Sella-Rella

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Look familiar?
Because....
And then this happens?
Testimonials

No but I tend to stay inside/where i am until it stops raining and I’ll miss class because of that.

Before a computer science lecture... I was soaking wet and cold! and once I had to walk through a snow storm to submit my physics homework at night

I am amazed that it has happened only once in my lifetime, but it was an absolutely horrendous day.

Walked to Dominos to get pizza. I was a little hungry. Seemed like the rain would hold off. Ordered a large cheese and pepperoni. Waited on the pizza. Saw the rain coming. Started sweating. Pizza came out. 6 min walk home. Thundering everywhere. Rain pouring. Pizza wet. Soggy. Falling apart. Too much. I ate cereal. Tough day.
Durham gets 46 inches of rain per year. The US on average gets 39 inches of rain per year.

The US on average gets 102 days of rain per year. Durham gets 74 days of rain per year.

But...

It rains harder in Durham on average than it does in the US.
Current Solution

Inconvenient
Locations Requested

- Perkins
- Bus stop
- Science Drive/Gross
- BC Plaza/West Union
- Marketplace
- E-quad
- Blue Zone

Where were you when you really felt the need for an umbrella/when you got caught in the rain? (Please specify building)

64 responses

Responses showed enthusiasm ("Literally Everywhere", "PLEASE AT THE BUS STOP")
Our Solution

= proposed umbrella sale station

$2,500
Buy cheap umbrellas

- Umbrellas have been found at ~$4.75
- Can be even cheaper if bought in bulk

Sell umbrellas to customers

- $10.00 price point according to survey of students
- Can use FLEX
- Prototype: testing umbrella sales

Method of distribution

- Vending machine - requires little attention to maintain
- Locations all around campus
- Duke Store
84.4% of students do not always carry an umbrella, making this a strong potential market.

Out of 77 Students, all had been caught in heavy rain at least once during their time at Duke.

So… even those that claim they always carry an umbrella don’t, because they have been caught in the rain at least once.
Out of 123 students…

over 50% would buy at $10 per sale

Only 18.7% would not buy at any price
Profit Projections

Average sales at Duke Stores per rainy day: 300 units

We charge half the cost and are more convenient…

Our projected average sales per rainy day: 400 units
Profit Projections

Potential Yearly Profits (Duke Store Estimates):
$155,400

Market Potential (Market Research):
$92,925

Using these two methods, we estimate yearly profits of approximately $125,000.
Market Testing
(Selling Umbrellas)
Future Opportunities and Scaling