Scrumptious Sketcher

Sketch Model Review

10/07/2010
Pink B
DIY: Design It Yourself

- **What does it do?**
  - Decorates desserts
  - Coats evenly
  - Personalized design

- **Features**
  - Two-axis control
  - Easily adjustable
  - Touchpad
  - Multiple colors
Market and Need

• **Who wants it?**
  - Novelty and retail bakeries
    • Primary Contact: Finale Pastry Kitchen (Rosa White)
  - Ice cream parlors

• **Why buy it?**
  - Profitable
  - Interactive

• **Potential Market**
  - 40,000 small retail bakeries (< $500K)
  - 13,000 small ice cream parlors (< $500K)
  - Food prep appliances – $1.7 billion
Filling the Void

- **Makerbot Frostruder & Building Platform** - $310
- **Scrumptious Sketcher**
- **Kopykake 1000K Cake Projector** - $475
- **Cake Decorating Easy Icer** - $27

**Design Precision**

**Kid Usability**
Topping Dispenser Test

- **Successes**
  - Micro controller
  - Dispenses

- **Improvements**
  - Servo motors
  - Friction and jamming
  - Hardening

- **Future steps**
  - Alternatives
    - Actuated plunger
    - Air pressure
Sources

- Global Market Information Database

- Manta Media, Inc.
  - [http://www.manta.com/mb_34_B61CD_000/retail_bakeries?refine_company_rev=R01](http://www.manta.com/mb_34_B61CD_000/retail_bakeries?refine_company_rev=R01)
  - [http://www.manta.com/mb_35_C432C05N_000/ice_cream_stands_or_dairy_bars](http://www.manta.com/mb_35_C432C05N_000/ice_cream_stands_or_dairy_bars)