

Scrumptious Sketcher

Sketch Model Review

10/07/2010
Pink B



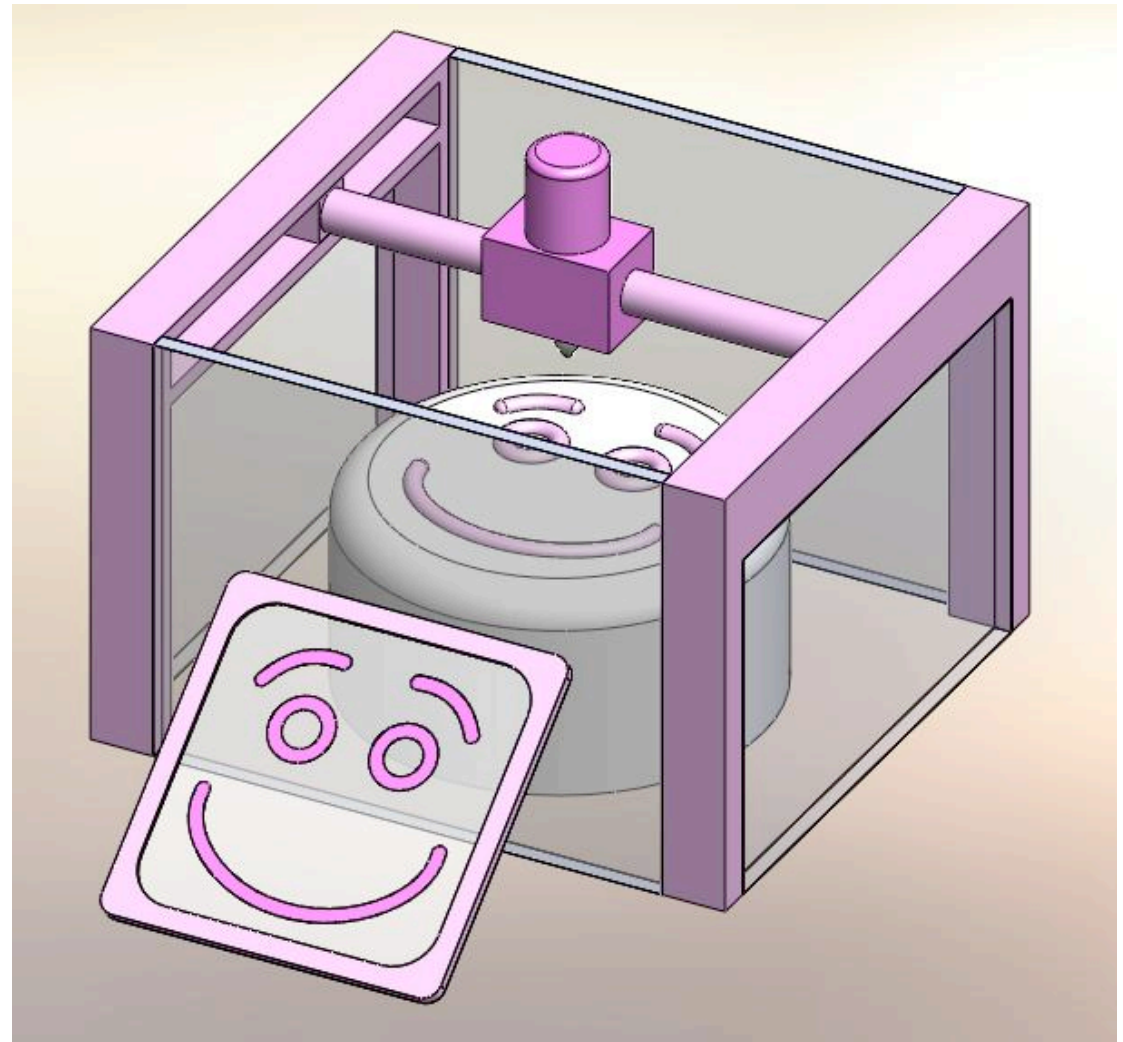
DIY: Design It Yourself

- **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

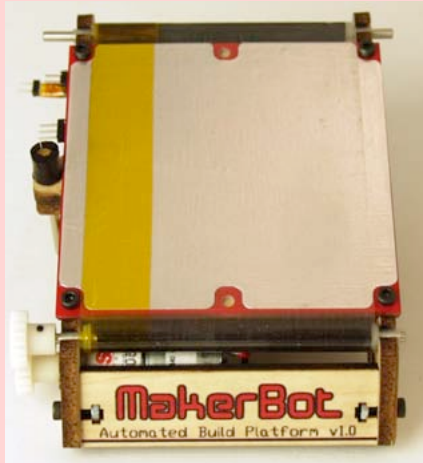
Filling the Void

Makerbot Frostruder & Building Platform - \$310

Design Precision



+



Scrumptious Sketcher



**Kopykake 1000K
Cake Projector- \$475**

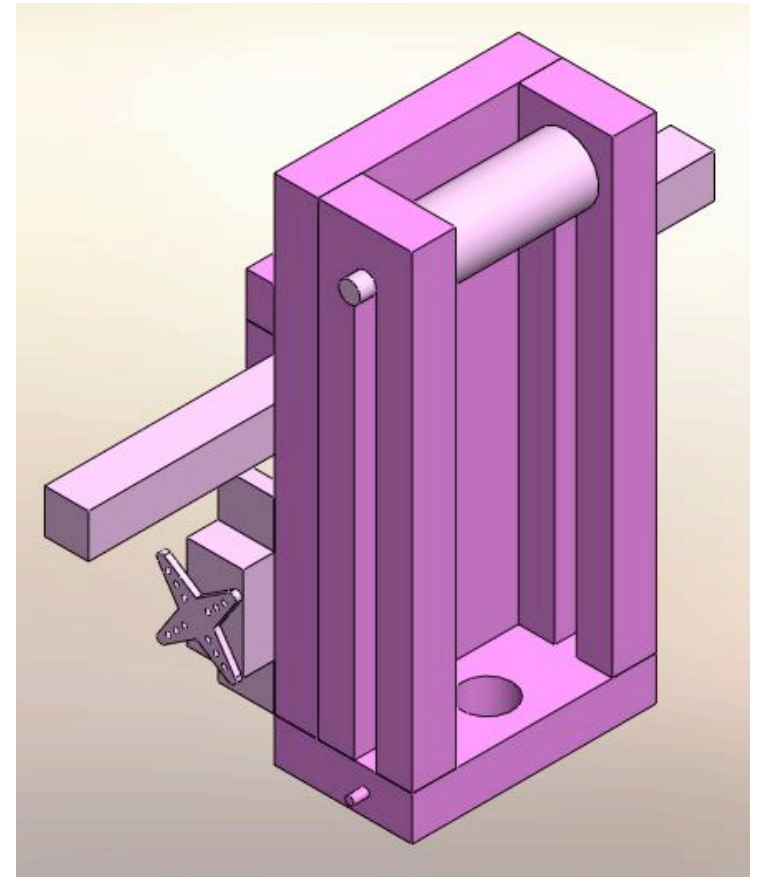
Kid Usability

Cake Decorating Easy Icer - \$27



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
 - <http://www.portal.euromonitor.com.libproxy.mit.edu/Portal/Statistics.aspx>
- Manta Media, Inc.
 - http://www.manta.com/mb_34_B6ICD_000/retail_bakeries?refine_company_rev=R01
 - http://www.manta.com/mb_35_C432C05N_000/ice_cream_stands_or_dairy_bars