

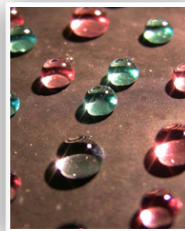
honeysuckle



non-slip silicon



super hydrophobic surface



Research

Trends & Tech

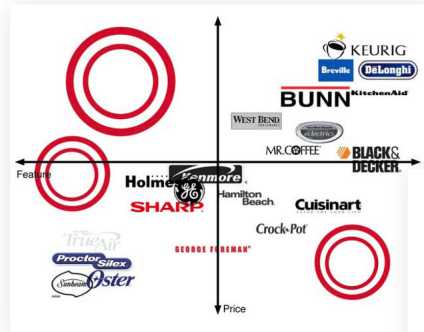
typography



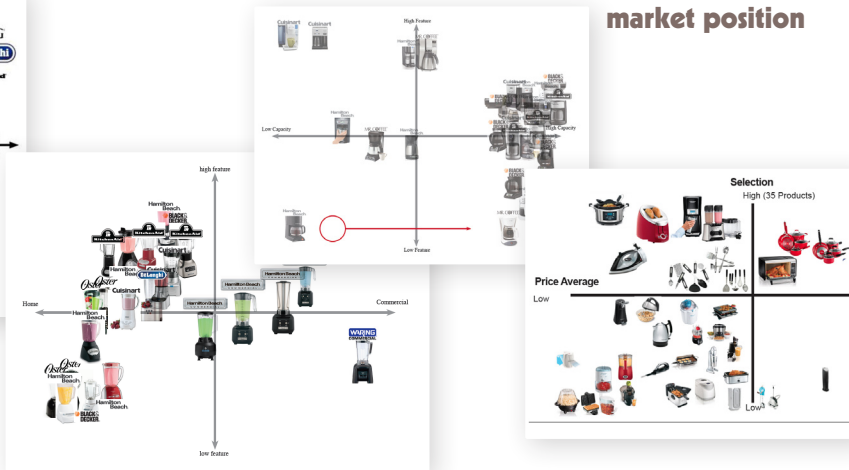
brand revision



wearable tech



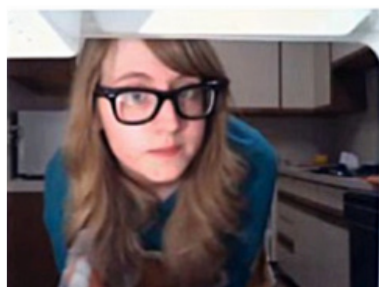
product / competition



market position

Market position

trendsetter



- age 20 - late 30
- apartment dwellers
- follow latest trends

social cooker



- age > 30
- owns home or condos
- product needs to interact with people

home pros



- age > 30
- foodie
- wordly

User group