

eatwell®

A **tableware set** for people with special need

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Click here and support us on Indiegogo!



1:49 / 3:47



HD



# Design Process

1. Define problems (3 months)

**2. Research / Making connections with professionals (1 year)**

3. Design/ User testing (6 months)

4. Implementation/ Material and process (6 months)



# How to bring Eatwell to Market?

Writing a  
business plan



# How to bring Eatwell to Market?

Writing a  
business plan

Participating  
networking events



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Consulting with  
manufacturers



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Consulting with  
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Getting  
initial funding





# How to bring Eatwell to Market?

Writing a  
business plan

Participating  
networking events

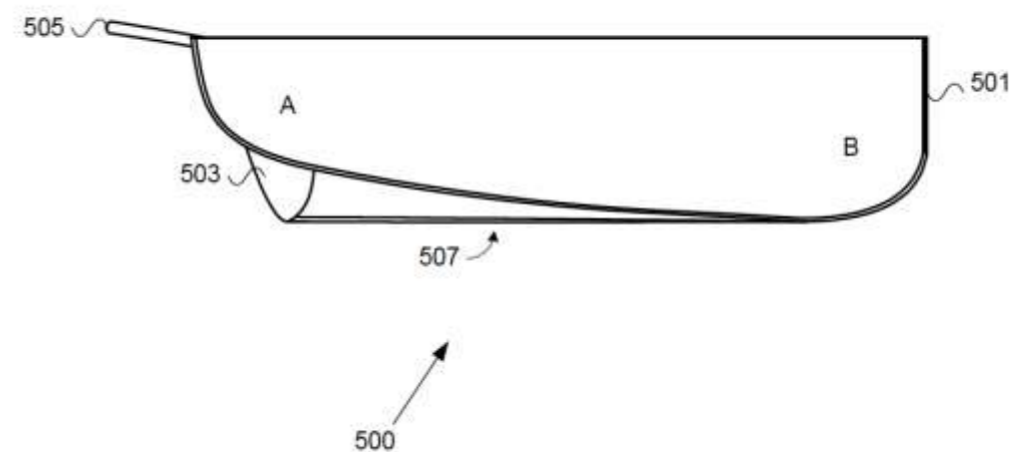
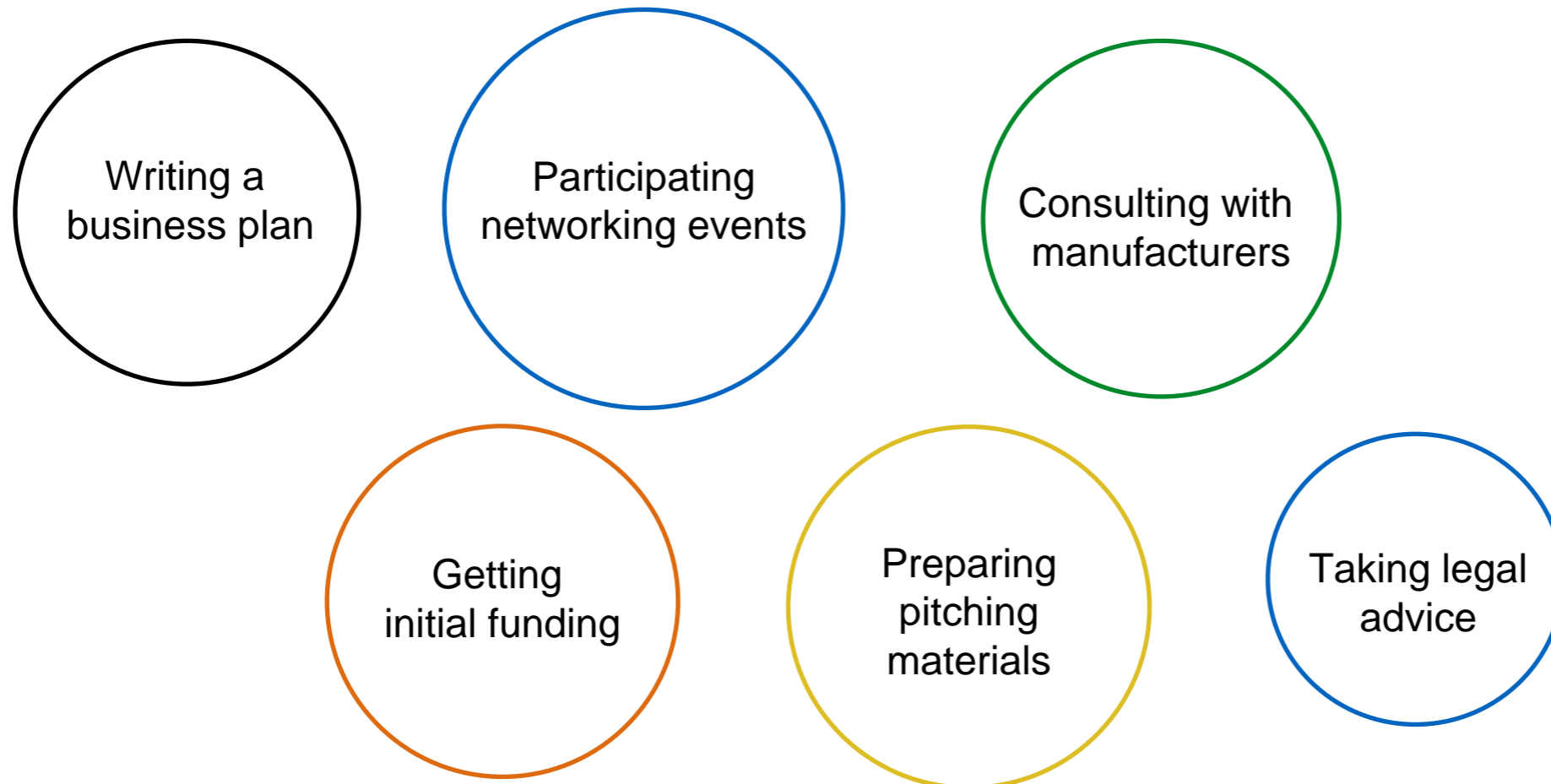
Consulting with  
manufacturers

