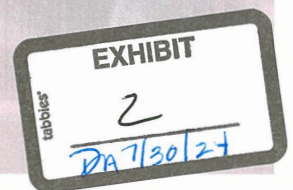




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Portfolio



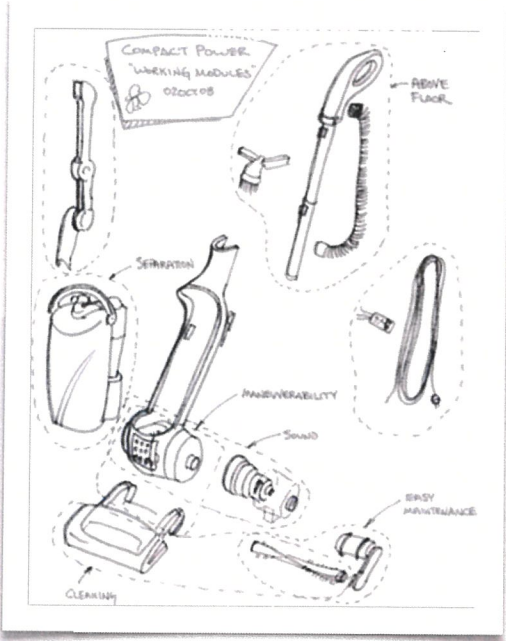


 **Electrolux**
eureka!
Powr-Flite

Electrolux (nimble)

Upright Vacuum Cleaner Design
Market Research Driven
Multi-cyclonic filtration
Launch sales were 200% over forecast

Initial Concept



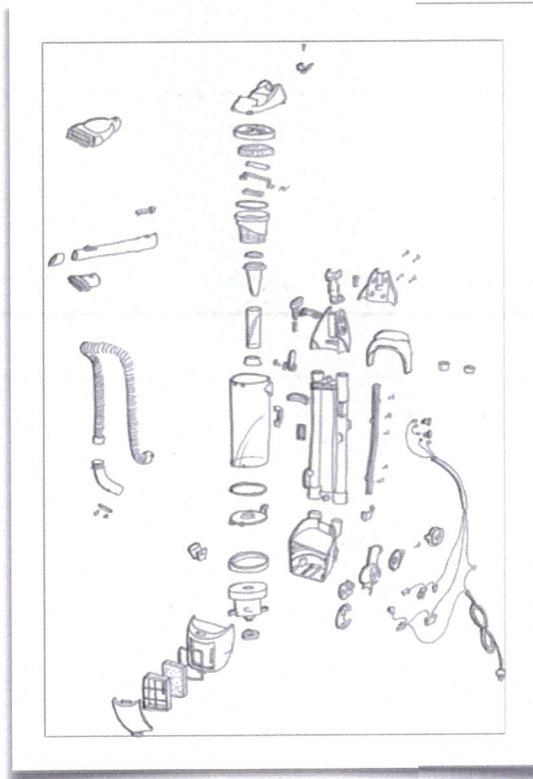
Prototypes for Research



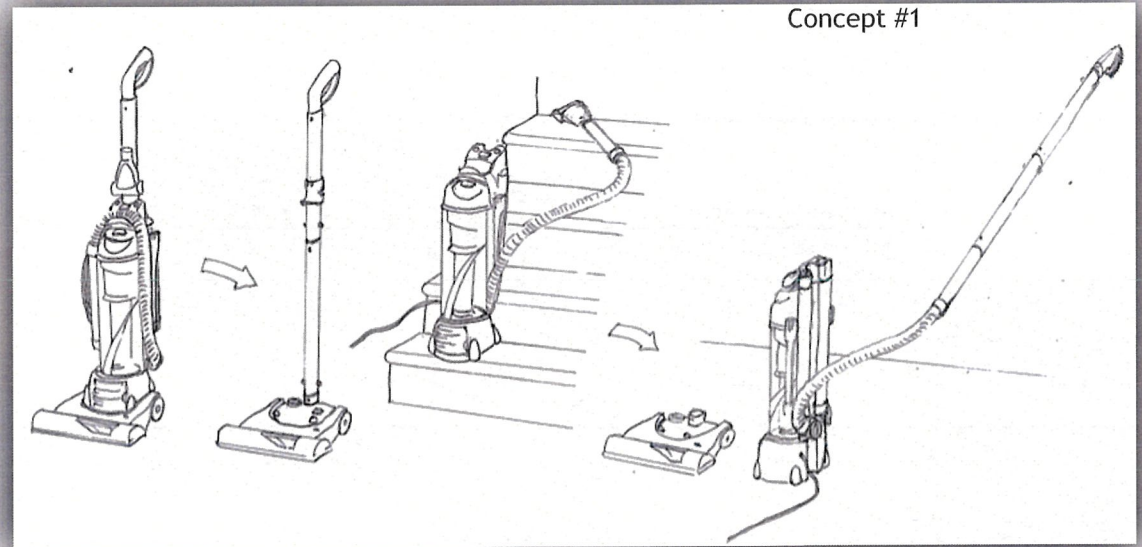
User Interface Research

Eureka (take-off)

Convertible Stair & Mini Upright Vacuum Cleaner
Strategic partner driven project



Initial exploded view used to facilitate cost/complexity analysis and modular design reviews



Proof-of-concept prototype for team review

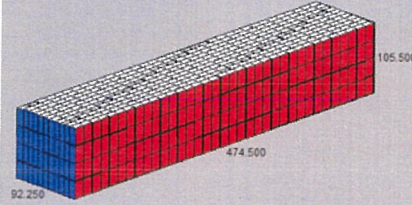


ID Rendering



Eureka (air speed one)

Container Loading

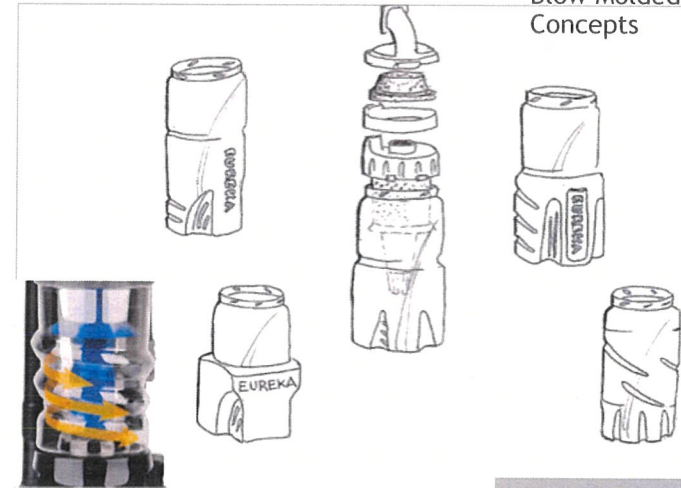


Product Length	472.500
Product Width	91.300
Product Height	105.500
Solution Ref.	1 C
Area Eff.	98.6%
Cube Eff.	98.6%
Per Layer	385
Layers	4
Case /Load	1540

