

## Team

Alice Brooks  
Daniela Buchman  
Bettina Chen  
Miguel Reyes

## Mentors

Nick O'Connor  
Ashton Udall

# Colorwheels

Create. Express. Inspire.

Unleashing the next generation of female  
creativity through innovative play...

This week:

9 parents

12 kids

3 China suppliers

**24 total**

**3 Sales**



# Last week

## Our Focus

- User testing
- Channels + Video
- Duveneck After-School program

## Feedback:

- hammered on building a product, not a company
- need to step out of your comfort zone as engineers
- guilty of goldplating

# Today's presentation

## **Our focus:**

Figure out the overall strategy

"You guys have a lot of moves here"  
-Steve Blank

5 Big Ideas

# Company Vision

This decade we will inspire and unleash the next generation of female creativity to accelerate the growth of females in the STEM field.

## Core Principles

- Hands-on Learning
- STEM (Science, Tech, Engr, and Math)
- Geared towards girls

same as last week

new this week

# Business Model Canvas

Train young reps

(week 6)

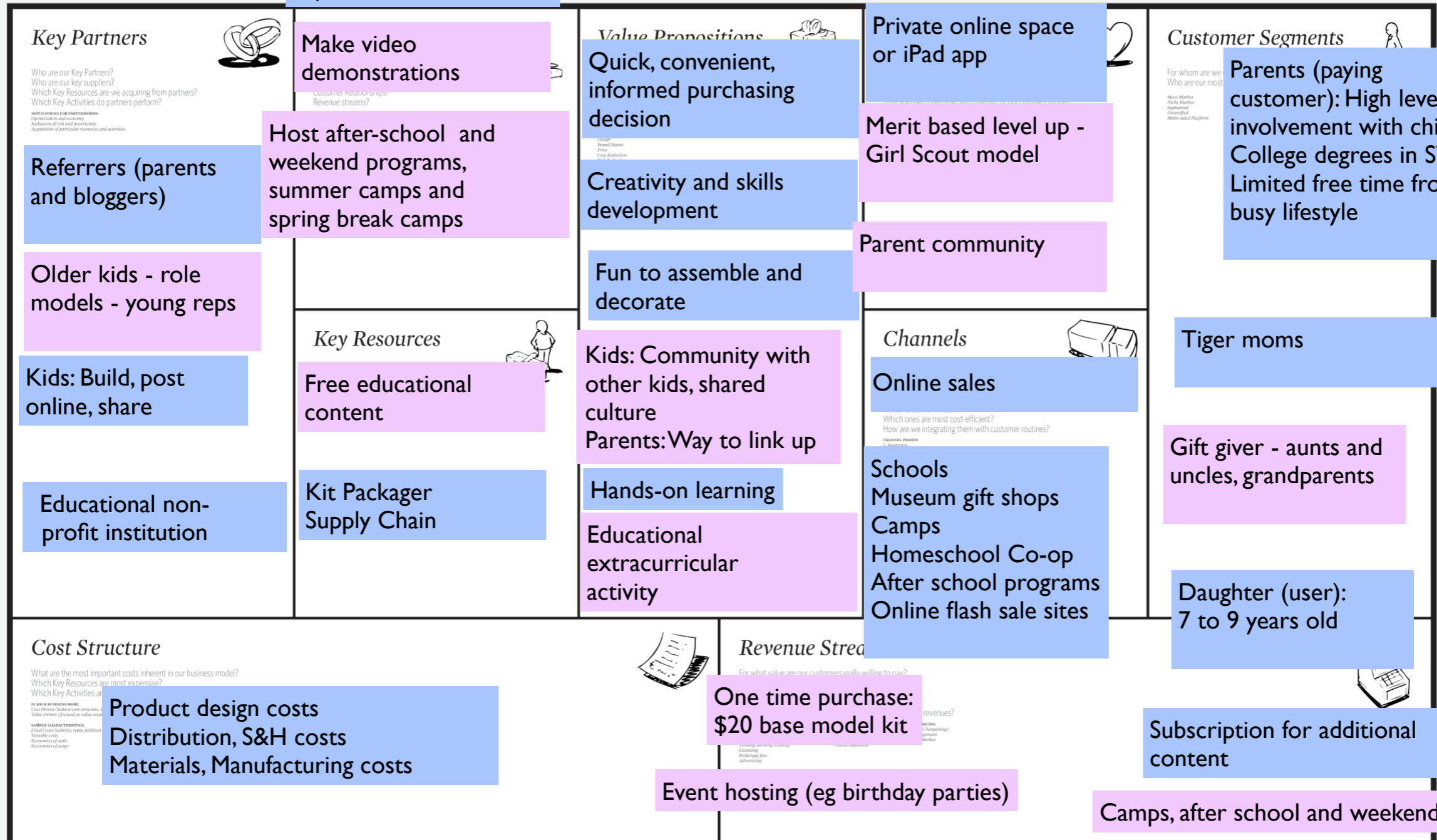
The Business Model Canvas

Incorporate learning topics

ColorWheels

Designed by Alice Brooks, Daniela Buchman, Bettina Chen, Miguel Reyes

Iteration: 00



same as last week

new this week

# Business Model Canvas

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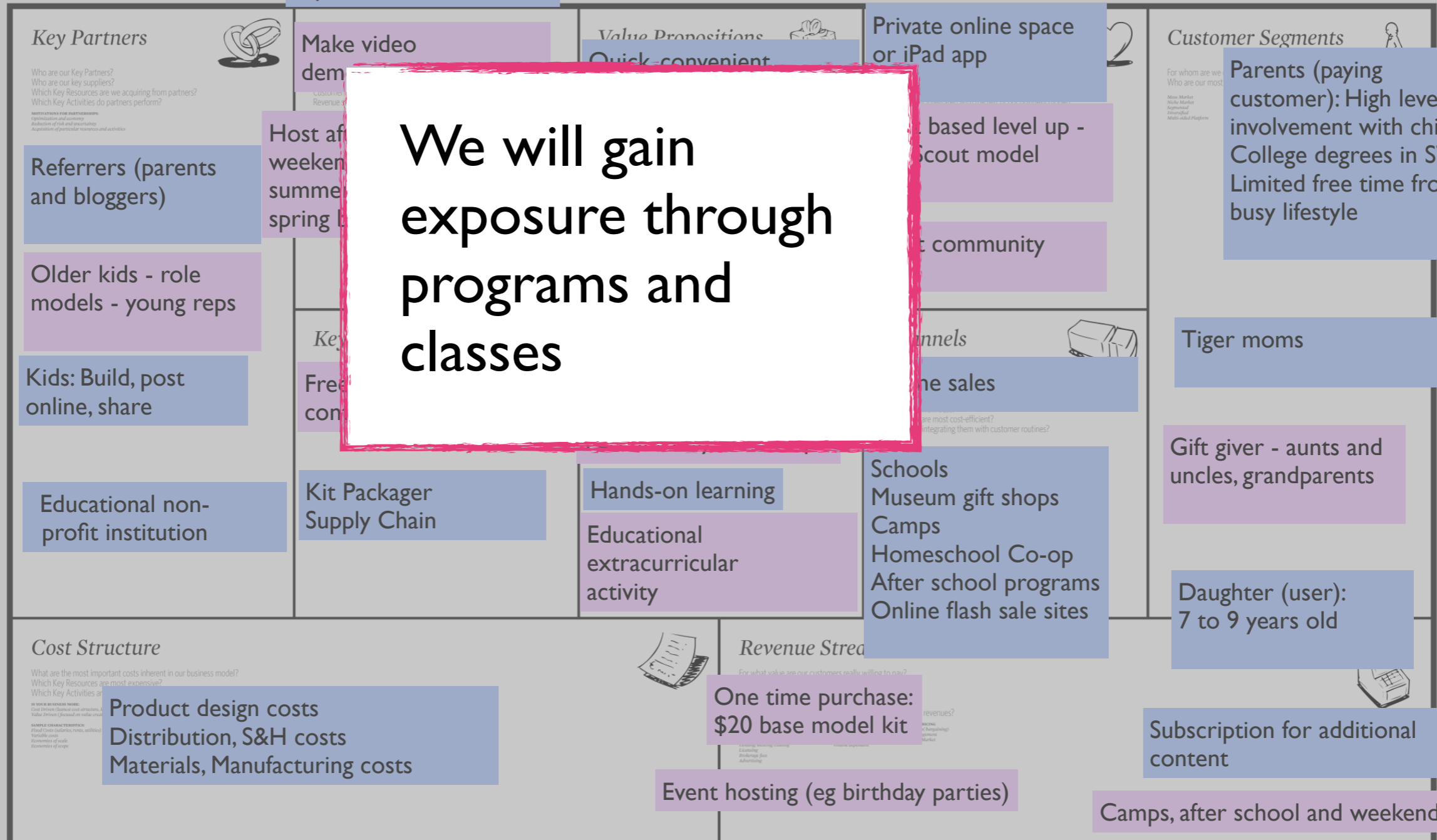
The Business Model

Incorporate learning topics

ColorWheels

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Iteration: 10



We will gain exposure through programs and classes

same as last week

new this week

# Business Model Canvas

Train young reps

(week 6)

