Spence
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
Dispense cup fractions
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

1 cup
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.
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
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 it’s time to refill him, and a target to tell you where to put your bowl.
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.