

# Phase Two Initial Review

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11/04/2019

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Snorbles



Prototype



Crowdfunding



Development



Brain • Toddler • Pre-K • Kindergarten • Junior • Pre Teen

1.



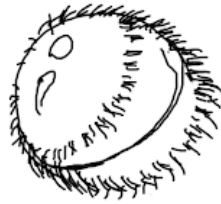
May be used  
on its own

2.



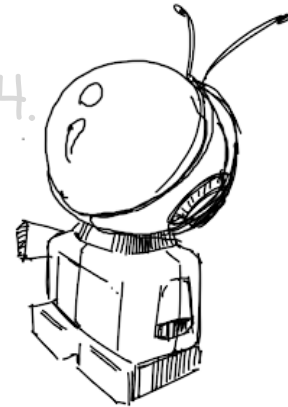
Protective Skin,  
Impact resistant,  
durable.  
Higher dev cost

3.



Plush skin, less  
protective, lower  
cost, higher  
iterations. Lower  
dev cost

4.



More complex skin,  
Less durable ,  
Higher dev cost.  
Endless iterations

5.



More complex skin,  
Less durable ,  
Shared dev cost.  
Large Market  
Numerous  
iterations

BASE Tech

Form



GEOMETRIC



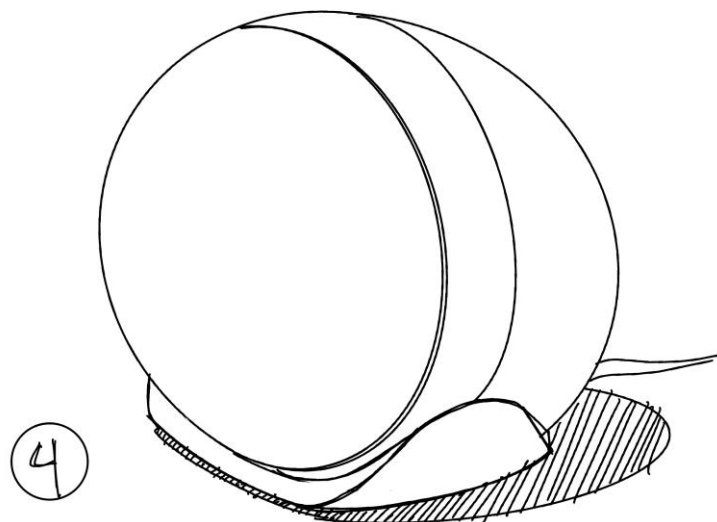
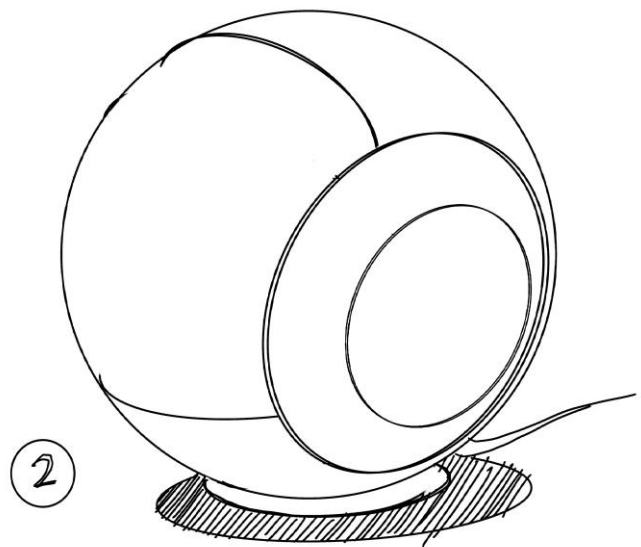
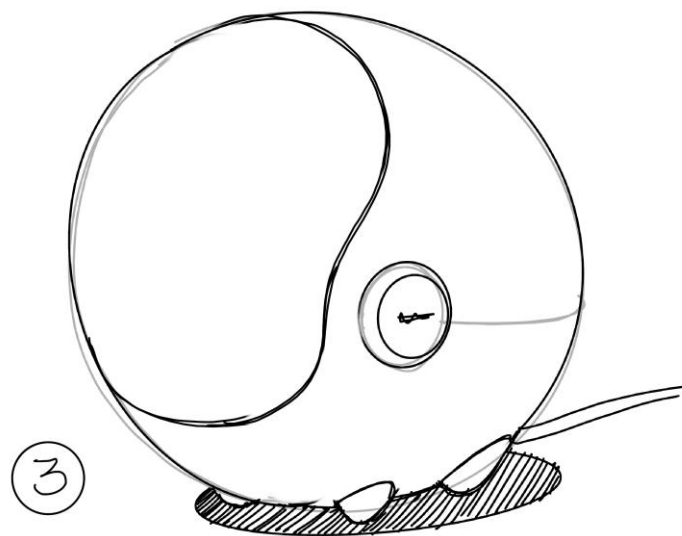
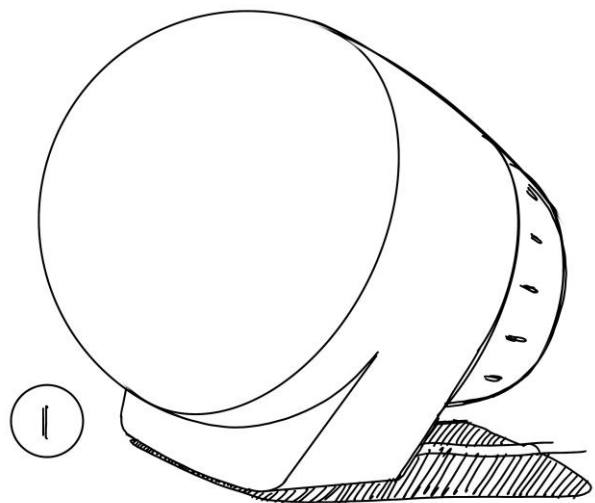
COMPLEX

