

SMARTPak to BLUME!

Being a parent is hard work but leaving the house should not be. SMARTpak simplifies and expedites the process parents use to pack their bags by combining a simple monitor and Radio Frequency Identification (RFID) tags that work with any bag. Users attach a small sticker or devise to the items they want to pack and attach the monitor to the bag being packed. The monitor has multiple lights associated to different trackers. If a tracked item is within the bag, the associated light on the monitor will turn green. If the tracker is outside the monitor's sensor range, the associated light will power off.

SMARTpak will be primarily targeting new mothers, age 25-34, with a yearly household income of \$50,000 to 80,000. Due to the stresses of having children, simplifying the process of packing a diaper bag is something parents will value. Diaper bags are the most commonly used items by new parents, 100% of interviewed mothers said that leaving the house was among their most difficult activities after having children, 90% of which said it added an additional 40 minutes to their regular leaving the house routine. By purchasing this product they will be able to check the monitor, instantly recognize, and resolve, any missing items, and focus on preparing their children to leave.

In 2015, there were over 12 million households with children under 2 years old in America. If 11.32% of these households make \$100k-125k, which is the percentage of all families in America, this would leave us a target market of 1.32 million households.

The secondary market would be a professional who regularly carries a bag with essential items for their career, such as a photographer. The product could be either rebranded or sold in plain colors.

To market towards SMARTpak's primary customer, new mothers, the company will have mothering blogs review our product. We will identify the key influencers and offer them our product in exchange for a review. We will also promote our product through social media marketing, specifically targeting Pinterest and Facebook, two platforms heavily used by our primary target market.

SMARTpak's sustainable competitive advantage is the continued selling of their trackers and SMARTpak branded items. Because users typically have multiples of a singular type of item, such as a bottle, they would have to purchase multiple trackers of a particular frequency. We would also sell items that cannot hold a sticker, such as a pacifier, that have the tracker already built into the product.

The closest competitor for this product is Trackr Inc., a Santa Barbara company that sells RFID trackers that attach to keys. However, their product is focused on a smartphone app to track items. By creating a physical monitor our product is simpler and easier for the user to quickly use.

Knowing all of this research we took the original sticker idea and made it into a small flower in order to make the product more attractive. In order to make it practical and light each petal will be removable and will be able to stick to the an important item. The petals will be a ½", 1/2", 1/2". They will also be rechargeable and will have a Bluetooth tracker instead of a rfid chip this is due to the range of the rfid. The product will cost us 17-20 based on which country we decide to manufacture in. The product also has a poll of which 200 women had said that they could use item tracker. This product is nothing lie anything in the market, it helps to prevent losing your items not just help you

find them. We have named our new and improved product BLUME do to its flower like shape.

UNWEED YOUR LIFE WITH BLUME!