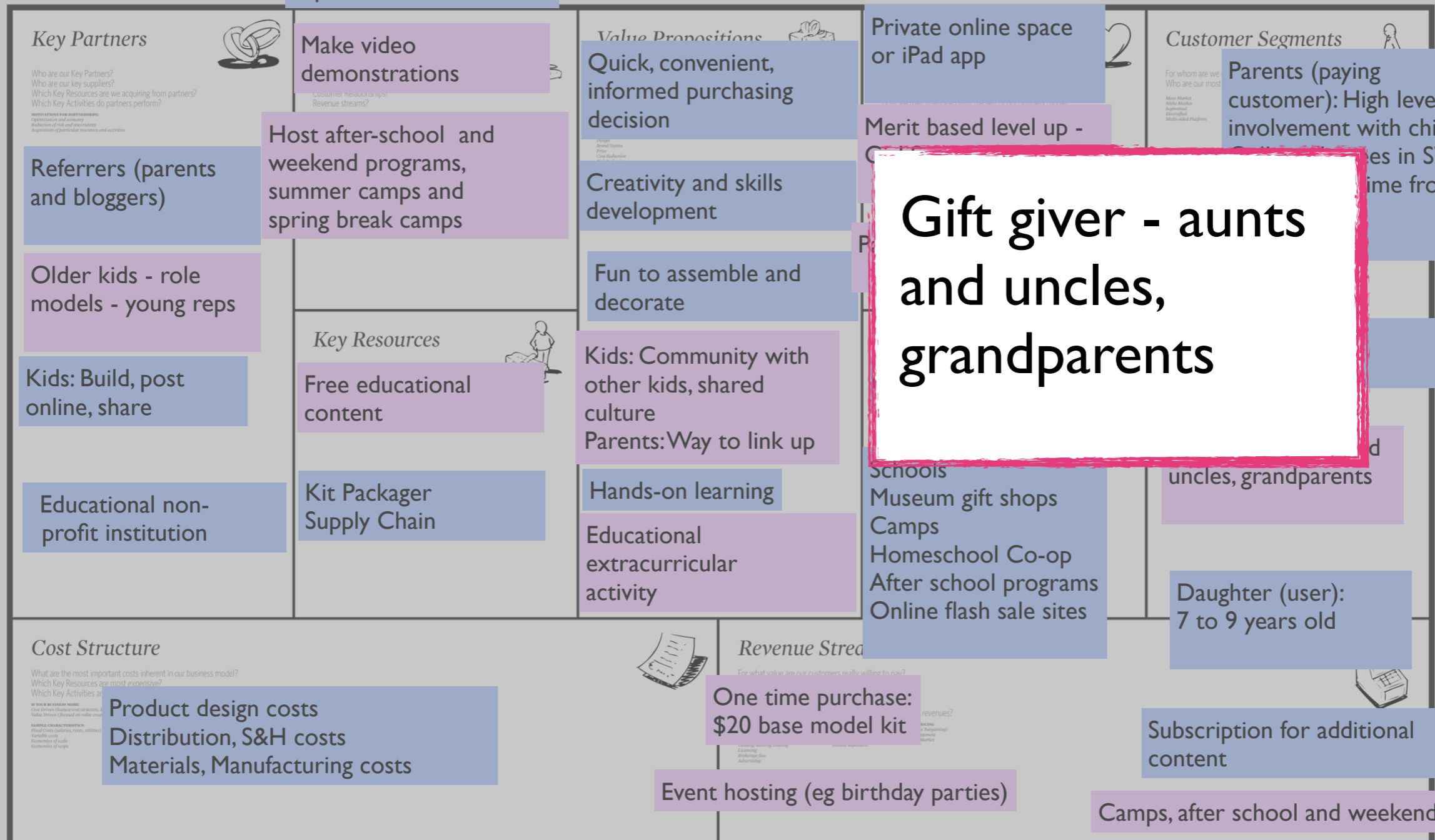
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Iteration:



# I. Channels

- Online sweepstakes
- CCM conversion
  - 6 out of 8 families visited our site
- 102 email list sign ups
- **3 Purchases**

## Colorwheel Toys

Update to Sweepstakes: Tell us who you'd buy daughters, granddaughters, nieces, cousins, n family friends who are girls aged 7-10?


Like · Comment · Share · Sunday at 11:00pm

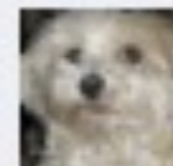
 9 people like this.

