

FLY IT, BLAST IT!



*Combining the joy of kite flying
with the thrill of laser tag.*

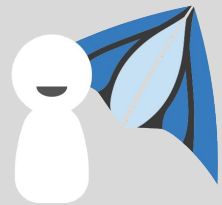
**MIT 2.009
Blue Team**

GAMEPLAY

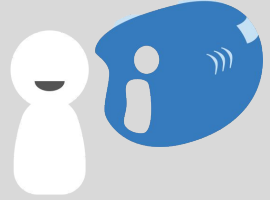
PRODUCT

MARKET

Starter Pack

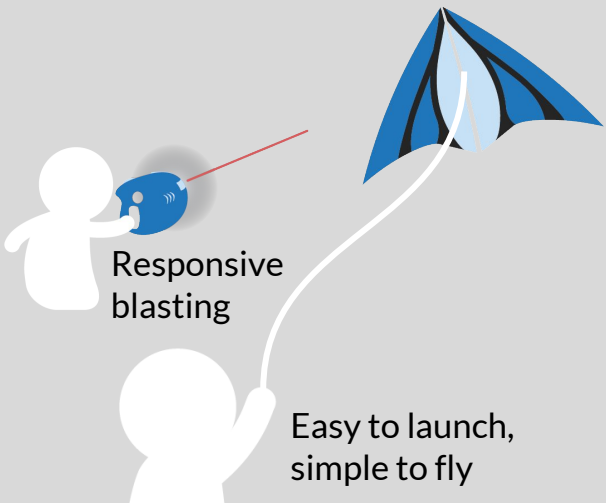


1 Kite Flyer

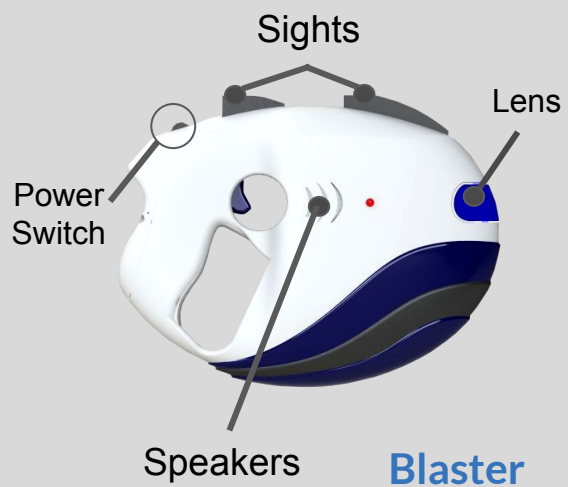
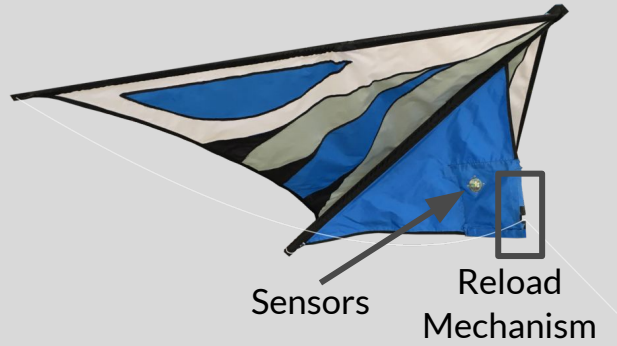


1 Blaster

Keep your kite up while your opponent tries to shoot it down!



Kite



Blaster

From Factory to Store



Cost
\$10



Wholesale
\$20



Retail
\$40

Business Model: Licensing



Toy Company

10,000 stores
1 sale/week/store

500,000 units sold
5% royalty

\$500,000 in first-year earnings

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Nate Phipps
Tony Hu

Mentors

Alex Lesman
Chris Mills
Greg Capiello
Jeff Mekler
Shannon Roberts

Lab Staff

Bill Cormier
Danny Braunstein
James Dudley
Steve Haberek

Tasker Smith

Consultants

Essential Design

All Users



2009blue@mit.edu

2.009 Product Engineering Processes
Massachusetts Institute of Technology

BLUE TEAM

Ben Mattinson	Manny Simpri
Brady Enstad	Marie Elimbi Moudio
Clare Zhang	Max Molina
Dabin Choe	Melody Liu
Grace Connors	Mustafa Almuallim
Isaac LaJoie	Patrick Lowe
Jack Greenfield	Rachel Reed
Kale Rogers	Raudel Hernandez
Kath Xu	Rodrigo Marques
Luis Gasca	