SIMPLE

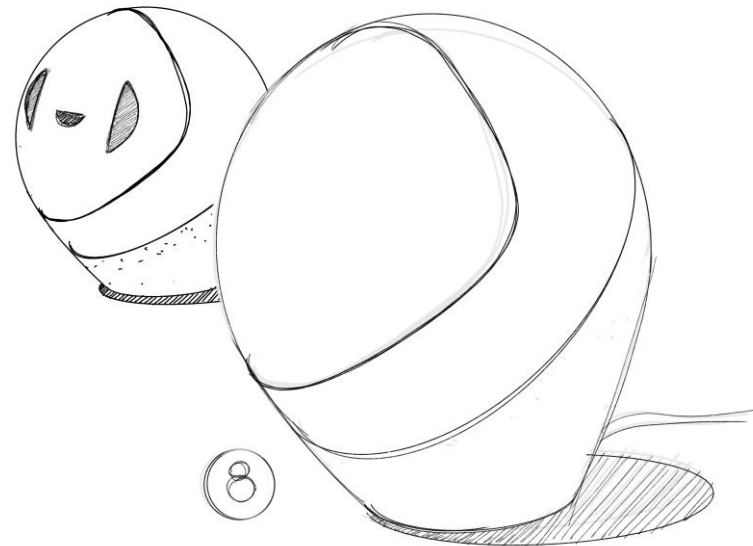
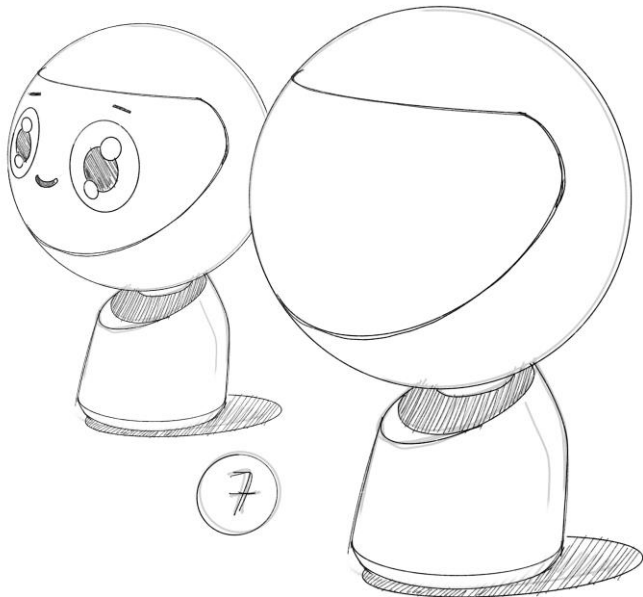
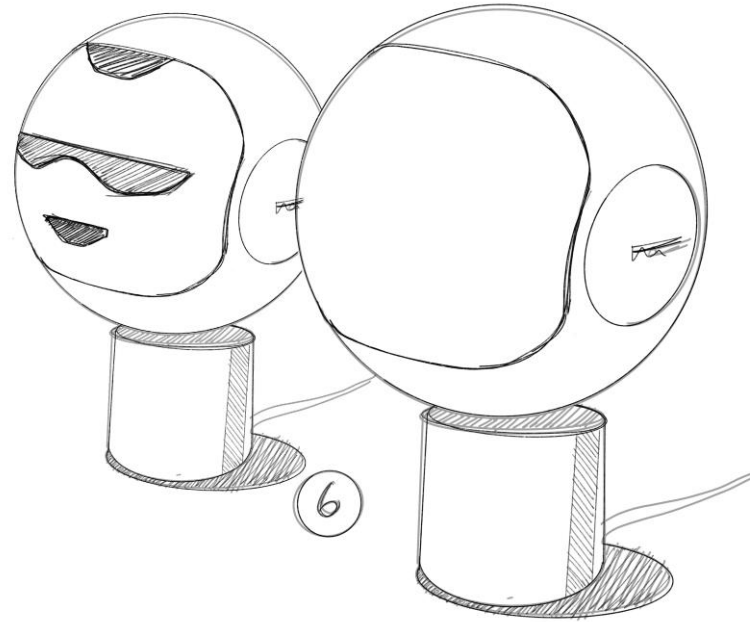
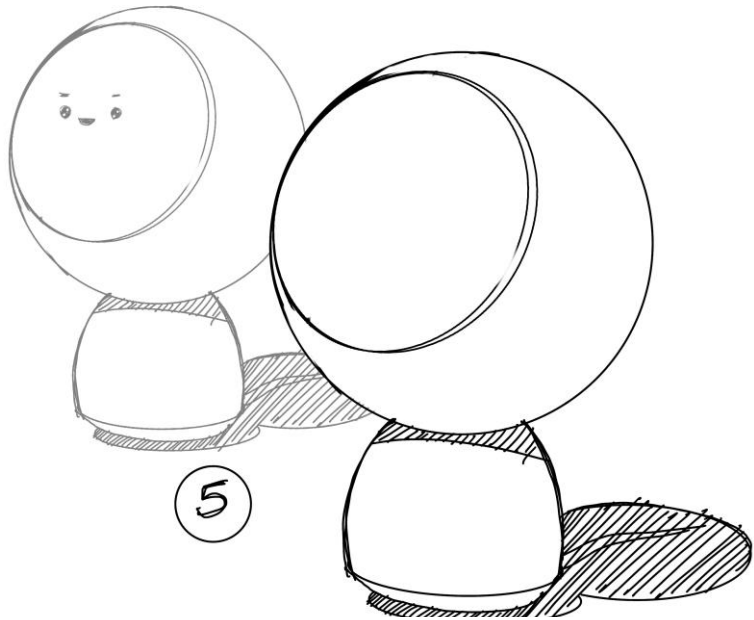


ORGANIC



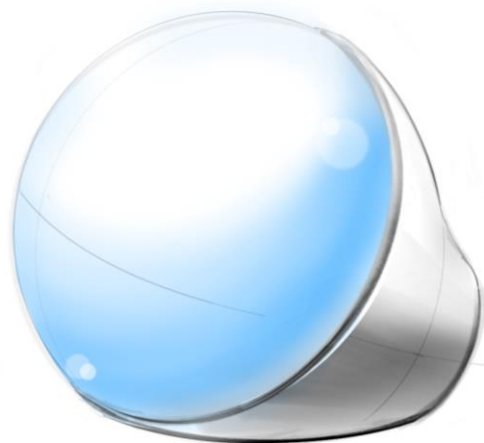


“Brain”  
Rough  
CONCEPTS

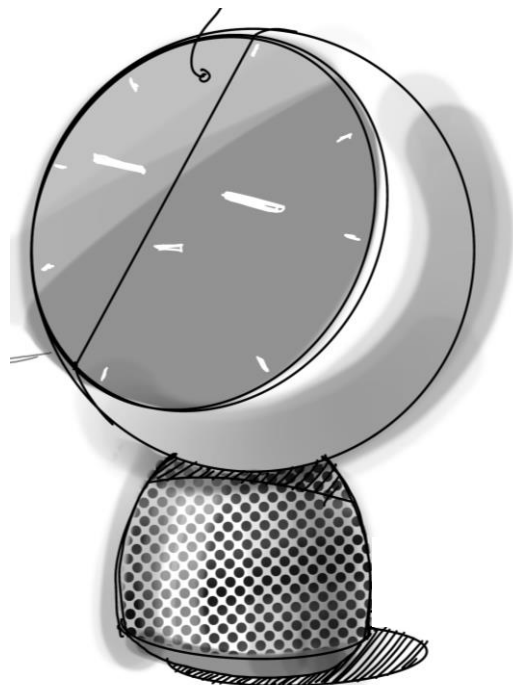


“Brain”  
Rough  
CONCEPTS

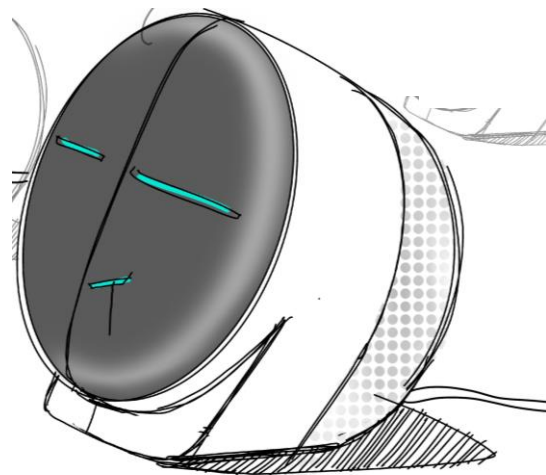
1.