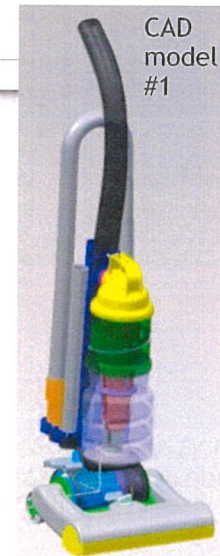
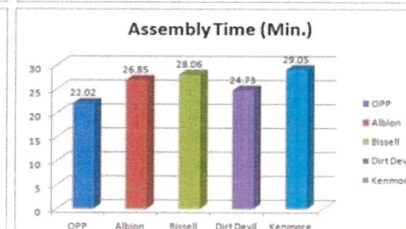
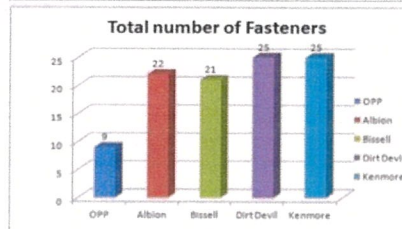
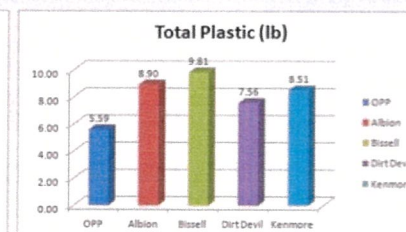
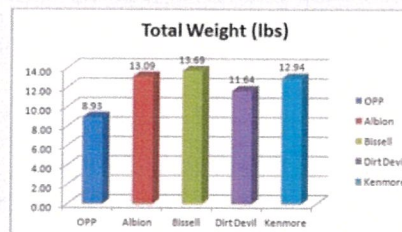
Opening Price Point Upright Vacuum Cleaner
Design-to-Cost, While Improving Product Performance
Lightweight - less than 10 pounds
Look at ALL aspects of product for improved efficiencies



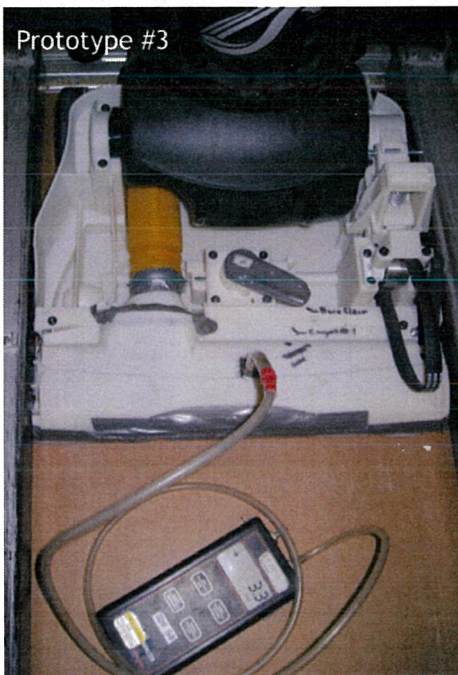
Blow Molded Cup Concepts



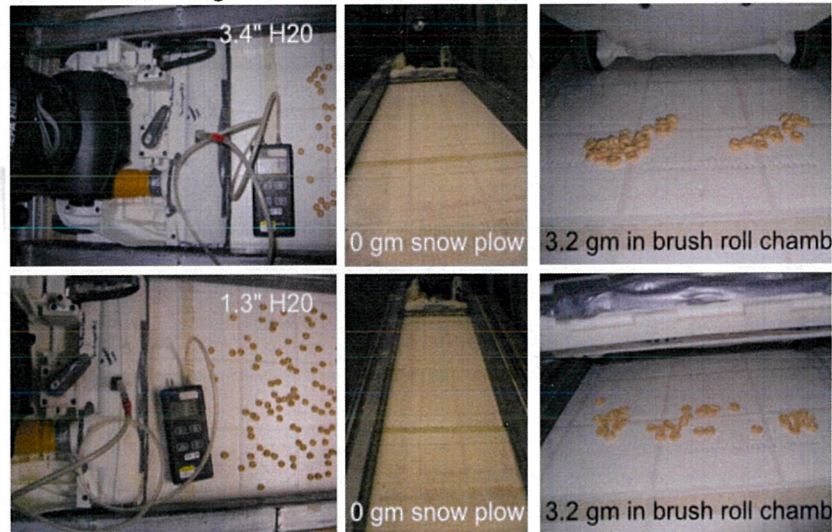
Competitive Comparison



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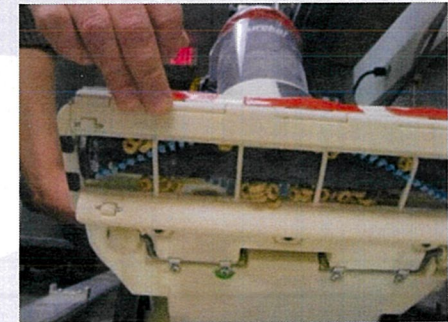
Bare floor Testing



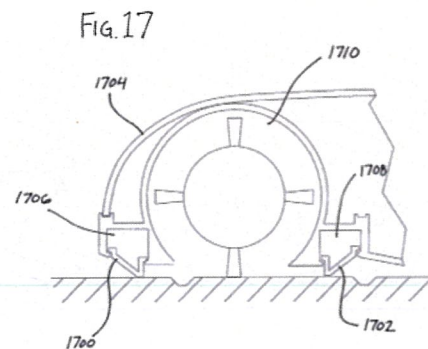
Eureka (AirSpeed Suction Seal)

