

The Bable

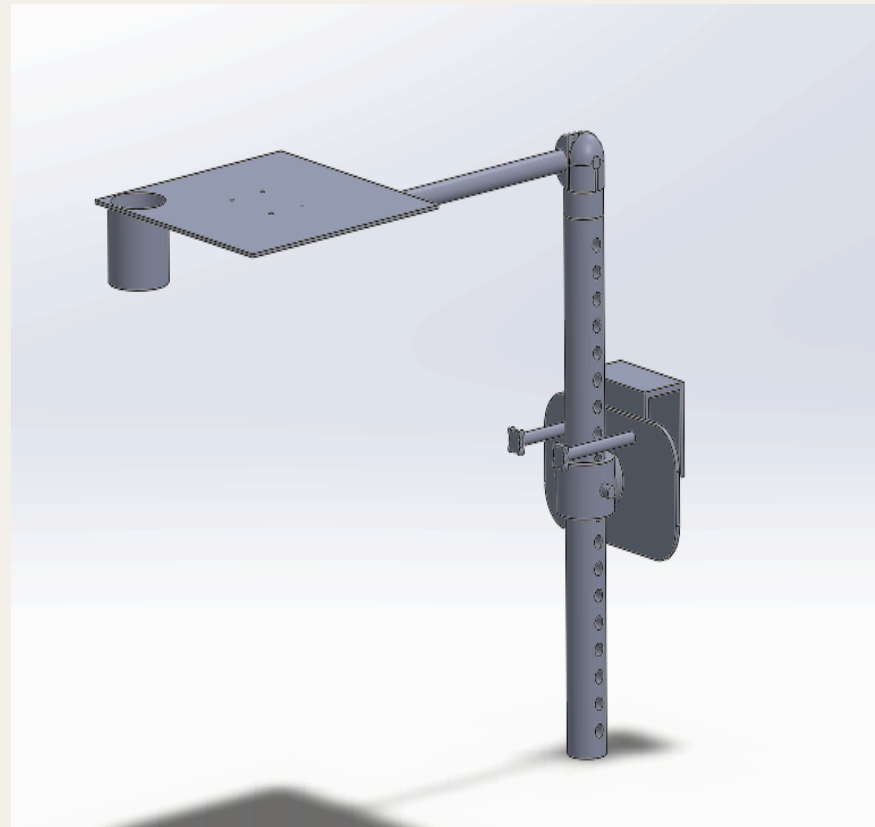
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Problem

College students across campuses are having issues doing with space while in their bunk or loft. From doing homework while laying down to simply having somewhere to put a drink while they are sleeping, the problem of not enough usable space is always occurring.

Solution

- We have come up with a product to solve those college woes: The Bable.
- The bable is a fully adjustable bed-side table that attaches right to the side of any bed frame
- The Bable can move up and down, swing side-to-side, and even fold down and away from the bed for neat storage.



Market

Our targeting market:

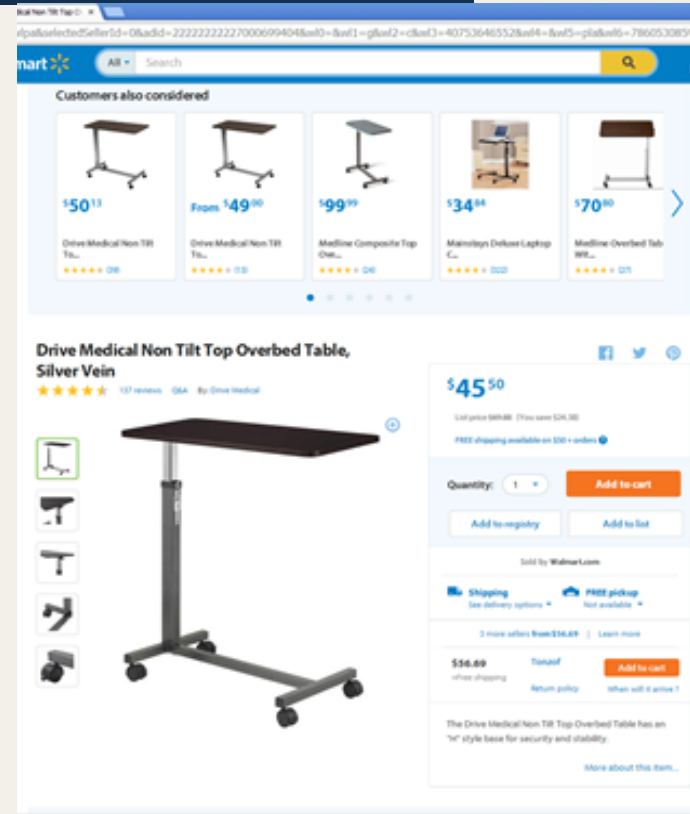
- College students looking to move into or already living in a dorm. (According to the United States Census decennial census, there are 2,521,090 students living on campus.)
- Universities looking to implement our product into the dorm furniture packages.
- Schools who rent dorm items to students, such as mini-refrigerators.
- Higher Education furniture companies. (Southwest Contract, Blockhouse, Ecologic and Sauder Education)

Competition

Our competition is like the item shown here.

- These cannot adjust other than a simple up and down motion.
- Takes up a lot of room
- No cup-holder like the Bable
- Not easily stored

There are other products as well that do not easily detach from beds and are really not meant to do much other than hold a phone.



Economic model

Material Cost

Acrylic Sheet: Size: 12" x 12" x 1/8" Weight: 0.781 lbs. Price: \$3.74

Main support tube: Size: 5' aluminum tube, 1/8" thick wall. Will be cut into three 20" sections.

Weight: 2 lbs. Weight per section: 0.667 lbs. Price: \$18.75
Price per 20" section: \$6.25.










Metal Plates: Size: 25" x 25" x 1/4" Aluminum sheet. Will be cut into 100 2.5" x 2.5" sheets.

Weight: 0.15 lbs. per small aluminum plate. Price: \$112.80,
\$2.26 per unit(2 small sheets).

Metal Joint casting: Price: \$0.92 per unit.

Total Price per Unit: \$13.17

Business Model Canvas

<p><i>Key Partners</i> </p> <p>The University of Toledo Residence Life Furniture stores</p>	<p><i>Key Activities</i> </p> <p>Prototype development Cost reduction Surveying potential customers</p>	<p><i>Value Proposition</i> </p> <p>Reliable Practical Useful Innovative Needed</p>	<p><i>Customer Relationships</i> </p> <p>Provider</p>	<p><i>Customer Segments</i> </p> <p>Students in dorms Patients Universities Parents of students</p>
<p><i>Key Resources</i> </p> <p>University of Toledo Materials</p>		<p><i>Channels</i> </p> <p>Online shipping Department store Rent-to-own</p>		
<p><i>Cost Structures</i> </p> <p>Space saver Efficient</p>		<p><i>Revenue Streams</i> </p> <p>Asset Sale</p>		

Expansion/Upgrades

- A more heavy duty version to maybe attach to a stool or workbench in a shop so workers can have a moveable desk.
- Sell to hospitals
- Sell to Nursing homes

Investment

- Crowdfunding
- Sell/License to an established company