

MARKET



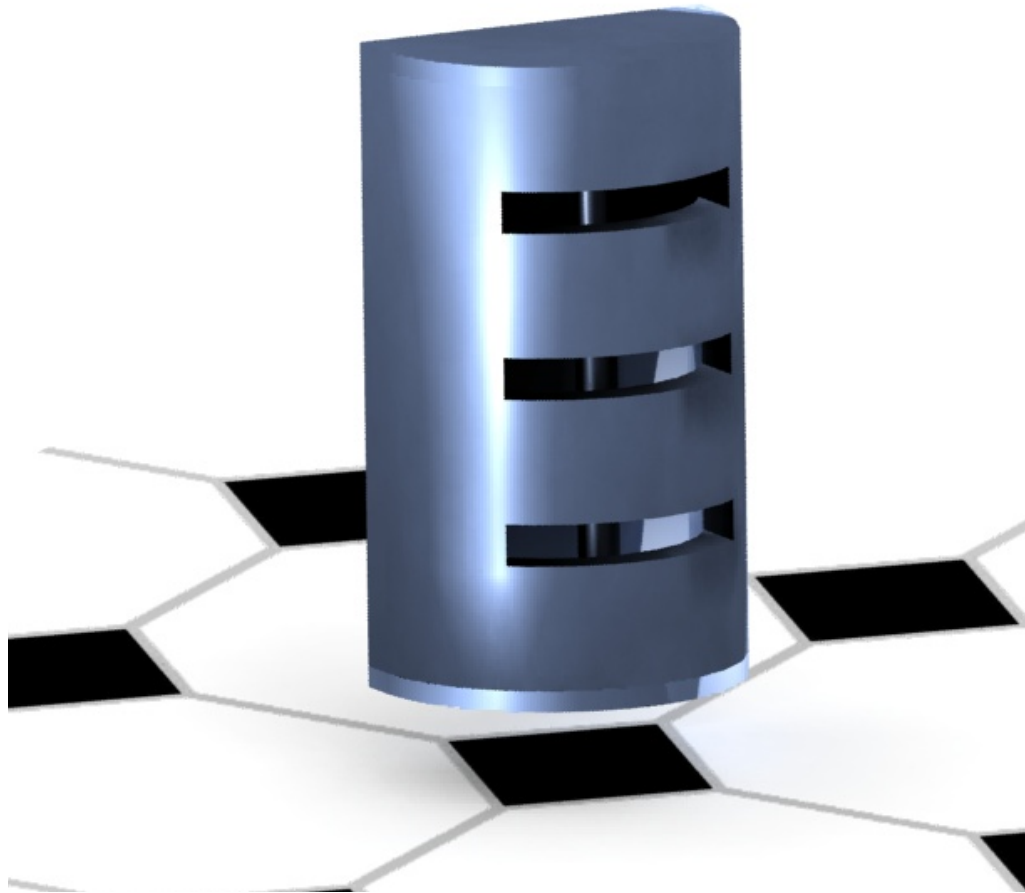
- Target Customer:
College Students
- ~15.9 million college students nationwide¹
- ~4.5% annual growth rate²
- Competitive Products
 - Regular drying rack
 - Hamilton Beach Quick Dry

¹US Census Bureau

²Global Market Information Database



OUR SOLUTION: ZEPHYR DRY-ER



BENCHMARKING

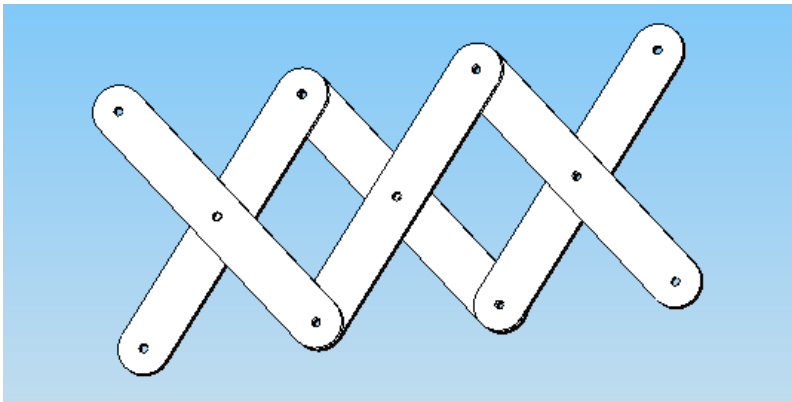
- Power: 60 W
- Cost: \$25 for consumer
- Manufacturing Costs ~ \$13
 - Fan ~\$3
 - Mesh ~\$0.25
 - Plastic ~\$4.50
 - Power Cord ~ \$5
- Hamilton Beach Quick Dry: \$49.99

