



FLASHPOINT
DEVELOPMENT

THE BUBBLESHOVEL™

CONCEPT DEVELOPMENT PACKAGE

C O N F I D E N T I A L

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PRESENTATION OVERVIEW



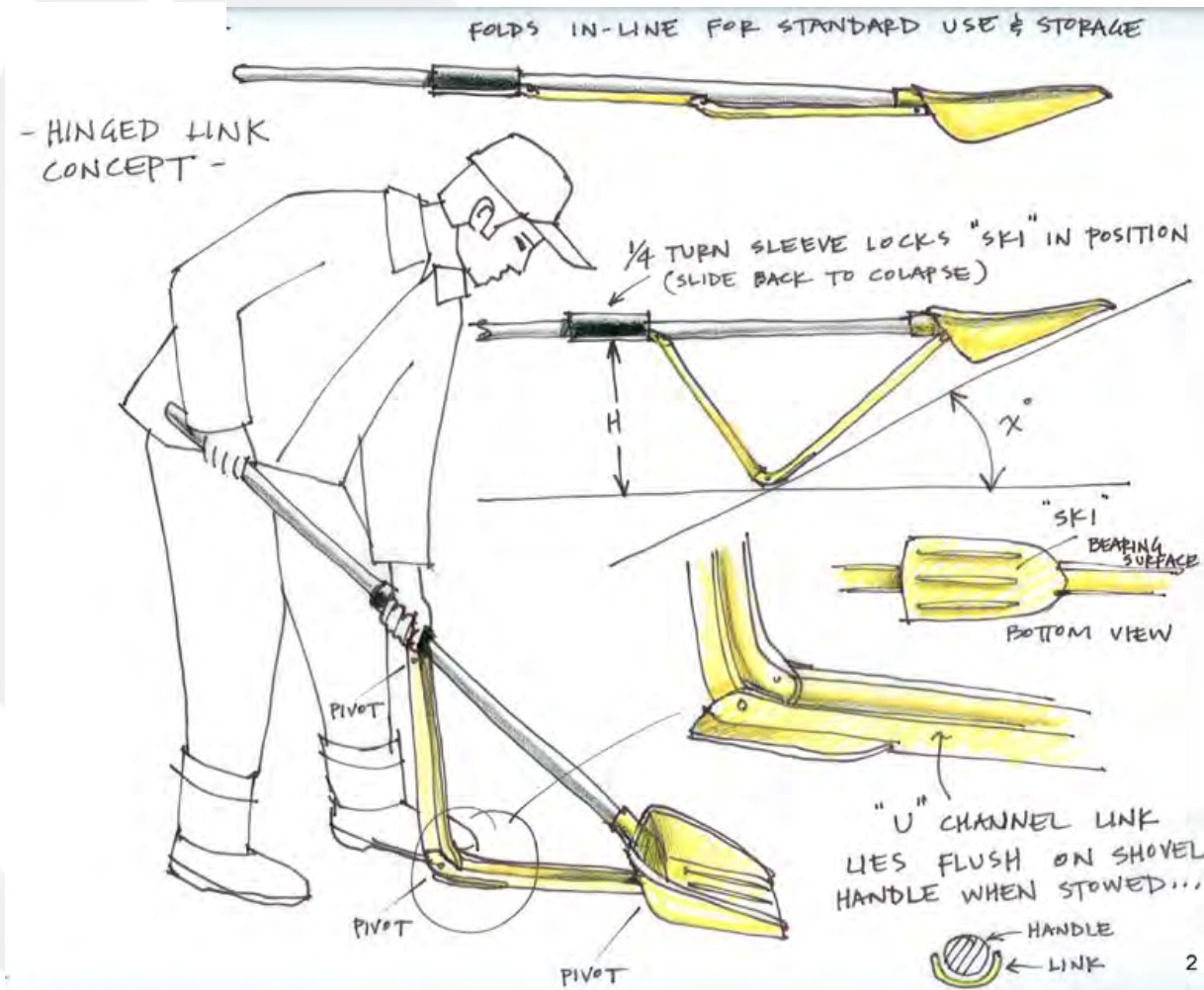
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- Detailed Concept Sketches
- Concept Refinement
- Rough Prototypes
- Initial Branding Investigation
- Conclusions and Recommendations

