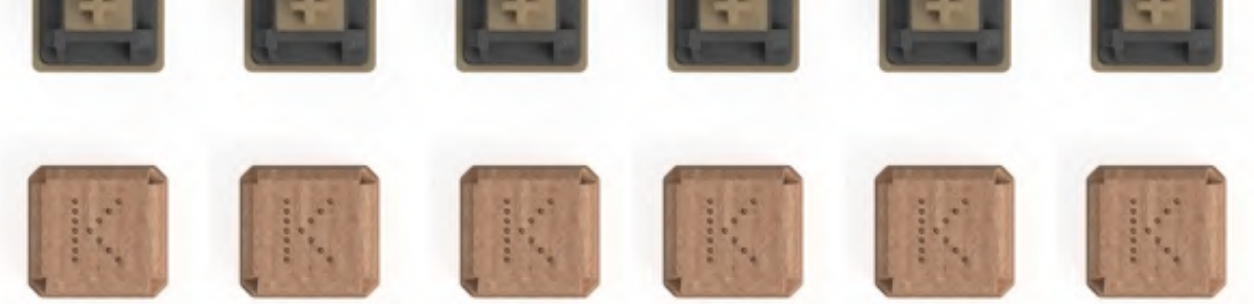
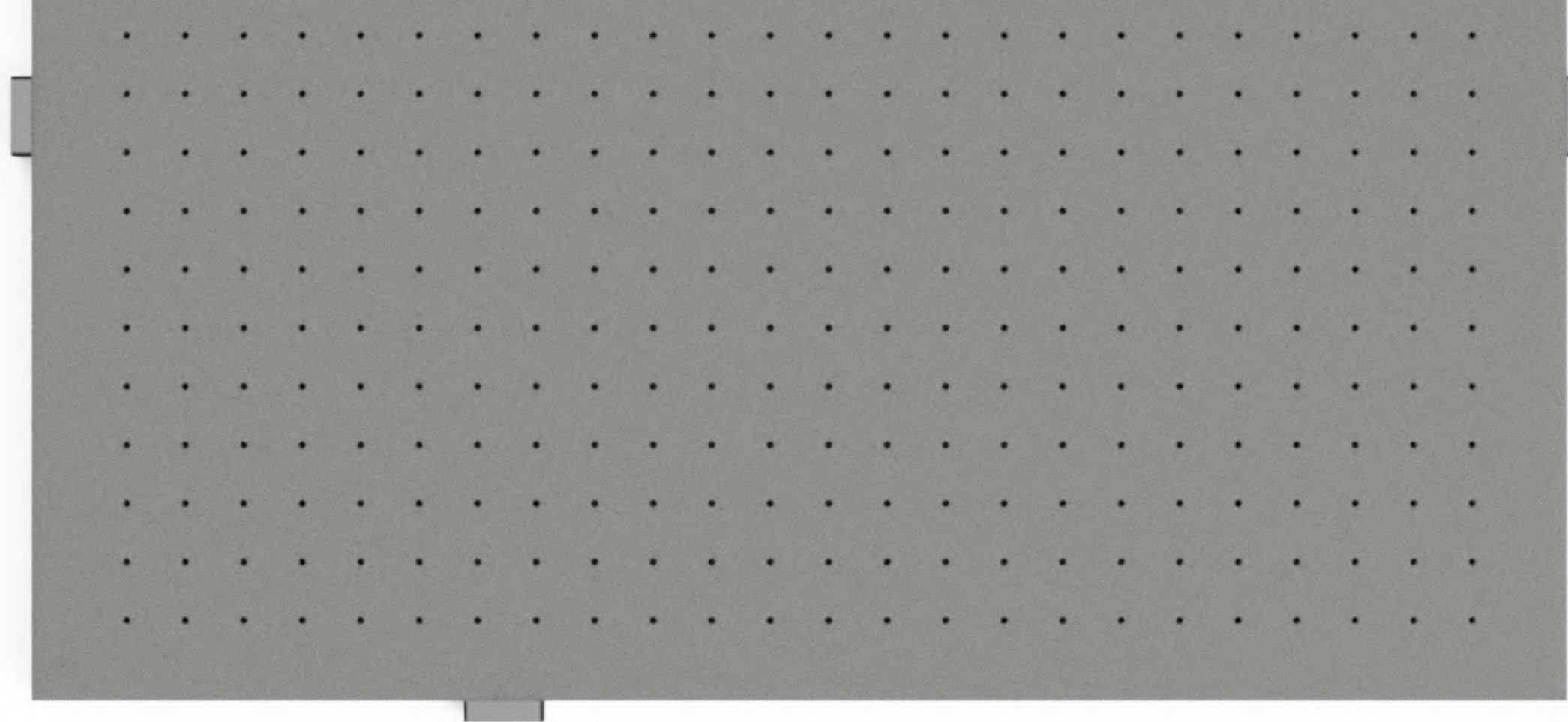


Application Lab - Team 5

PRODUCT BRIEF

'20





Product
Brief



Date

2 December 2020



KARDBOARD KIT

Agenda

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OUR PURPOSE

KardBoard Kit aims at creating a keyboard that could adapt to limb disabled gamers' needs. Instead of painfully adapting yourself to the static keyboard, we offer a flexible solution to your unique demand.

