

# Baker's Blaster

Mockup Review

10/21/2010  
Pink A



# Mockup

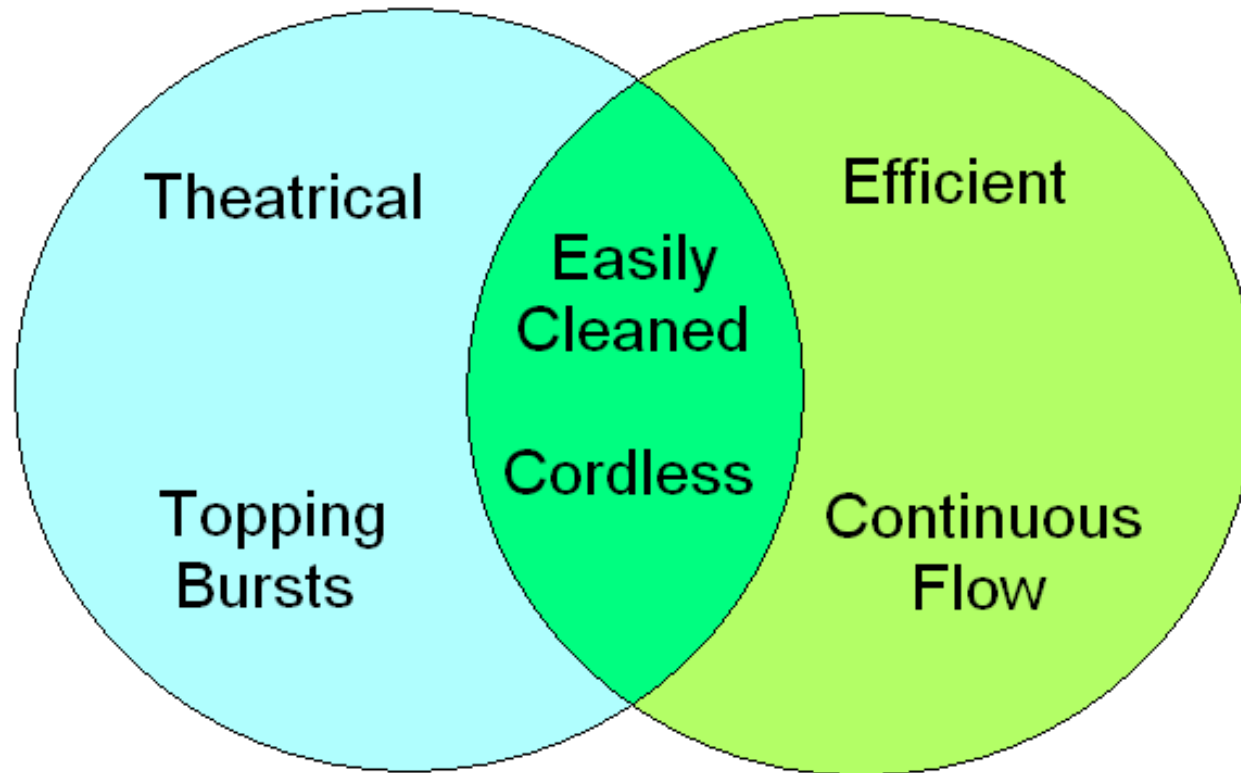
- Cake decorating appliance
  - Shoots variety of toppings
  - Fun yet efficient
  - Primarily for bakeries
- Mockup features
  - Auger feeding
  - Continuous flow via fan
  - Cordless



# Evolution of Market

Ice Cream Shop  
(Toscanini's)

Bakery  
(Party Favors)



# Product Contract

Enables bakers in commercial kitchens to effectively decorate cakes with projectile toppings

Customer Needs	Design Attributes	Engineering Specifications
Applies <b>controlled coating</b> of toppings	Topping flow rate	Flow rate varies by <b>&lt;10%</b>
Is easy to <b>clean</b>	Disassembly capability	All surfaces in contact with toppings can be <b>disassembled</b> and <b>washed</b> in dishwasher
Is easy to <b>maneuver</b>	Mobility and weight	Must be <b>un-tethered</b> and weight must be <b>&lt; 5 lbs</b>
Can apply a <b>variety of toppings</b>	Versatility	Capable of projecting toppings of sizes ranging from <b>powder to diameter of 1cm</b>

