SmoothStick

Ana Dimopoulos & Logan Carter



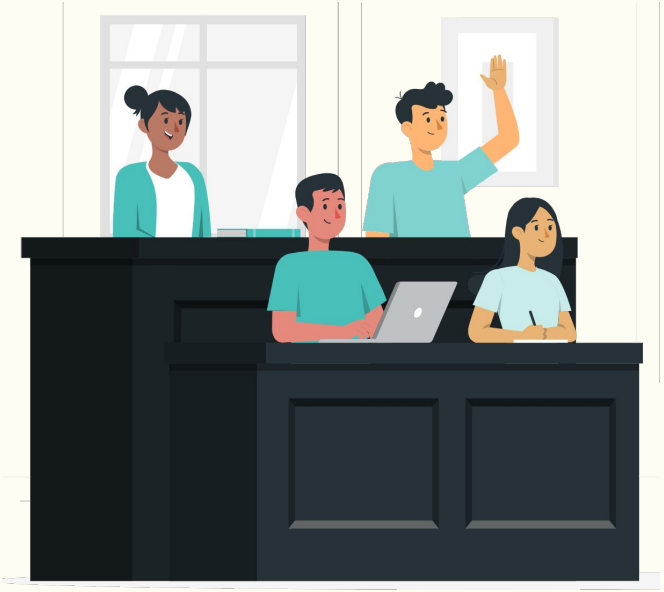
Our Mission

- Hands-free lotion application
- Solid lotion stick
- Sleek design



We provide an innovative and user-friendly personal care solution that adds convenience to the lotion application process

What is the problem?



Stakeholder

- Young Professionals
- Age rage of 19-25

Struggles

- Greasy hands after lotion application
- Inefficient lotion use
- Inconsistent lotion application

