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?