 View all 25 comments




**Melinda Burd** my daughter

3 hours ago · Unlike ·  1

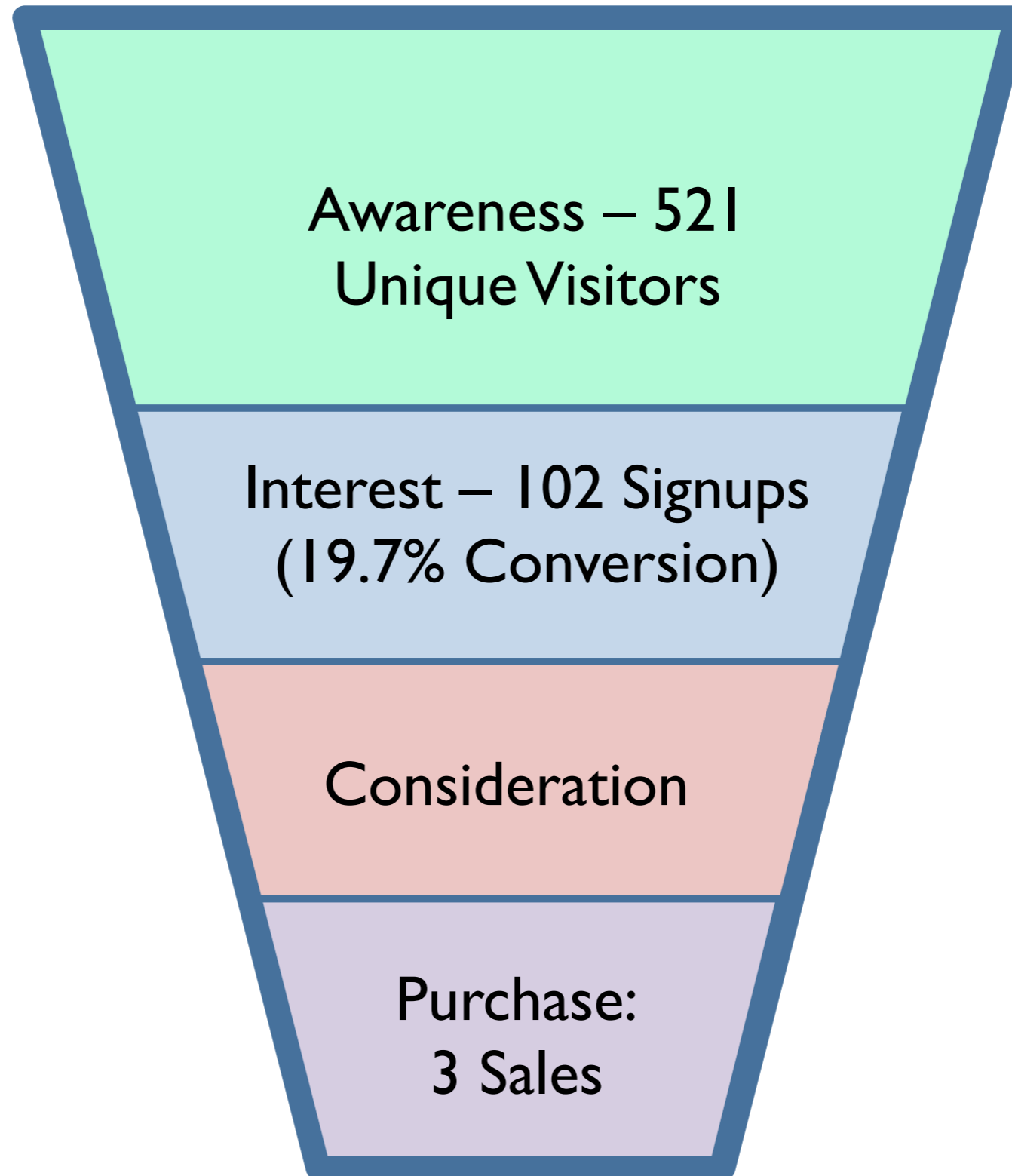


**Mindy Spiridon** My daughter :)

2 hours ago · Unlike ·  1



# I. Channels



# 2. Learn from history

## Girl Scouts

- 100 years old
- 50M women who were once involved
- 2M girls currently involved
- National -> Regional councils -> Service units -> Troops
- \$10 per member, donations
- troops self fund with cookie sales

## Survey results (44 female responses)

- Playing with parents
- Inspired by classes
- Always knew they were good at STEM



# 3. Children's Creativity Museum

Hypothesis	Process	Findings
Increase engagement by creating:  WARM CULTURE  SENSE OF COMMUNITY	Sashes  Girl Scout Culture	YES! - higher excitement and engagement than first session

“Can I make another one now?”

