



Description: Dorsi is a children's development toy that focuses specifically on the upper body gross motor skills and muscle memory skills to enhance posture in children's ages 3 to 6. The product is designed through the use of a vest that supports children's posture. The vest itself is customizable for children, allowing them to add in a character's head in the form of a hoodie and other accessories, such as wings and tails. To improve muscle memory, Dorsi provides activities through the use of a storybook that allows the children to choose paths to further advance. Not only is Dorsi a development toy for upper body gross motor skills and muscle memory, it also improves decision making and creative thinking.

Market: The *primary market* for Dorsi is mothers, ages 25-35 years old with a middle-class income of \$60,000-80,000 that enjoy social media. They believe strongly in their children growing healthy through personal and physical development. These mothers enjoy that Dorsi provides their children a playful and creative interactive product. Not only will this entertain and improve their children's creative and decision-making skills, but it will also improve muscle memory in posture – resulting in fewer problems in the future.

The *secondary market* for Dorsi is education facilities that can use a creative outlet to help students improve their posture without the activities feeling like a chore. This also causes children to enjoy learning through alternative solutions.

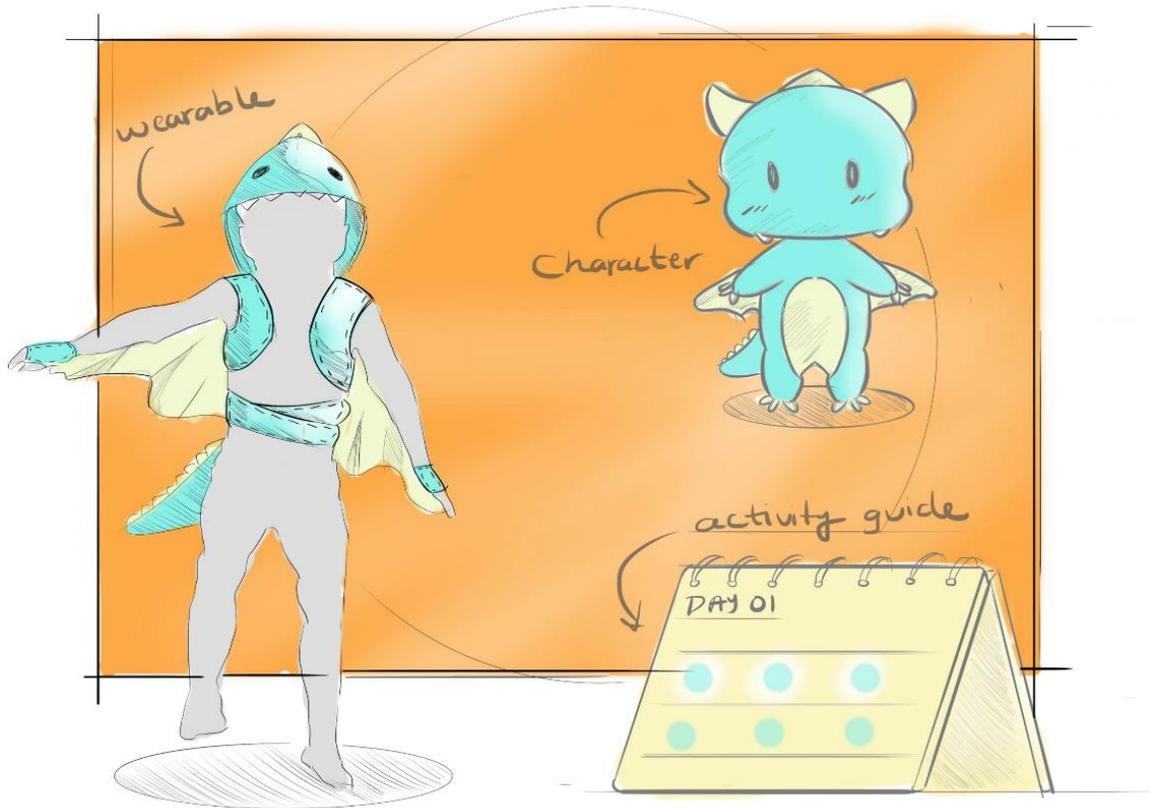
Marketing Strategy: Dorsi will primarily be marketed through animated advertisements utilizing Dorsi's original mascot, Dracy. This would be marketed through use of videos on television and social media. Dorsi would begin by offering free products to blogging or vlogging mothers who may review Dorsi.

Sustainable Competitive Advantage: Dorsi is a toy that works in unison with storybooks to help children go on their own adventures. The stories will consist of choosing your own path for replay ability, causing children to enjoy the differing activities. There will also be a companion app that allows the children to follow Dorsi's customizable character through a virtual adventure on a mobile device or television. By allowing children to wear an outfit similar to Dorsi's character, the children will feel more connected on this adventure. The stories that are created by the author and customized by each child allow Dorsi to have a sustainable competitive advantage.

Elevator Speech: What's one of the most overlooked problems that adults face, but don't notice until someone mentions it? Proper posture. Chances are most of y'all just adjusted it. Not only is posture necessary for our muscle and bone development, it also improves our emotional and psychological wellbeing. So let's start early. Dorsi is a toy designed to improve muscle memory in children, which in turn, enhances posture naturally. After all, you can't have functionality without fun.

Industry Analysis: Dorsi is a children's development and interactive toy that belongs in the doll, toy, and game manufacturing industry. Specifically, the product narrows down into children's educational and development products and/or hobby goods. One of the largest companies in this industry is Fisher-Price.

Financial Analysis: Dorsi is a product meant to be sold to the middle-class. Because of this, the product will range from \$25-30 excluding limited edition characters. The materials used for the product will be inexpensive and bought in bulk to best utilize cost efficiency. Each product that is sold will raise a profit of \$10-15. While the initial marketing will cost Dorsi thousands of dollars, once the product is well known, it will be easier to pay off those costs.



details