Our Solution

Current Prototype



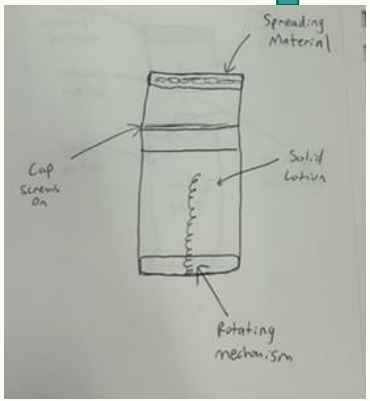


Solid lotion stick with soft silicone lotion applicator

Final Product Concept



Changes made through prototyping

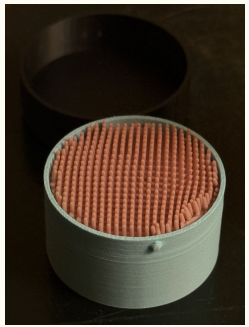






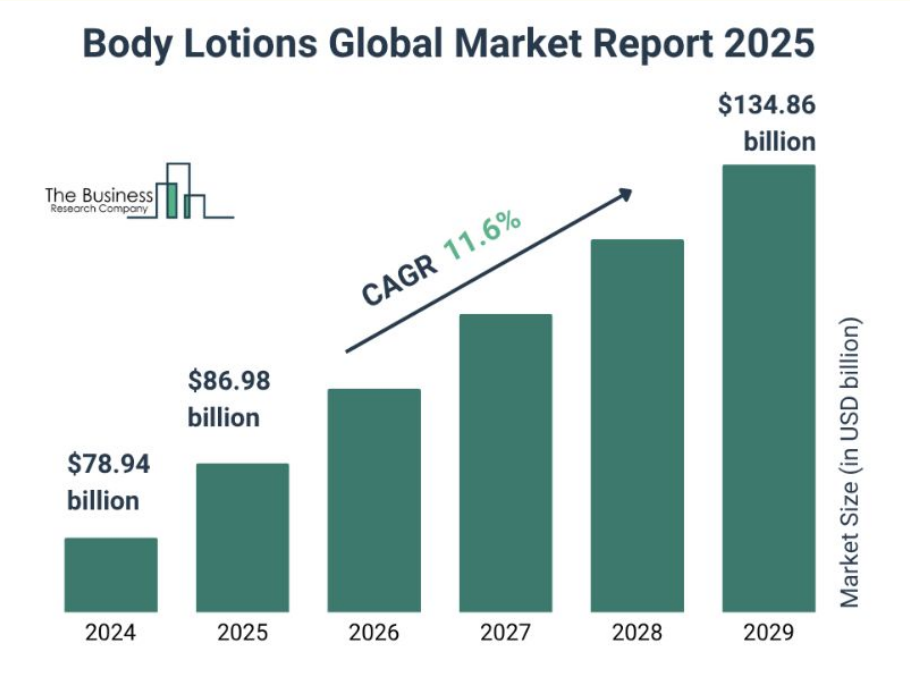








Our Market Opportunity



Credit: The Business Research Company

Segments

1

Type

Dry skin, oily skin, normal skin, other

2

User

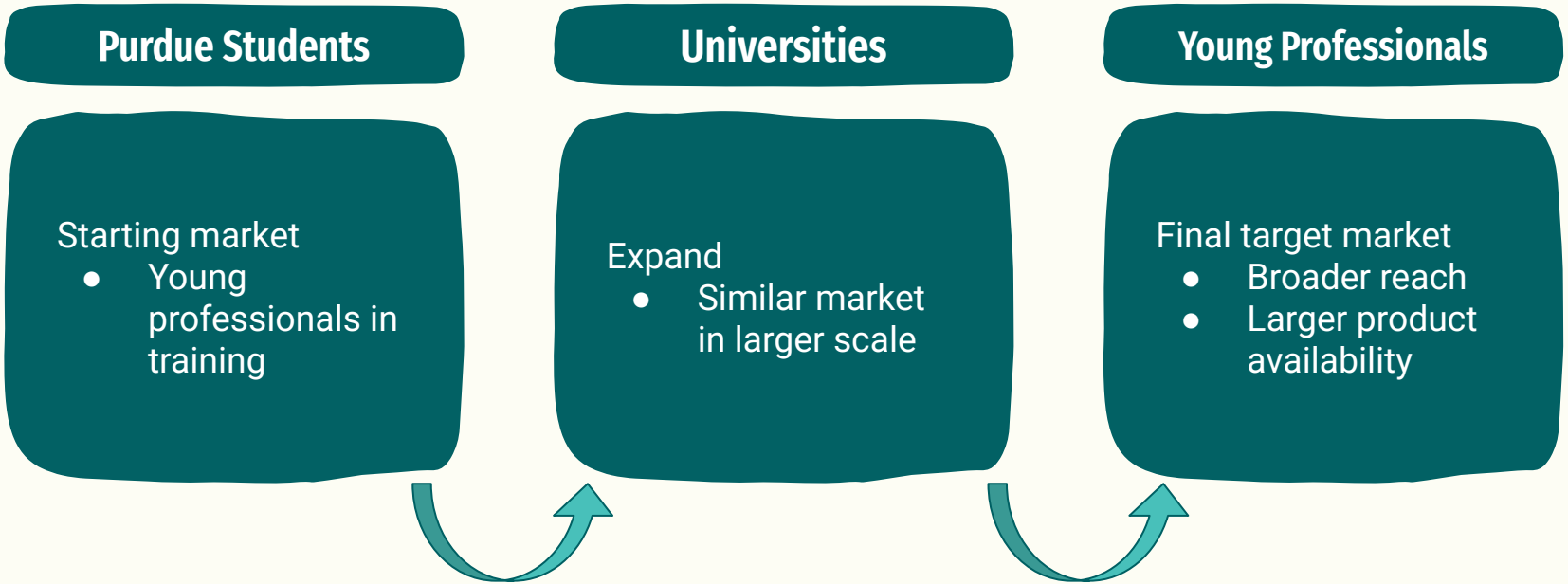
Men, women, children

3

Sales Channel

Direct Sales, Retailer

Our Initial Growth Milestones



What are the product costs?

- Taking into account materials and labor, it should cost around **$1.60** to manufacture 1 SmoothStick
- As found from user testing/interviews, our target audience would be willing to pay **$10.99** for a SmoothStick

