

Market

- Market towards parents of middle-school age children who want to improve their shooting percentage
- Sell through sports equipment stores (IBIS World estimates 46,500 stores in US)
- Expect to sell on order of 10,000 products per year

Financials

- Price: \$300
- Initial Investment: \$98,000
- Net Present Value(NPV): \$1.1 million
- Internal Rate of Return(IRR): 15%



Purchasing

If you would like to place an order for the Point Guard, or have any questions regarding this product, please contact 2.009-purple@mit.edu



Purple Team Members

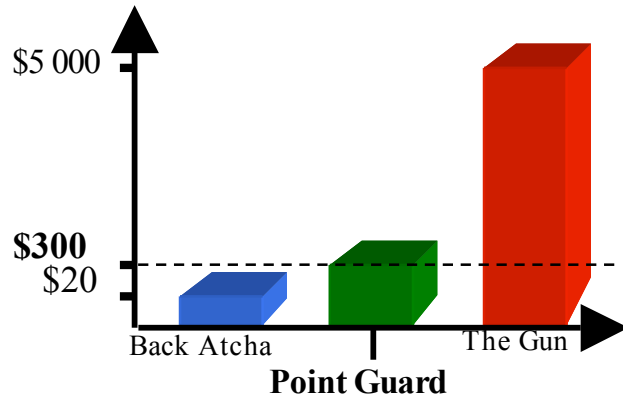
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Purple Team
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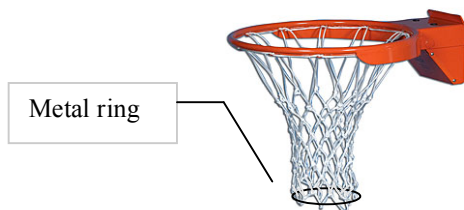
Motivation

Products exist on either end of the desired market. Cheap, twenty dollar attachable chutes will minimally guide the ball in one direction when a shot is made. Expensive, five thousand dollar machines will pass the ball to the player at chest height in programmed directions. The Point Guard, at around two hundred dollars will track the location of the player and return the ball in the proper direction.



Net Attachment

Because the Point Guard relies on the ball hitting its bounce surface, a specially designed net is provided upon purchase. This durable net includes a ring on the bottom that tensions the net and directs the ball downwards.



Product Details

A Baltic birch **bounce surface** provides optimal bounce return and the material has urethane coating to protect it from the elements

Wheels are located on the back of the Point Guard to aid in the movement of the device.

A rubber weatherproofing strip is located along the bottom edge of the cylinder to provide further protection of the electronics from the elements.



A **handle** is built into the base to allow for easy tilting to move the device.

Photo-detectors are located along the bottom perimeter of the unit allowing for a 180 degree range of detection.

An accessible **battery pack** contained inside the strap allows for easy replacement of the four AAA batteries.

The **neoprene** ankle strap is comfortable and lightweight, so that the player can focus on shooting.

A red **indicator light** allows the user to know if the transmitter is turned on.

Velcro strap allows the transmitter to be worn by users of varying sizes.



Two rows of **LED's** surround the transmitter to provide a reliable source for the photo-detectors.

Transmitter is worn on the