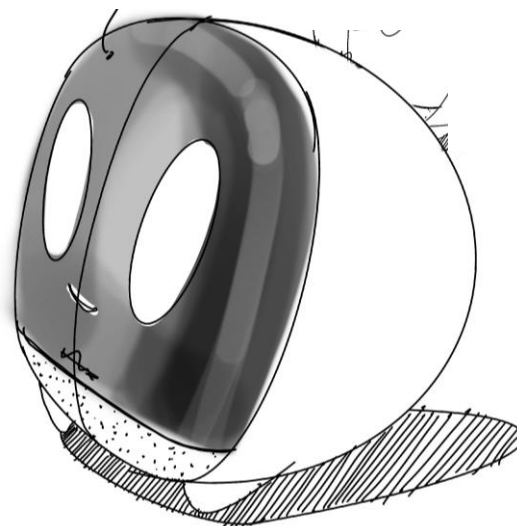
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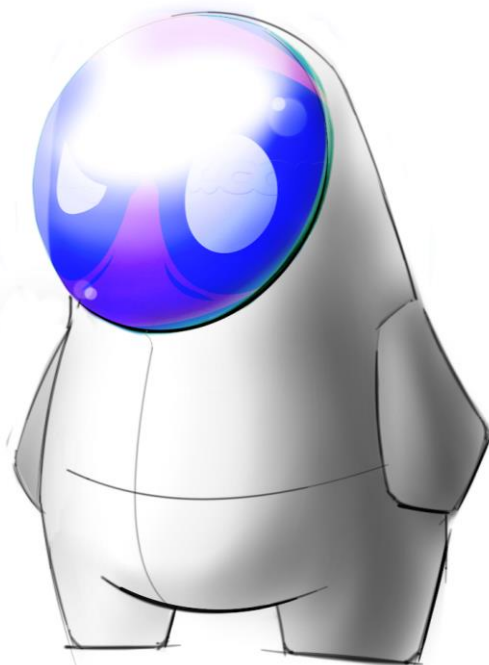
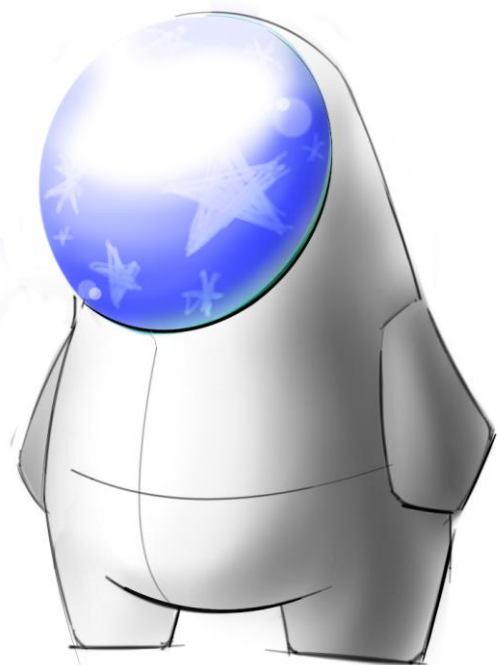
3.



4.