Performance-Focused Selling Proposition
Unique (patented) Base Articulation

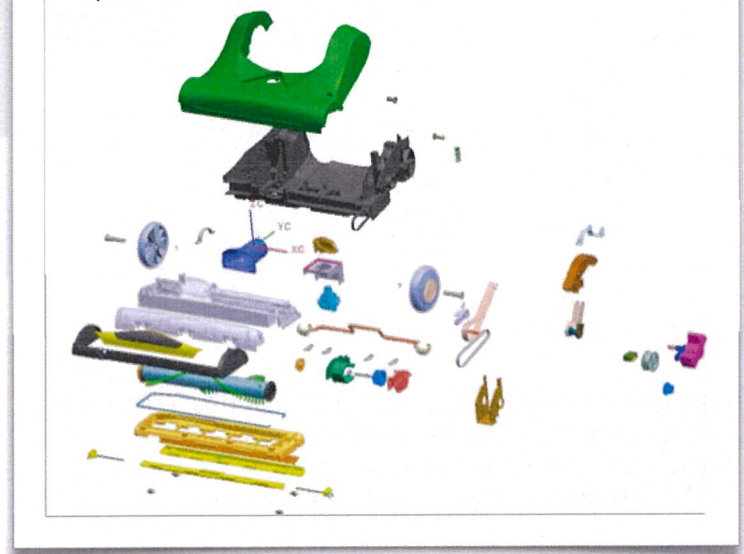
Articulating Base



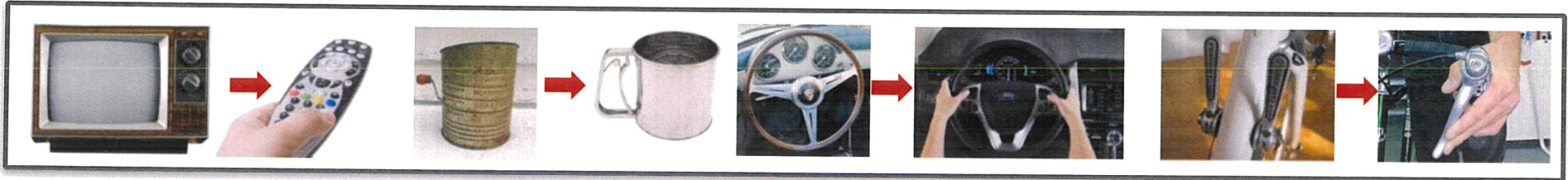
"My vacuum cleans the best on bare floors in lowest setting, however, I push large debris around..."



Concept #3

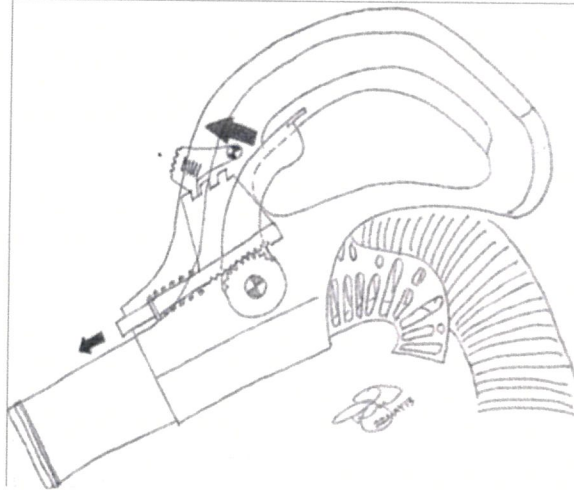


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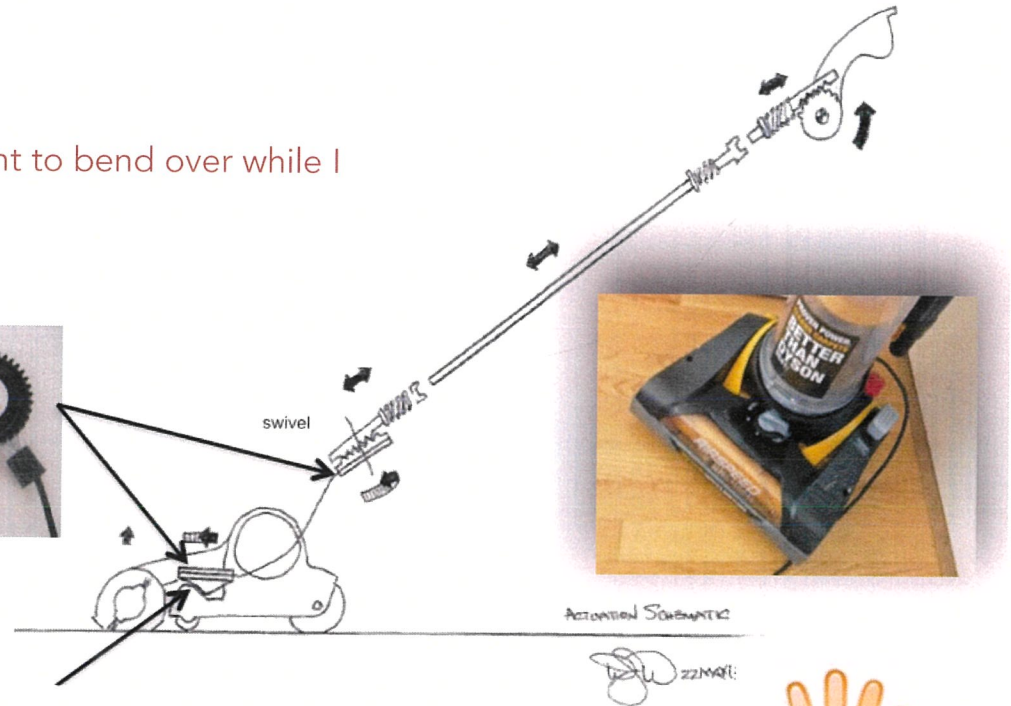
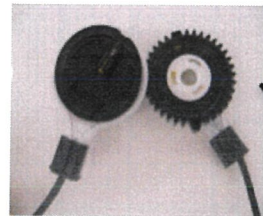


Hand controls have become expected on consumer products. Vacuum Cleaners need to catch up.

Initial concept sketch



"I don't want to bend over while I vacuum..."



