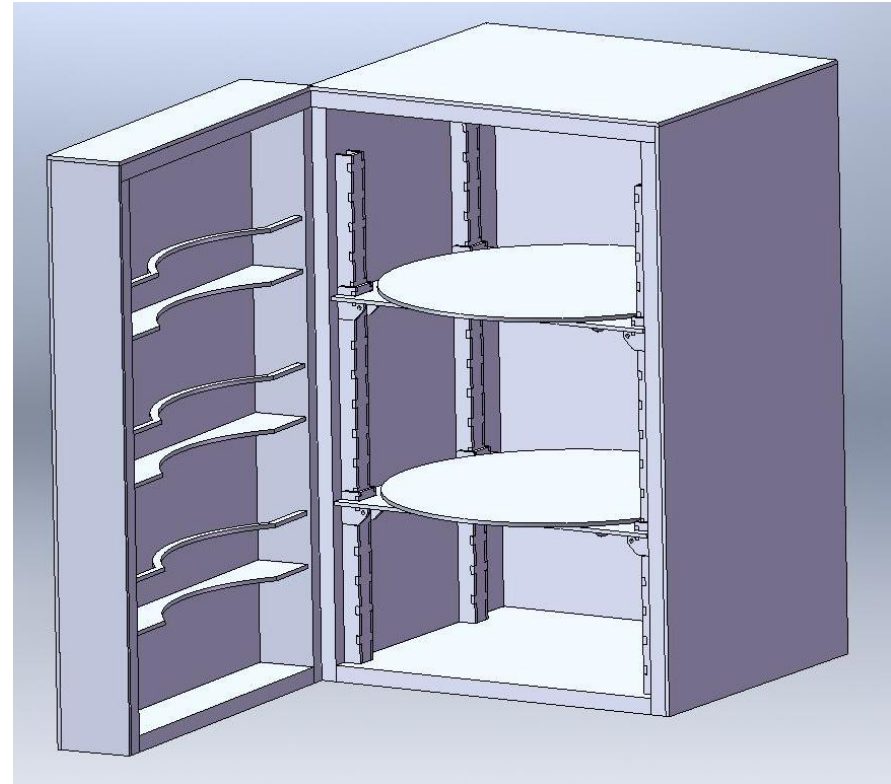


Yellow Team Sketch Models

Living and Working in Constrained Space

Lazy Susan Fridge: concept

- Refrigerator with better access to food (rotating shelves)
- Narrower, deeper
- Adjustable height shelving
- Optimizes constrained space in refrigerator



Lazy Susan Fridge: prior art

- GE sold Lazy Susan Refrigerator from 1950-1970s
- Our fridge
 - Does not include bulky center pole
 - Has adjustable shelving
 - Uses corners for refrigeration components

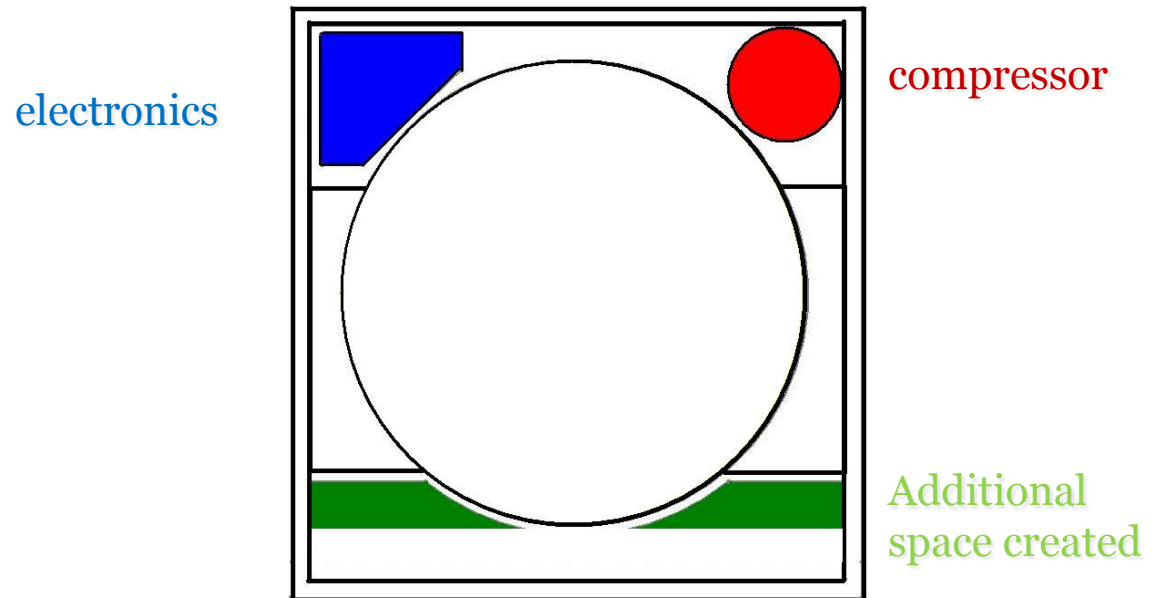


Lazy Susan Fridge: market

- 11.1 Million residential fridges sold each year in US (2007)
- \$30 Billion World Market(2007),growing at 6.5% annually
- Rising consumption from developing countries like China and India expected to increase growth.
- Top 5 producers have $\frac{1}{4}$ of market sales => highly fragmented market, and opportunities exist for other firms

Lazy Susan Fridge: technical challenges

- Raising and lowering shelves smoothly
- Removal of shelves for cleaning
- Configuration of refrigeration components to fit in corners



Questions?