Getting  
initial funding

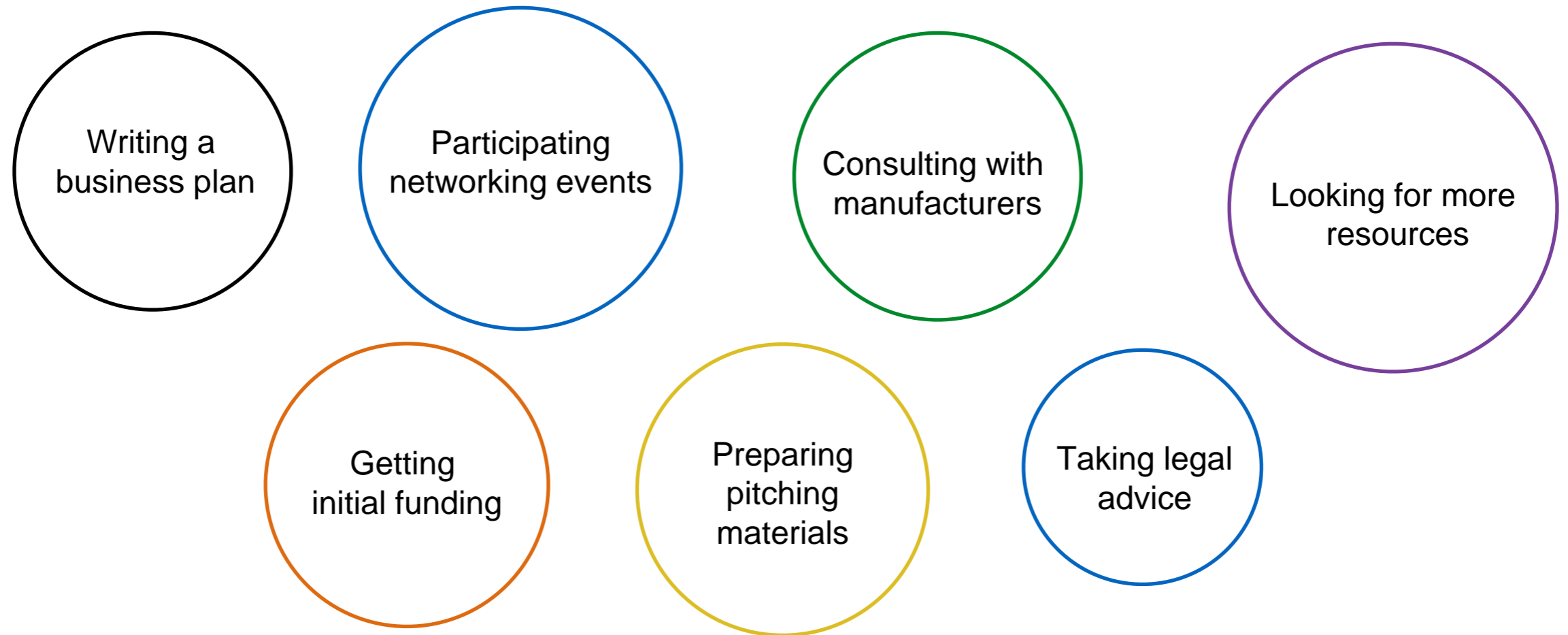
Preparing  
pitching  
materials



# How to bring Eatwell to Market?



# How to bring Eatwell to Market?



**U.S. Small Business Administration**



**Your Small Business Resource**

A banner for the Stanford Center on Longevity Design Challenge. The background is dark blue with a silhouette of a human head in profile, filled with various colored gears and arrows, symbolizing cognitive processes. The text is white and red. A red button with a white arrow is present.

**STANFORD CENTER ON LONGEVITY**  
**DESIGN CHALLENGE**

**Maximizing Independence for  
those with cognitive impairment**

Do you know someone affected by cognitive impairment?

