**Slide one**

* Amazon STEM Club, $20 month
* Retail space-growing
* Expected growth 17% in next decade
* Grown 18% since 2010
* US is the largest individual country for Stem with a market of over $576 million US market

**Play Doh Power pack**

* Encompasses all aspects of Stem
* Bring creative designs to life with power
* Bring to scale 3d printed molds of everyday objects to life
* Learn to build electric circuits to power your original play doh creation
* LED, sounds, motor

**Our ecosystem consists of…..**

**Electron pack**

* 5 molds to craft to your imagination with blue prints and CAD Files
* all electric components
* play doh
* example transportation kit

**Voltage Pack**

* purchase a subscription and have up to 20 customized 3d printed molds sent to you with their to scale blue prints and CAD files
* Hasbro play doh
* All electric components

**Atomic Pack- Anchor of the line**

* 3D printer
* Hasbro play doh
* All electric components

Scan real life object, upload to app and receive CAD files, files to printer, your product

**3D printing market-size of the prize**

* Mattel created Thing Maker, already sold out on Amazon
* Popularity in the last few years of 3D printing and kids 3d printers
* Creates authentic experience
  + Used in society today, doctors etc.
  + Forbes
  + Google trends
* Moyupi send away 3D printing, company in Portugal huge success

**Purposeful Challenge**

* Requires upper level thinking
* Challenges that get harder with progression
* Pride when complete levels
* Instant gratification and reward for their work when the product comes to life
* Problem solving and progress
* Stories to fuel progress

**Creative Control**

* Do it yourself as geared to kids ages 9-12
* Creative control, seeing object in real life and making it yourself
* Taking childhood toy to new level, kids already familiar with play doh
  + Play doh allows power and but also creativity and imagine

**Social Interaction**

* Partner projects
* Working together
* Upload creations to app
* Getting comfortable with surroundings with real world objects
* Maslow hierarchy
  + Pride, progress, self esteem, actualize

**Natural collaboration of play doh and stem**

* We didn’t just add electronics; we gave a behind the scenes look
* Creative and imaginative
* Aiming at older market, nostalgia of kids who enjoy playing with play doh in the past

**Why this will work?**

* Science and electronic kits among the most popular and best selling Stem toys
* Molds, electronics and play doh all reusable
  + “green”
* Endless opportunities
* Nothing similar in Play Doh aisle
* Fits all Stem criteria, not just adding electronics
* Simple
* 3d printing opportunities
  + license it out
  + expand to more brands

**Room for Expansion**

* licensing agreements
* variety of electric circuits can be created
* Hasbro can be forefront on 3D printing used with their toys
* Creative
  + Room to scan and create your whole world
* Numerous kits can be made