



Butterfly bow and arrow

Category: Toys & Game

MARKET

The market for bow and arrow is a large one. Lot of kids like to play with catapult and bow and arrow all around the world. Target and aiming is one of the primal human game plays.

Ref image.



MANUFACTURING

It's made of wood, metal or plastic. String and pulley.

OBSERVATION / TREND / PROBLEM

Observation

- Bow and arrows are a fascination for kids
- Slingshots and catapults have been there for centuries and a lot of kids love to play with it.
- Target practice is ideal for building concentration

OVERVIEW OF THE IDEA

The idea is about creating a new type of bow and arrow, a powerful one and yet soft to tune and play for the kids. It could be both an outdoor sport and the miniature kids' version of the same design. It is compact and comes with an unusual shape and packaged in compact way. A lot of accessories can be added.

VALUE

Much smaller than regular bow and arrow that is sometimes inconvenient to carry and cumbersome to kids, if it is made small it is then short in range, if it is long then difficult to manage. Fun with target practice and carry it around, feeling of being a fighter or warrior. Fun with sponge bullets.

VARIANTS

It can have a lot of different Sizes and can be made in different materials. For kiddy version it would be made from plastic, but for the Elder version, it would be made of alloy and metal with real arrows for target practice

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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