

***FLY IT, BLAST IT!***



*Combining the joy of kite flying  
with the thrill of laser tag.*

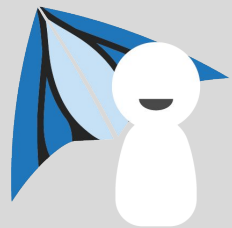
**MIT 2.009  
Blue Team**

# GAMEPLAY

# PRODUCT

# MARKET

## Starter Pack

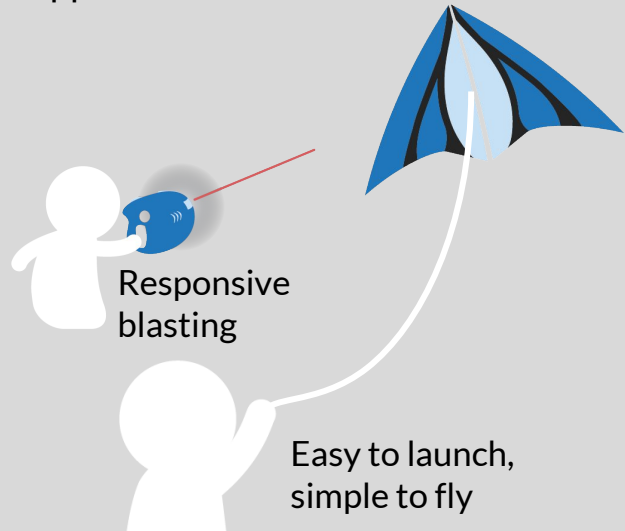


1 Kite Flyer

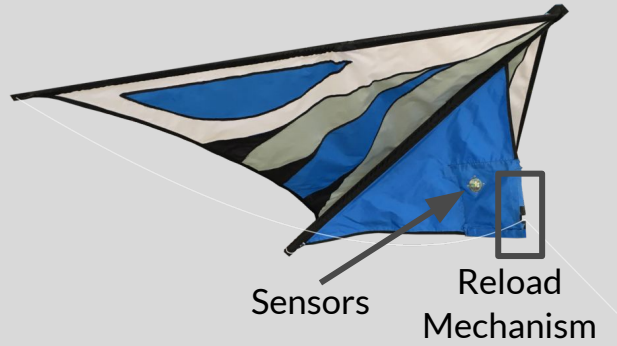


1 Blaster

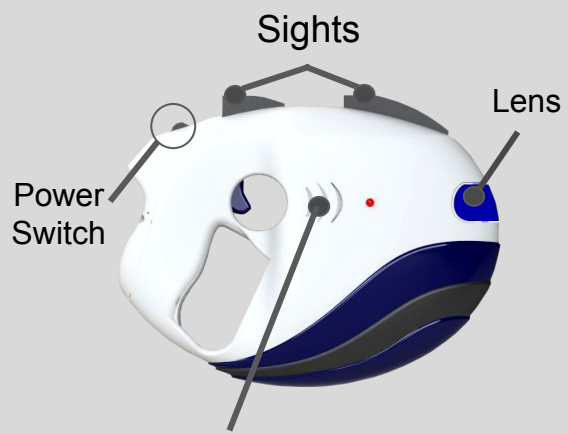
Keep your kite up while your opponent tries to shoot it down!



## Kite



Sensors  
Reload Mechanism



Speakers  
Blaster

## From Factory to Store



Cost  
\$10



Wholesale  
\$20



Retail  
\$40

## Business Model: Licensing



Toy Company



10,000 stores  
1 sale/week/store



500,000 units sold  
5% royalty

\$500,000 in first-year earnings

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## **ACKNOWLEDGEMENTS**

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