Cup 'N Cake

A CNC Cake Decorating Experience

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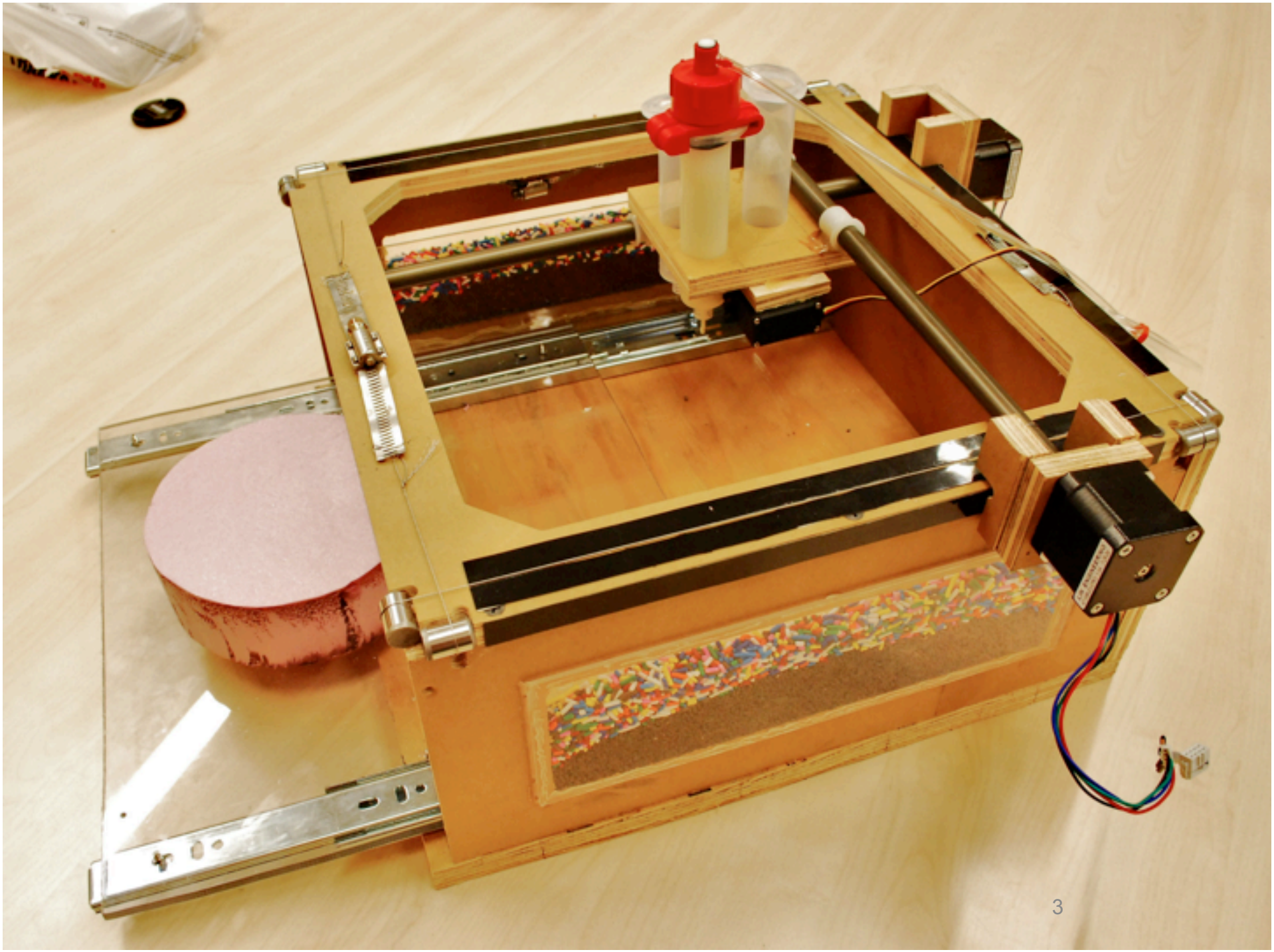
CHUCK E. CHEESE'S®

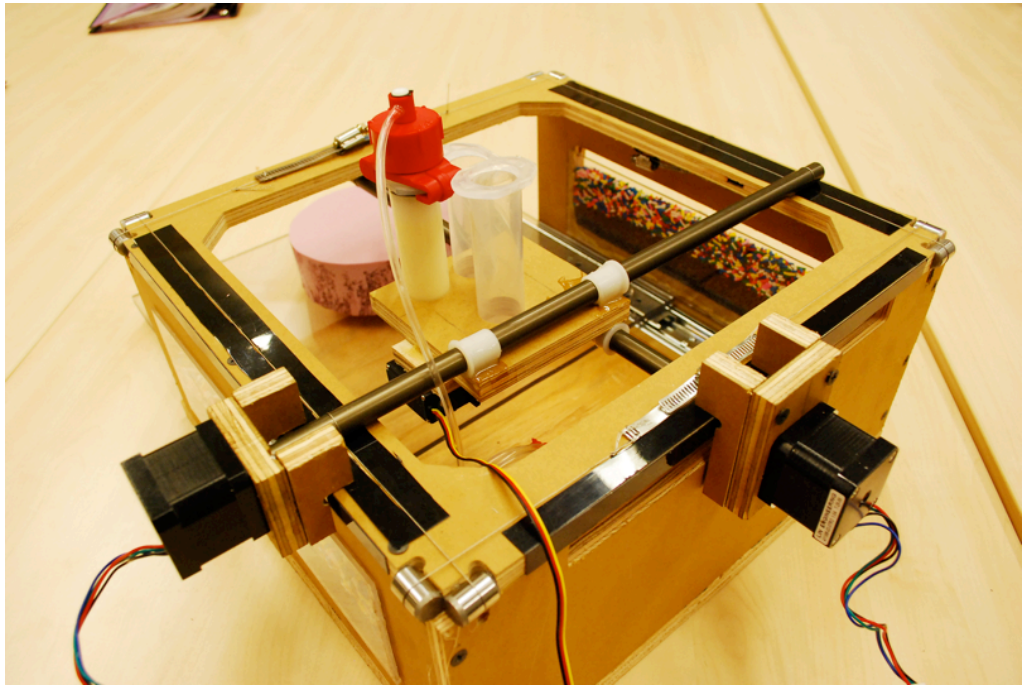


Product Contract

Customer Need	Product Attribute	Engineering Specification
Functionality	Time to decorate cake	1 min/decoration 10 min/user
Reliability	Frequency of Repair	1x/month
Consumer Needs	**Product Attribute**	**Engineering Specification**
Entertaining/Fun	User engagement (Play value)	8/10 kids enjoy experience
Customizable Cake Designs	Number of Design options	Infinite in 2D
Ease of Use	Speed to learn	5-10 year olds learn within 15 seconds
Visual Appeal	Industrial design	8/10 kids attracted to product

Resolved Issues

CNC 2-axis movement



- Cost Effective
- Simple Design

Resolved Issues

Frosting/Sprinkle Extrusion

- Platform
- Modules
- Viscosity

Pricing

Commercial Arcade Machine: $3000-5000

Next Steps

- User Interface
- Materials
- Improved Visibility
- Larger Scale

Acknowledgements