First prototype



Over cords



Over thresholds



Over objects



Over area rugs



Eureka (hand controls)

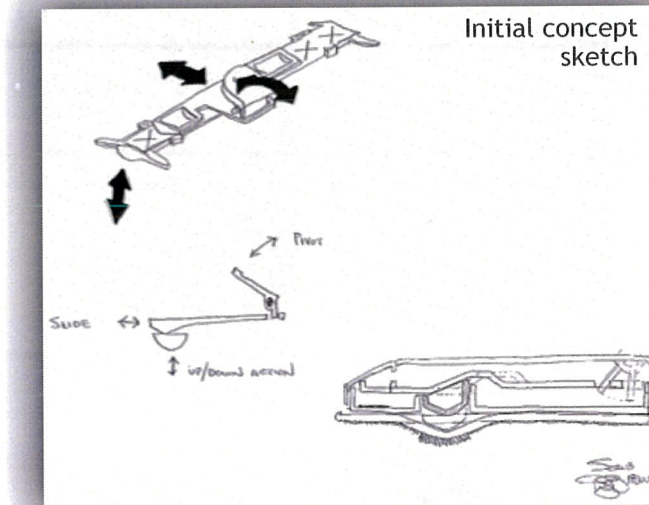
Voice of Customer - Driven Concept
Reduced effort / Ergonomic
Exploratory concept to improve user efficiency

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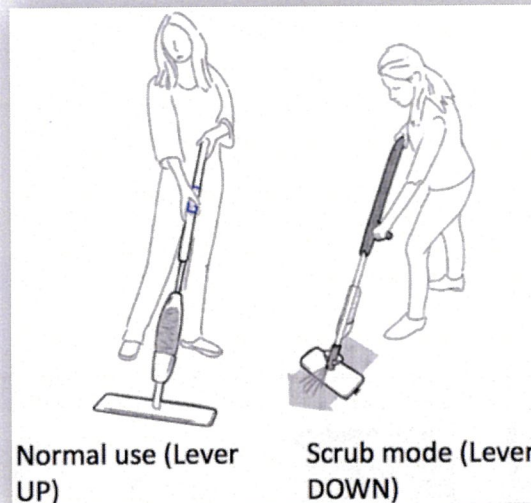


Eureka (mJuk)

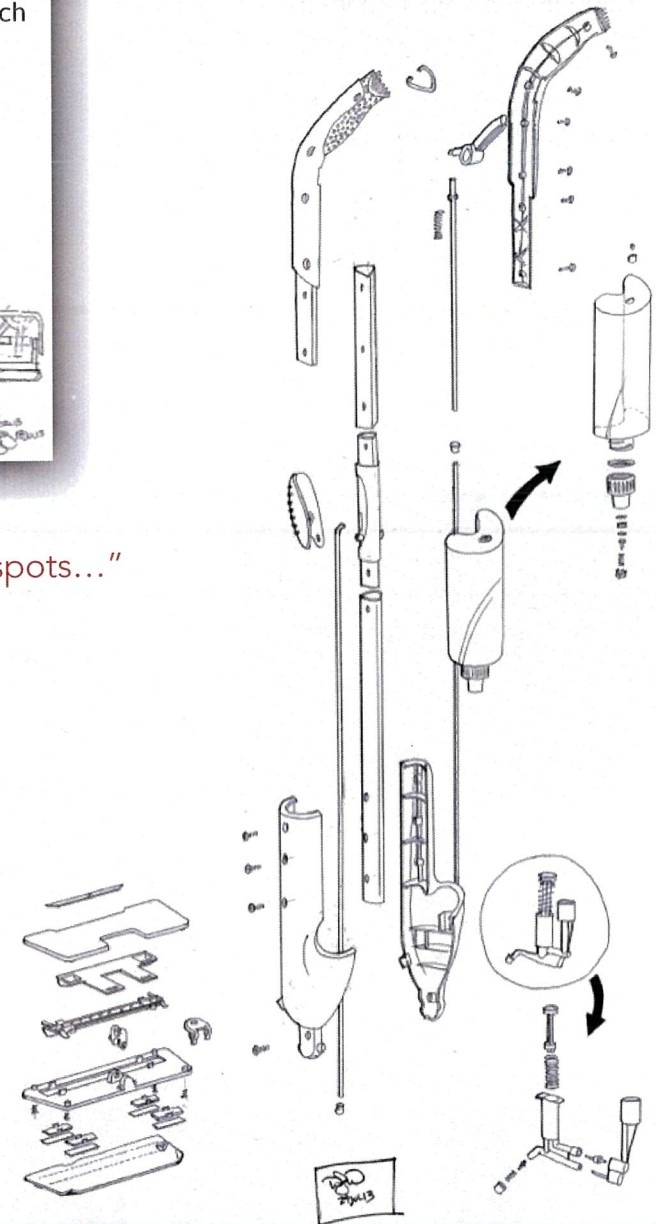
Spray mop with “scrub” feature
Performance driven



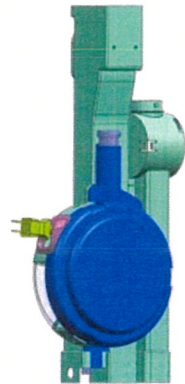
“I love my spray mop, but it doesn’t get the tough spots...”



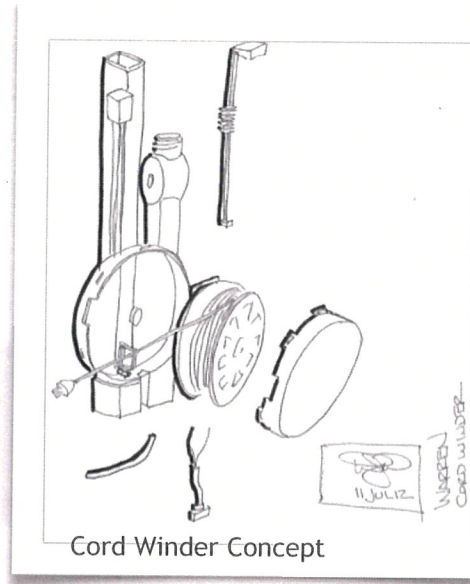
Exploded view used to facilitate cost/
complexity analysis and design reviews



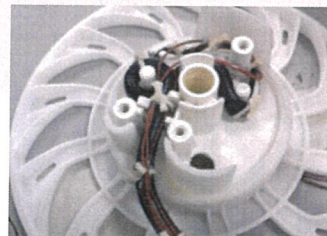
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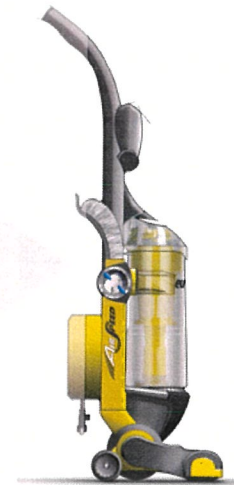
CAD model #1



Working prototype



Component Testing



ID Rendering



Eureka (air speed exact)

