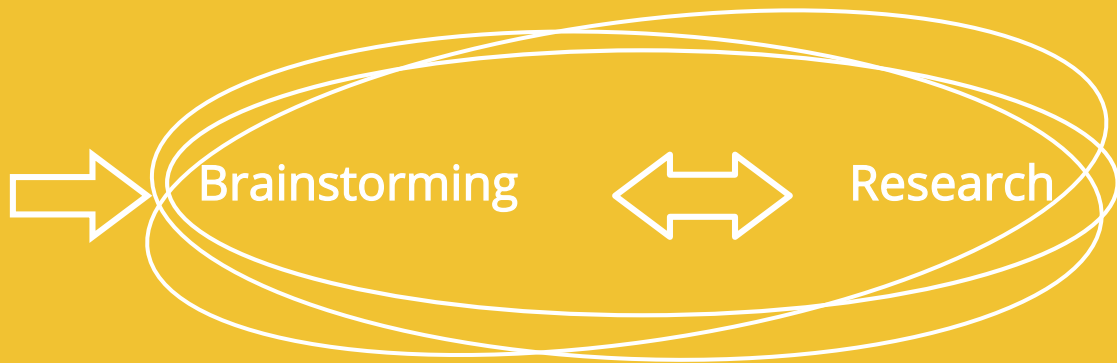
Cost vs. Experience



Repeatable Use

■ Process

Understanding
Connected Gifts
Technology



Value Opportunity Analysis

Emotion		Low	Medium	High
Emotion	Sense of Adventure			
	Feeling of Independence			
	Sense of Security			
	Sensuality			
	Confidence			
	Power			
Aesthetics	Visual			
	Tactile			
	Auditory			
	Olfactory	NA		
	Gustatory			
Product Identity	Personality			
	Point in Time			
	Sense of Place			
Impact	Social			
	Environmental			
Ergonomics	Ease of Use			
	Safety			
	Comfort			
Core Technology	Enabling			
	Reliable			
Quality	Craftmanship			
	Durability			

Child

Emotion		Low	Medium	High
Emotion	Sense of Adventure			
	Feeling of Independence			
	Sense of Security			
	Sensuality			
	Confidence			
	Power			
Aesthetics	Visual			
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Core Technology	Enabling			
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Parent

Emotion		Low	Medium	High
Emotion	Sense of Adventure			
	Feeling of Independence			
	Sense of Security			
	Sensuality			
	Confidence			
	Power			
Aesthetics	Visual			
	Tactile			
	Auditory			
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Product Identity	Personality			
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Quality	Craftmanship			
	Durability			

Competitive Benchmark

GAMIFICATION

■ PRODUCT RESEARCH: STAR LILY TOY



Four Major Motions
(Wings, Paw, Head/Neck, Eyes)

Sugarberry for Feeding

Horn Interaction

Petting

Music and Audio Feedback

■ PRODUCT RESEARCH: STAR LILY APP

Three Play Modes

- Sugarberry Orchard
- Crystal Cavern
- Rainbow Falls

Continuous Game Features

- Wishing Well
- Treasure Chest



■ PRODUCT RESEARCH: STAR LILY APP





REMOTE FAMILIES

■ Remote Family: User & Use Case Analysis

Users

Kids (3-8)

