



# Fresherizer

Red A



# Product Vision

---

The lightweight, on-the-go solution for active professionals.



Active commuters



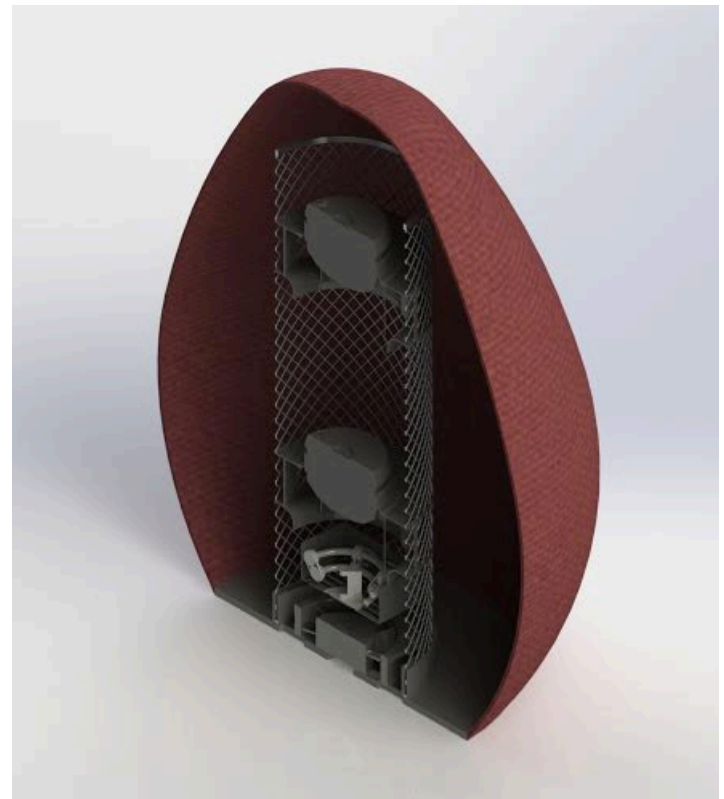
Daytime gym-goers



# Product Vision

---

- A lightweight, portable drawstring bag
- Dries and deodorizes your gently to moderately used clothing as you go about your day.





**“Clothes should be completely dry,** damp clothes are gross”

“I want it to smell like it’s clean”

“It has to be durable, I throw my bags around a lot”

**“I want it to fit in my gym locker** and under my office desk”

“I don’t want to use manual labor to clean it”

**“I don’t want it too heavy** because I walk to work”

“Looks normal and doesn’t hinder my every day activities”

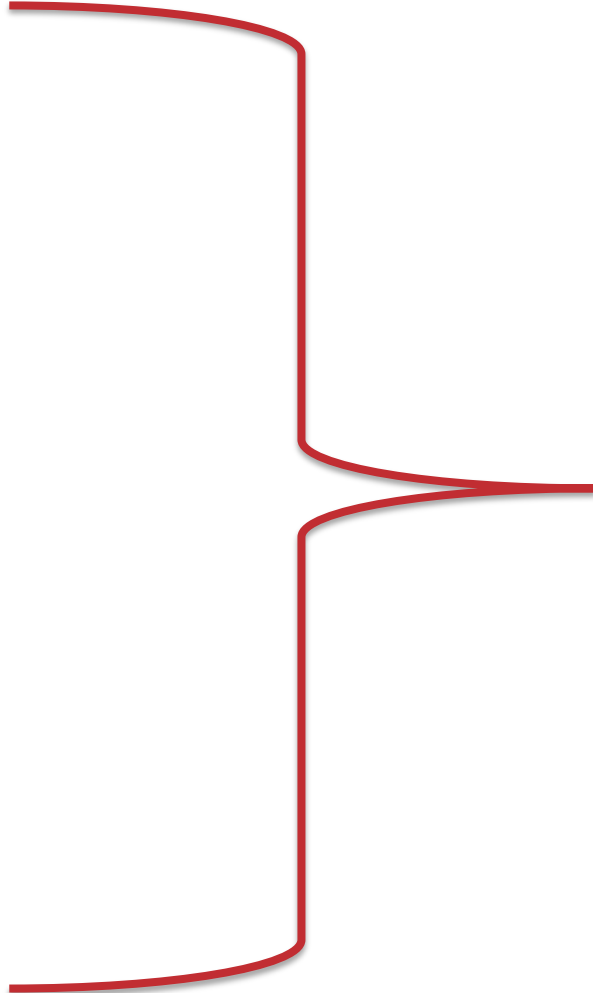
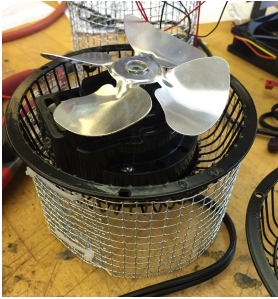


# Product Contract Summary

	Customer Need	Product Attributes	Engineering Specs
1	Needs dry clothes	Dryness	Post-dry weight within 2% of original clothing weight
2	Minimize negative smells	Deodorizing	Ozone generation at <25mg/hr
3	Can be easily transported	Weight	Under 8lb aggregate weight
4	Fits in a gym locker or under a desk	Size	Less than 12" x 12" x 24"



# Breakdown





# Pricing Strategy

## Cost-based pricing model

- Total variable costs estimated from individual part costs

Assume **50% margin** to:

- Cover other fixed costs (capital expenditures, marketing, etc.)
- Maintain profit

**Customer ideal price:**

**\$30 - \$80**

**Estimated Selling Price:**

**\$65.00**

Part	Price
Large Fan	5.99
Small Fans	10.00
Mesh shell	0.50
Heater	5.00
Connectors	1.00
Ozone Generator	9.00
<b>TOTAL COSTS</b>	<b>31.49</b>



# Future Plans

---

Battery/Power  
Source

Appearance

Durability

Scent





# Fresherizer

---

*Wear it again.*

*It's fresherized.*



# Risks

---

**Drying:** Failures in drying cause bacteria growth and discomfort

- Overcompensation of drying times
- Ozone system to kill harmful bacteria

**Safety:** Exposed fan blades and heating elements unsafe for casual use

- Enclosed drying and cleaning system with safety cage
- Ozone irritant precautions

**Performance:** Stringent size and weight requirements reduces overall performance output

- Wall power mitigates loss due to the size and weight constrictions