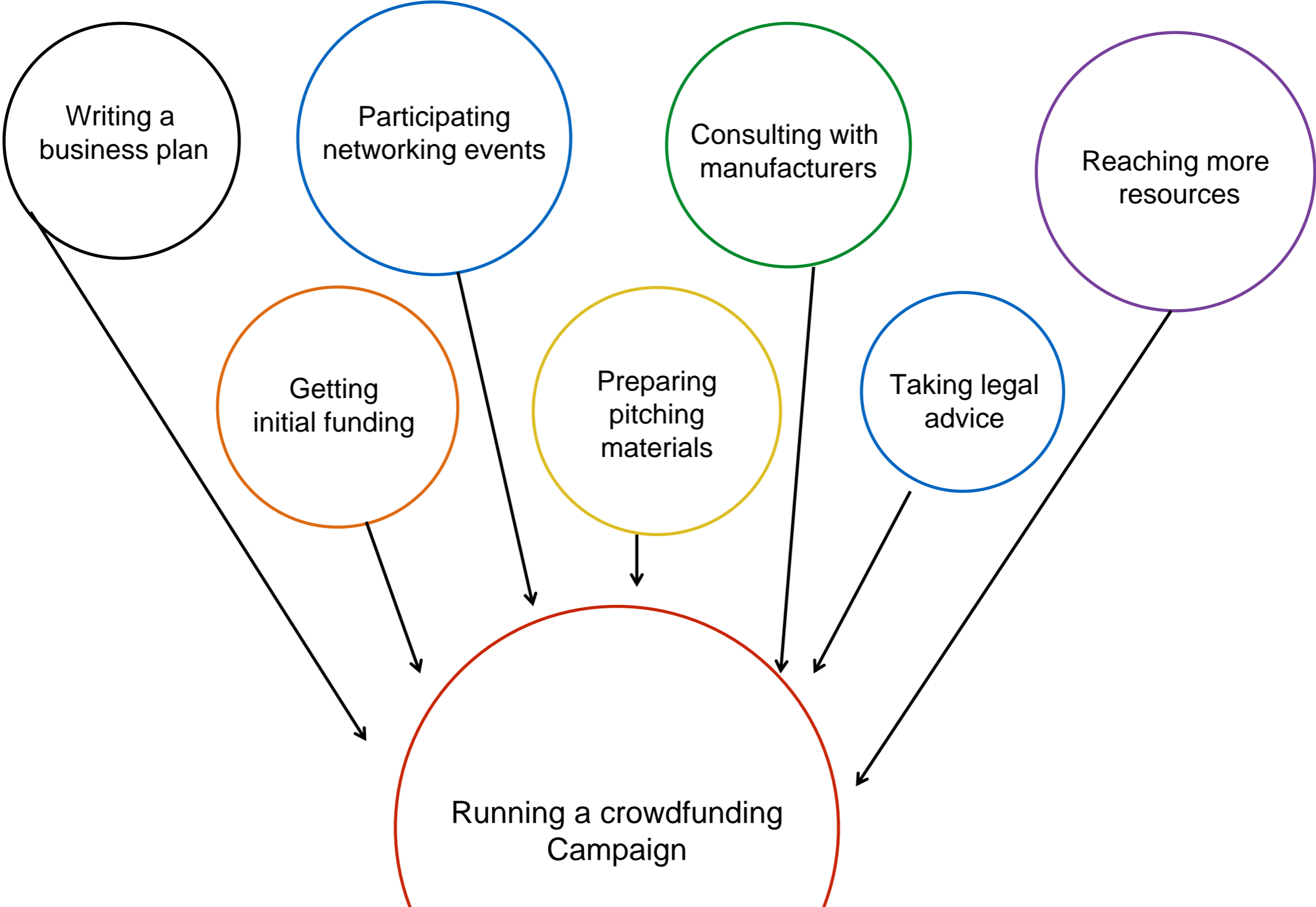
Share your experiences with the design teams ▶

