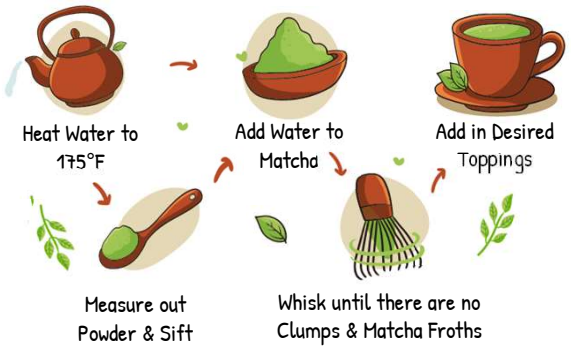


Matcha Maker

The Problem

Making Matcha is a long, tedious, & messy task.



Summary

- Matcha Maker simplifies the entire matcha preparation process with just a push of a button.
- Say goodbye to guesswork and tedious tasks like heating water to the right temperature and sifting matcha powder.
- Enjoy a flawless cup of matcha in minutes, thanks to Matcha Maker powered by Mighty Leaf® organic matcha powder.

The Team

Owen
Electrical Engineer
CTO, intern manager

Ryan
Chemical Engineer,
COO, design lead

Yuniva
Chemical Engineer,
CEO, idea creator

Amanda
Industrial Engineer,
CFO, finance lead

Isabella
Chemical Engineer,
CMO, marketing lead

The Market

North America = fastest growing matcha market

Matcha Enthusiasts

Young Professionals

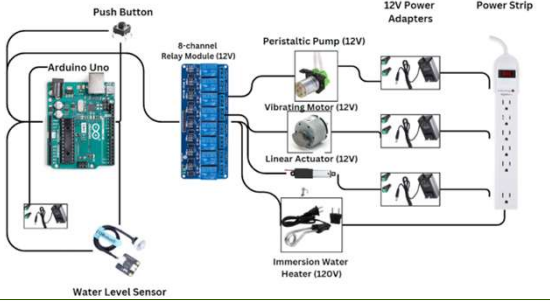
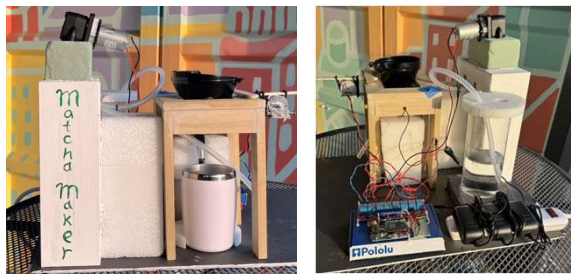
Health-Conscious Coffee Drinkers

Total Market:
\$4.2Billion

Obtainable Market:
\$400 million

Solution - Prototype 1

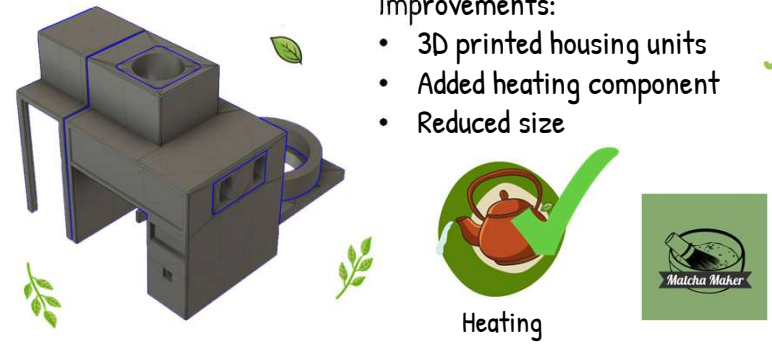
Goal: Consistent Matcha at the touch of a button



Solution - Prototype 2

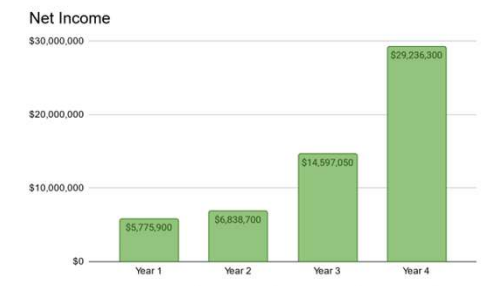
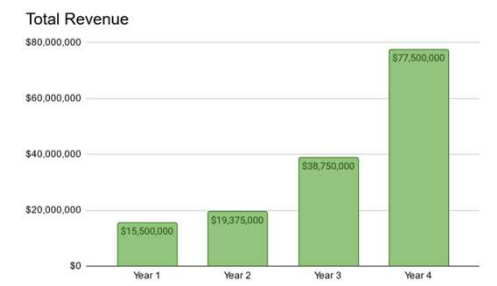


- Improvements:
- 3D printed housing units
 - Added heating component
 - Reduced size



Sales Projections

Retail Price: \$310



Acknowledgements

- Hannah Covell, Plexus Mentor
- Jonathan Zurita & Arman Badalamenti, ECE 383 Interns
- Marshall Brain, Seth Hollard, & Beryl Pittman, Engineering Entrepreneurship Program Advisor