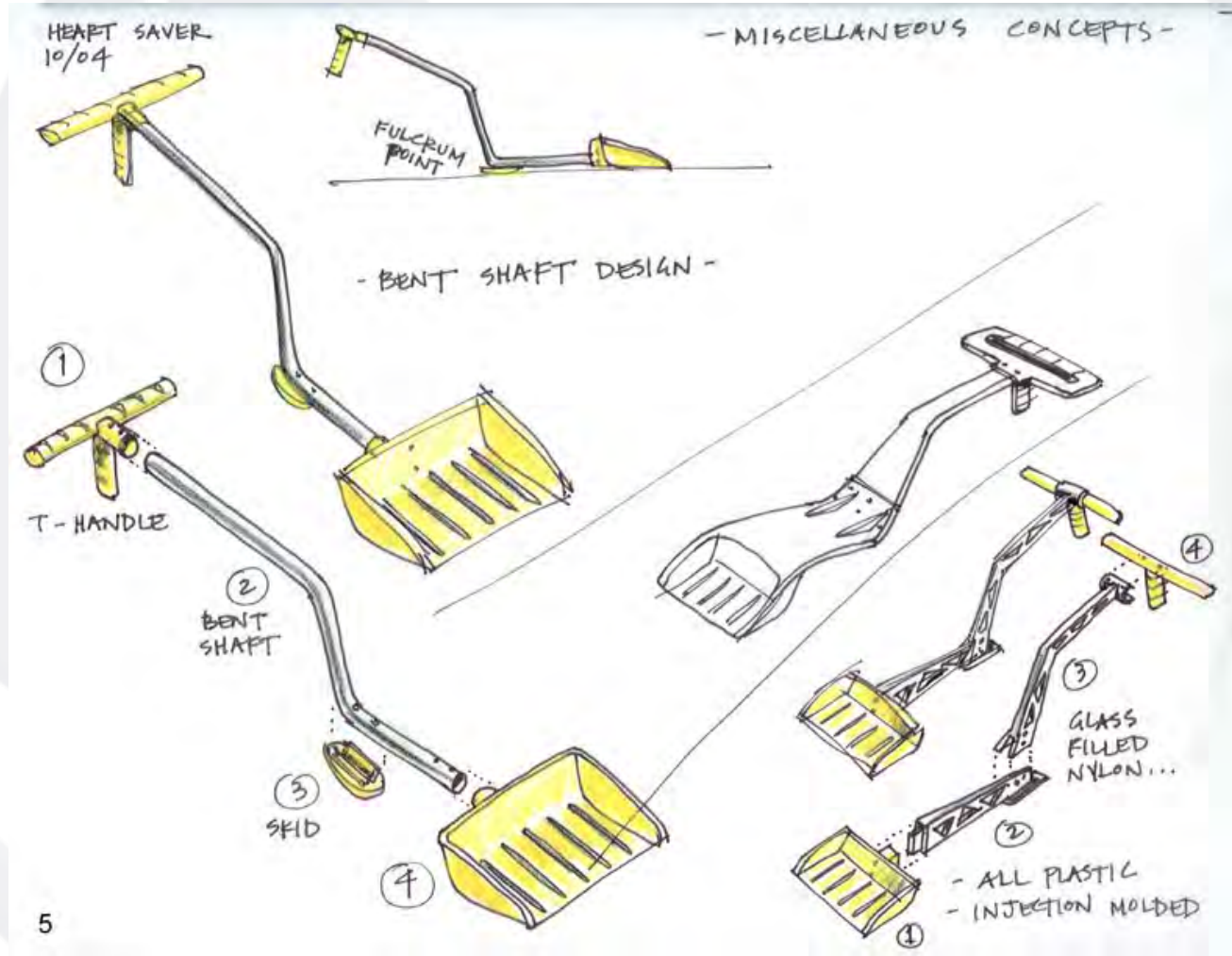
CONCEPT DEVELOPMENT



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CONCEPT DEVELOPMENT

