HAIRCARE PRO
Team 385

the problem

- Hair-washing is time-consuming and exhausting for stylists
- Distraction that is taken away from customers
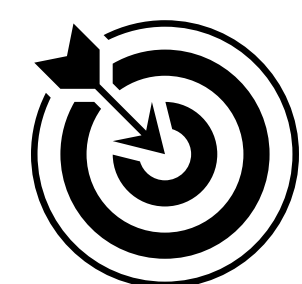
our solution

The HairCare Pro

What it is:

- An automated hair-washing device that gently scrubs and cleanses the users head
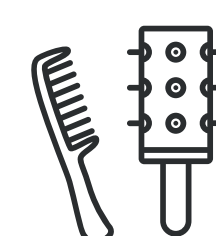- Modeled after scalp-scratchers

Who it helps:

- **Stylists**: Reduces labor + time costs of hairstylists
- **Salons**: Increased revenue
- **Customers**: Shorter wait times, exciting new experience, enjoyable experience

company vision

Reduce time and energy spent on laborious hairwashing via simple automation

business model

Target Market:

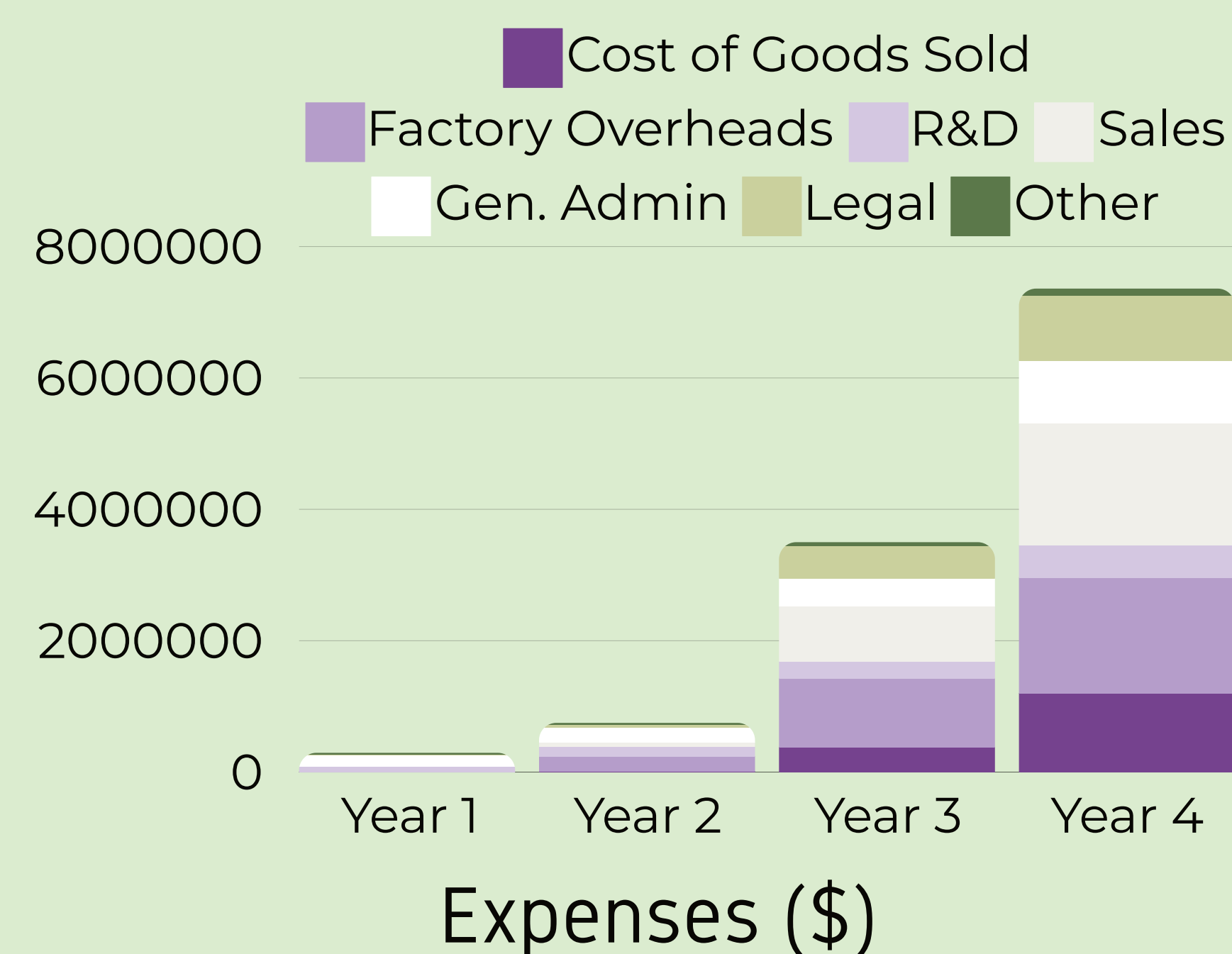|	
Total Market: **$52.2B**	Hair Salons in the US: **953k**
Price per unit: **$2k**	Addressable Market: **$41.4B**