KardBoard Kit wants to improve your gaming experiences.

KardBoard Kit is designed to be inclusive. With its low cost and flexibility, it is aimed to include low income groups, limb disabled groups, and even all the casual gamers.

With the cardboard, **KardBoard Kit** is also aimed to be sustainable and environmental friendly.



THE PROBLEM

Current keyboard has an **awkward layout design** which is not comfortable for people with limb disabilities to play games, or even common gamers. It is also extremely **expensive**.

The challenges that remain and are now being discussed are that it is targeted at minors with hand difficulties and how to make the keyboard more adaptive to them, with the reduction of price being considered.

THE SOLUTION

A **self-tuning, modifiable cardboard keyboard** called "KardBoard" is our workaround. We have multiple boards in our product with various cap sizes. By using cardboard and sections such as switches and adapters. We aim to make it cheaper and modifiable for different individual requirements to assemble our product.

For players with reduced limb capabilities, the KardBoard Kit helps to build an adjustable keyboard to enrich their enjoyment in gaming and is built to be inclusive.





WHY NOW?

PC gaming now has approximately [1.3 billion players](#) worldwide.

With the usage of a keyboard a still trend for PC gaming, gamers' demands on keyboard are ever rising.

Moreover, with various campaigns calling for equity of different groups, it is the time to design something truly inclusive. Something innovative.

