

Design	Social Media Engagement	Basic Features	Product Hurdles	Regulatory Issues
<p>Potential design: night mask face covering that goes over the eyes and ears with speakers installed in the fabric of the mask</p> <p>Tyler Kahoe</p>	<p>Pub the product on Instagram, TikTok and other social media platforms.</p> <p>Tyler Kahoe</p>	<p>Light microfiber material which is breathable and comfortable so that in the event the mask covers a persons nose as they sleep they can still breathe</p> <p>Tyler Kahoe</p>	<p>Speakers need to be state of the art whilst also being as small as possible to avoid as much bulk as possible</p> <p>Tyler Kahoe</p>	<p>The mask has the potential to slip over a persons nose/mouth leading to potential breathing hazards while a person sleeps</p> <p>Tyler Kahoe</p>
<p>Speakers would need to be small and sleek as to not cause discomfort whilst sleeping</p> <p>Tyler Kahoe</p>	<p>Take interest data from the social media sites used to find the most engaging adverts to push them out more frequently</p> <p>Tyler Kahoe</p>	<p>Speakers need to be lightweight and non bulky to avoid discomfort whilst sleeping</p> <p>Tyler Kahoe</p>	<p>Fabric of the mask needs to be breathable and comfortable, whilst not stretching or loosening after multiple wears</p> <p>Tyler Kahoe</p>	<p>Issues may arise when bringing the product before the Consumer Product Safety Commission due to the potential sleep hazards it could cause</p> <p>Tyler Kahoe</p>
<p>Fabric would have to be made of a soft, breathable material in the event the mask slips over a persons nose whilst they sleep</p> <p>Tyler Kahoe</p>	<p>Find potential models/influencers to pub our product on their social media platforms giving us recognition</p> <p>Tyler Kahoe</p>	<p>Speakers need to include state of the art technology to produce sound akin to most headphone currently on the market</p> <p>Tyler Kahoe</p>	<p>Masks need to be cost effective. Materials used need to be cost effective without undercutting the overall quality of the product</p> <p>Tyler Kahoe</p>	<p>Due to the nature of the product some stores may not be willing to participate in selling our product</p> <p>Tyler Kahoe</p>
<p>Speakers need to produce sounds akin to most headphones on the market in order for the product to be marketable</p> <p>Tyler Kahoe</p>	<p>Give sponsorships to influencers to further boost our influence in the social scene</p> <p>Tyler Kahoe</p>	<p>Create multiple colorful combinations and designs for the fabric. Eventually if the company takes off build partnerships with other corporations to create licensed designs.</p> <p>Tyler Kahoe</p>	<p>Price of the mask needs to exceed the manufacturing costs to build profit, but needs to be under an undetermined threshold to ensure the product will sell</p> <p>Tyler Kahoe</p>	<p>Warning labels and clear instructions will be used to alleviate some of these issues. Sizes of mask could also alleviate potential slipping issues which would cause breathing hazards</p> <p>Tyler Kahoe</p>