

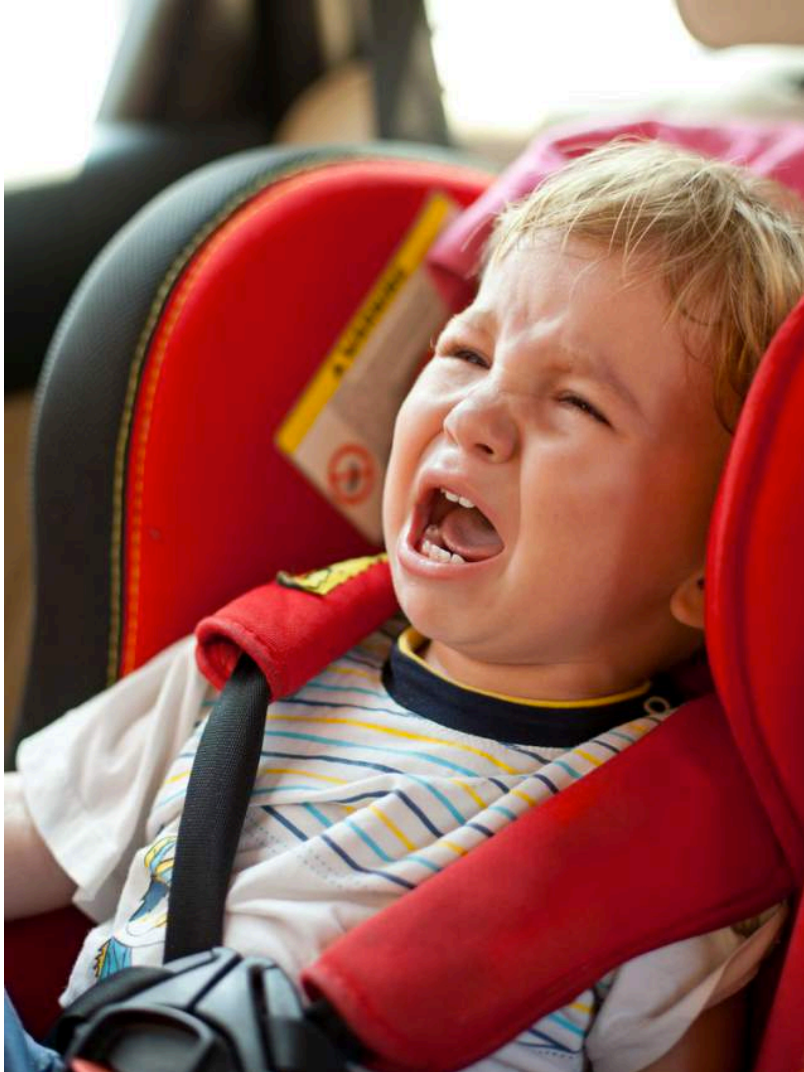


Cool Baby

Red B

The Solution for Hot Baby Car Seats

The Savior for Trapped Children



“My baby gets very hot in his seat, during long car rides”

“No synthetic materials, organic and washable is a must”

“It can’t be too heavy, weight is a big deal”

“My car seat faces away from the air conditioner”

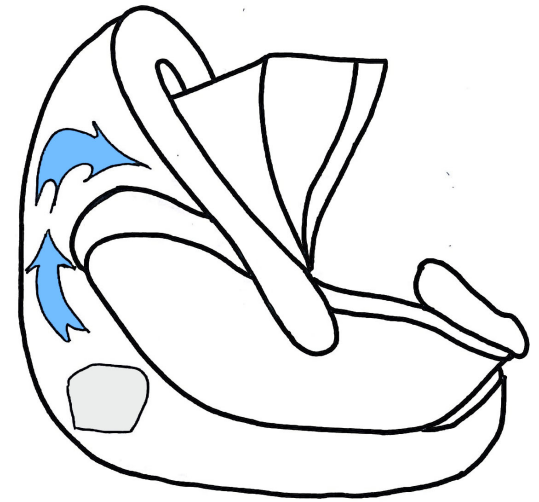
“My baby is rarely too cold in the car”

“I worry that I might forget my son in my car, especially if its out of my routine”

“My baby can’t tell me if he’s hot, a thermometer would be great”

Product Vision

- **Smart Baby Car Seat**
 - Temperature sensing
 - Self-cooling
 - Feedback display
- **Never Forget Safety Feature**
 - Detects baby forgotten in car
 - Sounds alarm to alert parents
 - Cooling system automatically engages