Feature Focused Selling Proposition

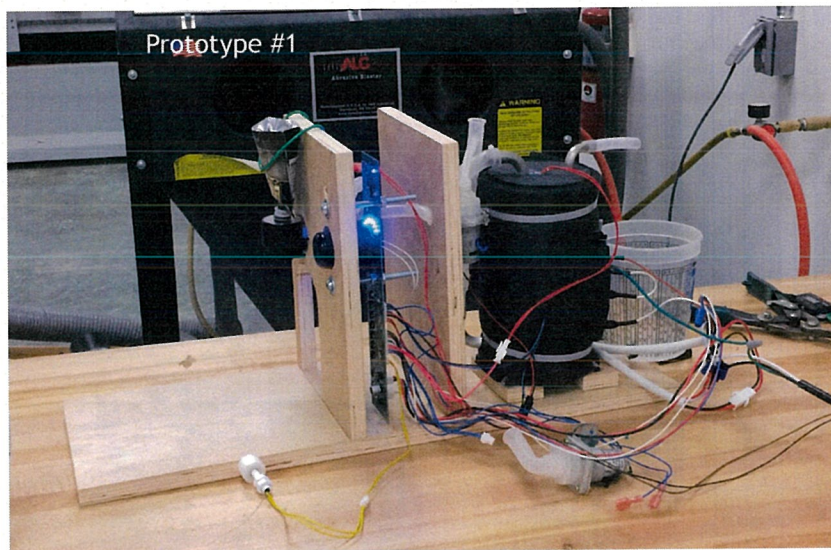
Retail Channel Driven

Modular Design for Cost Efficiency and Range Build

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SharkNinja Ex. 1012

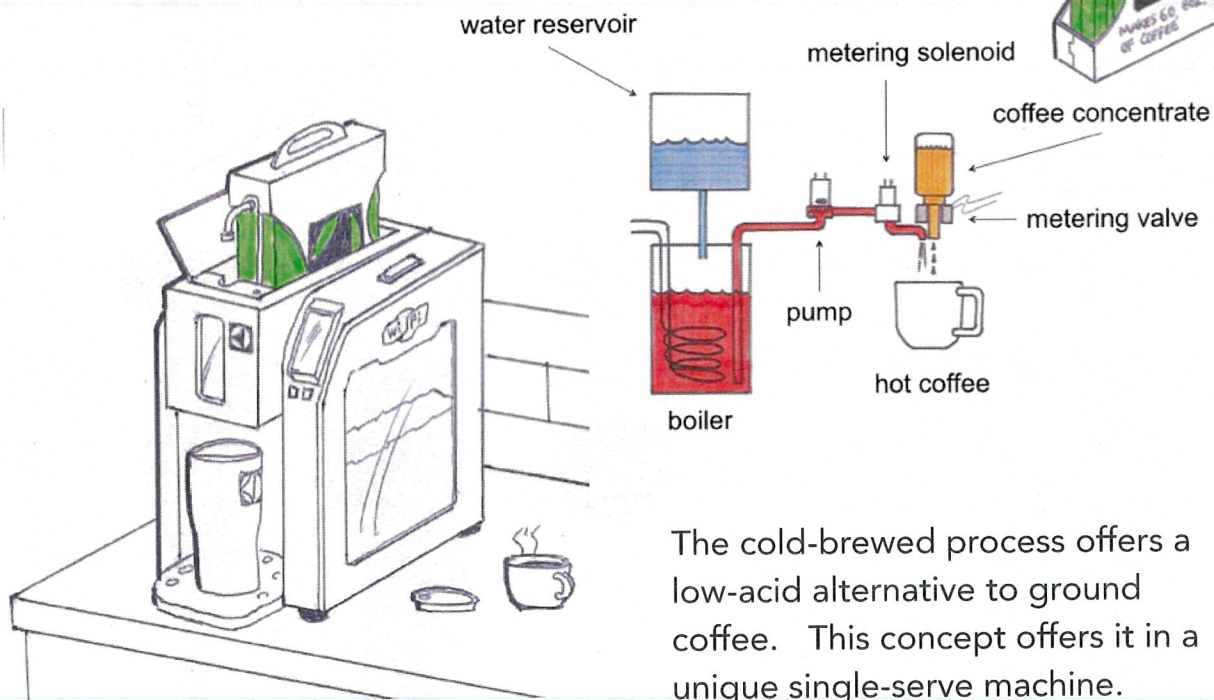
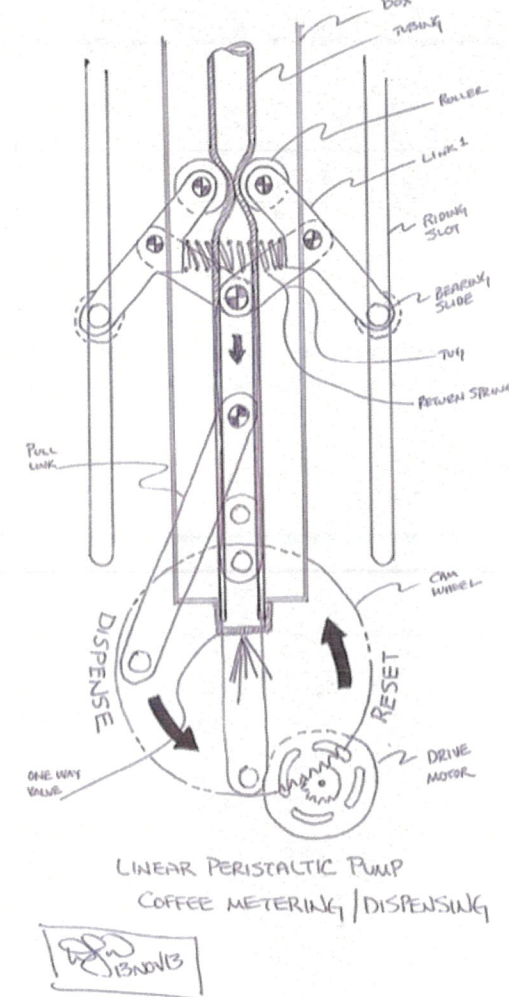
Page 9 of 16



"I love coffee, but
is there a low-acid
alternative?"



