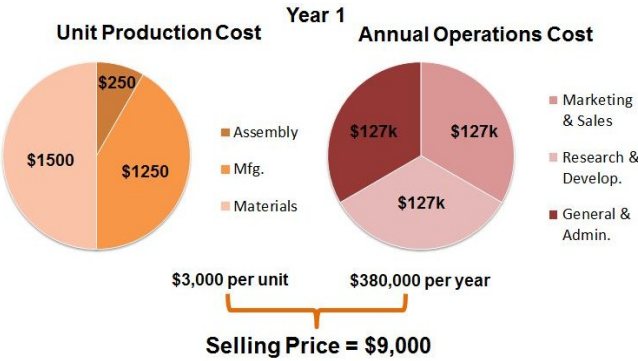


Business Plan

Cost & Pricing

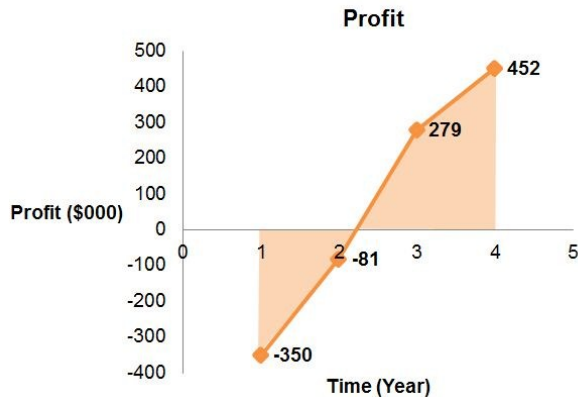


Business Opportunities

- Machine
- Servicing
- Spices

For our initial financial projections, we assumed a business model of selling our machine for profit and not offering a servicing option to our customers.

Financial Projection



Breakeven point between year 3 and 4

IRR 24%

Orange Team

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dash



revolution in spices

Product Overview

Orange Team
MIT 2.009 Product Engineering
December 6th, 2010

Product

Purpose

The Problem

Traditional grocery stores sell spices in large bottles, which sit on the shelf and go bad. Specialty stores allow individualized portions but are messy and contaminated.

The Solution

dash allows quick, easy personalization of spice blends both in composition and in quantity.

Spice Blends

For grocery store customers who are new to the spice market or simply do not know what to cook with a certain ingredient or course, *dash* offers a number of pre-loaded recipe suggestions that can be multiplied to suit the customer's needs.

Custom Quantities

For grocery store customers who know what they want, *dash* offers an easy way to select from a variety of spices the exact blend the customer has in mind.

Customers and Users

For Grocers

dash has been designed to be easily restocked with spices, reducing the complications for our customers. The spice bottles can easily be removed from the carousel design, turned upside-down, and unscrewed from the spice dispensing unit without contaminating the machine.

For Cooks

dash is also designed to be friendly for our customer's users, the grocery store customers. The user interface is simple and familiar for busy shoppers. Lots of options provide variety and flexibility that traditional spice buying doesn't!

User Interface

User Interaction



- Simple user interface provides variety and flexibility
- User follows intuitive path to either create his or her own blend, or select a pre-loaded suggested blend based on ingredient, region, or course

Industrial Design

- Sleek and unique, *dash* fits in the common aisle of any standard grocery store
- Anodized aluminum door with slight curvature stands out and engages customers in the busy grocery aisle



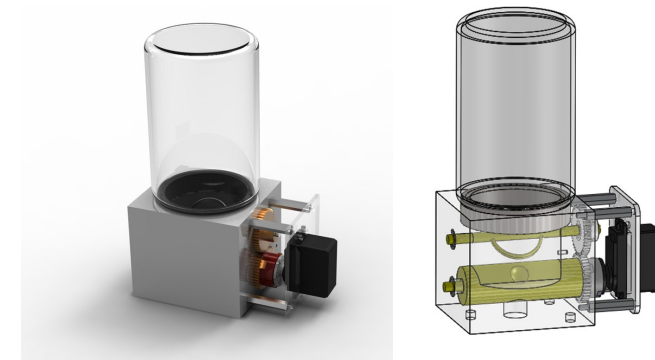
Technical Design

Carousel



- Automated carousel turntable
- Position-sensing encoder allows accurate spice dispensing
- Dispensers prevent contamination by direct deposit of spice to customer's collection cup

Spice Dispensing



- Rotating cavity delivers 1/8th teaspoon consistently and accurately
- Servomotor rotates drum to dispense desired quantity
- Agitator coupled to the drum through gears, allowing spices and herbs of various textures to be dispensed