MANNAKEYS

AN IDEA FOR THE CHALLENGE: VENTURE PLAN PITCH

Bibin Lukose

Attachments

Mannikey_Entrepreneurship.pptx

CONCEPT

short animations | children | school animation | art&design

The idea is to create a mannequin toy that can allow children in primary schools create short animation video's. The aim is to create a mannequin figure that has free movements on all it's joints so that children can freely create a working animation. This product will help develop kid's artistic and creative skills.

MANNAKEY

CUSTOMERS

We intend to have school children as our target customers. The market for children's products is vast so every aspect will have to be explored. 3D computer animation for school children will open up a new market and potential a new voluntary subject that they could do in schools to boost their artistic side

HARRY

11 years old

Playing on Xbox
Football

SPENCER

12 years old

Playing Minecraft
Playing board games
Watching Youtube Videos

GEORGIA

15 years old

Playing on PS4
Watching Films
Basketball

Strategy

We aim to display our product to various schools and give them a demostration on how the product works. Children will be able to develop their creative skills when they understand they can create short animation clips with the product.

COMPETITORS

MAYA - ANIMATION SOFTWARE

https://www.autodesk.co.uk/products/maya/overview

What they're missing

They are using the normal rigging set up. So allowing it's users to only move their rigged animation via the mouse movement

CENTROID - MOTION CAPTURE

http://www.centroid3d.com

What they're missing

Nothing is missing when compared with the Mannakey doll. However they cannot make a market like the Mannakeys because thats a market that will not be financial strong for them.

Strategy

There are currently no establishments that go around teaching children how to make 3D Animations and creating the animation clips using a simple doll that the children could use to make their animations move.

COMPATIBILITY

BIBIN LUKOSE

SM (SOURCING MATERIALS) MANAGER

I am in-charge of sourcing the materials for the product and I am partially the stock controller. Identifying a warehouse to store and produce the product.

DAFYDD SMITH

FINANCIAL DIRECTOR

Dafydd is in charge of for-seeing the financial side of the Mannakey product. Without his contribution we will not be able to work out how much the company will be spending or earning in one year or in further years to come

BEN RICHARDS

MARKETING DIRECTOR

Ben will make sure that the Mannakey figure is successfully promoted to our required market. He's also in-charge of making a communication strategies for our company.

CAROL EVANS

MARKETING SUPERVISOR & CREATIVE ASSISTANT

Carol will work with Ben at making sure that our product is seen by all our potential future buyers. Carol will also create strategies for promoting the product to all the schools in Wales and then the whole of UK.

JORDAN DAVIES

CREATIVE DIRECTOR

Jordan will contribute to making the mannakey figure using all the key features. I will be working closely with Jordan so that the doll is created correctly.

8

Passion

Something that I always considered. I Would like a mentor to direct me in the correct direction.

7

Resilience

Highly motivated

9

Communication

I'm very comfortable at discussing ideas between a group of new people

8

Planning

Planning stage is important and I am to put all my commitment into getting the planning sorted

9

Network

WE'RE 82% COMPATIBLE WITH THIS IDEA

CONTENTS

Vehicle to travel to schools

Polystyrene

The main material of the Mannakey Figure

FibreGlass

Fibreglass resin added to make the figure strong

Toy Expert

Manufacture the Figures

Electrics/Wire Technican

Adding and sorting out the wires for the Mannakey

Gyroscope Expert

Installing the Gyroscopes and have previous experience and knowledge on gyroscope chips

Gyroscope Chips

These will go on all the Joints, and these will pick up all the movements and add them to the animation software

Training within Production

Train someone with both toy making and electronics. Ideal so that more figures/dolls can be produced by someone who knows both factors of production.

Portable Animation sofware

Be able to carry animation to all schools easily. Maybe via a Hardrive

Promote the product

Advertise the product being used by schools on social media so that the product can be seen by other potential buyers

Who

Due to the product being a doll with electronic feature, a few staff will need to be hired. The first one being a toy maker who has previous

What

Main Items we require to make a successful product is it's raw materials:

Where

For production and stock, I suggested renting out a small warehouse nearby Swansea. This warehouse can be the HQ for the company until we have

experience at making dolls. Another being some who has experience electronics, the wiring and connecting the gyroscopes to the animation software.

-Polystyrene

-FiberGlass Resin

-Ball Joints for movement on all the key joints

-Gyroscope chips

School recommendations is a great way to successfully promote the Mannakey Figure. This can be achieved through Images of various schools using the product shared on various social media platforms.

successfully reached our product to all our markets.

CASH

Making money

-Displaying our product to schools, this should cause a chain of recommendations to other schools

-Allows Schools to add a new Curriculum for their students to develop their artist skills

-Something kids will enjoy playing with (Because it's pretty much an advanced playing doll)

Spending money

Areas Money will be spend:

- Materials

-Staff Wages

-Promoting the Product

-Traveling to schools

-Buying the Animation Software

Funding

-Start up loans is a company that lets you borrow up to £25,000 with a 1-5 year repayment contract. They are government-backed

https://www.startuploans.co.uk

-Swansea Council has a town centre loan that provides grants and fundings for new businesses. They will allow you to loan a maximum of £1,000,000 with interest free for a loan term of up to 5 years.

https://www.swansea.gov.uk/businessfunding

SIMPLY DO IDEAS

This idea was created using Simply Do