MARKET POTENTIAL



Available Market

2.7 billion Gamers Across the Globe



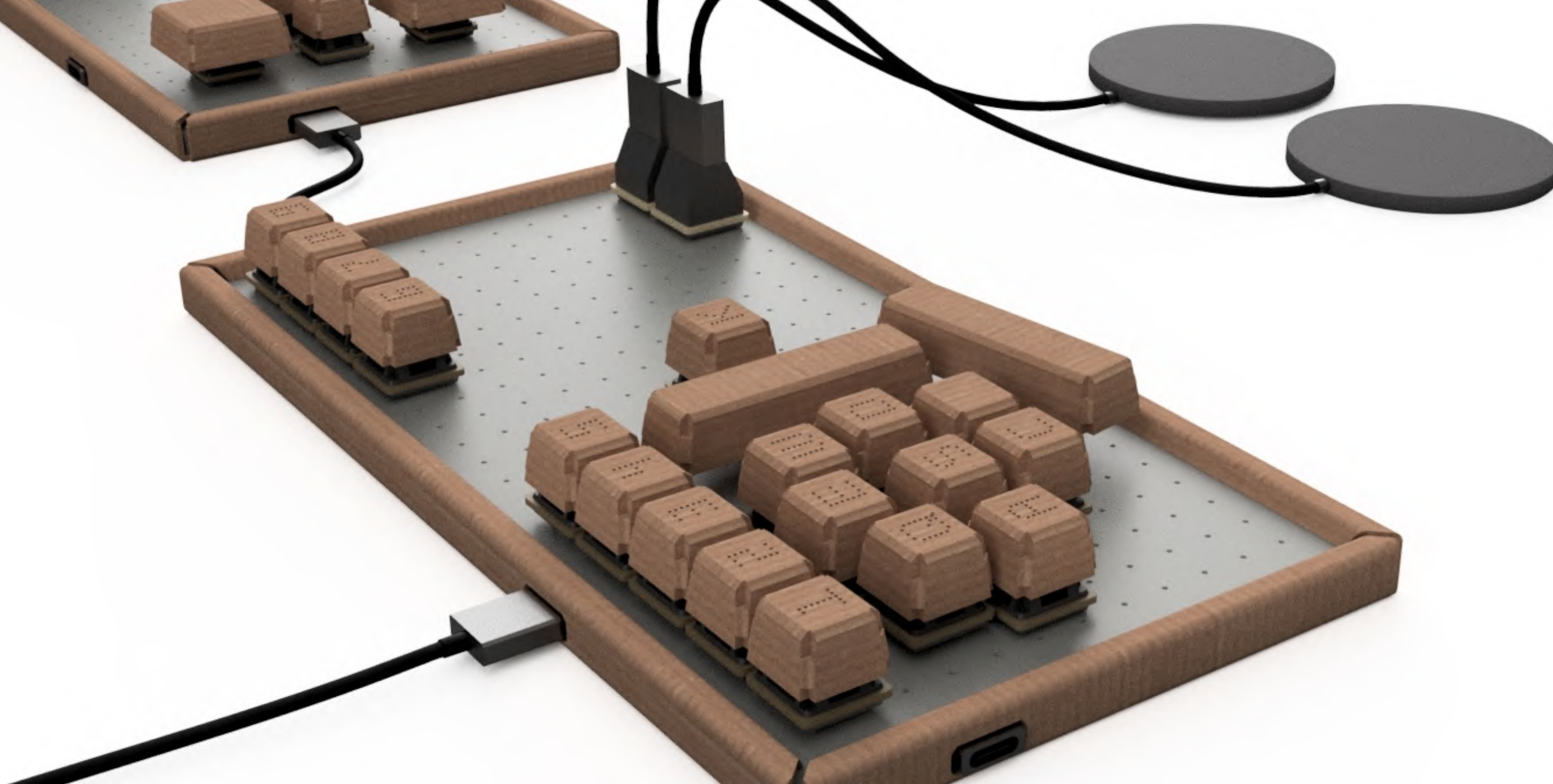
Serviceable Market

640 million Gamers in China



