Vibrating Ice Scraper

Rescue Launcher

SilverB Sketch Model Review
133 million people with driver’s licenses

165 million registered cars

$630 million industry

96% unsatisfied with current models

uncomfortable, flimsy, ineffective

50% willing to pay more than $5 for better model

SilverB customer needs and market research
features:

vibration breaks up ice with minimal effort

blade with contoured ridges

battery-powered and plugs into vehicle to recharge

telescoping handle

technical specifications:

power: 12W

vibrating device
<table>
<thead>
<tr>
<th>features</th>
<th>Heated Ice Scraper</th>
<th>Icedozer</th>
<th>Hopkins Subzero</th>
<th>Vibrating Ice Scraper</th>
</tr>
</thead>
<tbody>
<tr>
<td>heating coil to melt ice</td>
<td>heating coil to melt ice</td>
<td>brush attachment heavy-duty</td>
<td>11&quot; reach low-cost</td>
<td>vibrating blade to remove ice with minimal effort</td>
</tr>
<tr>
<td>blade design</td>
<td>single blade</td>
<td>flexible blade with snow plow</td>
<td>single blade</td>
<td>single blade with contoured ridges</td>
</tr>
<tr>
<td>power source</td>
<td>battery-powered</td>
<td>-</td>
<td>-</td>
<td>battery-powered</td>
</tr>
<tr>
<td>ergonomics</td>
<td>short handle narrow blade</td>
<td>three different grips</td>
<td>soft foam grip thumb and palm rests</td>
<td>long reach handle</td>
</tr>
<tr>
<td>cost</td>
<td>$24.99</td>
<td>$29.99</td>
<td>$5.99</td>
<td>$20</td>
</tr>
</tbody>
</table>
one-swipe crusher and scraper

windshield wiper fluid spray

alternate blade geometry