Parents

Grandparents

Use Cases

Parent out of Town

Parent is Working Long Hours

Remote Grandparents

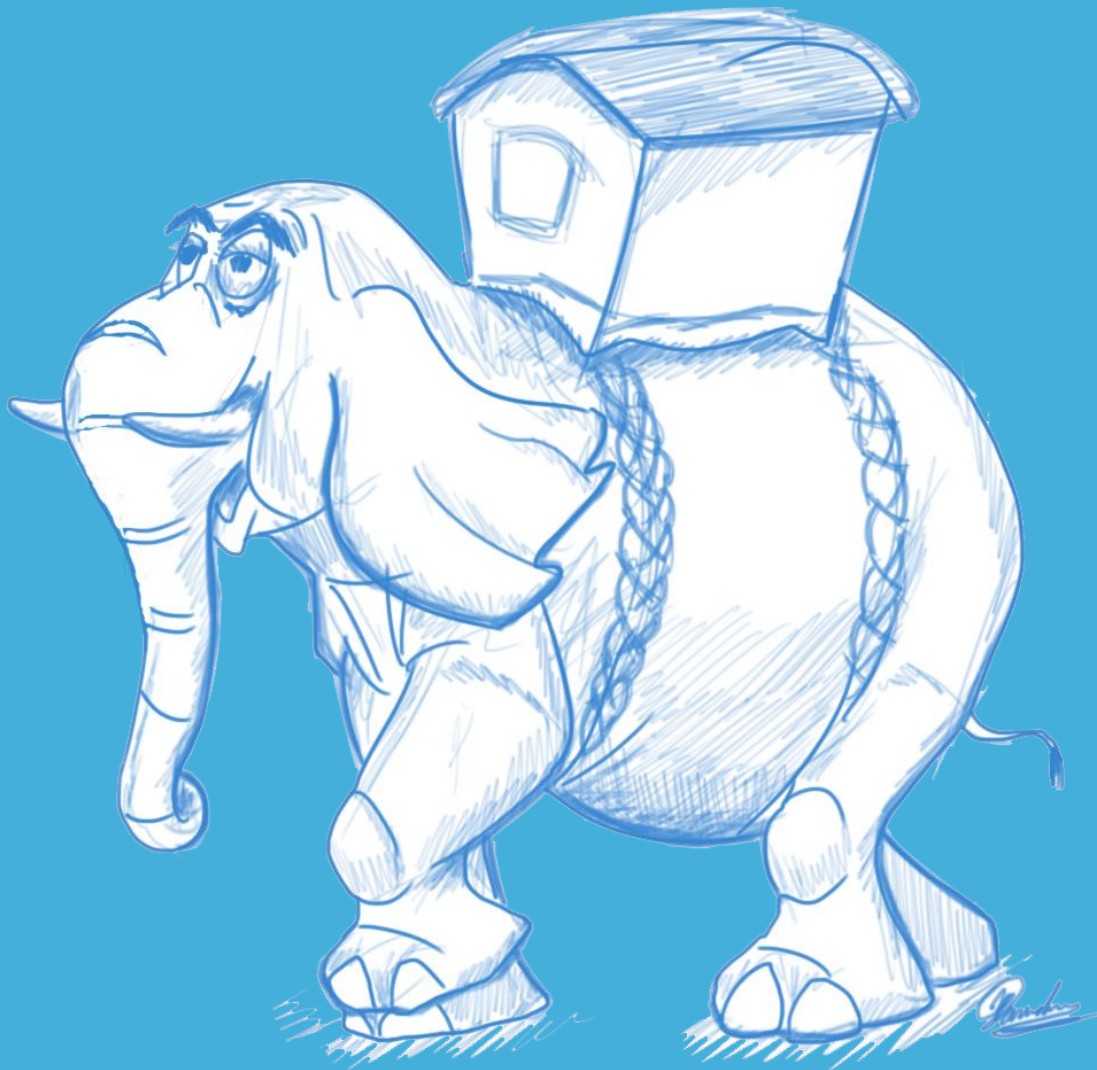
Child goes away for a period of time

■ Who is the remote parent?



INTRODUCING ELLIE

Ellie the elephant and the Trunk



■ Pricing

Competitive pricing strategy at \$89.99
IoT and robotic toys sell at a premium
Growing Market with tech savvy
millennial parents



