

Maker Expo 2019

We Got This In The Bag

Princess Anne Middle School

Business Concept

- ▶ Here at WGTITB (We Got This In The Bag) we aim to create a backpack that converts to a hanging storage unit for student lockers.
- ▶ All of our backpacks will unzip completely creating a storage compartment equipped with accordion style book shelves.
- ▶ Each bag will also include a 3-D Printed Lazy Suzan to organize small belongings.

Product and Components

BACK PACK / Locker Organizer

- ▶ High quality polyester fabric and thread created from recycled plastic sourced from the world's oceans.
Manufactured by Seaquall in Cabezón SPAIN:
- ▶ Zippers from YKK: Japan
- ▶ Foldable plastic: Recycled
- ▶ 3-D Printed Organizer (lazy susan)

Stem design



Dividers that hold notebooks and other things for each class

Area to hold Lunch bag
Zipped bag for dirty Gym clothes

in the front Zipper

handle



my other design

My design



Zipper

The Lazy Suesan to hold pencils and Pens

books from the Library



Long Term Mission

- ▶ Our long term goal is to become a name brand company.
- ▶ When you think back-packs, you think We Got This In The Bag.

We would like to expand our company and begin to produce specialty packages that include:

- Themed locker decorations
- Water bottles
- Lunch boxes
- Pencil pouches
- Storage units for other locations: cars, travel, closets

Market Summary

▶ Past:

In the past there was a locker ladder: it had four or more compartments that you could store your supplies in.

▶ Present:

Currently there are products called dividers: an object that has multiple slots that can hold your supplies that are different colors.

▶ Future:

In the future we would like to expand our product line to include digital functions such as voice memo, calendar, reminders and an alarm. Possibly linking to personal electronic devices.

Opportunities

- ▶ A problem students have is keeping their lockers organized.
- ▶ Our product will provide students with a helpful stylish organizational tool.
- ▶ Our strategy is to help kids our age with locker storage, so that they could also possibly have storage at home or anywhere else since it is portable. We are also going to make it look cool so kids would actually want to buy this backpack and Lazy Susan, because most kids don't want to buy something just because it is useful.

Competition

Competition for Each Grade/Age

- Pre-School: Dabba Wabba Backpack
- Elementary School: Jansport Support Superbreak
- Middle School: LL Bean deluxe plus Book Pack
- High School: North Face recon
- College & Professional: Jansport Odyssey Daypack

What sets our product apart from other backpacks is the dual purpose that it serves. Not only is it a backpack that allows students to transport their books, it doubles as a hanging locker organizer. We use sustainable materials to create our bags, and we have a Lazy Susan, so cool, I know!

Goals and Objectives

▶ Short Term:

Create a product that creatively assists students with their organization and locker storage needs.

Create a product that is cool, and stylish because we all know if we are going to get a teenager to buy our product, it has to look good.

▶ Long Term:

Become a known brand.

When you think back-packs, you think “We Got This In The Bag!”

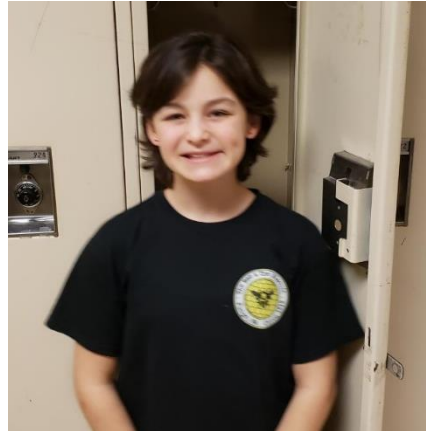
Meet the WGTITB Team



Our Team



Olivia CTO
Technology Department Supervisor



Koryn CEO
Head of our Business Strategy



Lillian CFO
Head of the Finance Department



Reese CMO
Head of Marketing and Advertising



Mia CPO
Head of Product Management



Nina CDO
Head of Product Development