SKETCH MODEL QUESTIONS

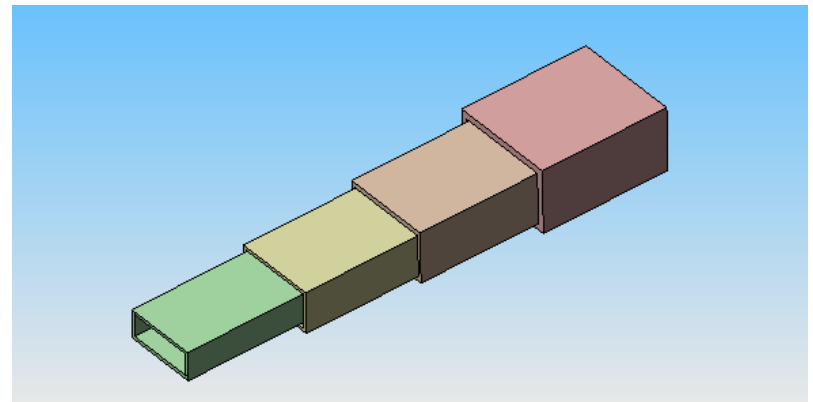
- What are the ergonomic factors we need to take into consideration?
- What effect does air temperature and velocity have on drying of clothes?

MECHANISMS

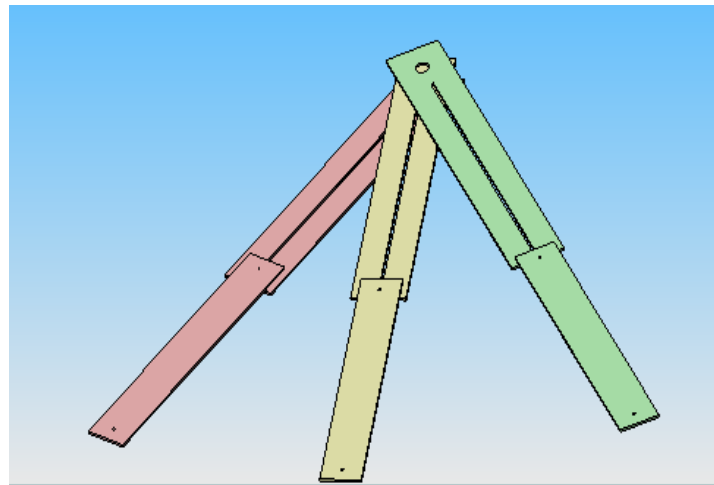
1) Scissor



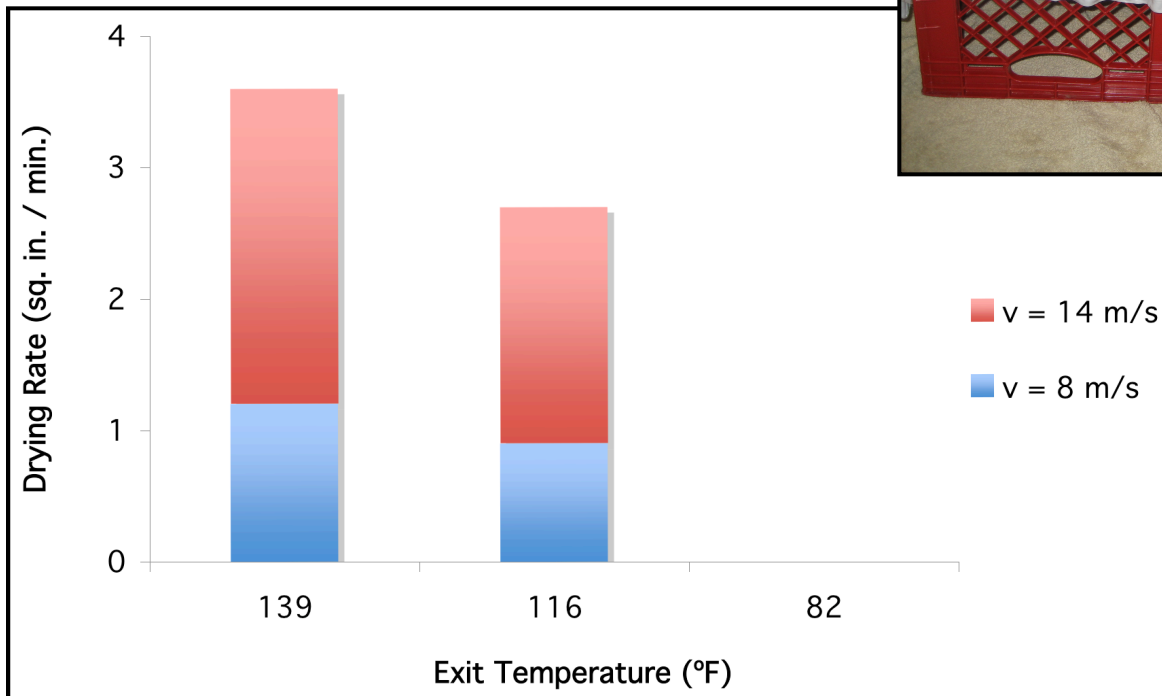
2) Telescope



3) Fan



THERMAL / AIR FLOW EXPERIMENT



LESSONS

- Smaller footprint (collapsible, stacking)
- Telescoping is the most user-friendly mechanism
- Heating mechanism is recommended



QUESTIONS?