



I CAN INVENT[®]

INNOVATION EXPLORATION KIT[™]



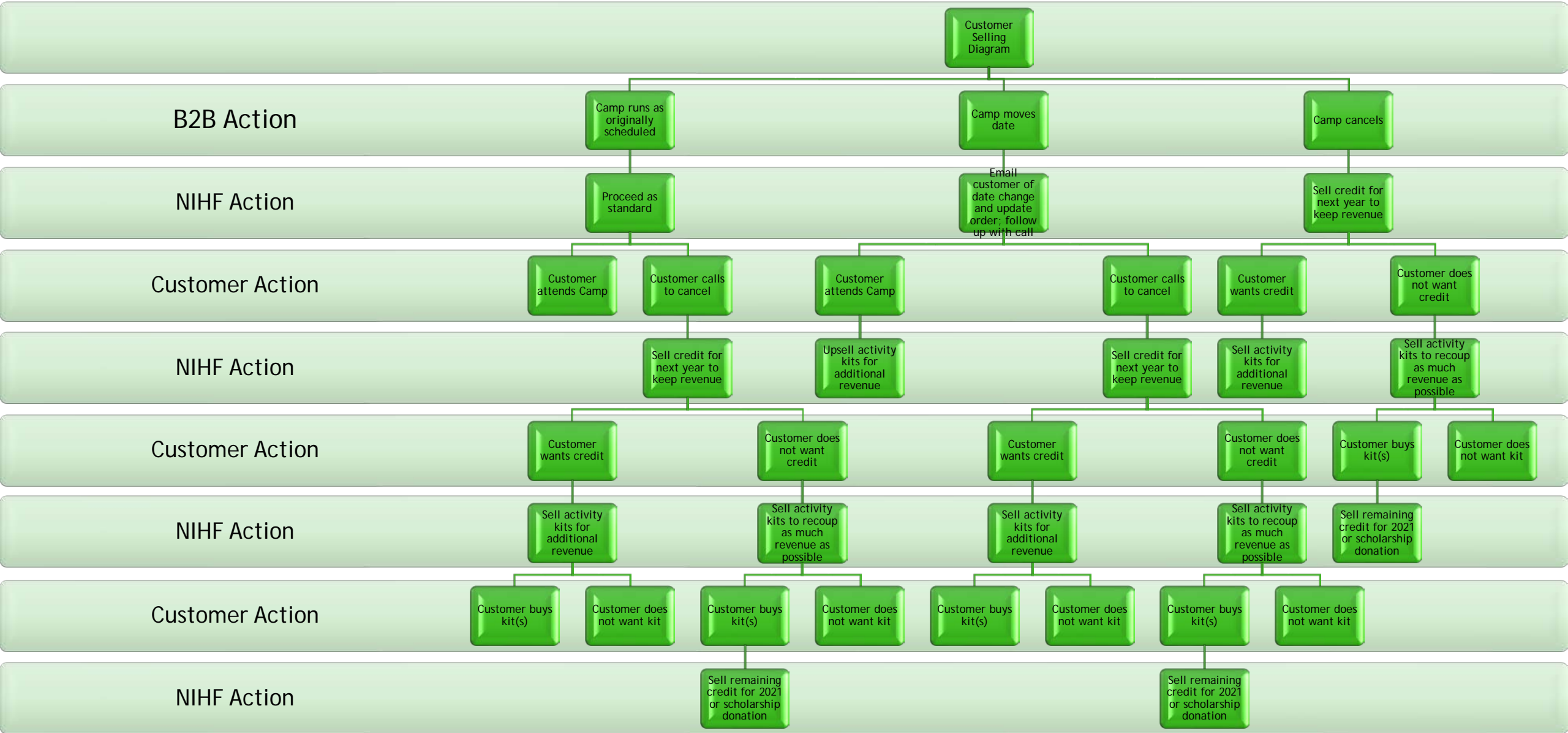
OBJECTIVES

- Primary: Retain 2020 Camp Invention revenue by providing customers who fall into the target market defined below an alternative experience.
- Secondary: Pilot a new B2C product to gather data and feedback for a future rollout.

Target Market - Suburban

1. Parents registered for camp currently, who experience a program cancellation with no alternative location.
2. Parents registered for camp currently, who experience a program date or location change that does not work for them.
3. Parents who want to cancel their 2020 registration.