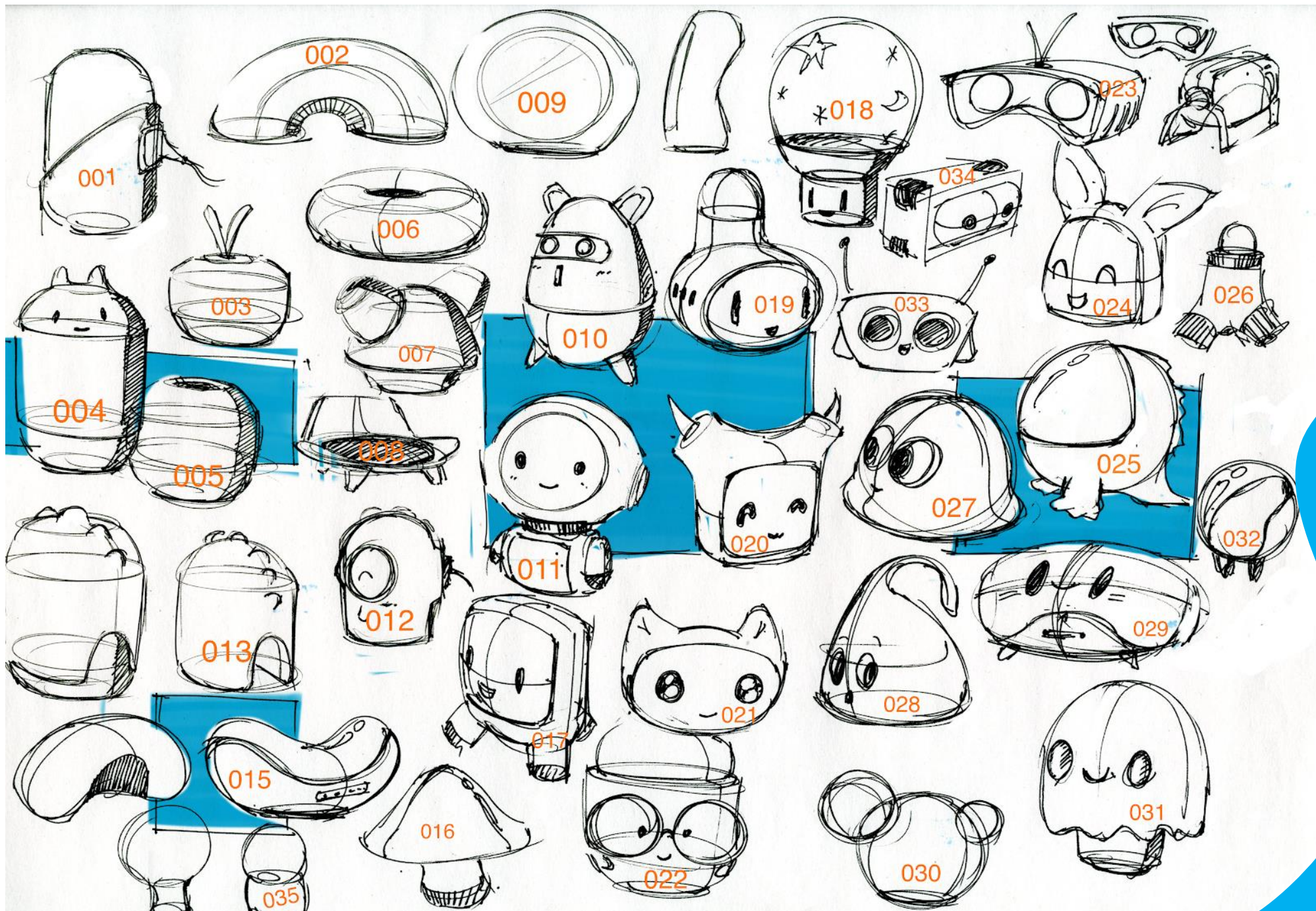


“Brain”  
Rough  
CONCEPTS



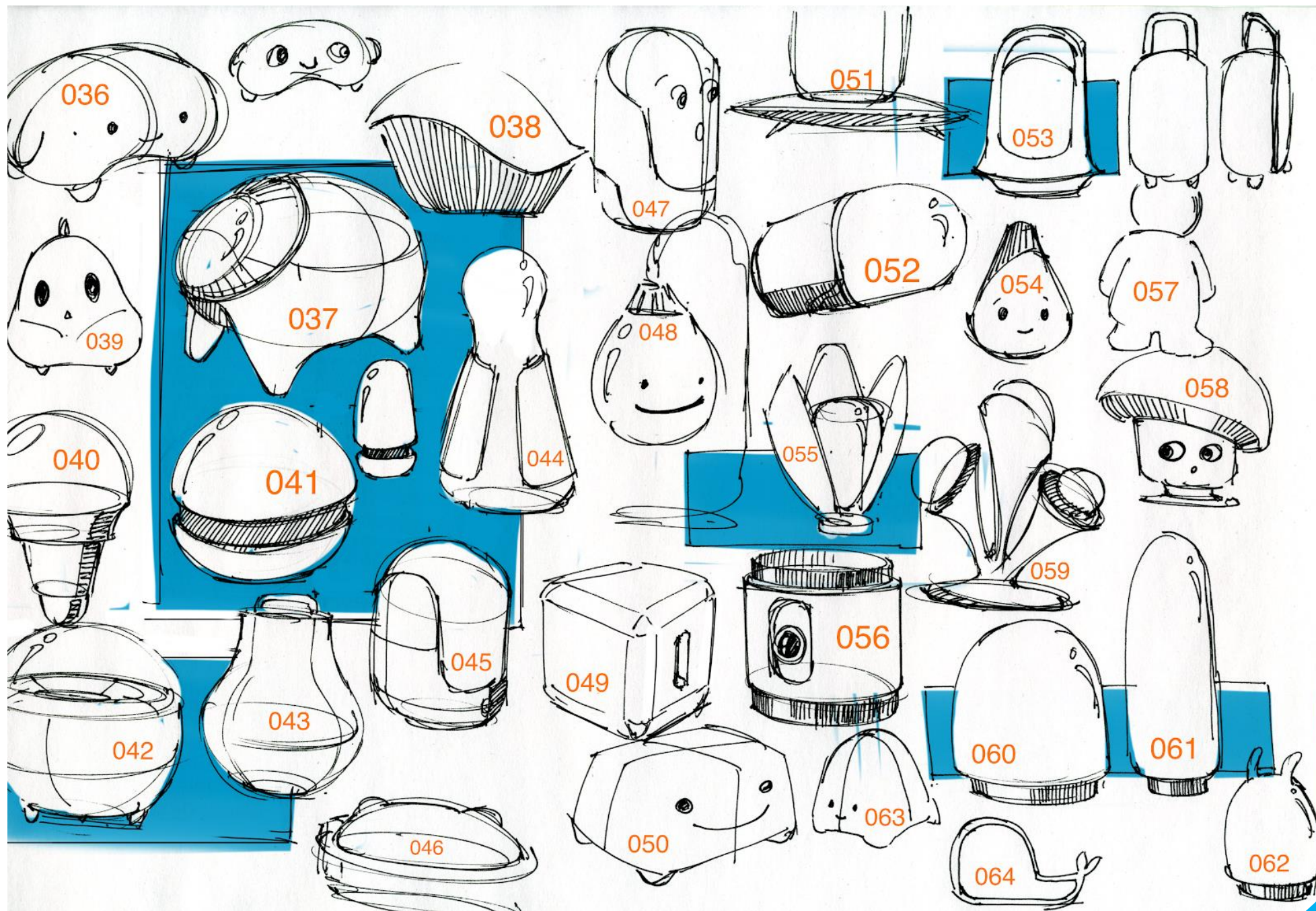
Rough  
Body  
CONCEPTS





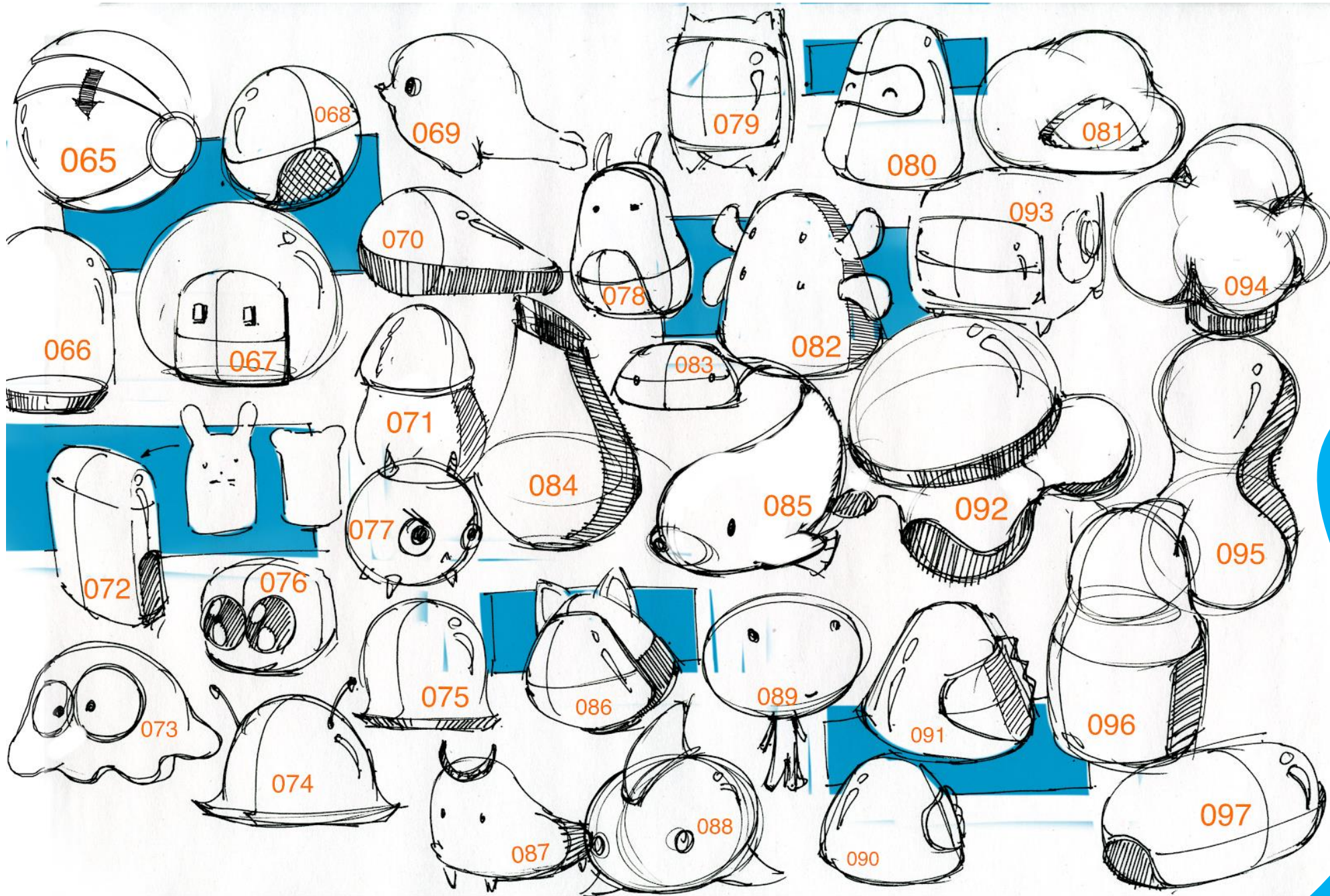
