Sketch Model Review
Purple A
Pump-It Remote Control
Environmental Impact

- EPA Estimate = +3 billion batteries sold in 1998
- ~129,000 tons of batteries a year thrown out
- +225 million appliances with remote sold a year
- 1% of the Total Market = 5 million batteries

Product Concept
Model 1: Enough Power?

- 200+ clicks powered by 1 pump
- 3V continuous output
- Energy sufficiently stored
Model 2: Ergonomic?

- Abandon conventional design for remote control
Questions?