Obtainable Market

60% of the 15,492,000
people with limb disability
in China

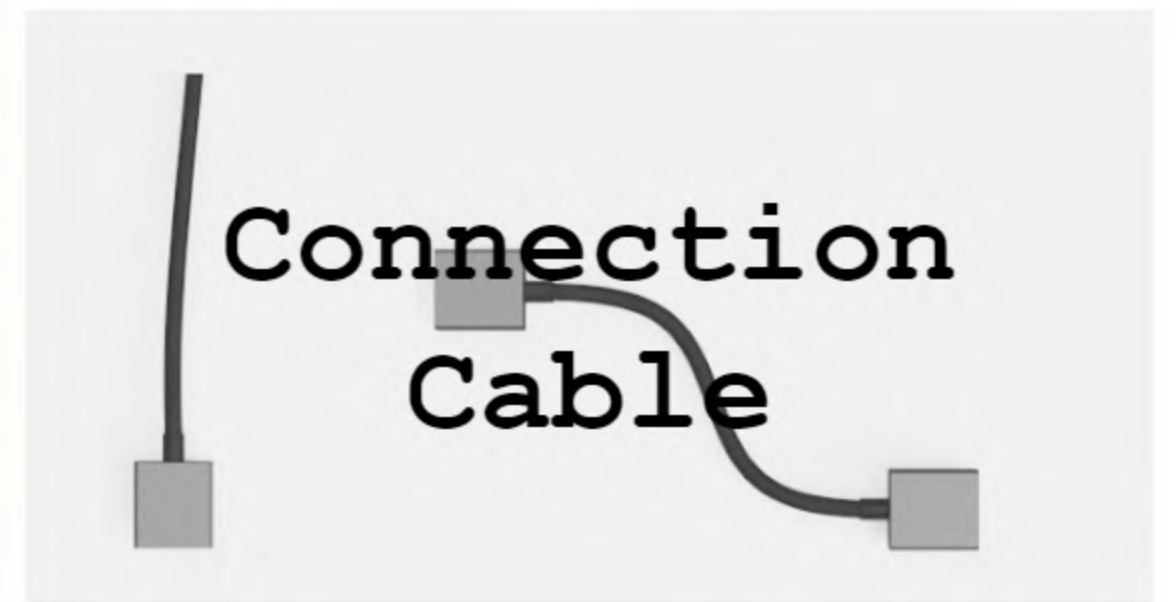
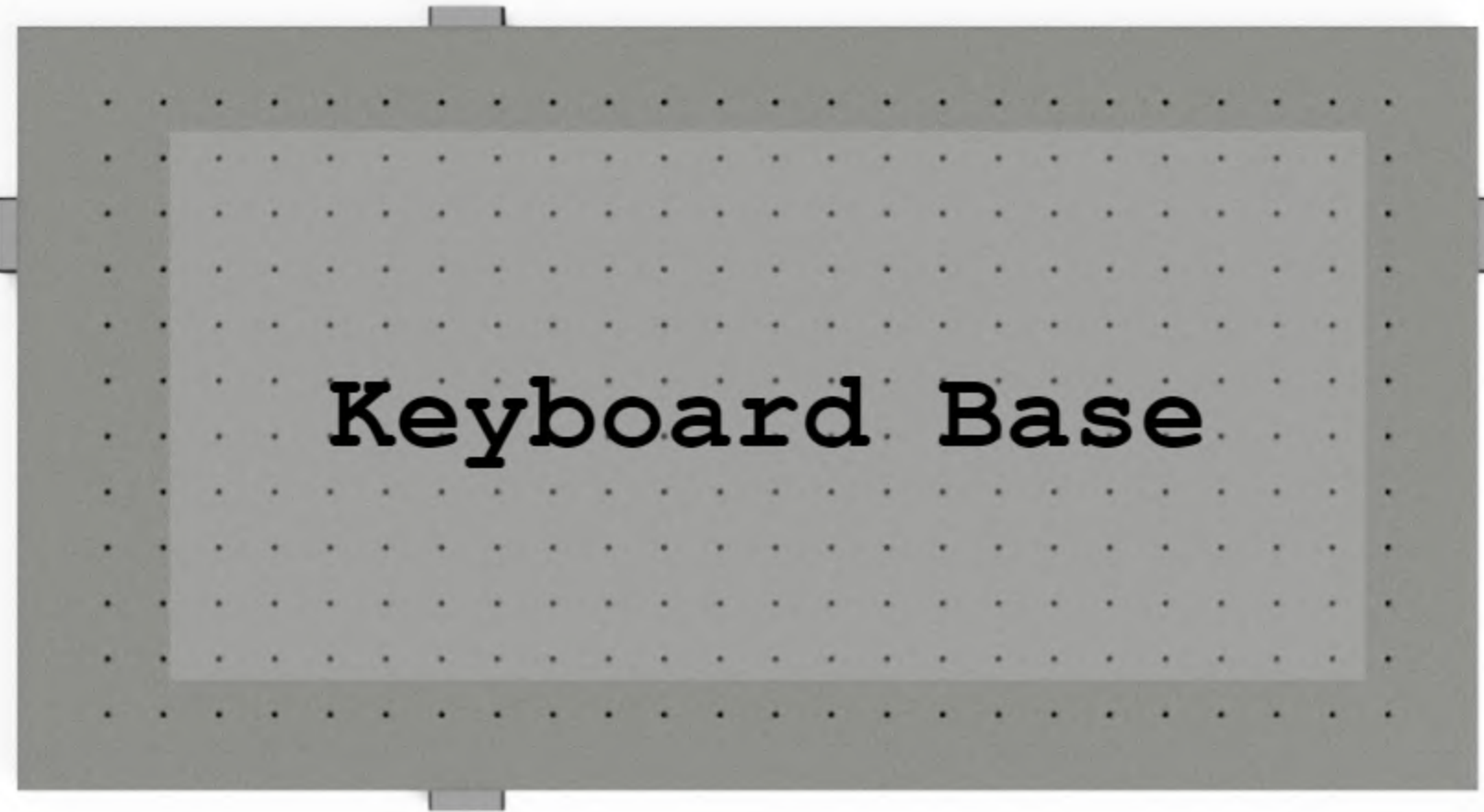