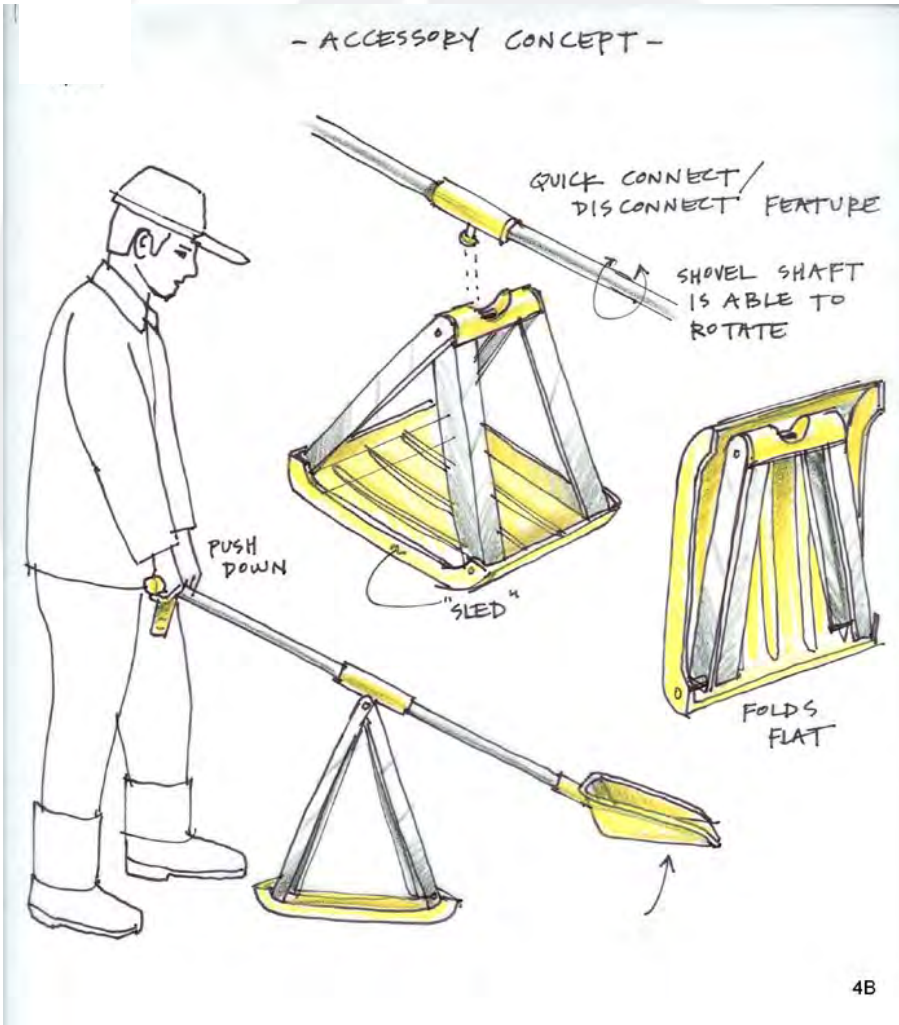


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