

Customer Needs

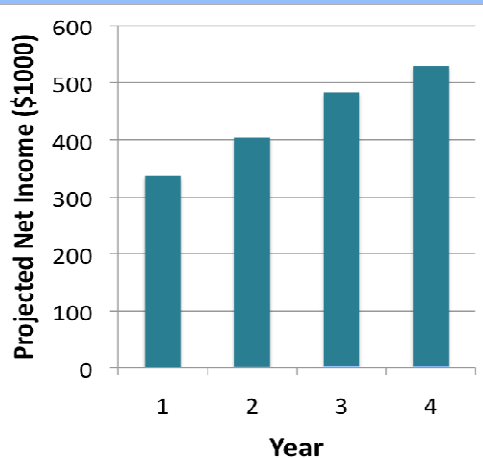
The Happy Egg Washer was produced with the needs of small egg farms in mind.

- Works faster than manual washing
- Follows health regulations by not submerging eggs in liquid
- Does not cook the eggs
- Does not use harmful chemicals

Target Market

- Target market: 140,000 egg farms in the U.S. with fewer than 3,000 chickens
- Initial price: \$4,000

Assuming 1% market saturation in year one, with projected market capture increasing 20% in years 2 and 3 and 10% in year 4.



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An Automatic
Egg Washer
for Small Farms

Blue Team
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Specifications

- Uses a standard 120V outlet
- Simple garden hose hookup
- Batch size of up to 36 eggs
- Wash/dry: 2.5 minutes light cycle
5 minutes heavy cycle
- Hourly throughput of 800 eggs



Product Features

- Effective and safe water, brush, and motor system for washing
- Quick drying system for immediate packaging of eggs
- Designed for easy maintenance
- Simple user interface



High-quality EBM fans and extensive ducting system that provide quick drying

Quick set-up to a standard garden hose and 120 V outlet



Easy to perform maintenance functions like removing and cleaning the brushes, drainage tray, and drying roller

Separate specialized washing and drying compartments for increased functionality

User-friendly interface that allows control of the machine