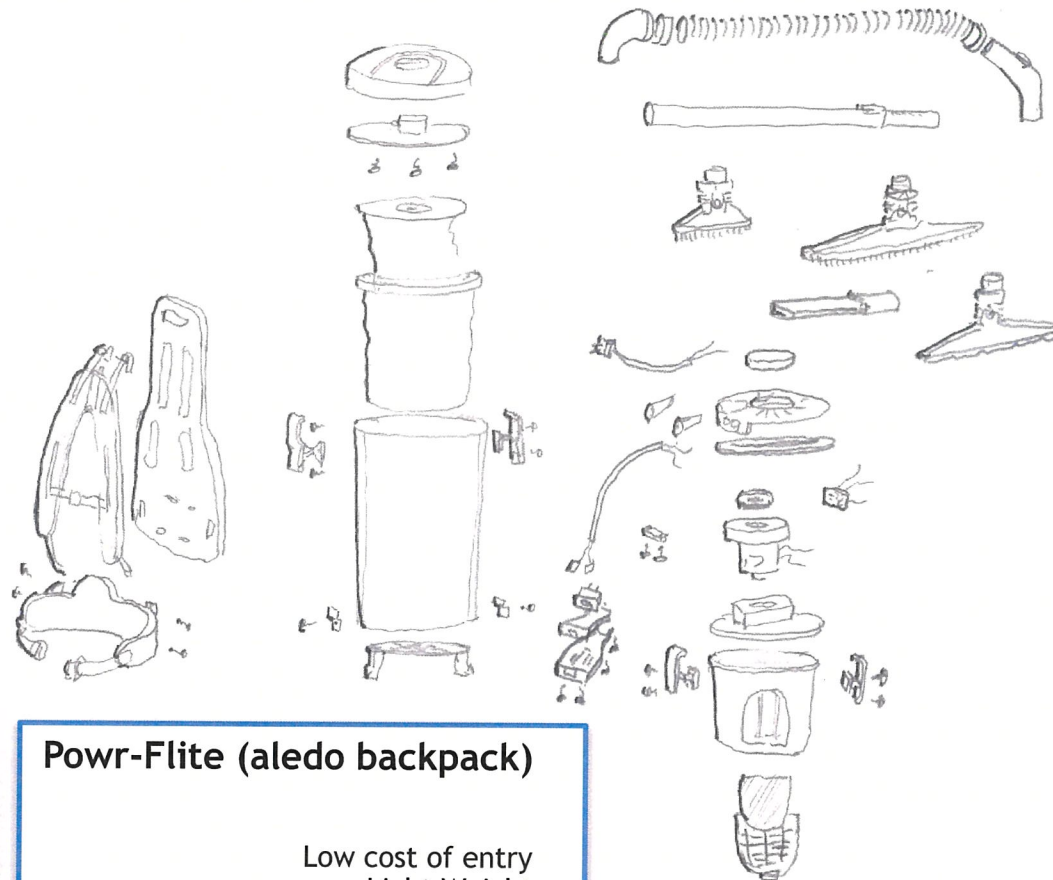
Unique Concentrate Metering Concept



The cold-brewed process offers a low-acid alternative to ground coffee. This concept offers it in a unique single-serve machine.

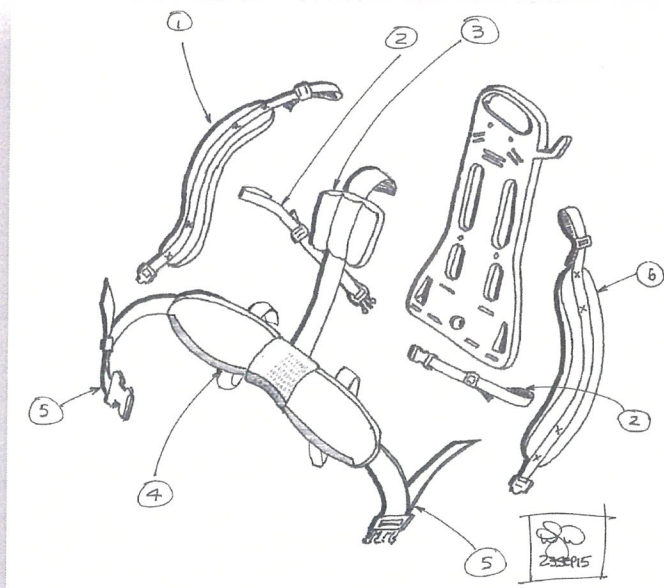
Electrolux (kaldi)

Cold Brewed Coffee Concentrate
Unique Single-Serve Liquid Metering
Aftermarket/consumables-driven



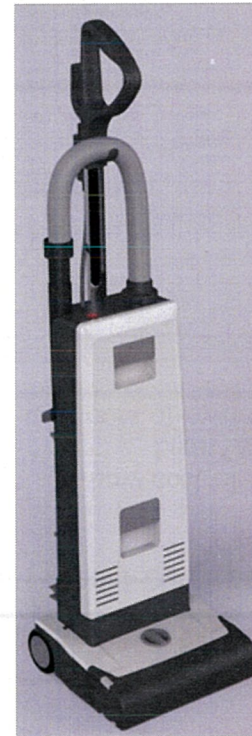
Powr-Flite (aledo backpack)

Low cost of entry
Light Weight
Low cost of ownership

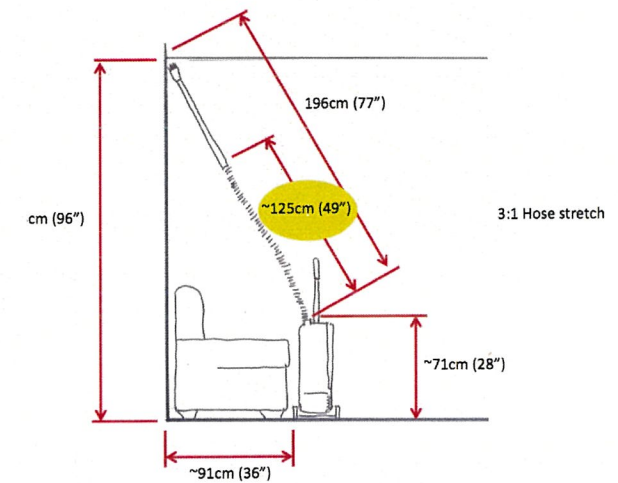


ITEM	TACONY P/N	DESCRIPTION	QTY	COST (USD)	Dist.	Direct
1		Harness & Frame Assembly	1	US\$12.80	\$19.69	\$25.60
2		Top Cover Assembly	1	US\$0.50	\$0.77	\$1.00
3		Paper Bag	10	US\$2.00	\$3.08	\$4.00
4		Cloth Bag	1	US\$1.10	\$1.69	\$2.20
5		Lower Mounting Bracket Assembly	1	US\$0.05	\$0.08	\$0.10
6		Buckle Assembly	1	US\$0.20	\$0.31	\$0.40
7		Filter Cover	1	US\$0.11	\$0.17	\$0.22
8		Pre-Motor Filter & Exhaust Filter	1	US\$0.10	\$0.15	\$0.20
9		Motor & Switch Assembly Module	1	US\$12.55	\$19.31	\$25.10
10		Switch	1	US\$0.18	\$0.28	\$0.36
11		Extension Cord Assembly	1	US\$8.50	\$13.08	\$17.00
12		P-Clamp Assembly Kit	1	US\$0.15	\$0.23	\$0.30
13		Housing Assembly	1	US\$2.30	\$3.54	\$4.60

