

## Critical Thinking Assignment

Alarm Clock Water bottle. A water bottle that reminds you to stay hydrated throughout the day and keeps track of how much water was consumed. It would be an attachable lid to any desired bottle to the customer choice of ounces. The main product would be the cap, later can move on to producing custom/branded bottles.

Step 1. Creating a prototype. First, it would be a regular 16 oz water bottle with an alarm cap to set desired times to remind the customer to drink some water.

Step 2. I would research about getting a patent for my product to make sure no one can steal or try to duplicate my idea.

Step 3. By creating 5 of the Alarm Clock Water bottles, I would see the reviews about the product whether to be a good idea or not.

Step 4. Finance: I would use the saved money I have to fund this product. If needed I would ask close friends and family help fund this product. I would create a business only account with Capital One to keep future revenue and profits.

Step 5. I would create more to begin sales. About 30 more. If sales are looking good and the demand is high, I would begin looking to getting a partner/manufacturer.

Step 6. Once I find the perfect manufacturer, first I would test if it was up to the standard how I wanted. Then I would promote the Alarm Clock Water bottle for a month on social platforms with my personal account and spread the word.

Step 7. I would begin a mass production after week 3. Once the month is over, I would have a website created to officially release my product.

Step 8. Once the product becomes successful, I would find ways to make the product better.

Step 9. I would hire developers to create an app that would be personalized for the Alarm Clock Water bottle customers. The app would show how much water was consumed for the consumer and for every Alarm Clock Water bottle customer.

Step 10. Lastly, I would seek if I could place my product in groceries store such as Walmart, Target, and Kroger.