CHALLENGE COLLABORATOR: AGING 2.0



# Stanford Center on Longevity Design Challenge

# How to bring Eatwell to Market?



# Campaign

## Eatwell, tableware for people with special needs

San Francisco, United States

Design

12.7k **Story** Updates 13 Comments 142 Backers 1084 Gallery 4

Share

815

Tweet

139

G+



Email



Embed



Link



Following



Eatwell is a tableware set for people with cognitive

**InDemand**  
**\$105,806** USD  
total funds raised

Original campaign was 109% funded on December 20, 2014

**\$110** USD

**Featured**

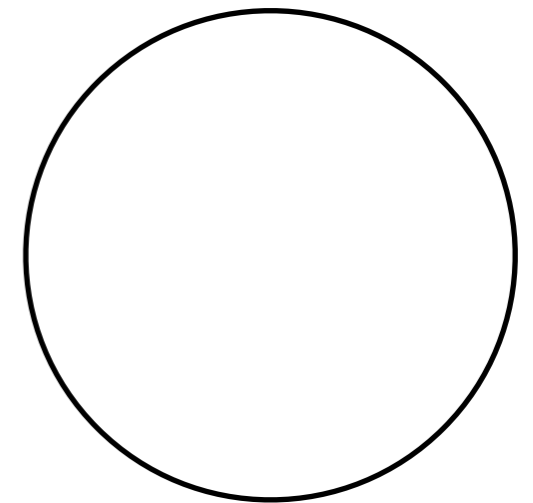
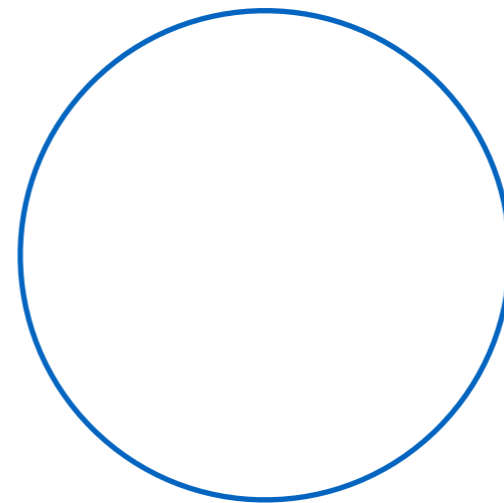
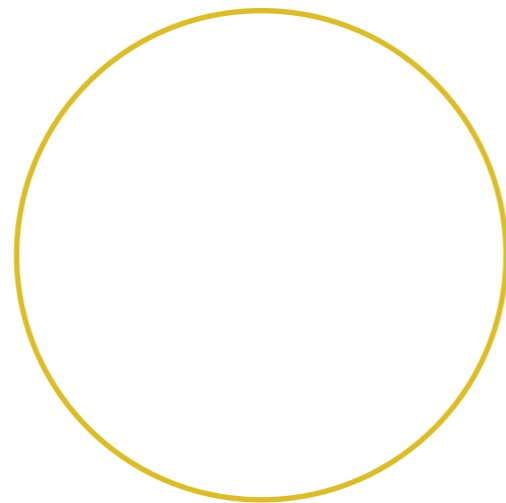
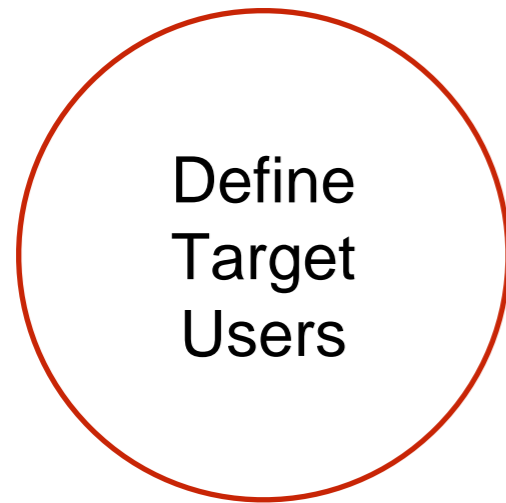
**8-piece Eatwell set**

Rewards include both a 4-piece yellow set and a 4-piece red set. Free shipping within the US (\*additional \$35 for international delivery).

**187 claimed**

**Estimated delivery:** June 2015

# Benefit from a crowd-funding campaign



Target users

People w/  
Cognitive impairment  
Motor Impairment  
Visual impairment

Disabled

Small Children

# Benefit from a crowd-funding campaign



Define  
Target  
Users

Target users

People w/  
Cognitive impaired  
Motor Impaired  
Visual impaired

Disabled

Small Children



Partnerships  
+++

Partners

Manufacturers

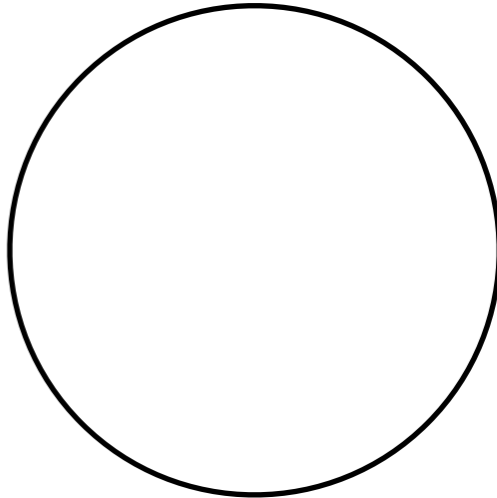
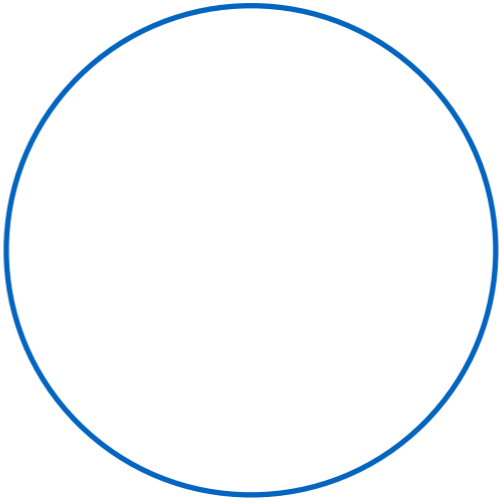
Material suppliers

Sales & Marketing professions

Senior care Facilities

Charity organizations

Others





# Benefit from a crowd-funding campaign



Define  
Target  
Users

Target users

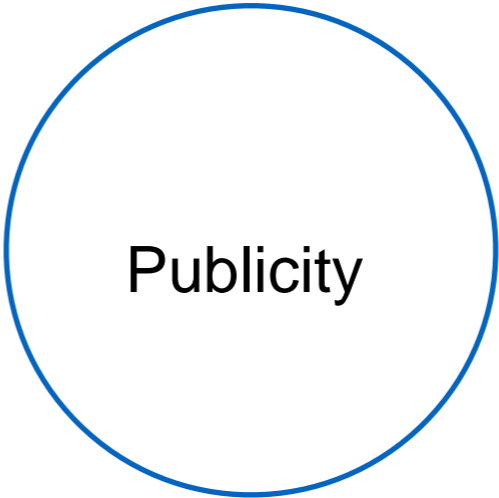
- People w/  
Cognitive impaired
- Motor Impaired
- Visual impaired
- Disabled
- Small Children



