eatwell®

A tableware set for people with special need

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Design Process

1. Define problems (3 months)

2. Research / Making connections with professionals (1 year)

3. Design/ User testing (6 months)

4. Implementation/ Material and process (6 months)
How to bring Eatwell to Market?

Writing a business plan
How to bring Eatwell to Market?

- Writing a business plan
- Participating networking events
How to bring Eatwell to Market?

- Writing a business plan
- Participating in networking events
- Consulting with manufacturers
How to bring Eatwell to Market?

- Writing a business plan
- Participating in networking events
- Consulting with manufacturers
- Getting initial funding
How to bring Eatwell to Market?

- Writing a business plan
- Participating in networking events
- Consulting with manufacturers
- Getting initial funding
- Preparing pitching materials
How to bring Eatwell to Market?

- Writing a business plan
- Participating in networking events
- Consulting with manufacturers
- Getting initial funding
- Preparing pitching materials
- Taking legal advice
How to bring Eatwell to Market?

- Writing a business plan
- Participating in networking events
- Consulting with manufacturers
- Looking for more resources
- Getting initial funding
- Preparing pitching materials
- Taking legal advice
Stanford Center on Longevity Design Challenge
How to bring Eatwell to Market?

- Writing a business plan
- Participating in networking events
- Consulting with manufacturers
- Reaching more resources
- Getting initial funding
- Preparing pitching materials
- Taking legal advice
- Running a crowdfunding campaign
Eatwell, tableware for people with special needs

Eatwell is a tableware set for people with cognitive
Benefit from a crowd-funding campaign

**Define Target Users**

**Target users**

- People w/ Cognitive impairment
- Motor Impairment
- Visual impairment
- Disabled
- Small Children
Benefit from a crowd-funding campaign

- **Define Target Users**
  - People w/ Cognitive impaired
  - Motor Impaired
  - Visual impaired
  - Disabled
  - Small Children

- **Partners**
  - Manufacturers
  - Material suppliers
  - Sales & Marketing professions
  - Senior care Facilities
  - Charity organizations
  - Others
Benefit from a crowd-funding campaign

- **Define Target Users**
  - People w/ Cognitive impaired
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- **Partners**
  - Manufacturers
  - Material suppliers
  - Sales & Marketing professions
  - Senior care Facilities
  - Charity organizations
  - Others

- **Publicity**
  - CNN
  - GOOD magazine
  - Fast Company
  - Buzzfeed
  - Forbes
  - AARP international
  - BBC
Benefit from a crowd-funding campaign

Define Target Users
- People with Cognitive impaired
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- Small Children

Partnerships +++
- Manufacturers
- Material suppliers
- Sales & Marketing professions
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Publicity
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Expand Market
- United States
- Canada
- UK
- Australia
- Taiwan
Production Progress

- Estimated time: 1.5 month
First meeting
Second meeting
Second meeting
Third meeting
Fourth meeting
Tasks

Production

Packaging

Shipping

Marketing & Sales

Material

Regulations

Time Management

Communication
Tasks

Production

Packaging

Shipping

Marketing & Sales

Material Regulations

Time Management Communication

Photography

Size / material / structure

color correction

Copywrite

Instruction

Barcode
Tasks

Production

Packaging

Shipping

Marketing & Sales

Material

Regulations

Time Management

Communication

Cost/ date

Carton size

Quantity

Destination

Custom

Regulations

Shipping Cost/ date

Carton size

Quantity

Destination

Custom

Regulations

Production

Packaging

Shipping

Marketing & Sales
Tasks

Production

Packaging

Shipping

Marketing & Sales

Interviews

Networking

On-line shop

Social media
Nominated as "one of the 40 most exciting innovations of the year in 2015"

-Tech Insider
Now

- 1k pre order delivered
- 30+ distribution inquiries received
Next

- Second production
- 1 pilot program w/ Brookdale Healthcare Inc.
- 1 validation research w/ Stanford University
Future

- Distribute in 5 countries
- Sell 30k per year
- Develop new product lines