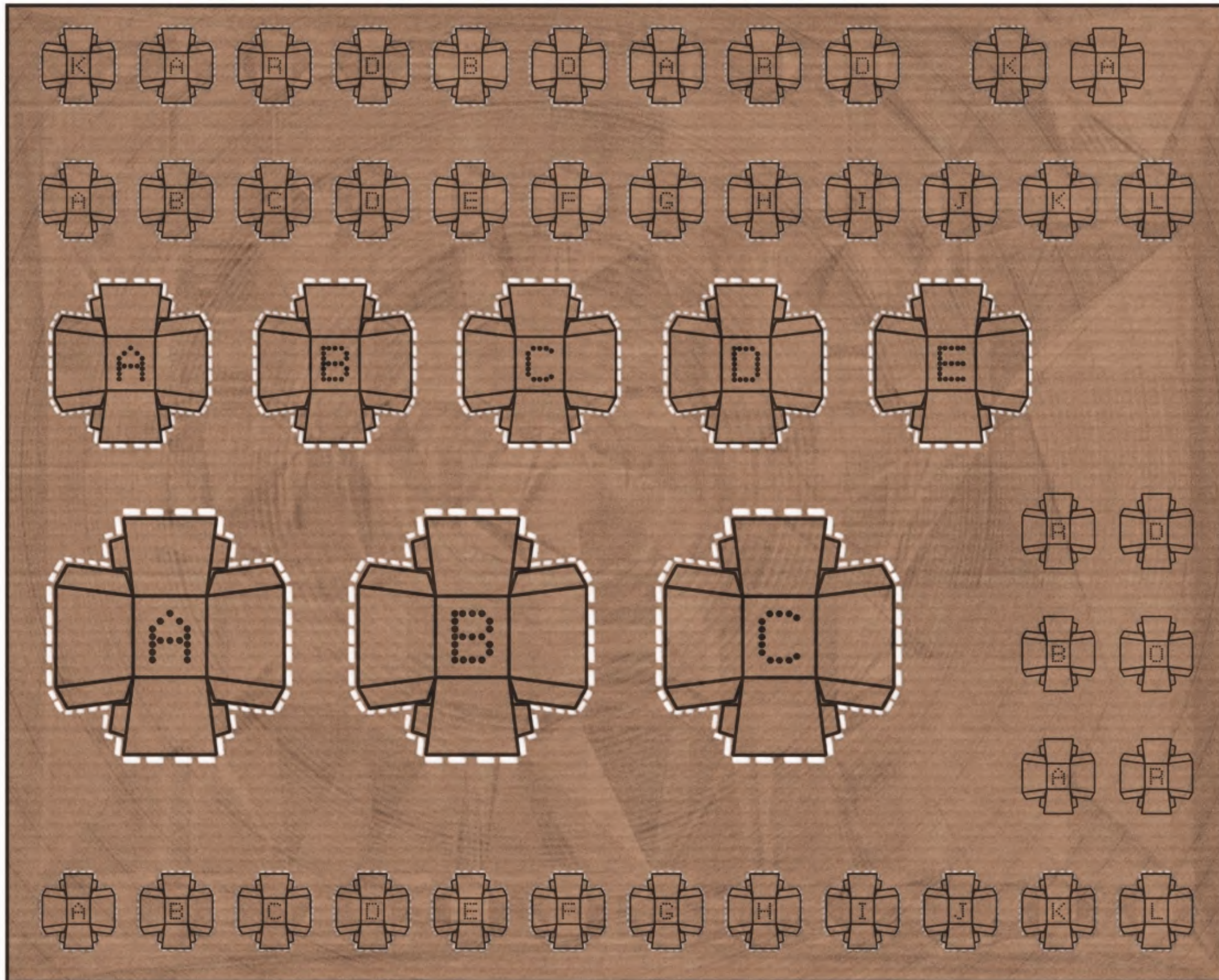
THE PRODUCT

A kit that consist of various components that you assemble the product yourself, modify to your needs.

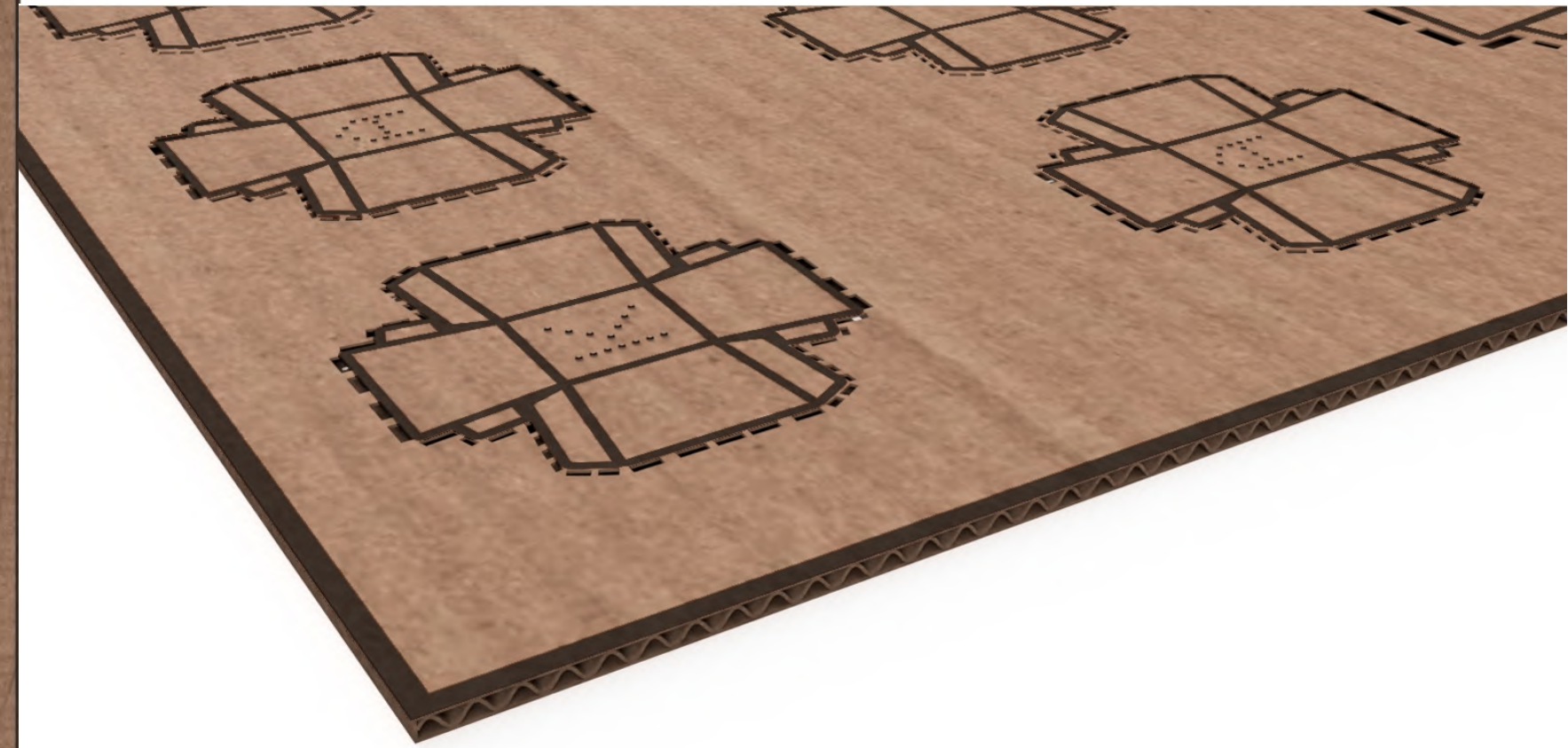
All in
One Set

All Components





Different Cap Sizes to Peel Off



The Kardboard Cardboard

Designed to **simplify** the construction.