Rough  
Body  
CONCEPTS





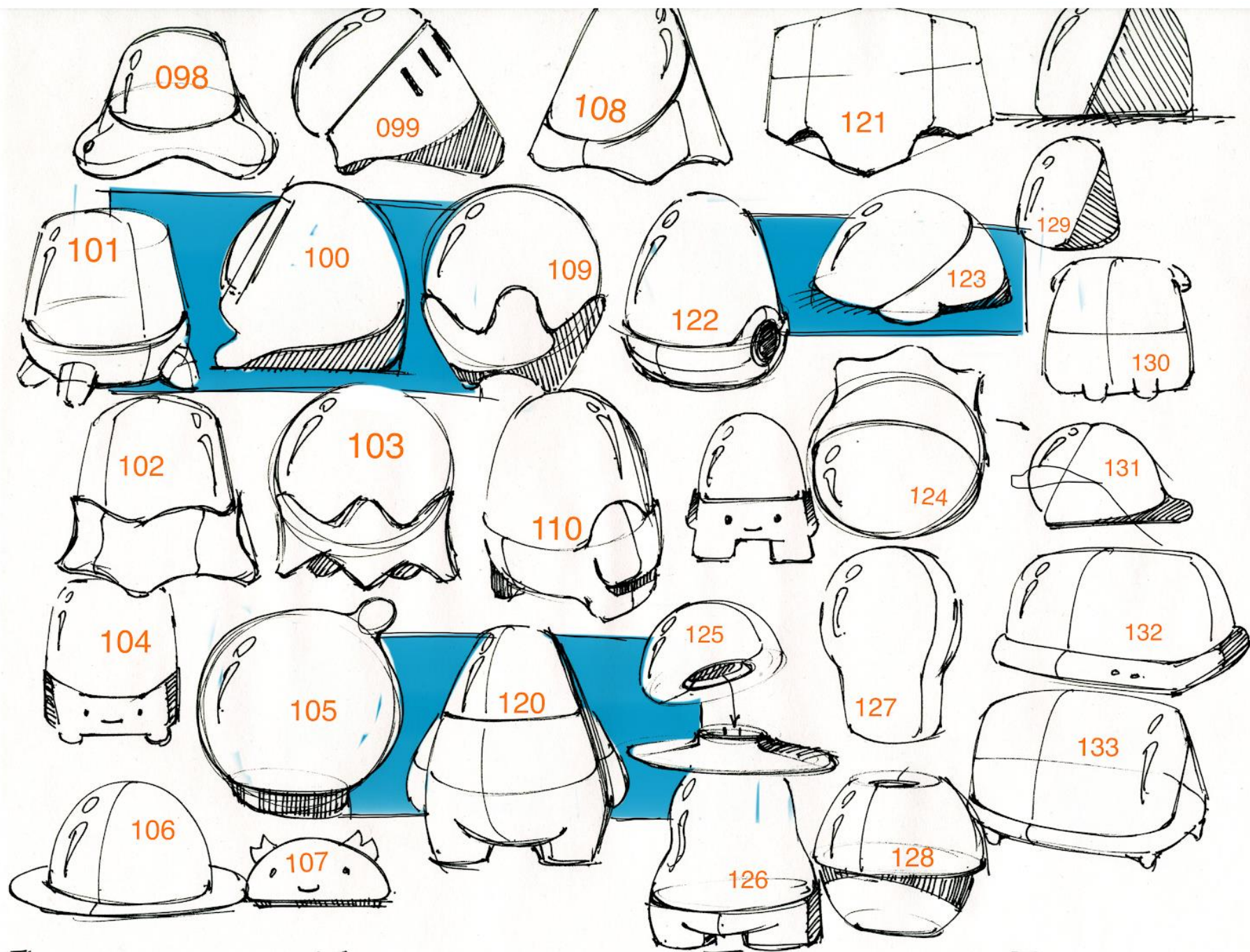
Rough  
Body  
CONCEPTS



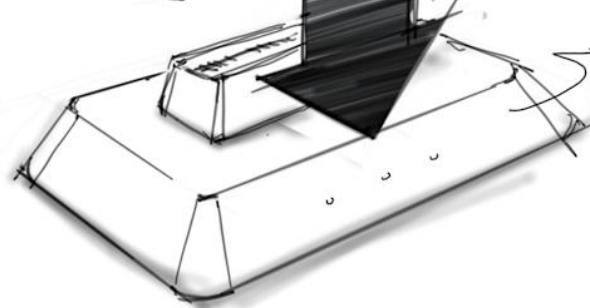
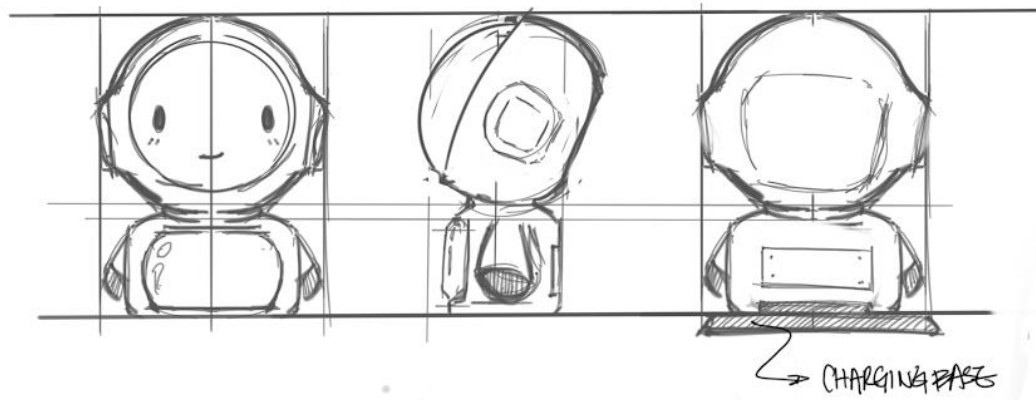


