



The Sensible Dispenser



Spence is a storage container that measures dispenses flour for the home baker.

Store or Measure?



Spence can...

Fit kitchen dimensions



Spence can...

Keep flour fresh



Spence can...

Fit large bowls



Spence can...

Dispense cup fractions



Spence can...

Disassemble



Spence disassembles from the bottom for easy washing.

Path of Flour



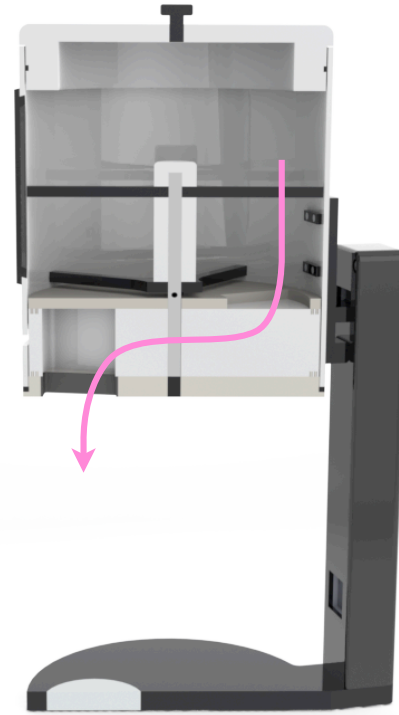
Path of Flour



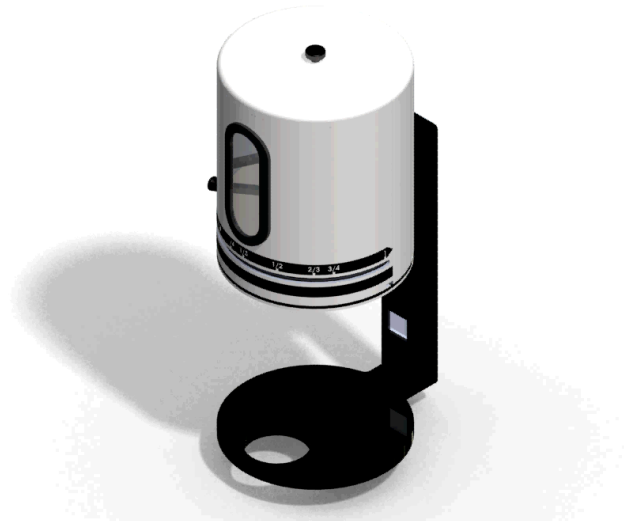
Path of Flour



Path of Flour



How Spence Works



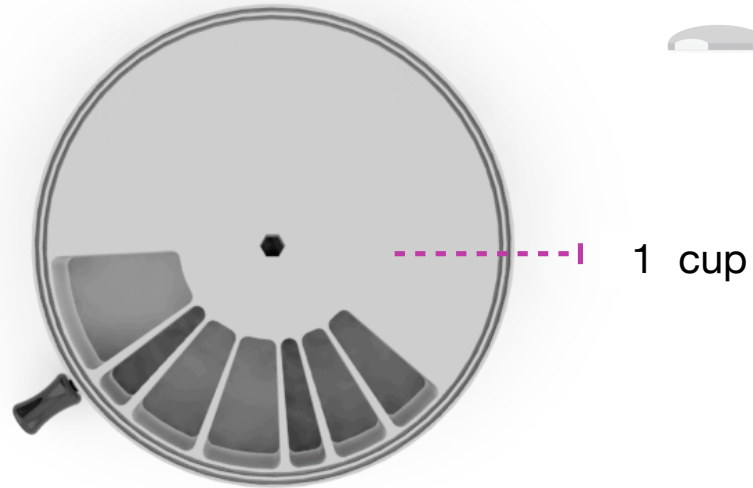
Lid & Case



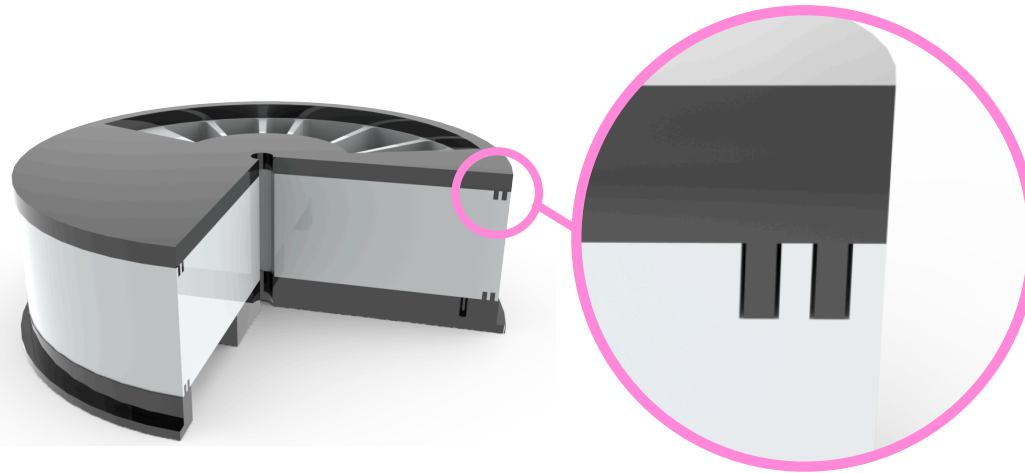
Flour Agitator



Additive Measurements



Labyrinth Seal