Profit and Investment:

Expenses: $7.3 mil

Ending cash: $10.6 mil

Net Income ($)

Net income (*1000)

	Year 1	Year 2	Year 3	Year 4

Expenses ($)

Cost of Goods Sold, Factory Overheads, R&D, Sales, Gen. Admin, Legal, Other

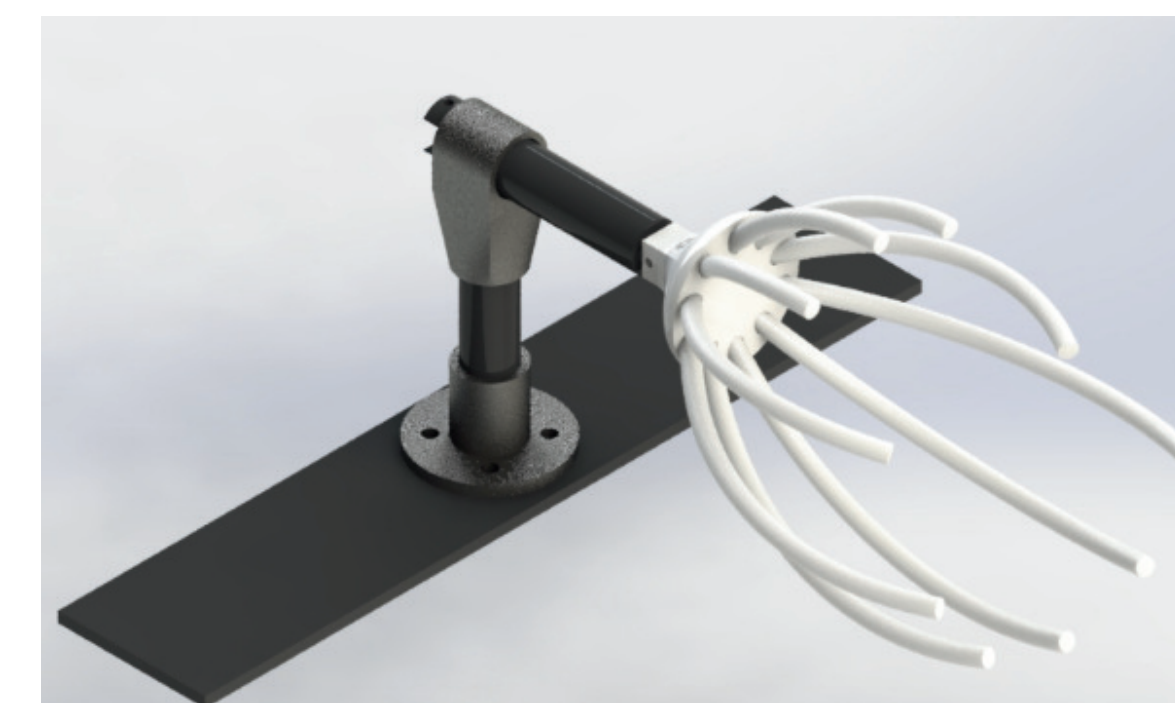|	Year 1	Year 2	Year 3	Year 4
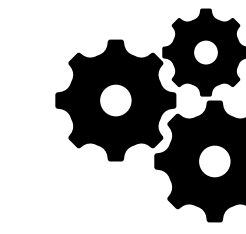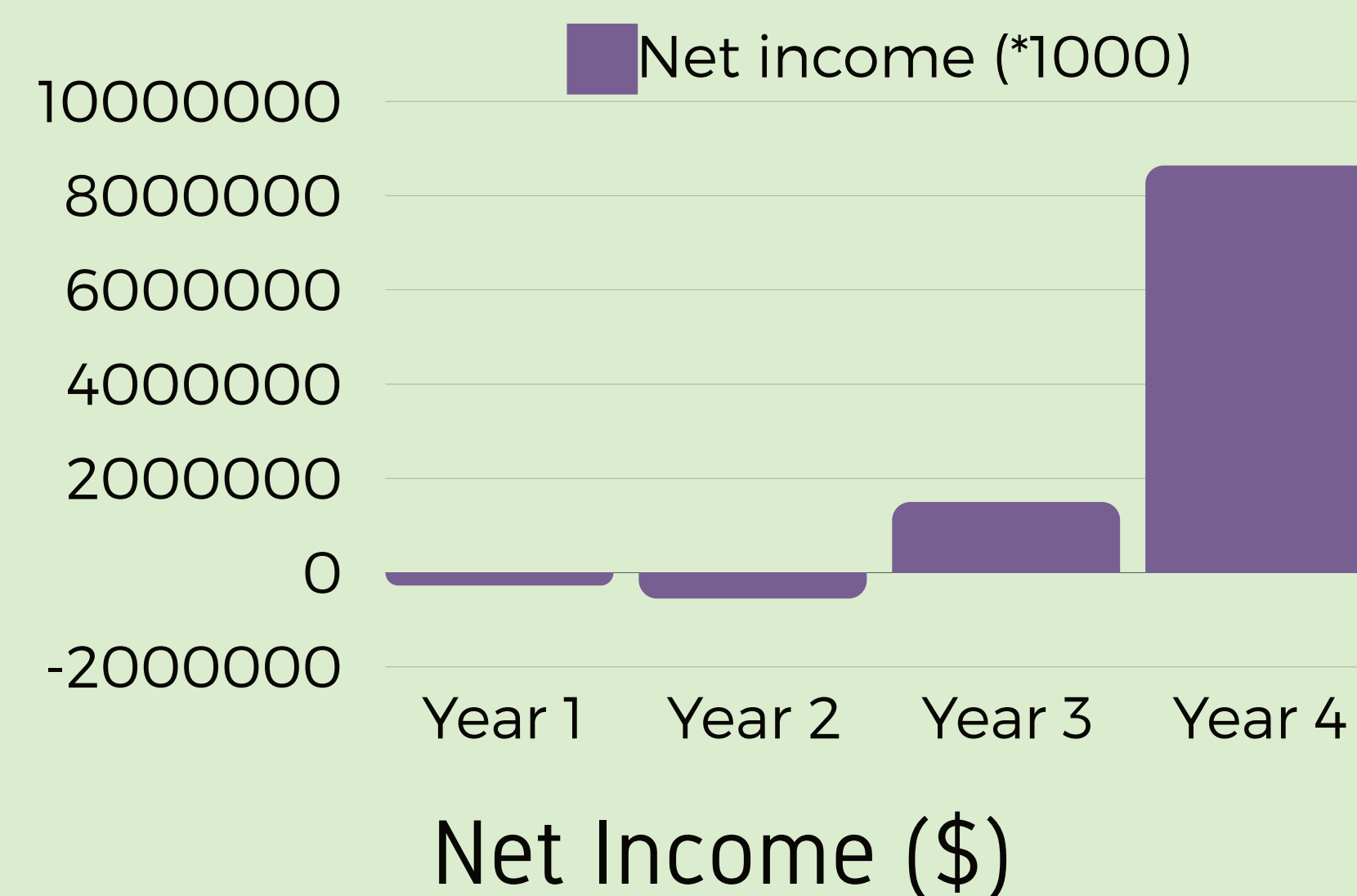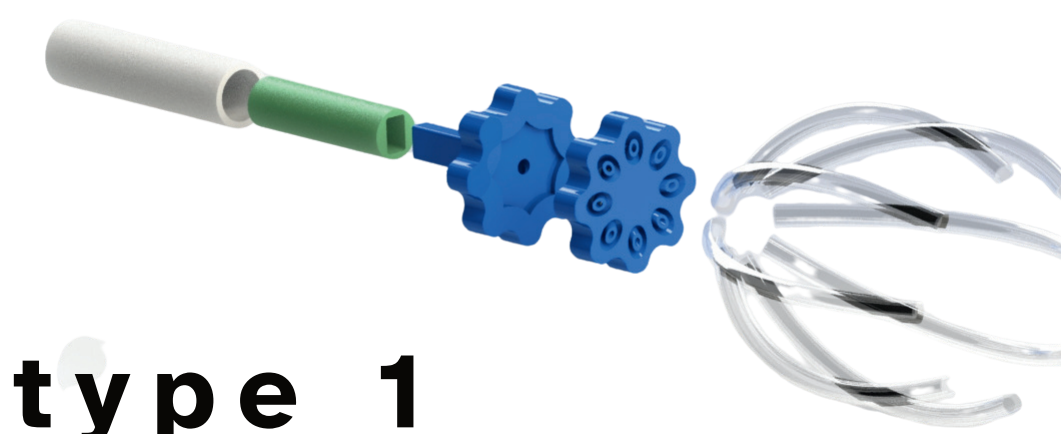
prototyping

Prototype 1

- Hair basin + prototype set up
- Arduino set up to run device on button-push
- Used a slider-crank mechanism connected to a 12 V motor to move device in a linear motion

Prototype 2

- Changed hair-massager prongs to curved PVC piping
- Switched to a linear actuator with greater torque
- Mounted housed electronics to basin

next steps

Immediate:

- Patent the HairCare Pro
- Build a relationship with our customers
- Increase interest of customers
- Add shampoo/conditioner to our device
- Incorporate settings for user-friendliness and personalization

Future:

- Begin manufacturing at a larger scale
- Seek investments to expand our manufacturing
- Expand sales beyond our primary and secondary markets, specifically making the HairCare Pro available for residential use

"[An automated hair washer] would be great. It would save on time and give me the opportunity to clean up my station in the meantime. With the way some of these chairs are designed they can really be hard on your back and arms."
-April, Stylist

Special thanks to:

Advisors:
Prof. Marshall Brain II, EEP Instructor
Prof. Seth Hollar, EEP Instructor
Prof. Beryl Pittman, EEP Instructor
Uren Patel, Plexus Mentor

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