Estimated Retail Cost: < \$100

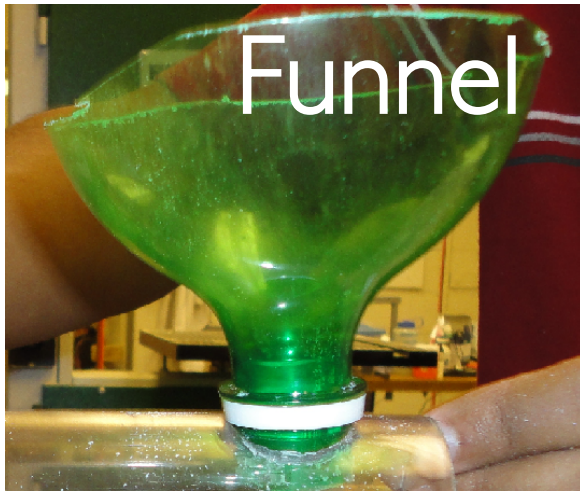


# Key Risks

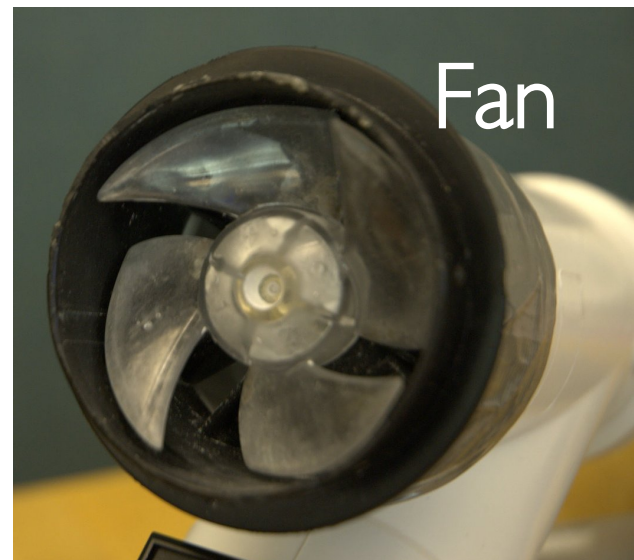
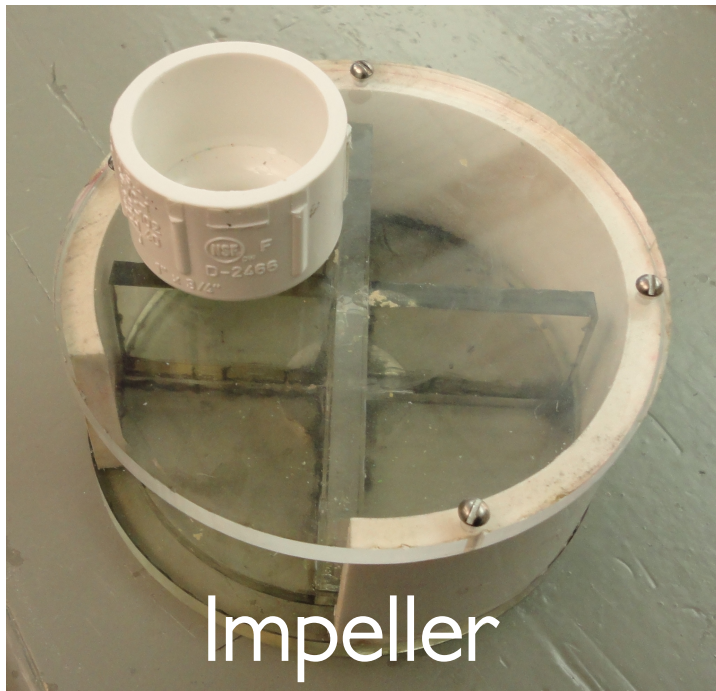
- Feeding mechanism
  - Clog-proof
  - Controlled flow rate
- Propulsion mechanism
  - Strong flow
  - Steady flow



# Feeding Mechanisms



# Propulsion Mechanisms



# Next Steps

- Interchangeable cartridges
- Nozzles
  - Better Precision
  - Decorative patterns