Partnerships  
+++

Partners

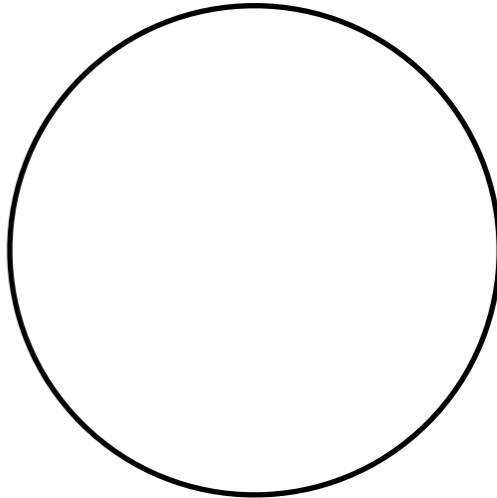
- Manufacturers
- Material suppliers
- Sales & Marketing professions
- Senior care Facilities
- Charity organizations
- Others



Publicity

Media Coverage

- CNN
- GOOD magazine
- Fast Company
- Buzzfeed
- Forbes
- AARP international
- BBC



# Benefit from a crowd-funding campaign



Define  
Target  
Users

Target users

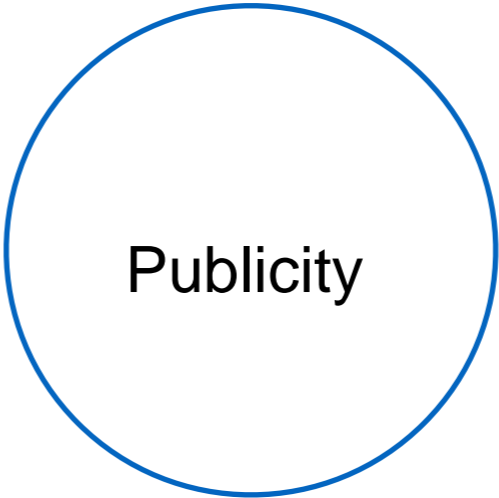
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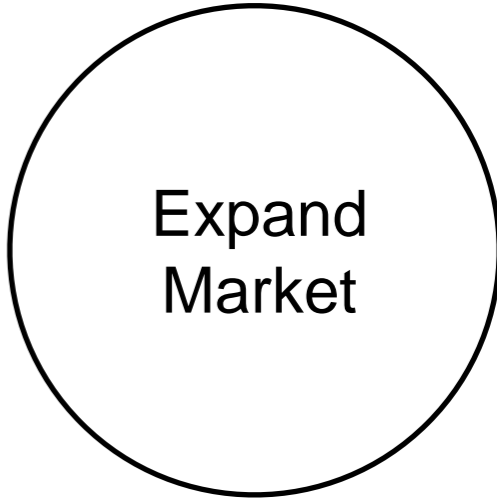
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Expand  
Market

Countries

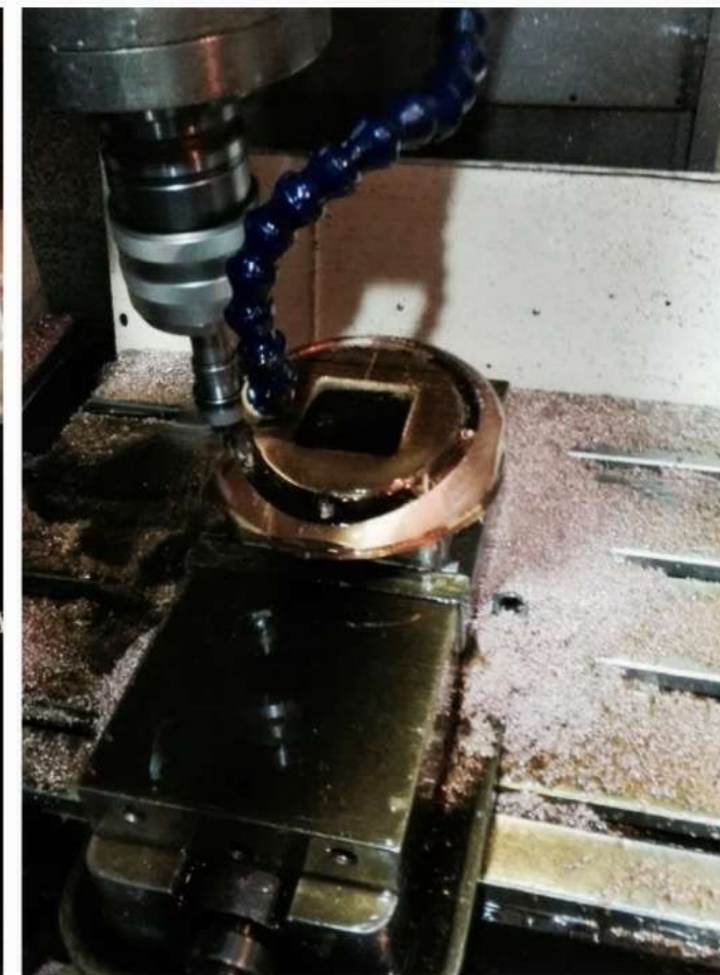
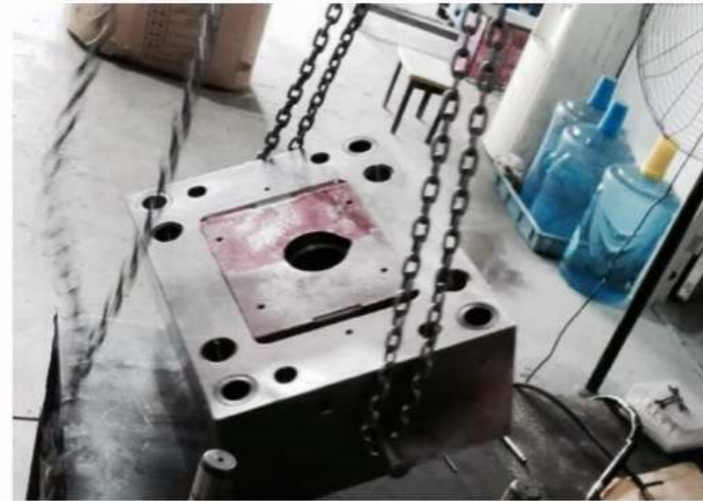
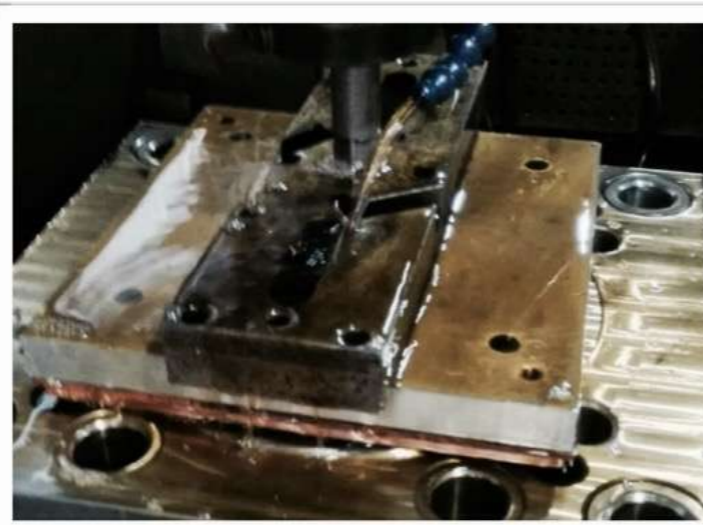
- United States
- Canada
- UK
- Australia
- Taiwan