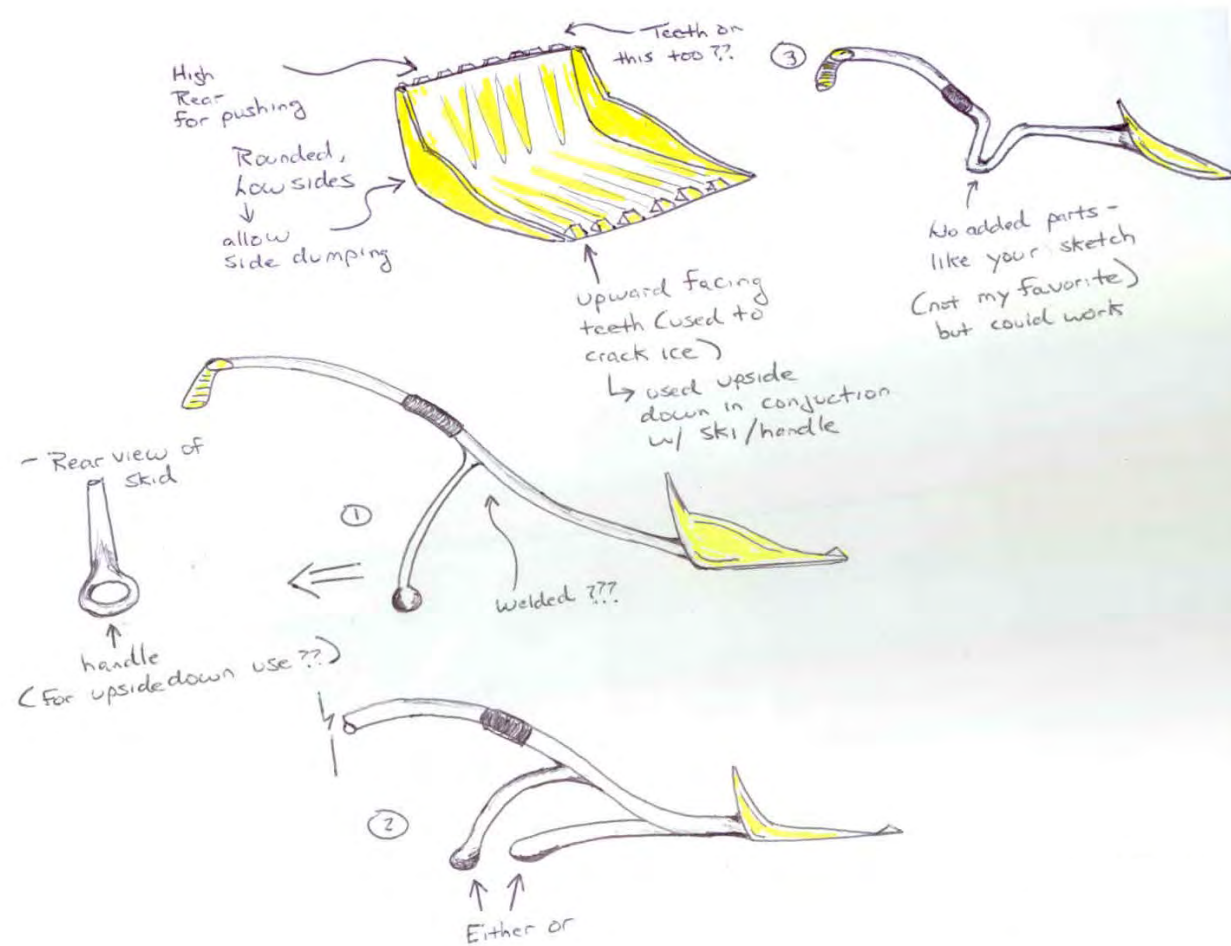
CONCEPT REFINEMENT

This selects features and revises the concepts into leading designs.