Rough  
Body  
CONCEPTS

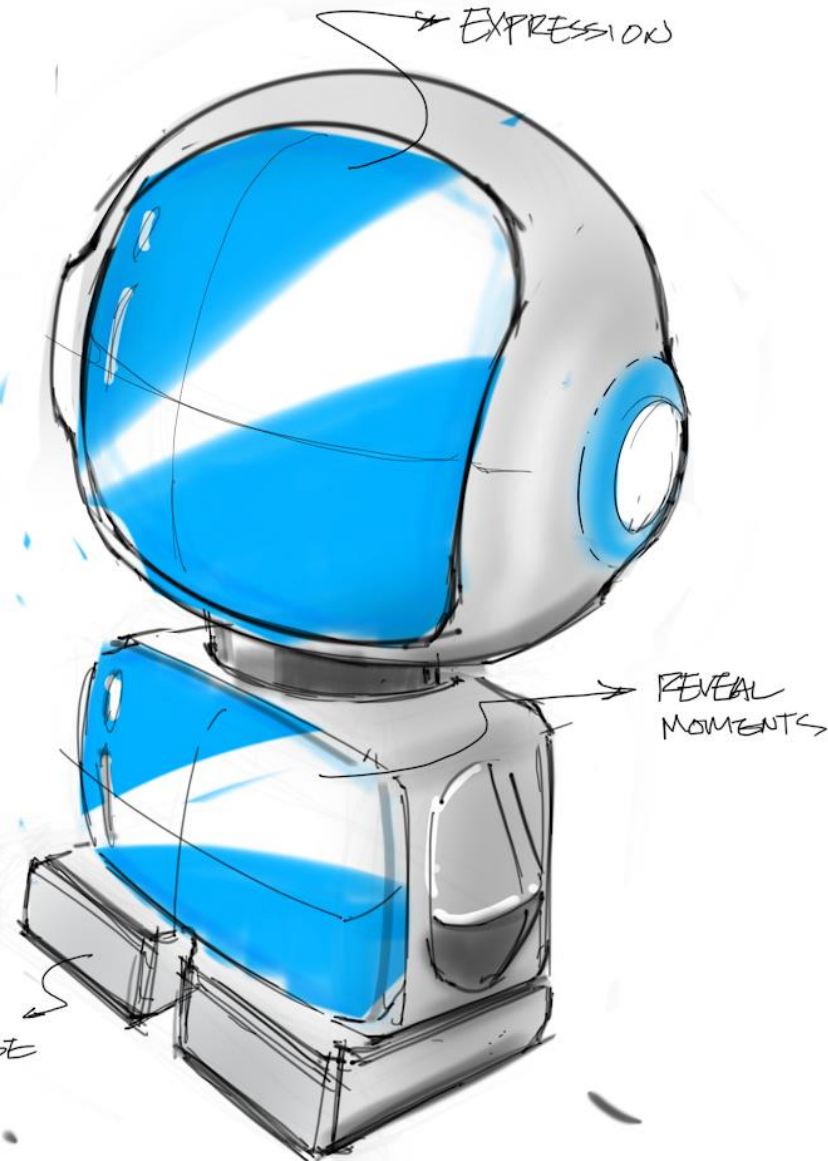




Rough  
Body  
CONCEPTS



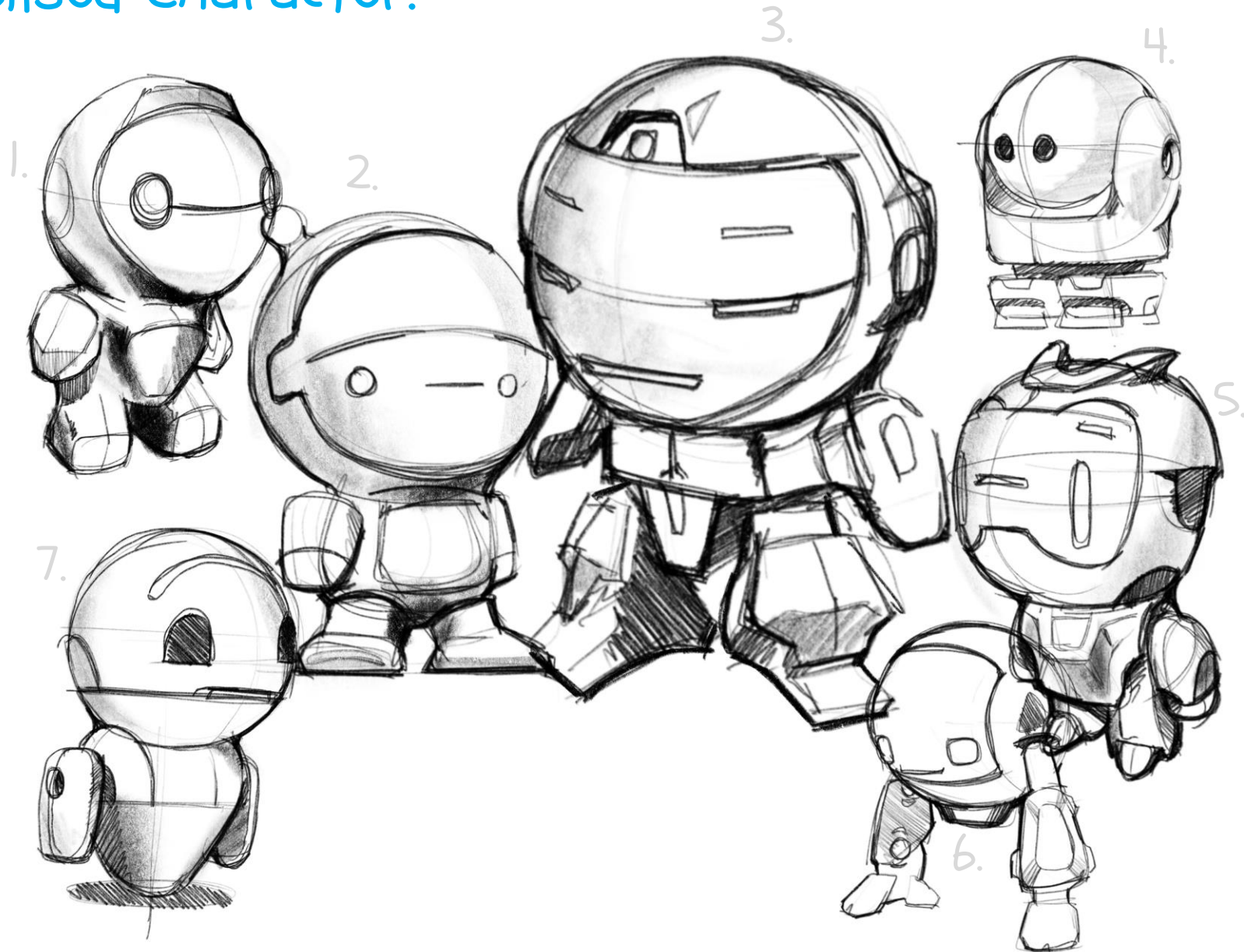
FOOT  
BASE



Rough  
Body  
CONCEPTS



# Licensed Character.



Rough  
Body  
CONCEPTS



Brain



Brain  
+  
Generic Body



Brain  
+  
Soft Cover



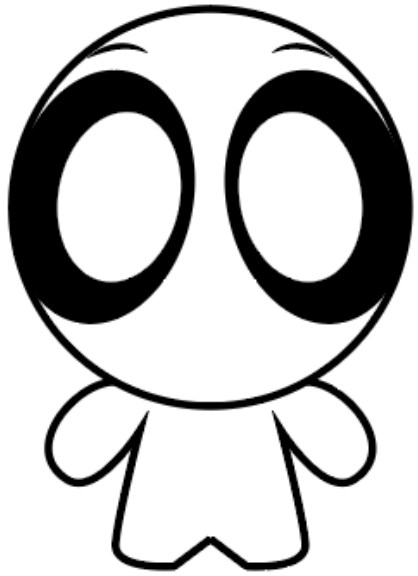
Brain  
+  
Sophisticated  
Body