REVENUE RETENTION MATRIX

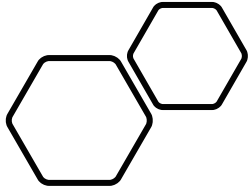


CR SELLING TOOLS

- Script
- Follow-Up Emails
- [I Can Invent® Product page](#)

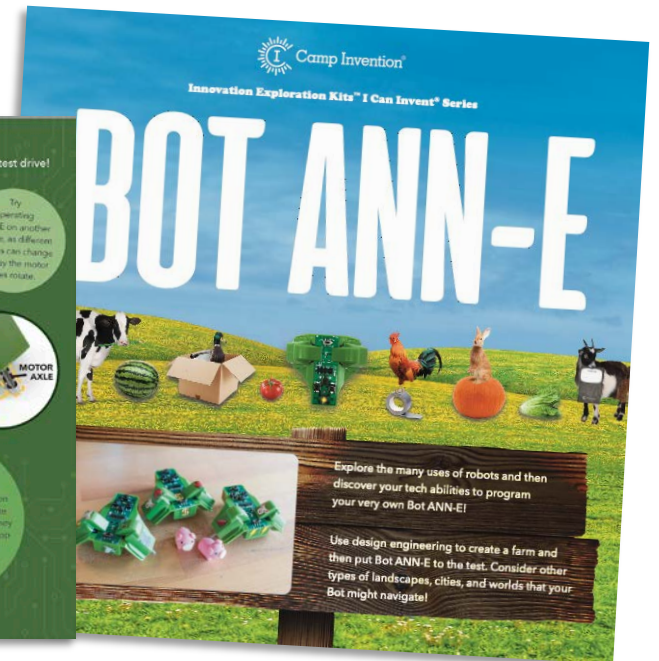
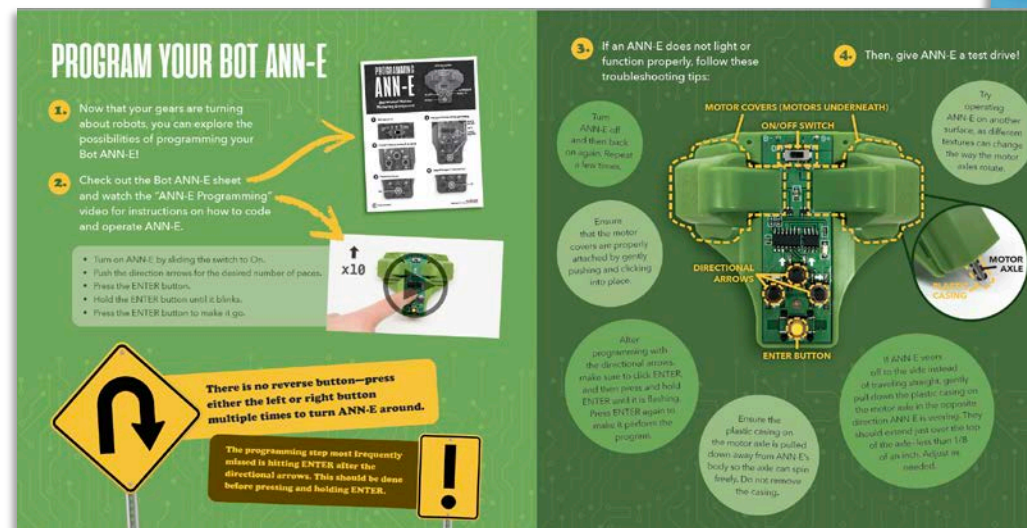
Introducing The Innovation Exploration Kits: I Can Invent Series

Hands-on fun at home from the makers of Camp Invention. Available exclusively to our 2020 program participants, our I Can Invent® series of Innovation Exploration Kits™ deliver some of our best hands-on camp activities for at-home fun and learning.



THE PHYSICAL EXPERIENCE

- Starter Kit + Additional Kit arrives in mail
- Each kit contains a progressive set of activities, a step-by-step activity guide and all the materials needed to complete the activities.
- Starter kit contains a Camp T-shirt & Inventor Log (in addition to the material you get with the Innovation Force and Bot ANN-E activity kit)



THE VIRTUAL EXPERIENCE

- Exclusive access to the [I Can Invent Virtual Experience](#)
- Each kit will have a corresponding experience page



Bot ANN-E Experience

As you enjoy all the hands-on fun in your Innovation Exploration Kit™, take advantage of the resources found below. Watch the videos, play the music and print out the inspiration images while you build your confidence and tech abilities with Bot ANN-E!



PRICING & PACKAGE STRATEGY

Objectives

- Provide an in-home experience to customers while leveraging our current inventory
- Fair market price for customers
- Provide customers the ability to choose their past Camp favorite(s)

Package Recommendations

- Starter Package
 - Innovation Force Kit + Bot ANN-E Kit
 - \$65 price point (value of \$75)
- Choice of Add-On Kits
 - 3 options: Optibot, Bot ANN-E and Robotic Pet Vet Kits
 - \$45 per kit price point (\$55 value)
 - Able to add 1, 2 or 3
- Complete Experience
 - Buy all 4 for the complete experience
 - \$175 price point, after you use your exclusive \$25 promo code (\$240 value)
- All packages offer free shipping
- Customers can repeat purchase



TIMELINE

- Kits start shipping 4/20
- Ambassador test kits ship w/o 4/20
- Kits in homes w/o 4/20 & 4/27 (based on receiving address)