eMotion™
Connecting people wirelessly
Problem
Solution

Hey Jess,
What's up? nmh.

OMG! The teacher is soooo
Create your secret
coded messages!

Hey, do you wanna
after class?

gtg! ttyl! :< u!
Choose your secret
ID color!

ur BFF.

bffiessthan3.com
Semester Goals

• Optimized functional prototype
• Plastic prototype
  – Permacase & faceplate
• Focus group testing
  – Prototypes and website
• Sell 5000 BFF Notes
Progress Toward Goals

Product Exterior Design
Industrial designer making sketches

Manufacturing Coordination
Manufacturer found overseas

BFF Notes Product Design
85 sold; package revised

BFF Website
Phase 1 complete; integrated BFF Notes
Progress Toward Goals

Functional prototype optimization
- Consultation with STG

Desktop software
- Under development

Device firmware
- Necklace interaction
## Major Obstacles & Mitigations

<table>
<thead>
<tr>
<th>Obstacle</th>
<th>Mitigation</th>
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<tbody>
<tr>
<td>Industrial Designer</td>
<td>![Checkmark] Found</td>
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<tr>
<td>Manufacturer</td>
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<tr>
<td>BFF Notes Designs</td>
<td>Tween-approved</td>
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<td>Brainstormed and Executed</td>
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- **MBA in Finance**: Found
- **Pricing Strategy**: Consulting
- **BFF Permacase**: 
- **Circuit Design Optimization**: software technologies group
Anticipated Major Challenges
Thank you