Pitch



Future versions will **continue to** simplify this process.

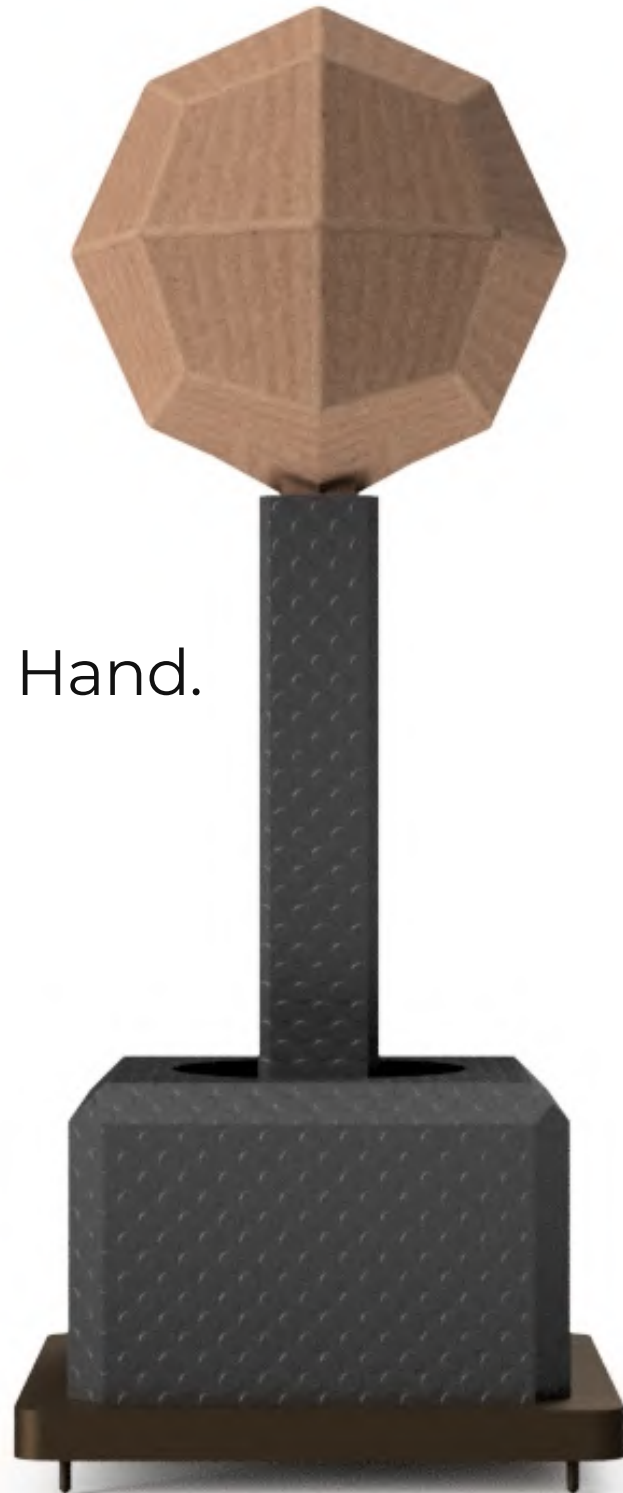
1. Peel Off
2. Fold
3. Snap On
4. Map your Keys

