



## Kidult Stationary Category: Stationary

### MARKET

With millions of school-going kids, college students and professionals, there is immense market in all geographies and export



### MANUFACTURING

It's a combination of plastic, metal, with some electronics. It is easy to assemble and can be made in bulk in any factory assembly.

### OBSERVATION / TREND / PROBLEM

Observation

- Kids buy geometry box often from 5<sup>th</sup> grade onwards
- Usually the box is just sheet metal or some Cheap box with compartments to keep scale, protractor etc.
- It doesn't have any writing zone and is not new age.

### OVERVIEW OF THE IDEA

The idea is to create a technologically advanced box that is suited for all kinds of people; kids + College students + Professionals. That has some more features that make it attractive in terms of usability and also bring in multiple functions.

### VALUE

With this product, one can have a lot of options to keep different kinds of items, connect with the mobile and be digitally connected to note making and recording, etc.

### VARIANTS

Numerous variants can be made with this and there is a lot of possibility to price it higher and make it premium.

**Disclaimer:** The idea explained here is only to give an insight that a product can be made catering to this domain, that is answering a need.

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