Precise Measuring
Customer

- Mom & Kids
- 37 million families in US
- 2 million mixers sold annually
  + ~20,000 measure monsters
Benchmarking

Storage

Measuring

[Images of various kitchen items related to storage and measuring]
How It Works
Realization

- **Successes**
  + Accurate, consistent measurement
  + Reliable operation

- **Opportunities**
  + Sealing from leaks
  + Indication of amount measured
  + Easy to clean
  + Ergonomics