# Reference



# Production Progress

- Estimated time: 1.5 month



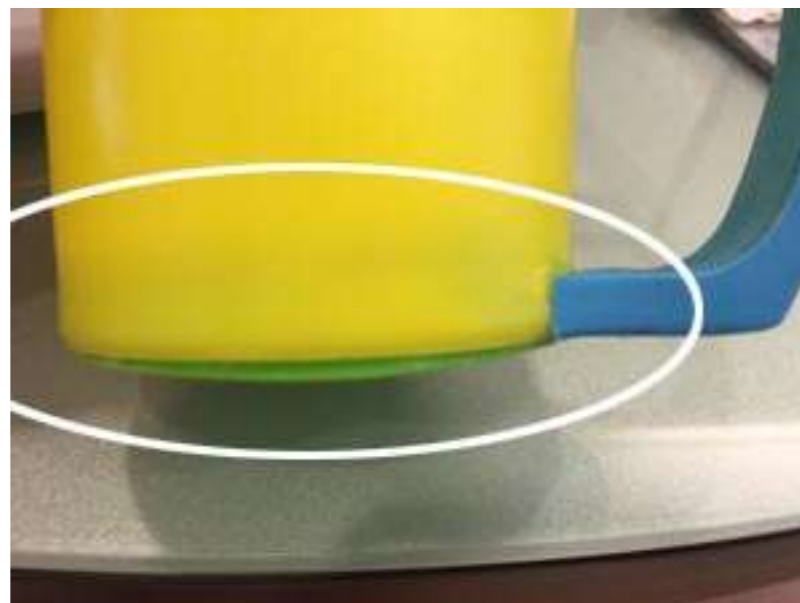
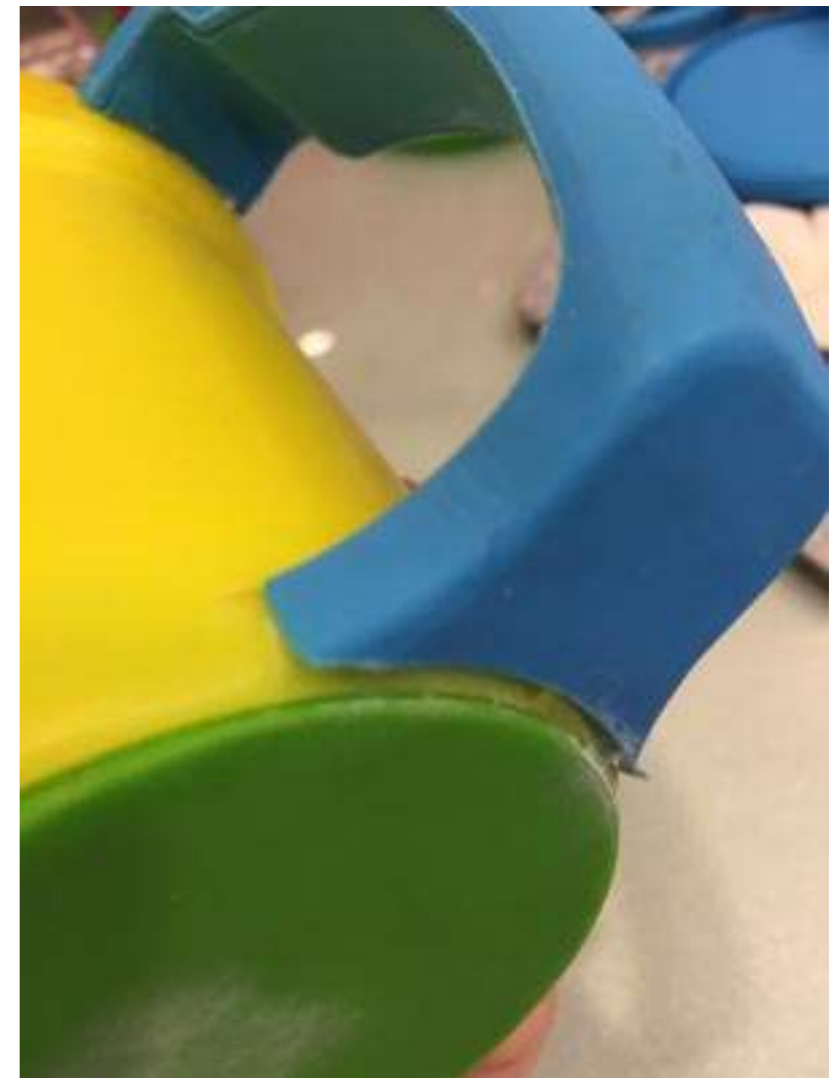
First meeting