# 3. Children's Creativity Museum

Hypothesis

Increase engagement  
by creating

WARM CULTURE

SENSE OF  
COMMUNITY

We will incorporate  
that culture and  
community feel

Girl Scout  
Culture

engagement than first  
session

“Can I make another one now?”

**Assembler**



**Creativity**



[Colorwheeltoys.com/ccm](http://Colorwheeltoys.com/ccm)

**STEM**



**STAR**

Hypothesis	Process	Findings
Engage intrinsic need to level-up by using BADGES	Girl Scout culture in the second session Badges given at 3 milestones	"I love collecting badges" "What kind of badges?" "Any badge!"

“Where can we get more badges?”

**Assembler**



**Circuits**

**Creativity**



[Colorwheeltoys.com/ccm](http://Colorwheeltoys.com/ccm)

**STEM**



**STAR**

Hypothesis

Level up system and rewards excite the kids

Engage into  
need to level  
by using  
BADGES

Badges given at 3  
milestones

"What kind of  
badges?"

"Any badge!"

"Where can we get more badges?"

# 4. Experience > Product

## Kids had a lot of fun:

- Weeks 3-6: User testing inside Bay Area homes ("New toy, new people in my house")
- Duveneck After-School Program (Raced the cars with other kids)
- SF Children's Creativity Museum (Badges, Sashes)

## Not as much fun:

- Shipped 12 stand-alone kits



# 4. Experience > Product

## Capitalize on this with:

- Party Packages
- Physical store
- Colorwheels Team Video Series
- Young Mary Kay type agents
- School programs, after school and weekends
- Spring break and summer camps





# 4. Experience > Product

## Capitalize

- Party Packages
- Physical stores
- Colorwheels
- Young Mary
- School programs, after school and weekends
- Spring break and summer camps

**Girls love the experience of building this with their friends and older role models**



# 5. Market broadening strategy

- Opt-in service
- Similar to "Girl Scout troops"

**PARENTS: Discover like-minded folks interested in STEM**

**KIDS: Play with other girls who enjoy the same toys you do!**

We are adding value not just with our product but also by fostering a community of involved, passionate, and like-minded parents who can connect and also influence others.

# 5. Market broadening strategy

## Social Platform

- Find other
- Share/arran
- Discover other parents who are interested in STEAM

Adding value by fostering a community of like minded parents who can connect and influence

# 5. Market broadening strategy

## Offer family of 5 products

- rating scale
- Test levels on the 25th at CCM (5 levels of difficulty)

## Middle America

- "Prepare your daughter for a JOB in the 21st century!"
- "Have your daughter makes TONS of money by becoming a Scientist or Engineer with these 10 easy lessons"

# 5. Market broadening strategy

## Offer family o

- rating scale
- Test levels or

## Middle Ameri

- "Prepare you

We will first target families with 1 or 2 STEM parents. Then later expand to 0 STEM parents and middle America.

- "Have your daughter makes TONS of money by becoming a Scientist or Engineer with these 10 easy lessons"

Back up slides

# Sourcing

Buy separate components:

Component	Quantity	Price per unit	Total price	Distributor
1.5V DC Motor	1	\$0.50	\$0.5000	Made-in-China
wheel	4	\$0.01	\$0.0400	Alibaba
base	0.0044	\$0.50	\$0.0022	Alibaba
paper clips	4	\$0.002	\$0.0080	Alibaba
switch	1	\$0.01	\$0.0100	Alibaba
battery case	1	\$0.08	\$0.0750	Alibaba
battery	2	\$0.0256	\$0.0512	Alibaba
alligator clip	3	\$0.01	\$0.0300	Alibaba
			Total	
			\$0.7164	<-- Buying at lowest listed prices
				Not including decorations, other small components

Buy premade kits and customize:

Product	Cost per unit	Distributor	Description
Prepackaged toys	1.54-5.28	Alibaba	Radio control car toy
	1.5-2.3	Alibaba	solar power toy car
	1.5-2	Alibaba	solar toy car kit
	0.23 - 3.52	Alibaba	plastic model car kit
	1.8-2	Alibaba	diy solar car kit

# Girl Scouts

national->regional councils->service units->troops  
\$10/scout + donations, cookie sales go to the local level

In 2004, Girl Scouts of the USA hired Professor Willie Pietersen, an instructor at [Columbia Business School](#), to use his expertise in business metrics "to help Girl Scouts develop a strategy to ensure our future success and growth."<sup>1</sup>

Random facts

50M American women were involved in Girl Scouts in their childhood.  
currently 2.3M kids, 880K parents

1. wikipedia.com