Sketch Model Presentation

Silver A
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Break Fast

Better on-the-go breakfast

– Simple
– Disposable
– Handheld
– Minimal Packaging
Technical Challenges

1. How do we package milk and cereal together, but keep separated?
2. How do we easily combine them when ready for consumption?
Design Exploration: #1

Diagram showing a container with a star on top, labeled "INTER-LOCKING PARTS." Below the container is a cylinder labeled "MILK," and below that is a bowl labeled "CANISTER BREAKS FREE."
Design Exploration: #2

![Diagram of a milk pitcher with a string labeled "Pull String" and "Milk" on the pitcher](image)
Design Exploration: #3

PUSH BOWL DOWN

MILK FLOWS IN

MILK
Design Exploration: #4
Challenges Identified

• Keep milk cold?
  – Shelf-stable milk
  – Put package in refrigerator

• Manufacturing/Packaging
  – HDPE
  – Marginal Cost: $0.05 per container
Market

• Market Size (North America, 2008):
  – Snack Bars: $5.2 Billion
  – Meal Replacement Bars: $2.9 Billion

• Target: College Students