Current Product(s)						
Model #s:	2-motor Upright					
	PF14	PF18				
Unit Sales:	455	202		PF14 Current Cost:	\$	254.62
Sales \$:	\$ 164,574	\$ 94,094		PF18 Current Cost:	\$	304.14
Gross Margin \$:	\$ 52,858	\$ 33,660				
New Product Estimates						
13"	Target Cost \$:	\$ 130	GM %	Percentage of sales		80% of platform volume
	Target Distributor Price \$:	\$ 219	41%	50%		
	Target Vac News Price \$:	\$ 249	48%	50%		
	Target Catalog Price \$:	\$ 299	57%			
	Target MSRP Price \$:	\$ 349	63%			
15"	Target Cost \$:	\$ 140	GM %	Percentage of sales		20% of platform volume
	Target Distributor Price \$:	\$ 239	41%	35%		
	Target Vac News Price \$:	\$ 269	48%	65%		
	Target Catalog Price \$:	\$ 329	57%			
	Target MSRP Price \$:	\$ 379	63%			
Scenario 1 - 2000 / year						
	Year 1	Year 2	Year 3			
	Unit Sales	700	1,250	2,000	3,950	
	Sales \$:	\$ 171,910	\$ 298,610	\$ 571,400		
	Gross Margin \$:	\$ 76,910	\$ 133,610	\$ 255,400		
Scenario 2 - 5000 / year						
	Year 1	Year 2	Year 3			
	Unit Sales	1,500	3,750	5,000	10,250	
	Sales \$:	\$ 358,350	\$ 895,860	\$ 1,194,500		
	Gross Margin \$:	\$ 243,300	\$ 400,860	\$ 534,500		
Scenario 3 - 10000 / year						
	Year 1	Year 2	Year 3			
	Unit Sales	3,500	8,000	10,000	21,500	
	Sales \$:	\$ 836,150	\$ 1,631,939	\$ 2,389,000		
	Gross Margin \$:	\$ 528,200	\$ 855,200	\$ 1,069,000		
Product Cost Calculation						
	Parts \$:					
	Burden/Labor \$:					
	Capital \$:	\$ 75.95				
	Development \$:	\$ 2.78				
	Total Cost \$:	\$ 78.73				
Tooling						
	Total Capital \$:	\$ 300,000				
	Amortization:	3	Years (1,2 or 3)			
Engineering Resources						
	Plant Equipment:					
	Expenses:	\$ 11,000				
	Certification & Test:	\$ -				
	Outside Engineering:	\$ -				
	Total:	\$ 11,000				

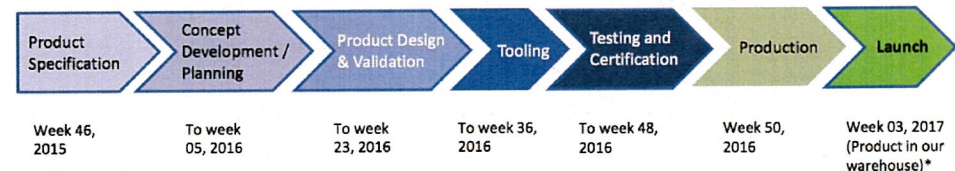


Hose Reach

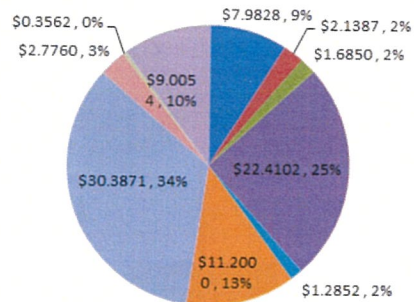
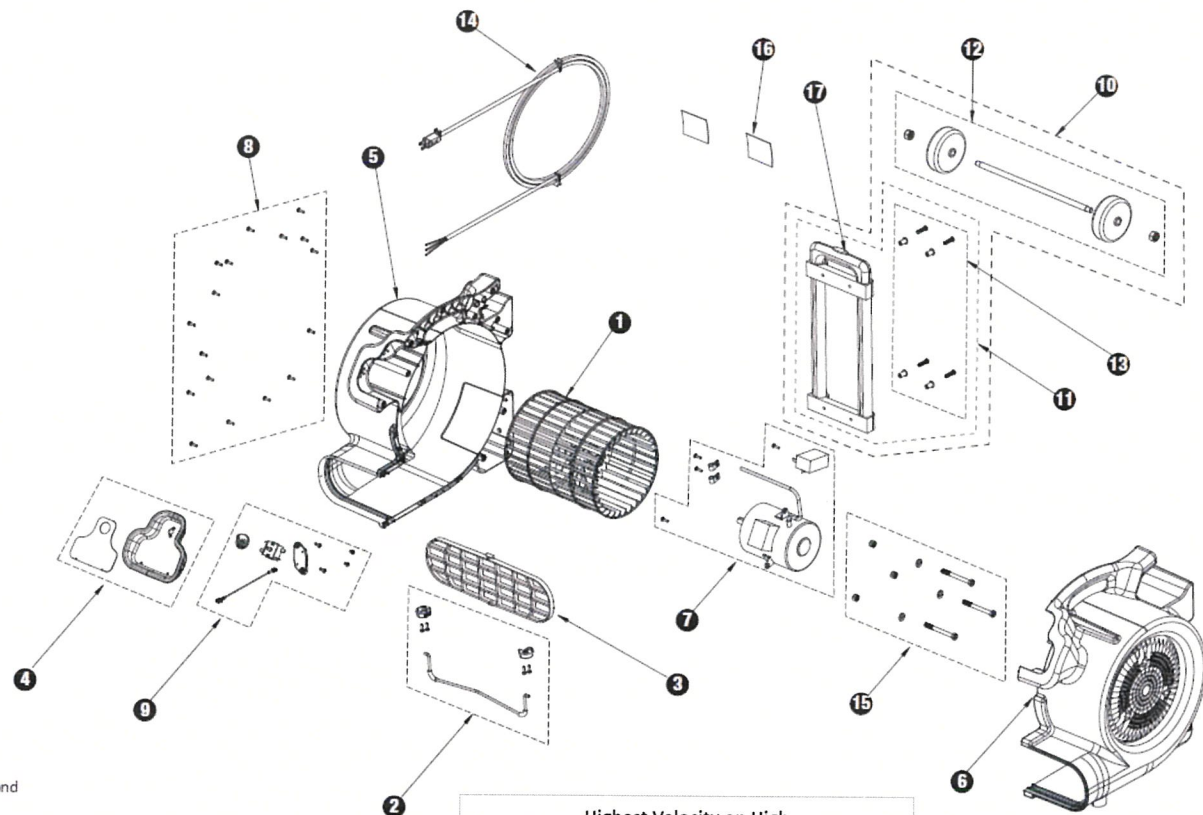