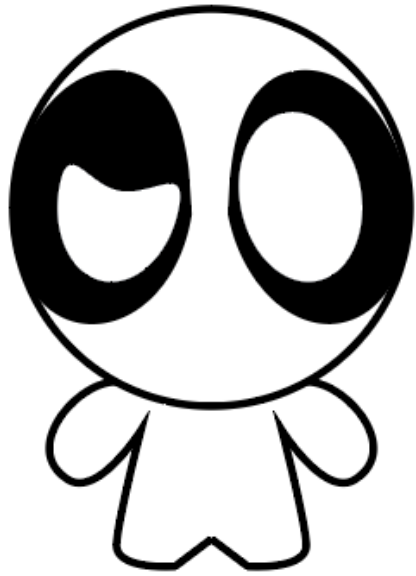
Brain  
+  
Licensed  
Character

Rough  
Body  
CONCEPTS

# Face Expressions .



Surprised



Quizzical



Irritated



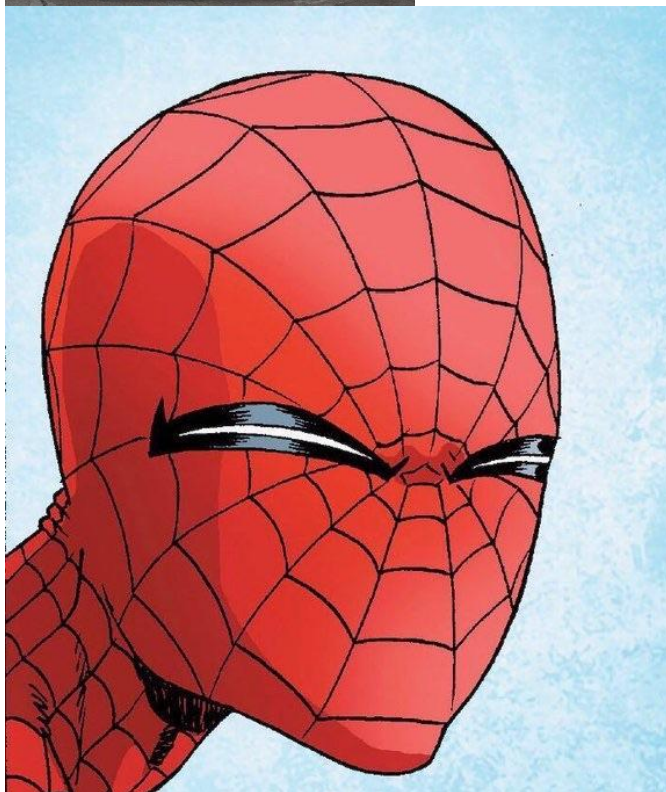
Happy



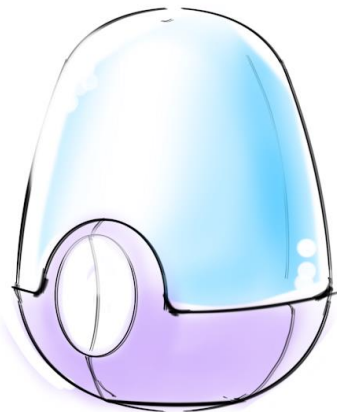
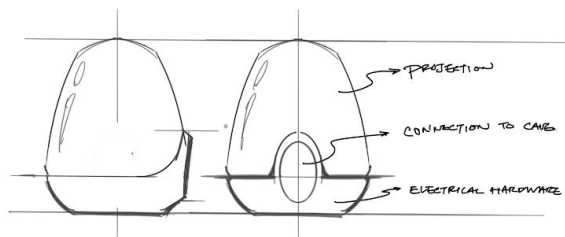
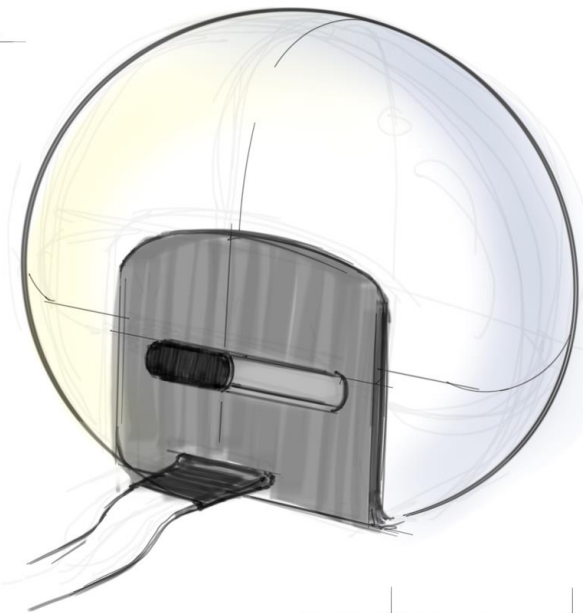
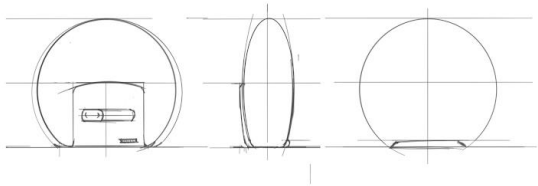
Rough  
Face  
CONCEPTS



