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Sharpie Innovation Group Write Up

Base Brand Overview:

Sharpie began as Sanford Manufacturing Company in 1857 as an ink and glue producer. They then expanded into Chicago in 1866 and the factory survived the Great Chicago Fire in 1871 however, later succumbed to another fire. The company survived relatively well off through the Great Depression and strengthened its ink producing abilities to tackle the growing marker market. In 1964, the company introduced the original sharpie marker, the first to write like a pen with the ability to write on almost any surface. In 1977, the extra fine point sharpie was introduced and in 1989 the ultra fine point expanded the line. The Company grew through the 90's and by 2002 had produced 200 Million markers. Its extensive range of products has grown to include pens, highlighters, and special ink markers that have become a mainstream creative tool across the globe.

5 Ideas:

We narrowed our ideas down to our top five. Under the template Attribute Dependency we had the idea of a sharpie where the ink color would change color depending on the temperature of surface it comes in contact with. The environmental change would be the temperature. It could be used in the foodservice industry to identify when products should be stored in room temperature or cold environments.

Another idea we had was a double sided sharpies where one end would be the regular sharpie marker and the other end would be white out. This uses the multiplication template because we multiplied the tip of the market then changed the use of the market tip to white out. This would be helpful to all sharpie users because sharpie is known as a permanent marker and while the marker is still permanent there is now a way to cover up your mistakes.

A third idea that we used the template physical division. We divided the marker tip into two different sized tips that use the same ink cartridge. This would be very useful for artist and graphic designers.

Our fourth idea uses the template of subtraction. The concept is a medical adhesive glue pen that can close deep cuts and wounds without the use of stitches.

Our final and main concept also uses the template of subtraction. It is also a medical concept that we named the T-Pen. It is an absorbent medical pad adhesive pen. The ink cartridge is replaced by small highly absorbent sponges.

Main Concept:

Our brand name for our main concept is T-Pen which stands for Trauma Pen because its purpose is to assist medical personnel with massive traumas.

Our main idea is T-Pen which is a trauma pen that dispenses a sponge like highly absorbent pad. T-Pen is inspired by the advent of more advanced medical devices/materials geared at stopping excessive bleeding from various forms of trauma. This is achieved through the use of special sponges that can be inserted in compacted form into open wounds and expand to much larger sizes. We subtract the ink cartridge and replace it with an insertion apparatus for absorbent sponge technology, the insertion apparatus would be adjustable and have the ability to not only use blood stopping sponges but other medical aid tools as well. For example it could be adjusted to drugs and other medicines, scalpels and other handheld surgical tools and medical inserts, sensors or cameras.

We used Harvey Ball's analysis to rank our top five ideas using usefulness, novelty, feasibility and marketability as our rank categories. We chose T-Pen as our main product idea because it fits all the rank categories perfectly. The template we used to come up with our main idea was subtraction. We subtracted the main ink cartridge from the sharpie and replaced it with compact highly absorbent sponges.

Positioning Concept:

To draw people in and persuade people to buy we came up with the following positioning concept:

"Are you in the medical field? Is your company? We have something that will change the way you treat traumas whether in ER's or in combat.

Introducing T-Pen! A revolutionary new product that is inspired by the advent of more advanced medical devices and materials. Its use of special sponges can be inserted in

a highly compacted form into open wounds and expands to a much larger size to stop bleeding. Also the insertion apparatus would be adjustable and have the ability to not only use blood stopping sponges but other medical aid tools as well.

T-Pen is a compact multi-utility portable device that would greatly assist any medical personnel, it might even save lives.”

Also our main target market is hospitals with trauma center, all branches of the military, non-profits like Red Cross, any government entity in need of high end medical supplies and private pharmaceutical companies.

To produce the T-Pen would cost \$100-\$250 which includes research and development and manufacturing. We plan to sell the product anywhere from \$300- \$500 considering the size of the pharmaceutical market and how high they markup their products. We will also do bundle discounts so buying in bulk becomes cheaper. This will help non-profit companies like Red Cross.

We feel that this positioning concept will draw in our target audience and persuade people/companies to purchase our product.