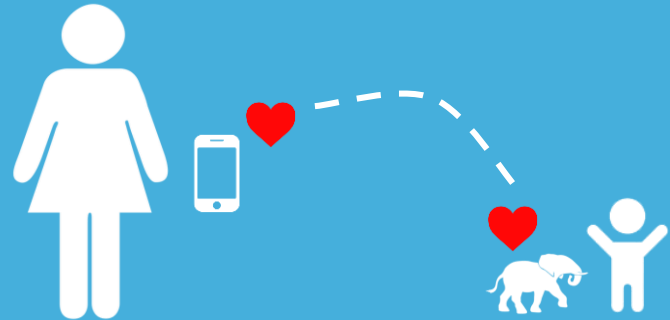
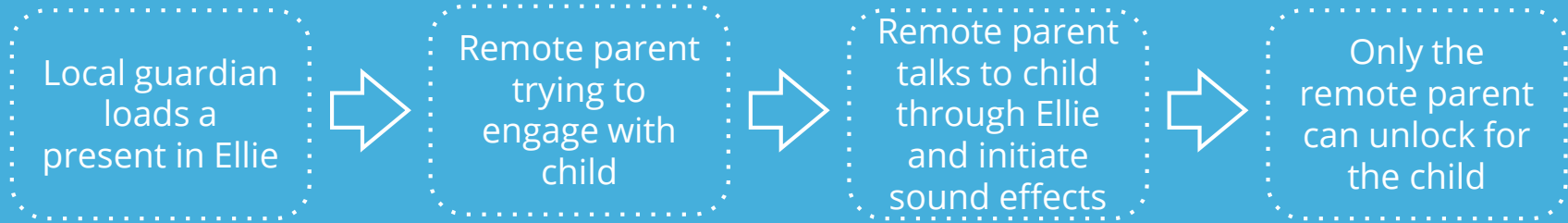
■ Pricing

Value based pricing at \$89.99

Premium night light \$15-20

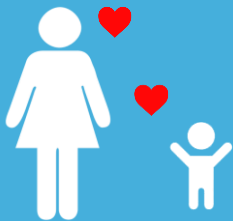
White noise machine \$15-60

■ Use Case: The Remote Parent



Layers of Play

Adventure — Affection — Personality — Ease of use — Comfort



Remote Family Connection

Parent: Connect remote parents to children

Parent: Toy gives child an incentive to communicate with remote parent

Child: Gets reward from interaction



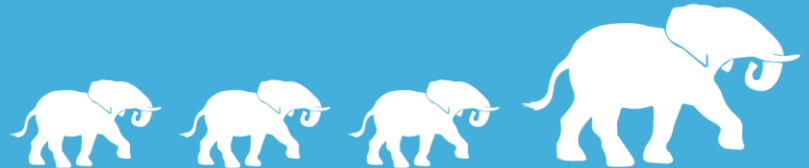
Gamification

Child: additional value when remote parent is not available

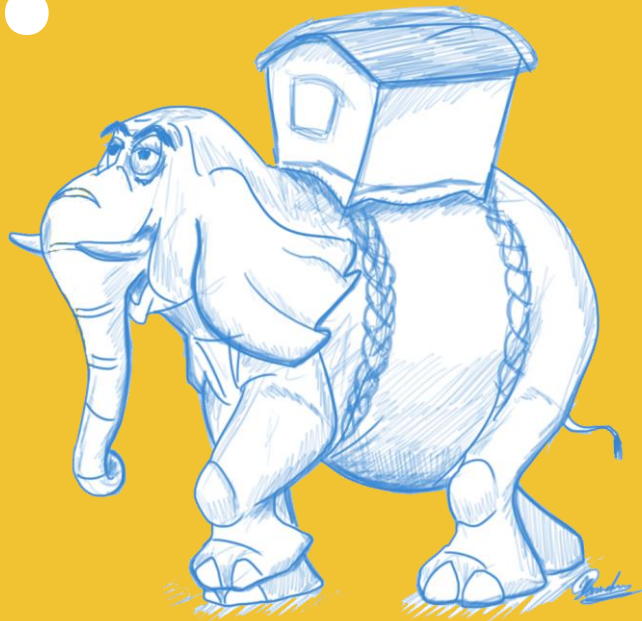
Parent: parents can also use the toy to give rewards when chores and homework are complete

■ Moving Forward

- User & Use Case Analysis Exploration
- Finalize Characters/Forms
- Licensing Opportunities
- Financial Model Development
- Further Narrative Development
- Research Current IP Patents



THANKS!



Commercializing IP – *Fall 2016*

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