# Licencing

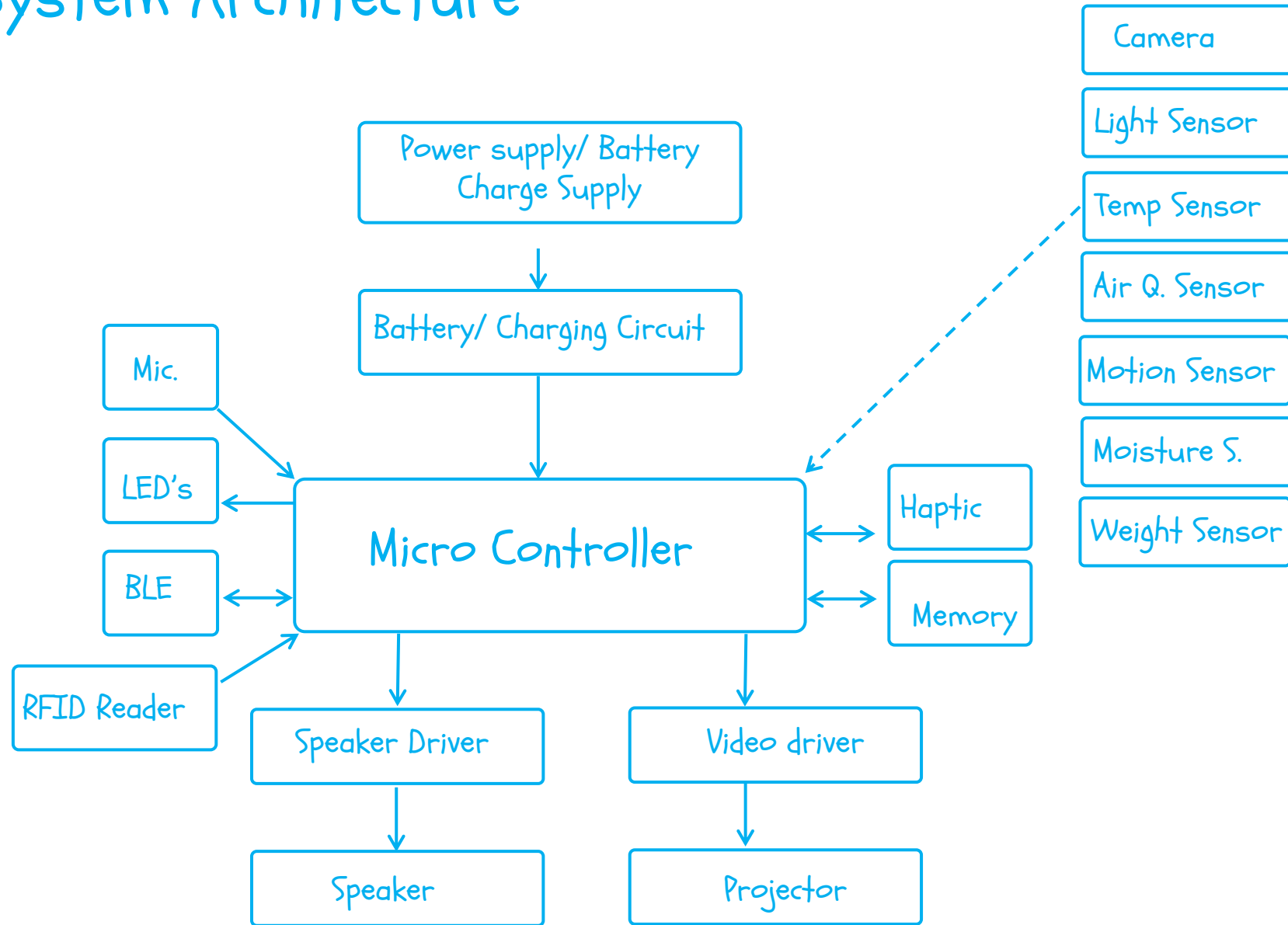




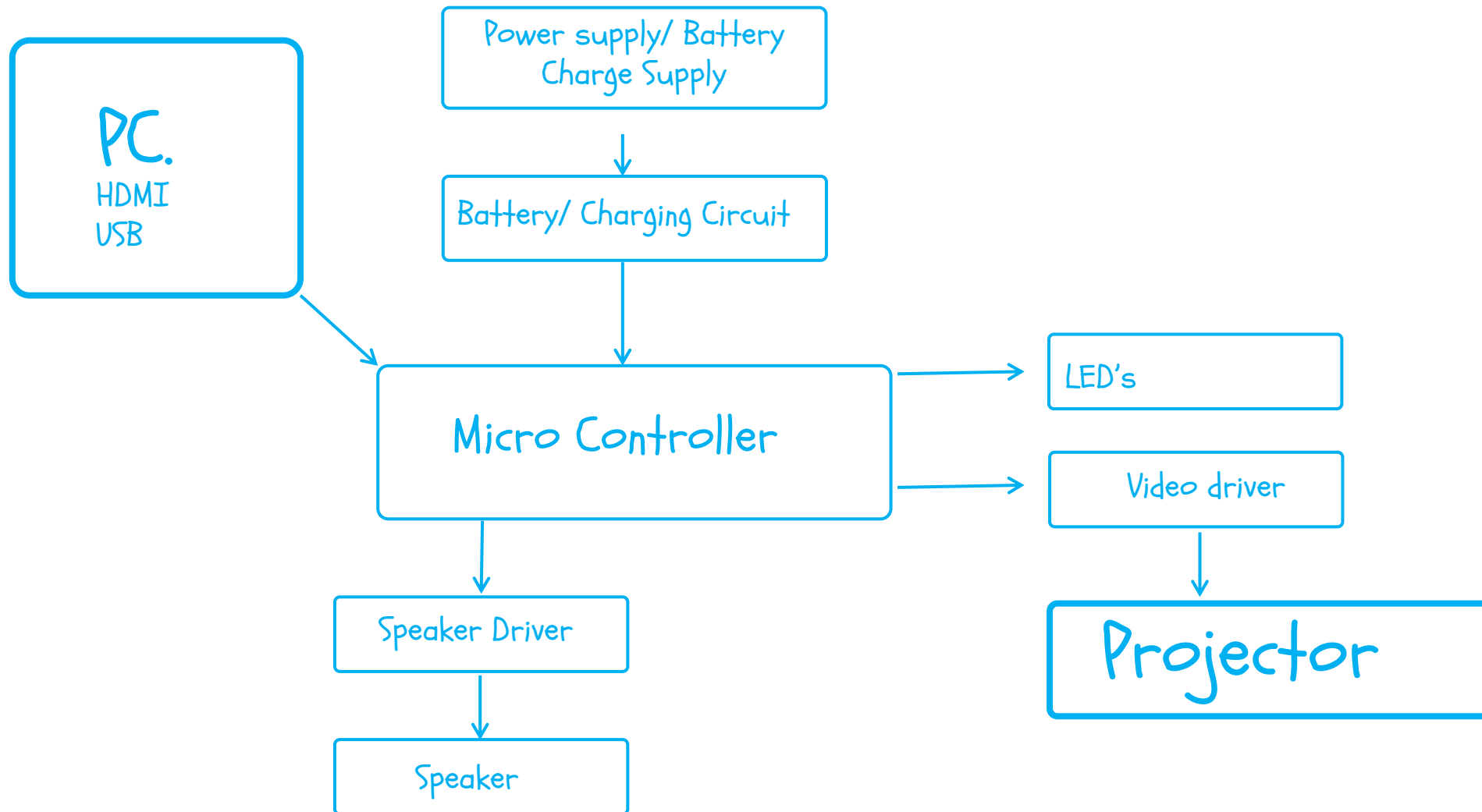


Rough  
Base  
CONCEPTS

# System Architecture



# Demo System Architecture





NEXT STEPS



# Function - Daily Routine

## AM

\*

Pre Wake up  
Stay in bed  
Wake up/ Get up  
Time to go play  
Breakfast  
Brush teeth  
Make our bed

## Mid AM

Play and learn time  
Nap wind down  
Nap  
Nap wake up

## Lunch

Meal time  
Play & learn time  
Games  
TV

## Evening

Dinner  
Play & learn time  
Screen time  
Jammies  
Cleanup  
Bath  
Teeth

## Bed Time

\*

Storytime  
Wind down  
Music  
Prayer time  
Alone time  
Sleep time  
Soothing  
Monitoring

\* Initial primary focus for first launch.  
Activities for each routine to be mapped out.  
Map will reveal commonalities for functionality

- Continue Refining Concept Design
- Refine/ Select Product Categories, Materials
- Refine Base With Electronic Consideration
- Review Projector
- Age Group Selection/ Concept
- Tech Integration/ Considerations
- Begin Sourcing/Costing?
- EE Dev?

NEXT STEPS