# Second meeting



# Second meeting



# Third meeting

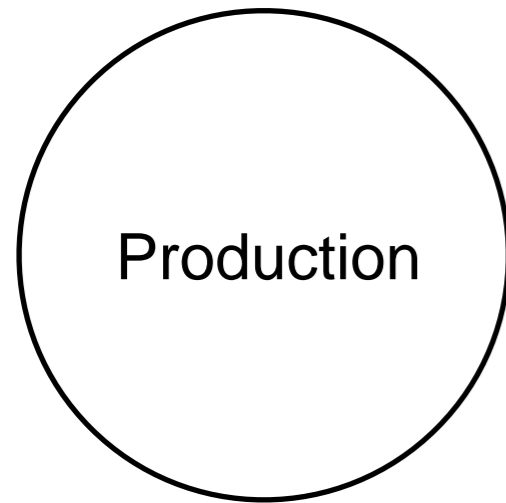




# Fourth meeting



# Tasks



Material

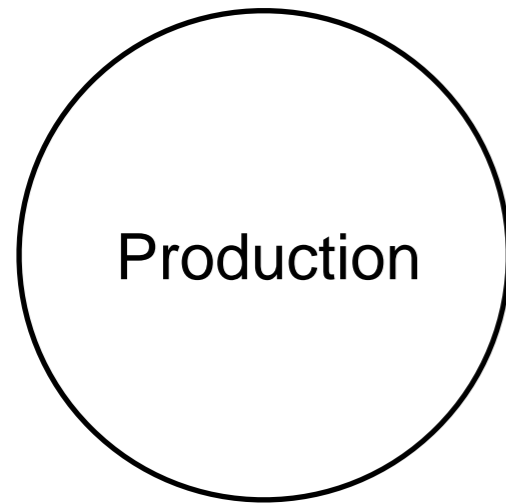
Regulations

Time Management

Communication



# Tasks



Production

Material

Regulations

Time Management

Communication



Packaging

Photography

Size/ material / structure

color correction

Copywrite

Instruction

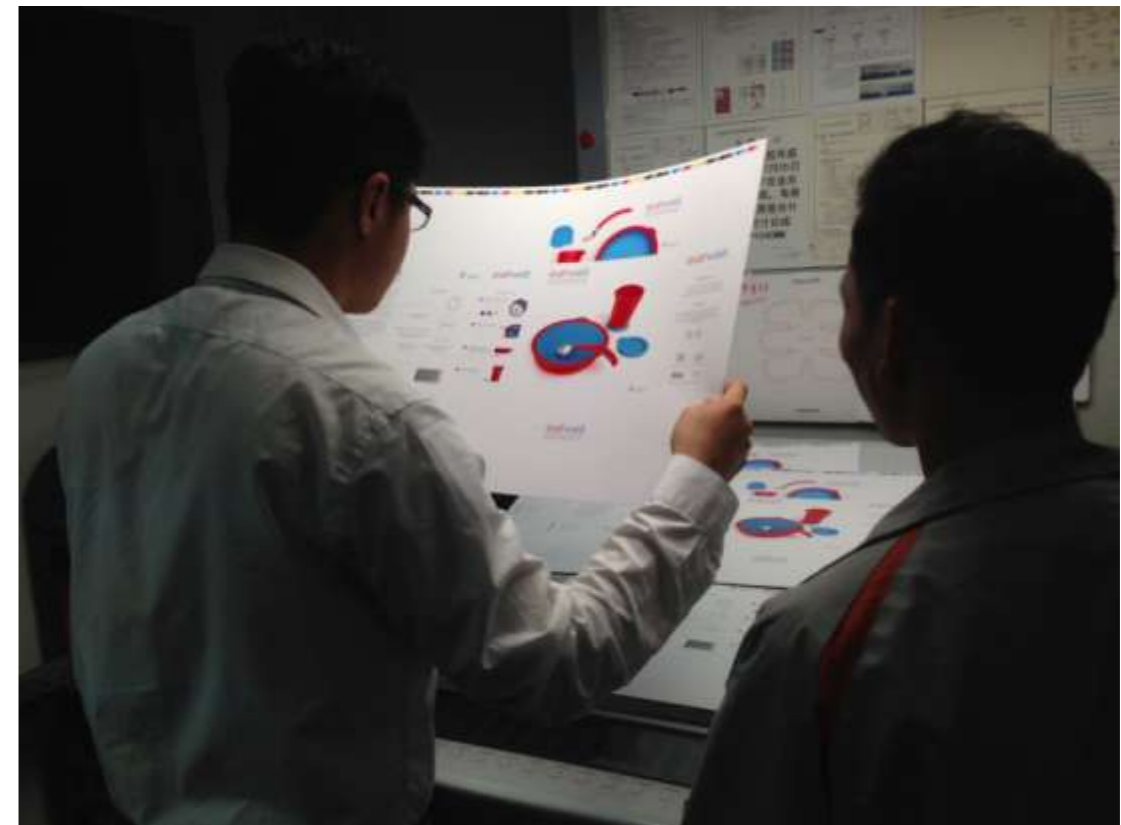
Barcode



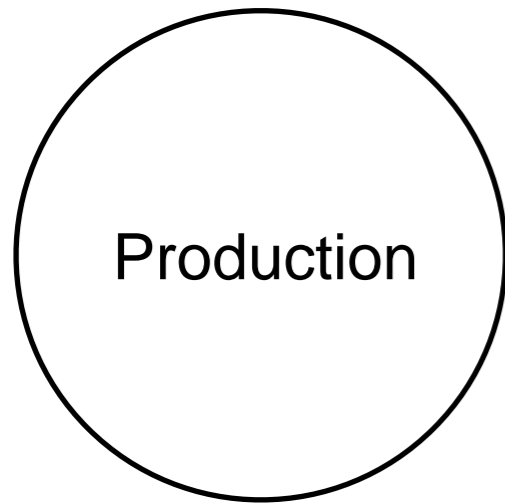
Shipping



Marketing &  
Sales



# Tasks

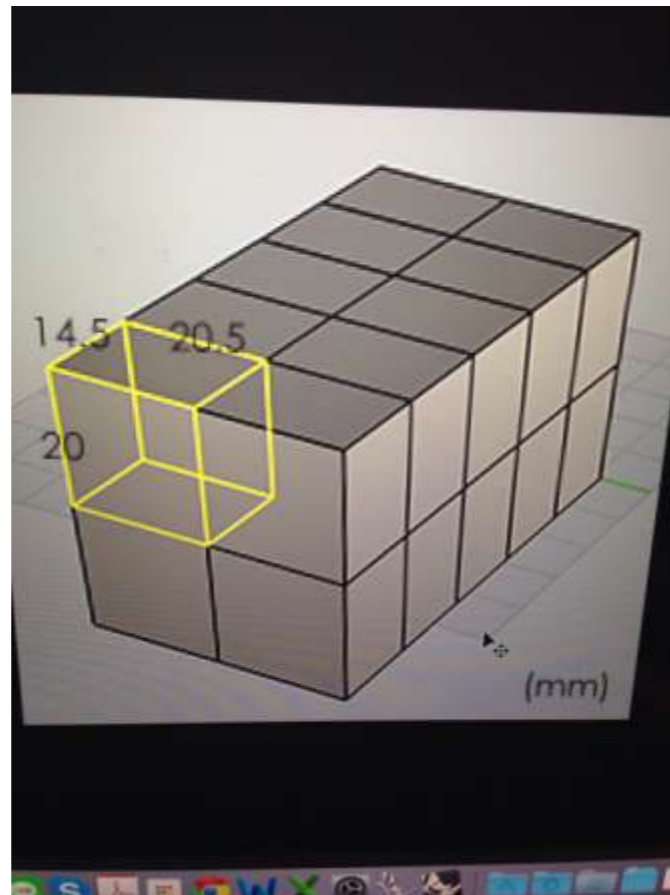


Material

Regulations

Time Management

Communication



Cost/ date

