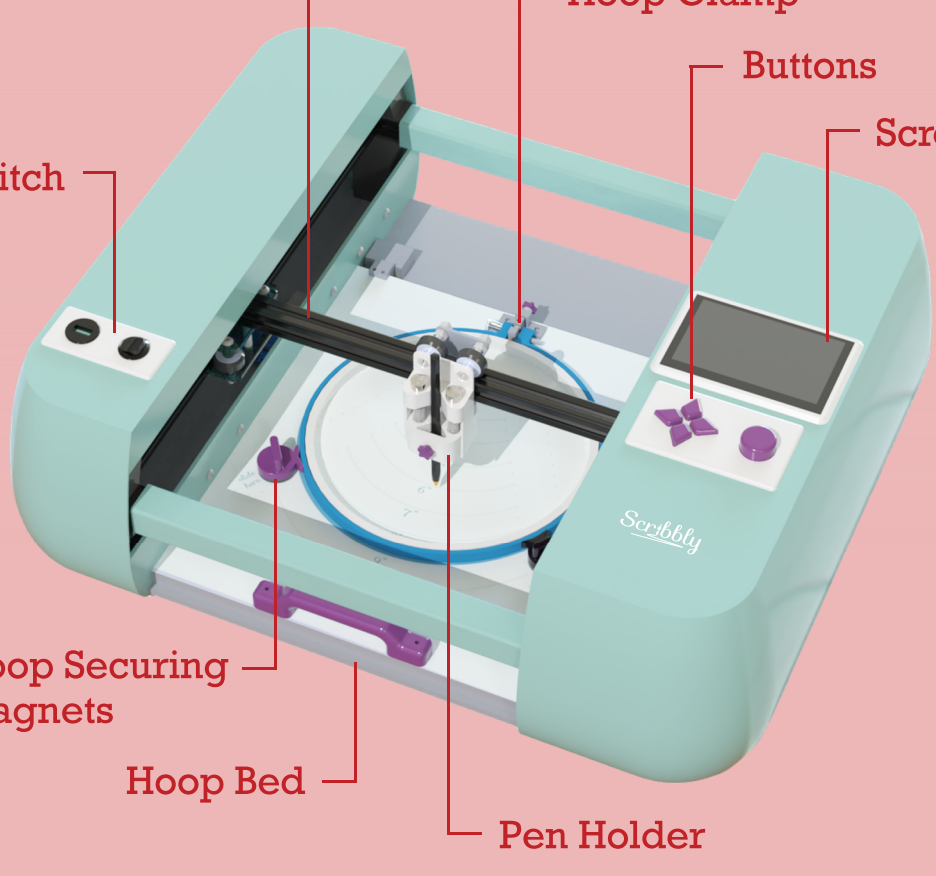
Scribbly

A user-friendly, software-free device that draws embroidery patterns on any fabric for hand embroiderers of all levels.

Product Features



Specifications

Product Size	22 in x 18 in x 7 in
Line Thickness	0.04 in
Drawing Speed	6 in/sec
Hoop Size Range	3 in to 10 in
Supported File Formats	.jpg, .png, .svg

Business Model

$95	Net Profit
$90	Marketing
$75	Manufacturing
$40	R&D + Overhead

Retail Price

$300

Phase 1: Direct-to-consumer
Phase 2: Expand to retailers
Phase 3: Scale distribution

3M Hand Embroiderers Globally

67% increase in hobby consumer spending since 2020

$3,200 annual craft spend per person

Thank You

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