Ingredients	**$0.50-1.50**
Packaging	**$1.00-2.50**
Labor	**$0.10-2.00**

Our Competition is Rough



Being Frenshe

$16.99

30+ Ingredients



Aquaphor

$10.49

Too Little Product



Vaseline

$6.89

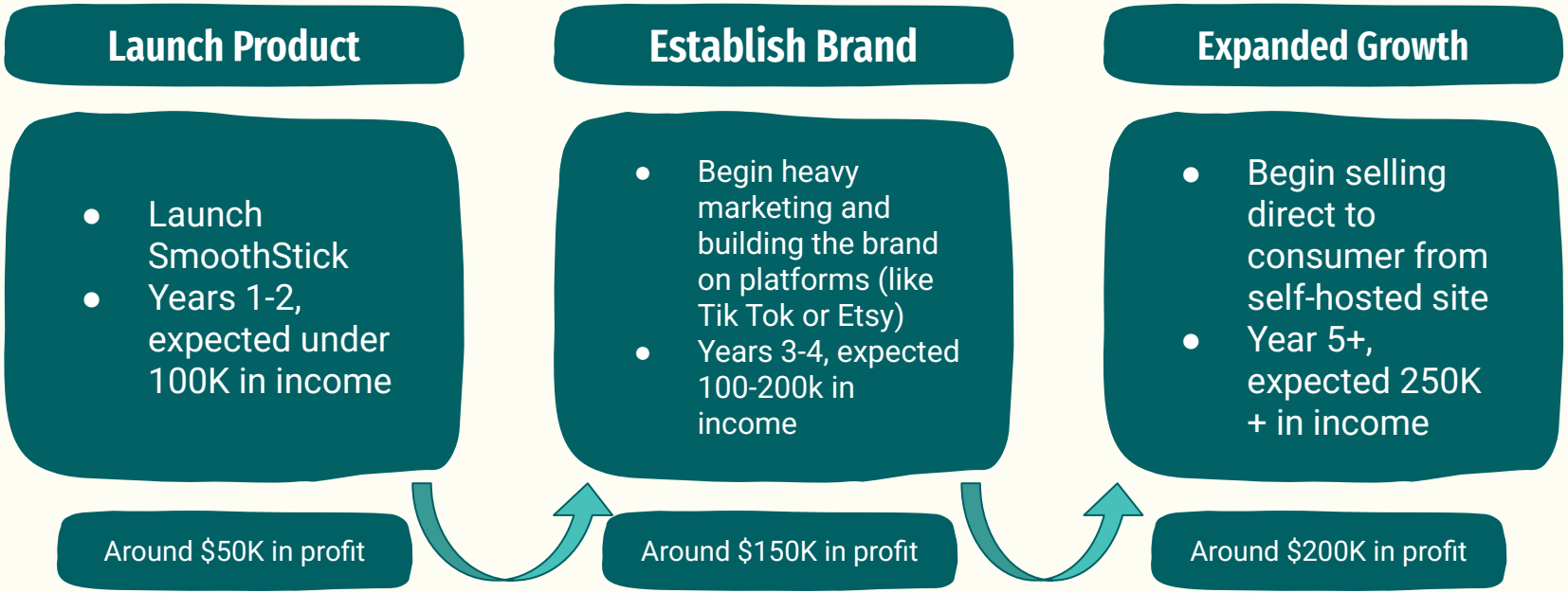
Petroleum Based

SmoothStick is Smooth



- Beeswax Base
- No Artificial Coloring
- All Skin types
- 7 Natural Ingredients
- Product Saving Pad
- “Melts Into Skin”

Five Year Plan



SmoothStick's Next Steps

Refine

- Reshaping tube
- New applicator
- Tweak packaging

Establish

- Settle on branding
- Reach out to potential stores
- Discuss business model





SmoothStick



Meeting the team

Logan Carter



Senior in UX Design

Ana Dimopoulos

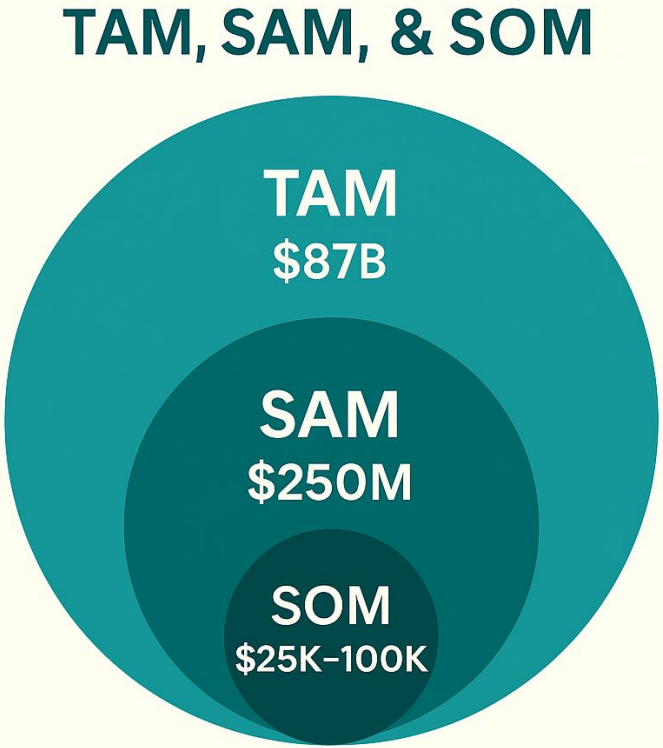


Senior in MET

What should be on these slide

Feedback:

- Don’t directly list the slide as beachhead
- Very, very minimal text
- Side by side comparison with SmoothStick and competitors
- Add user quotes
- Give more detail about how we came u with the cost of manufacturing
- Talk about profit instead of income
- Delete the hidden slides when submitting pdf
- Make the text more readable (change colors)
- Bold keywords



- **Mission**
  - We protect ourselves with security systems, why not for air quality. Data is power

Example Questions

1. Your target user is “young professionals, ages 19–25.” **How did you validate that this group experiences the problem strongly enough to adopt and repurchase SmoothStick?**
2. Your prototype relies on a **soft silicone applicator**. How durable is it, and how do you prevent bacteria buildup over time?
3. How easy is it to **refill or replace** lotion in the stick, or is it single-use?
4. Competitors have strong brand recognition. **Why would a retailer choose to carry SmoothStick over them?**
5. What is your realistic initial TAM/SAM/SOM for SmoothStick?
6. You mention TikTok/Etsy later. **What is your cost to acquire a customer (CAC), and how will you test it?**
7. If retail stores take ~40–60% margin, **can SmoothStick remain profitable at $10.99?**
8. Your five-year plan shows major income growth. **What assumptions drive that jump from <$100k to >$250k?**
9. What real engineering challenges remain in moving from your prototype to a manufacturable consumer product? (e.g., sealing solid lotion, uniform twist mechanism)

Alternative resources



Alternative resources