Carton size

Quantity

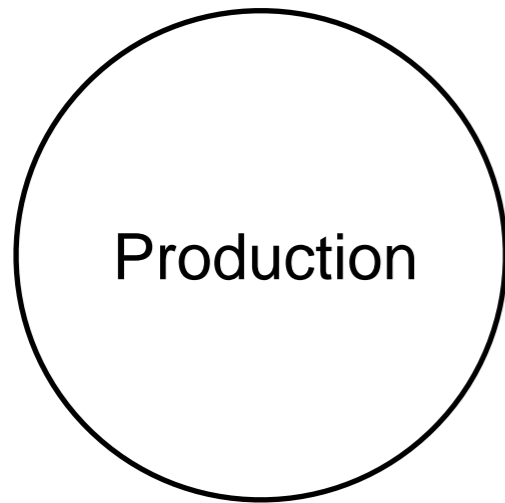
Destination

Custom

Regulations



# Tasks



on size

ost

ng date

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r t

Interviews

Networking

On-line shop

Social media



Barcode

Info confirmation

Nominated as "one of the 40 most exciting innovations of the year in 2015"

-Tech Insider



# Now

- 1k pre order delivered
- 30+ distribution inquiries received



# Next

- Second production
- 1 pilot program w/ Brookdale Healthcare Inc.
- 1 validation research w/ Stanford University





# Future

- Distribute in 5 countries
- Sell 30k per year
- Develop new product lines