Feedback System



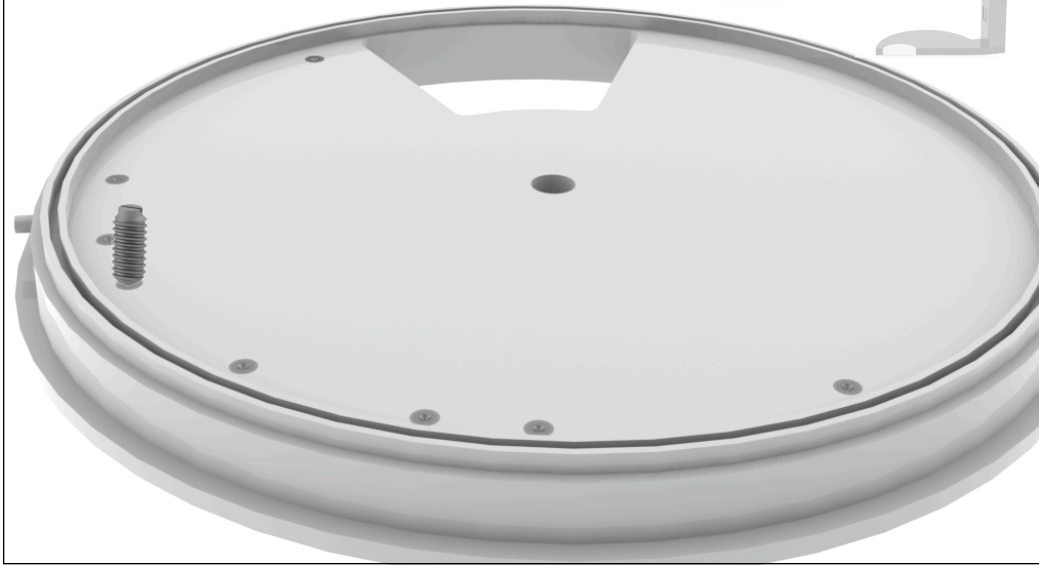
Feedback System



Feedback System

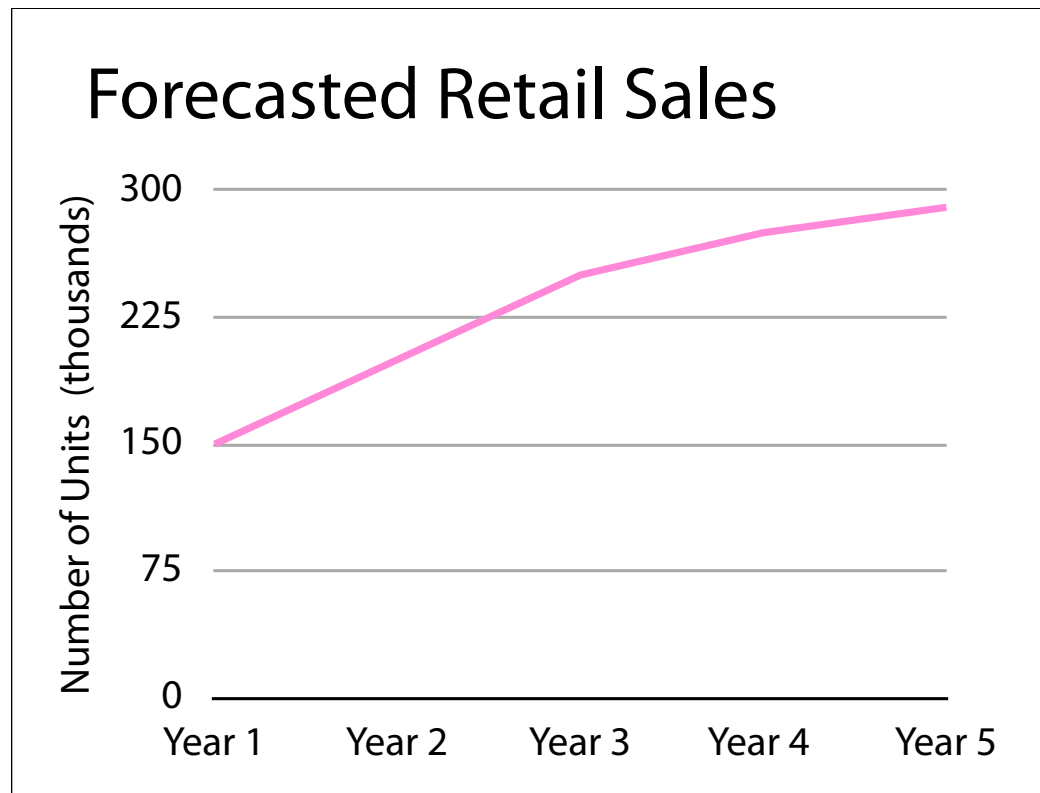


Feedback System



Store Away Height

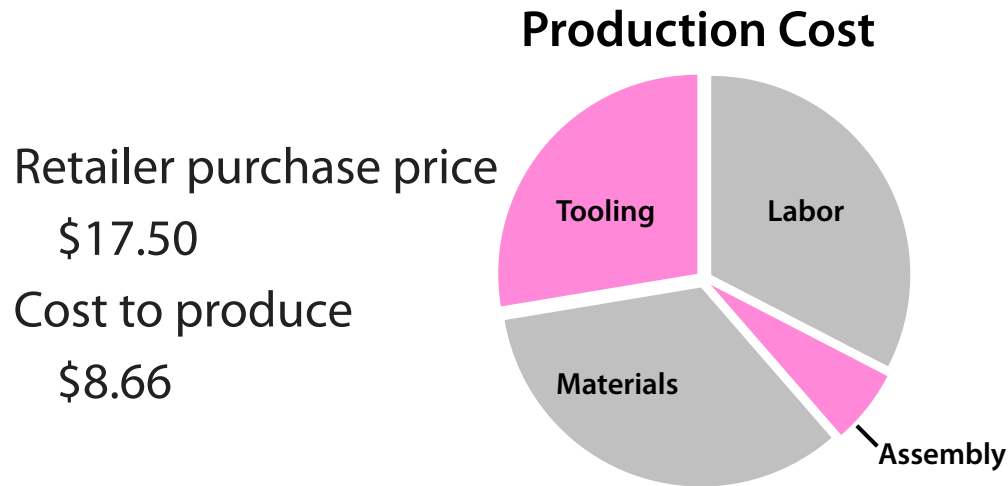




Because Spence is a baking product with mass appeal, we decided to sell him through the retail channel.

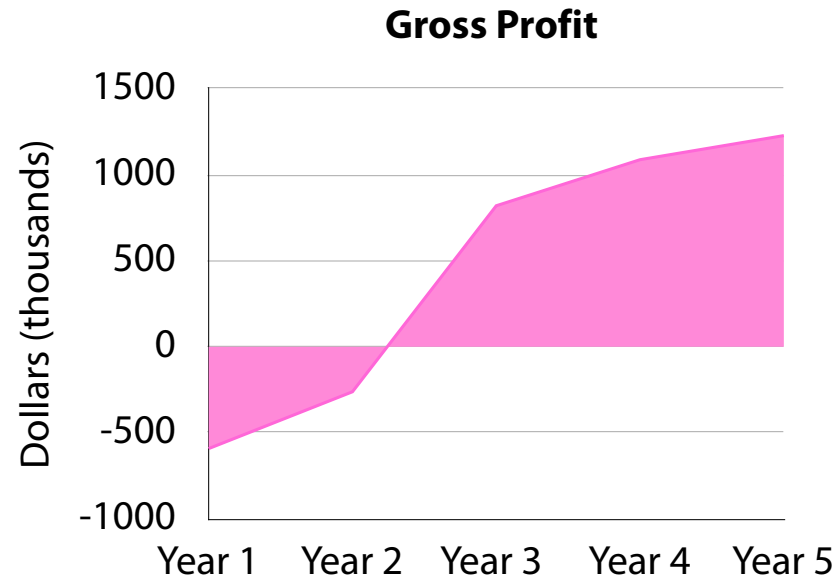
For a retailer purchasing a new product, 150 thousand is a good estimate.

Retails for \$35



Based on our research of the storage canister market, we feel a product like Spence could retail for \$35
Cost of 8.66– materials, labor, assembly, tooling

Break Even in 27 Months



Our initial investment would be about 600 thousand

We would break even in about 27 months

Continue R&D to create similar devices for other kinds of dry ingredients – sugar



We've shown you that Spence works, but let's talk about how classy he looks. Dressed in white and black, he fits into almost any kitchen decor. He has a window so you can see when its time to refill him, and a target to tell you where to put your bowl.

Acknowledgments

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All 2.009 Reviewers



We have had a lot of fun creating this product, and would like to thank all of these people for helping us along the way. We really appreciated all their assistance with our product. Thank you.