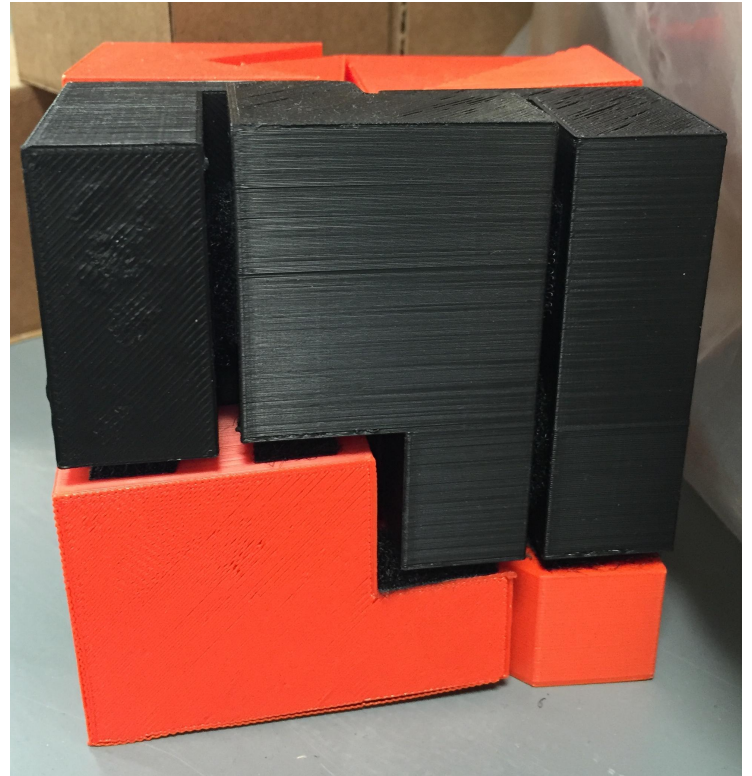


A large red square with a white border, centered on a white background. The text "Mega-Cubits" is written in white inside the square.

Mega-Cubits

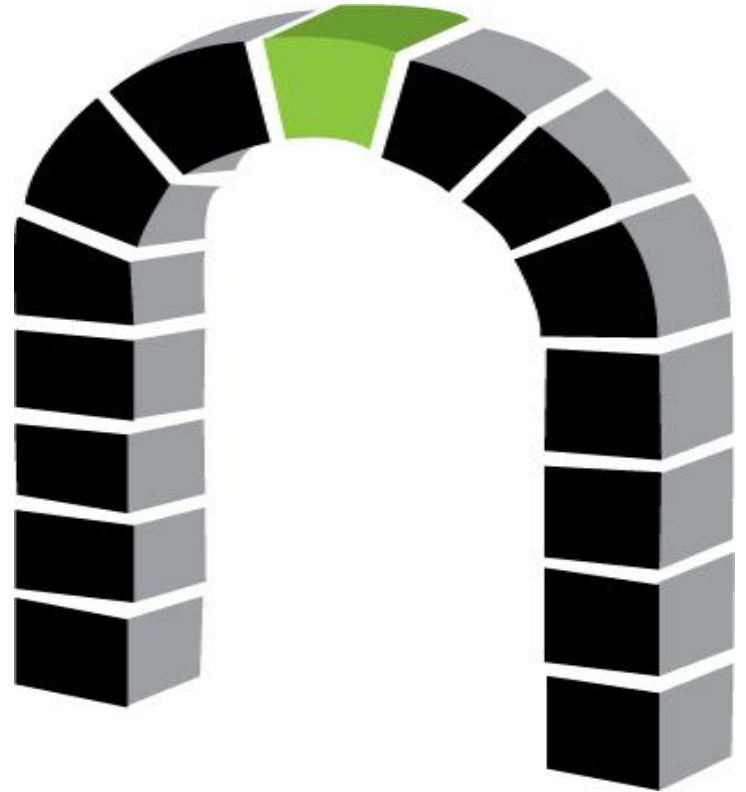
Idea

- Building off cube version of toy
- New goals
 - Allow wider range of age groups to play (currently only ages 3+)
 - Foster group work/collaboration more
 - Make toy more fun
 - Give children opportunity to use their creativity more



Product Overview

- Simplify pieces into basic shapes
- Make shapes much larger
- Rather than forming a cube, forms a keystone arch
- Will be made entirely out of cardboard



How does it meet our goals?

- Allow wider range of age groups to play (currently only ages 3+)
 - Larger pieces-->No choking hazard
- Foster group work/collaboration more
 - Larger pieces-->easier to handle/see
- Make toy more fun
 - Larger pieces more fun
- Give children opportunity to use their creativity more
 - Simplified shapes-->No more 1 answer format