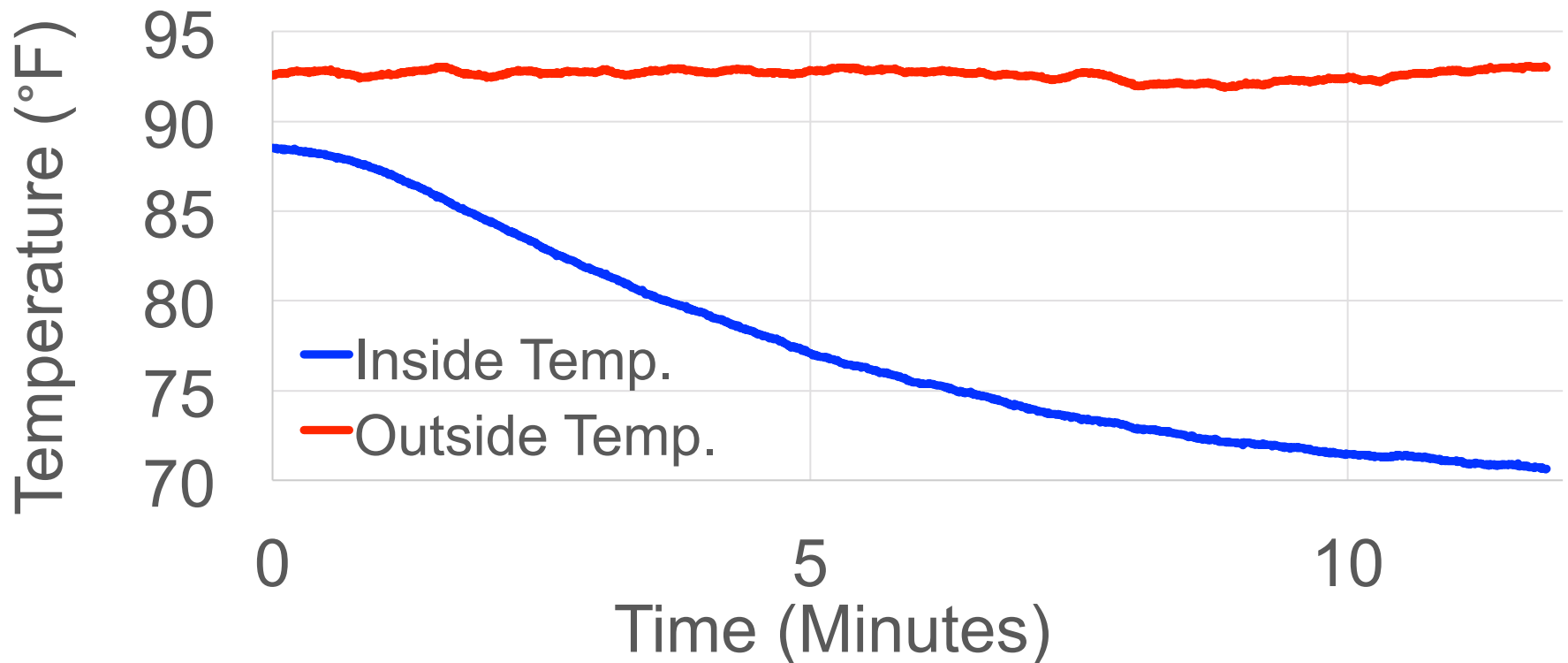


Product Contract

Customer Need	Product Attributes	Engineering Specs
Cool child in car seat	Generation and circulation of cooled air	Air cooled to 68 - 72°F 75 Watt
Unattended child in warm car	Alarm system	Alert radius > 1000 ft
Cooling run time	Battery pack	Standalone mode > 1 hour
Close canopy without intervention	Automatic opening and closing canopy	Fully open/close < 5 sec
Minimize weight	Integrated into car seat	Add on weight < 15 lbs

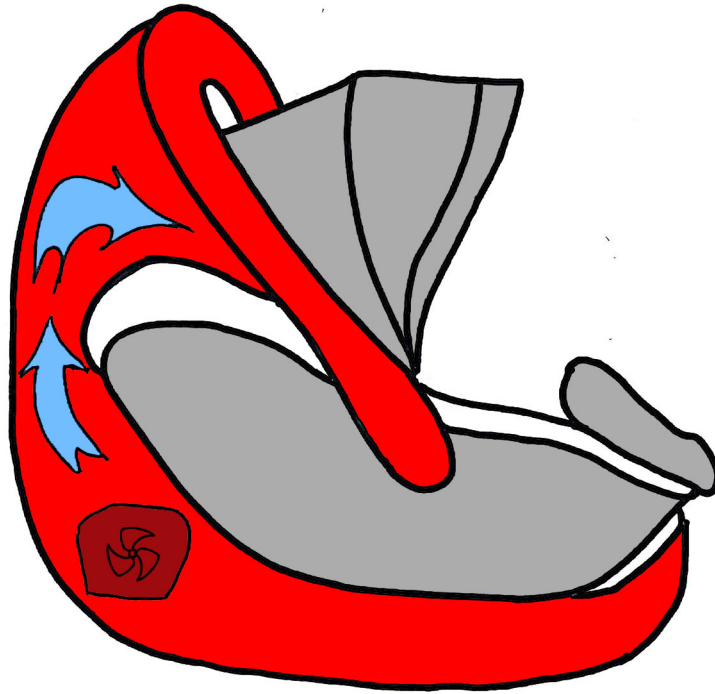
Can we cool the space from uncomfortably hot to ideal?

Product Simulation in a Hot Car



Can we fit a cooling system into the space of a car seat?

Cooling
System
and
Canopy



Traditional
Car Seat
Structure

Key Risk

Can we store enough power to save the baby in case of emergency?

In 3 hours



A normal size
AC uses 1000 W



Cool Baby uses
75 W



13 2kg batteries



One 2kg
battery

Future Plans

- Determine optimal cooling system
- Temperature monitoring of child
 - Share results with parents on app
 - Automatic closure when too hot
- Fit cooling system compactly in car seat
- Estimated retail price of \$400