Pin your Keys **Anywhere**



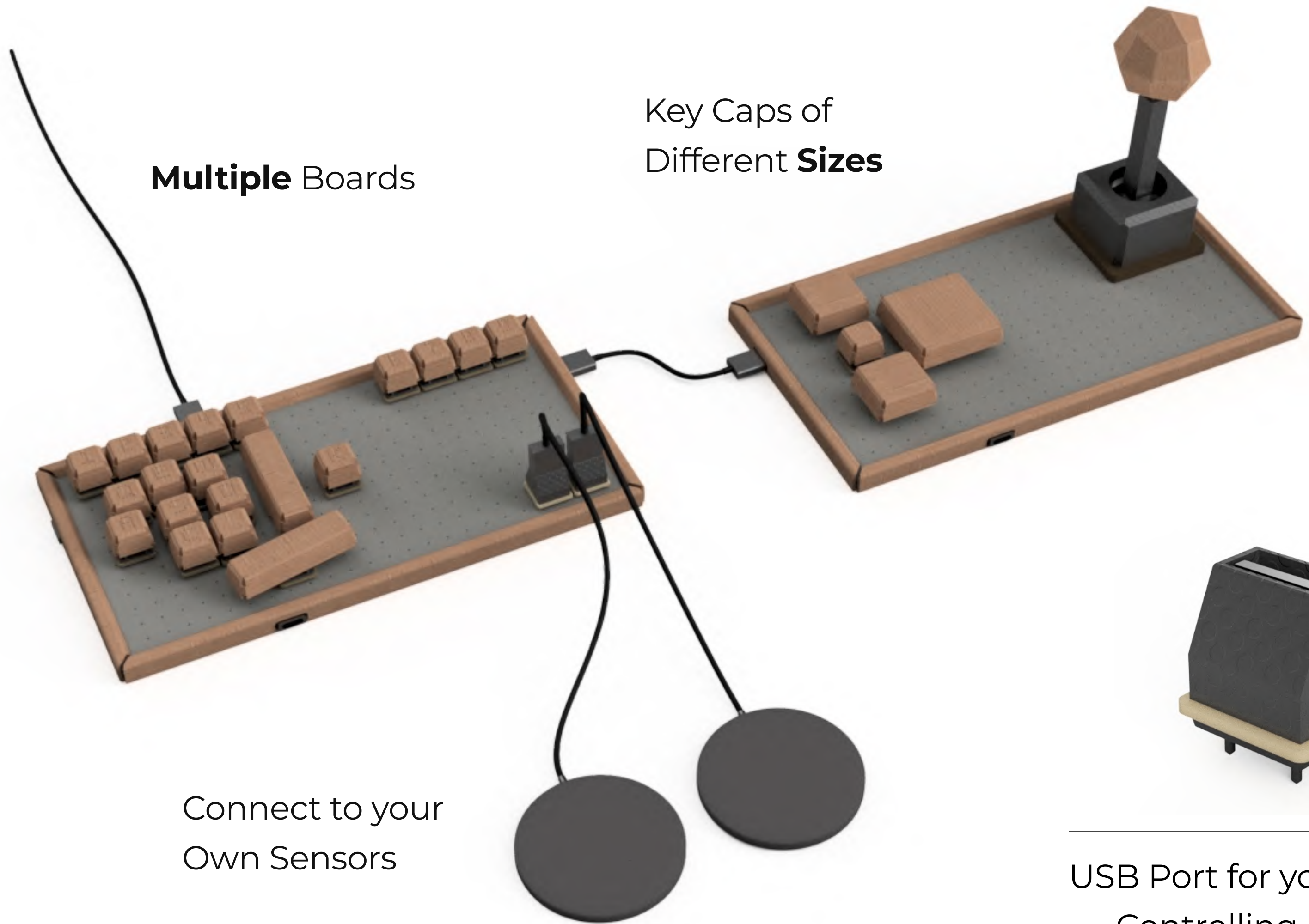
Be it your Second Mouse.
Be it your Second Controller.

Ball-Tip
For your Hand.



Cuff-Tip
For your Arm.





Multiple Boards

Key Caps of
Different **Sizes**

Key Caps of
Different
Directions

Connect to your
Own Sensors

USB Port for your Sensors /
Controlling Interfaces



HARD TO ASSEMBLE?

WE GOT IT FOR YOU!

Provide online customer configuration for disabled people (even all customers), after that:

KardBoard will assemble the product for them, while still offering the cardboard and small parts, so that those customers could still could modify to their needs after arrival.

BUSSINESS MODEL

PROBLEM

Awkward Layout Design
Extremely Expensive
Exclusive for Limb Disabled Gamers

VALUE PROPOSITION

Totally Self-Customized
Environmentally Friendly
Can Be Recycled

SOLUTION

Self-customized, Modifiable Cardboard
Keyboard Called "Kardboard".

BUSSINESS MODEL

EXISTING
ALTERNATIVES



UNFAIR
ADVANTAGE

People Adapt to Static Keyboards.

KARDBOARD Can Apply to Be Patented

KEY
METRICS

Sales Per Month
Number of Video Game Players
Using Keyboards
Number of Cap Replacements

BUSSINESS MODEL

CUSTOMER SEGEMENTS

Primary: Users With Limb Disability

Secondary: Gamers With Unique Needs & Poor Family

Other: All Other Gamers Who Are Looking For a Unique, Self-Cutomized Keyboard

CHANNELS

Online sell

Social Media Ads

Supermarket ad

Cooperation With Disability Rehabilitation Units, Organizations & Schools

BUSSINESS MODEL

ESTIMATED PRICE

\$25~\$60/customed packages

\$1/ replacement key cap

COSTS STRUCTURE

Material Cost:

Cardboard, Switches, Adapters, Wires, Chips

Labor Cost:

Delivery cost, Sales Cost

Technical Costs:

Software Development/Maintenance Cost

Assemble Machine Cost

REVENUE STREAMS

Users Will Purchase Again When Key breaks or users want to renew their keys.

Offer Packages

Different Tiers

THE COMPETITION



Velocifire Tech - DUMANG DK6 ERGO V2

A fancy freestyle layouts keyboard, pretty but pricey.



