



UFO toy Category: Toys

MARKET

With Toys market booming post covid, it is only the novel, interesting and inventive toys that will get sold. It's a huge market both at local or international scene.

Ref image.



MANUFACTURING

It's a combination of plastic, foam, tubes etc. Easy on assembly and design

OBSERVATION / TREND / PROBLEM

Observation

- Kids like to fly things up in the sky.
- Drones have taken a fancy but are expensive
- Helicopter and other similar planes are also interesting but have to be handled with care, once broken it is impossible to repair them.
- Any flying object for small kids in the age group of 4 to 7 would be interesting and has to be easy

OVERVIEW OF THE IDEA

The idea is to design a UFO based toy in the most fascinating way that can fly and stay or hover for few seconds before it falls back in the smoothest possible way. It would be safe and quite easy to load and launch.

VALUE

The kids would be entertained for a long time. It doesn't need parental supervision. No fear of damage

VARIANTS

Numerous variants can be made with it , by changing the top, adding some bling and lighting and sound. Can be multiplayer too

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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