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SRI International's Elevator Pitch Worksheet

VALUE CREATION PARTNERSHIP PROGRAM

Select an innovation, project, or program.

Project Title: The Future of Saxophone Pads
2-4 Words

Audience: Saxophone Corporations (ex. Yamaha)
Decision Maker

Customer: All Saxophone Players
Buyer, User, or Consumer

WHAT'S THE OPENING?

Saxophone players have always had to deal with sticky or leaky pads, expensive repairs, and other equipment issues that take away from rehearsals and performances alike. There is no reason to continue to use something that is clearly flawed only because its been the industry standard for decades. Its long been time to switch one of the most problematic parts on saxophones.

What's the important, quantitative, customer and market Need?	Saxophone players need an affordable alternative to the issue of pads. They need something that will last much longer than the typical leather pads, and that will not cost hundreds of dollars to repair if something does go wrong. They need a weather resistant option for marching band environments, a heat resistant option for easy repairs, and a non-stick yet sealing material for optimal sound and performance value.
What's the specific, quantitative Approach to satisfying that Need?	EPDM rubber pads. The material is versatile, recyclable, and affordable. A square foot of the material is only around $7.50-$12.50. Leather, being around the same range in price, does not last as long as a rubber. This rubber is weather resistant, as seen in its applications to housing and car sealants, allowing scraps to be used in a variety of environments. It is workable under 350C, which allows repair shops to make use of their tools without damaging the material.
What are the quantitative Benefits per costs from that Approach?	The material would only range from $7.50 to $12.50 per square foot. Compared to leathers wide range of $4 to $15 per square foot (depending on quality), it is clear that my material wins in this category. Although the material may cost a few extra dollars in some situations, it is important to note the increase in longevity of the pads. Not having to replace the pads as frequently would save players between $200-$500 on pad replacement repairs for the typical leather.
Who is the Competition and what are the alternatives now and in the future, and why are your Benefits per costs superior?	All of the large corporations, like Yamaha, Cannonball, and Selmer have long used leather to make their pads. The wrap the leather around a cork-like material and use adhesive to keep the pads in place. Also, cheaper producers have tried using a synthetic material, but it has been unsuccessful. My goal is to show the world that a rubber, with noticeable cost differences, can be used to make these pads, and that it just hasn't been done properly yet.

WHAT ACTION DO YOU WANT YOUR AUDIENCE TO TAKE?

A $500 grant to make my first prototypes of the new pad, so that I can bring the material into think box and apply it to an old saxophone of mine. This would really get my feet off the ground and I could truly make change happen with the support of others.