Microsoft - #GamingForEveryone

Focusing on inclusive gaming ware production, could create impactful products in this field.



Logitech - G600 MMO Mouse

Dominant gaming accessories company, currently no inclusive keyboards.

VISION

Feb 2021

Product prototype

Use the material and technology at hand to build an actual functioning hardware & software prototype.

Apr 2021

Social media advertisement

Make multiple creative short explainer videos and spread on social media.

May 2021

First round production & launch

Make a small range of production and launch it among the early customers & cooperate with disability schools/agency.

Jun 2021

Get feedbacks

According to the feedbacks, decide whether to change the product flow to: First send customer the cardboard for trial and adjustment, then we retrieve the model for 3d-printing the actual product.

Oct 2021

Second round production & launch

Base on the feedbacks, massive produce the product. Final launch!



William

Pitch



CHRISTINE

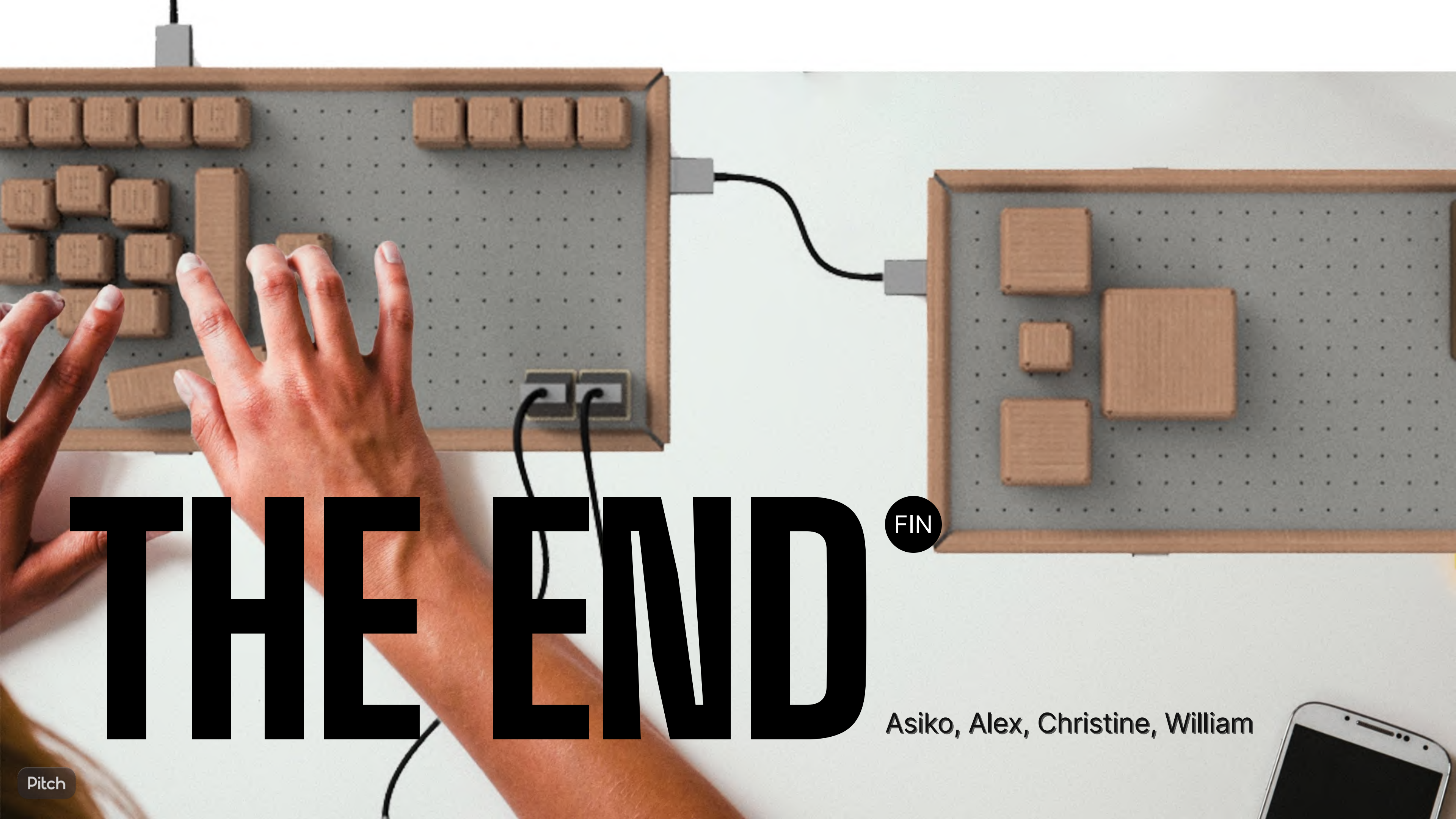
TEAM



ALEX



ASIKO



THE END

FIN

Asiko, Alex, Christine, William