Powr-Flite (zeus upright)

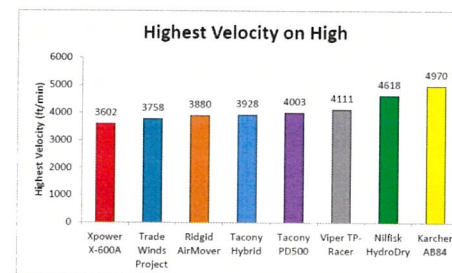
CRI Gold
Low cost of ownership
Low cost of entry



Don Davidshofer



- Fan
- Feet/Stand
- Grill
- Housing
- Labels
- Labor
- Motor
- Packaging
- Literature
- Electrical



2016 launch plan

Sep	Oct	Nov	Dec
960	960	960	960
528	528	528	528
432	432	432	432

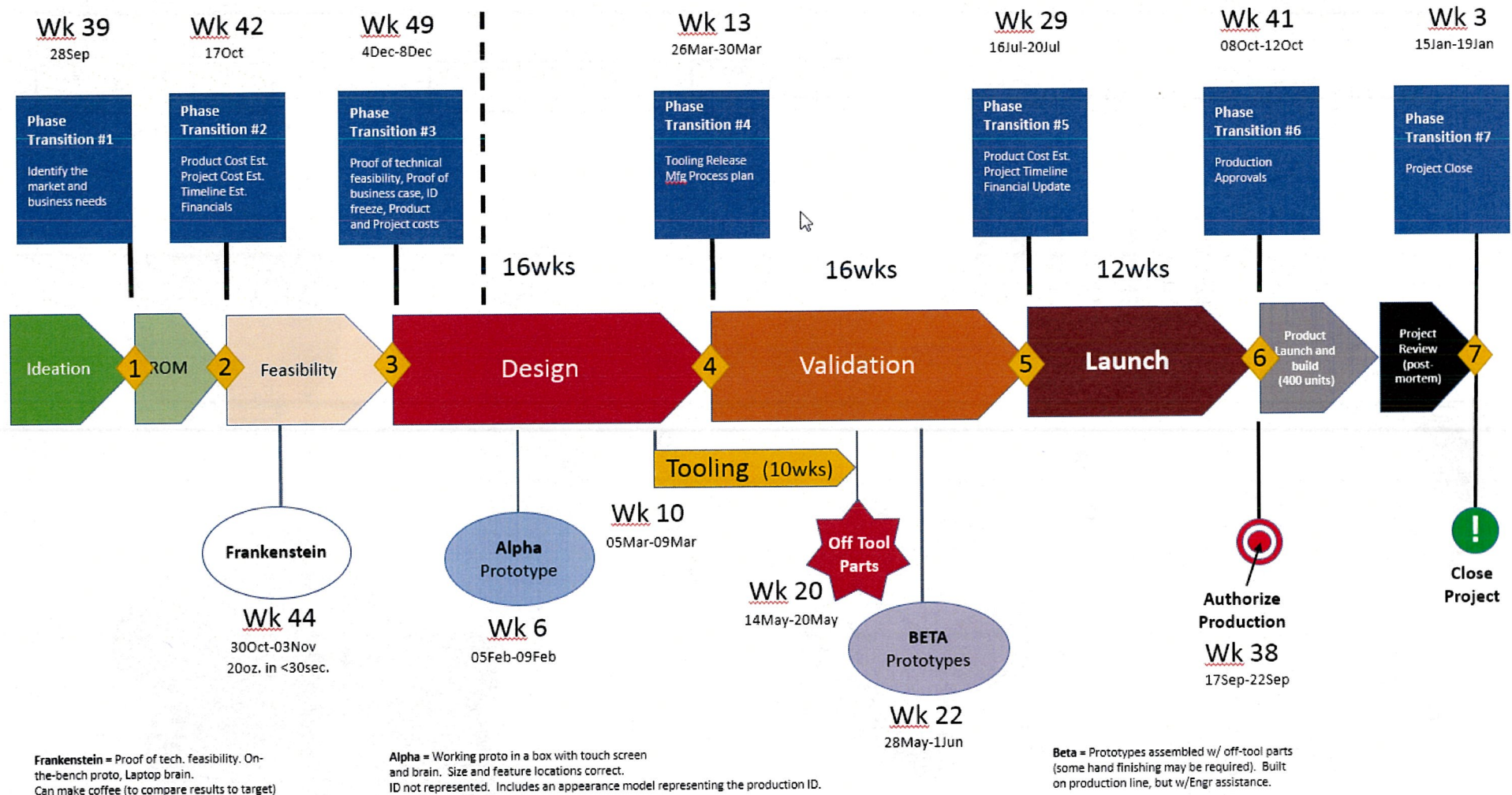
Total 2016	Total 2017
3840	11520
2112	6336
1728	5184

Handles 2016	Handles 2017
1152	3456
634	1901
518	1555

Powr-Flite (tradewinds blower)

Design-to-cost
Competitive air performance

Don Davidshofer



All of the work presented here is mine. I either created, validated and generated all of the data presented, or in some instances, lead engineering design teams that initiated and completed the 3D CAD models. This is a snapshot of my career in consumer products, but more importantly, a representation of what I can add to the ideation, concept generation, verification and validation of product ideas.

I understand that many ideas may sound great at inception, however, if they do not pass the business-case test, the consumer pain point test or fit within a schedule that leads the market, they are not strong ideas. I have the skillset to bring solid ideas to market, but my skills do not end there: I also have competence in clearing and protecting ideas; I have experience with off-shore sourcing and design, as well as an extensive history in a fast-paced manufacturing environment.

In today's business environment companies cannot afford to spend many months (and resources) on projects that lead to nowhere. I can help you reduce your design/engineering budget by investigating and promoting only those ideas that will deliver the "hot yes" from consumers.

Take a look at my resume, review my Linkedin profile, including my recommendations and list of patents. If you see a need to reduce the circle of NPD by chasing only viable projects please reach out to me. I would welcome the discussion of how I can solve your current and future needs!

- Don Davidshofer



 **Electrolux**

eureka!

Power-Flite



Consumer Reports  **BEST BUY**

Seven consecutive years!