CONCEPT REFINEMENT



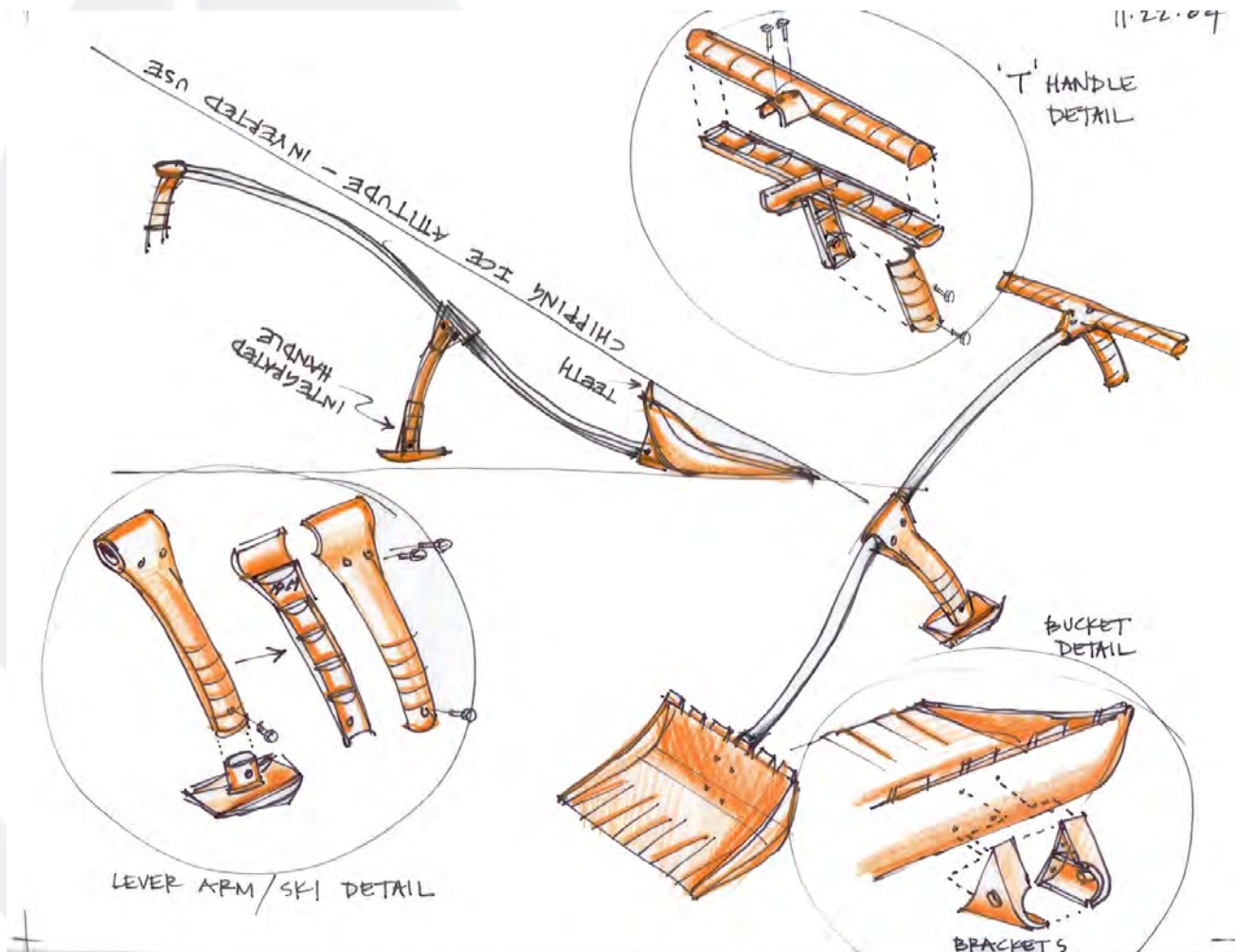
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CONCEPT REFINEMENT



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CONCEPT REFINEMENT



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ROUGH PROTOTYPES

This sections shows fabricated rough prototypes that were used to refine and test concepts.

IDEATION MOCK-UP



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Foam mock-ups are an inexpensive way to validate mechanical concepts.

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SCALE PROTOTYPE (1 / 4)



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Prototype focused on demonstrating leverage from rounded ground fulcrum.

FULL SIZE DEMONSTRATOR 1



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Prototype focused on demonstrating the 'ski' ground fulcrum.

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PRELIMINARY BRANDING

This section gives you a sample of preliminary ideation on product name and potential logo designs.

BRAND IDEATION I



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Ideations focused on clean logos and pointing to product attributes.

CONCLUSIONS AND RECOMMENDATIONS



- Scale mock-up performed better (round ground fulcrum) in testing than the full size demonstrator ('ski' ground fulcrum)
- Further refine design attributes shown in the scale mock-up
- Begin initial computer-aided-design (3D CAD) of scale mock-up
- Perform cost modeling on design, noting material selection, etc.
- Continue brand and logo investigation