

**Cailan James-Smith**

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***The Importance of Building Support Systems***

**Commercialization Plan**

**It is important to build positive support systems because of the positive benefits they bring to your mental and physical health.**

## **Plan part 2: Executive Summary**

I intend to address the issue with younger people and how they handle support systems. I want to bring awareness to the fact that having as many positive support systems as possible is highly beneficial to an individual's success. I want to solve this issue with a card game. The game is all about how to identify a support system and give examples of which support system can do what for someone. I want to have about 16 cards, half will have a yellow back and the rest will have a red back. These represent which card is an image and which card is a scenario (description). I chose these two colors because I want my game to be social and engaging, and the colors red and yellow promote haste with players and encourage them to beat their times.

## **Plan part 3: Problem Summary and Proposed Solution**

Students need a way to find support because I learned that when students lack support they tend to struggle with planning for their future. Learning and sharing ideas with others will help you in the pursuit of your career and it can help with your mental mind state. People that do not understand this are usually middle school through college students, this can even affect adults but it starts at a younger age. Struggling to build a strong support system around yourself limits your business ability, relationships and can eventually lead to loneliness and build stress.

## **Plan Part 4: Summarize the STEM Concepts and Principles Underlying the Overall Plan**

My project follows the science portion of the STEM concepts the most out of all the other concepts. It follows science because it relies on experimentation with the card colors and the kind of image placed on the cards. My project does not rely on technology more because the extent of the technology used will be to print my text and images. Math also has a minimal amount of contribution to the project because it doesn't rely on math at all besides the amount of cards in play. Engineering would play a larger part than any of the others besides science. I would have to make the cards, card descriptions, and card images for my game. It still isn't as impactful as science though. This is the case because like I mentioned earlier my game relies a lot on science and experimenting. Mainly with color and design psychology. Color psychology is the study that different hues of color can change human behavior. Design psychology is similar to color psychology, only that it deals with designs and how to present designs to influence a person's actions. My cards will be heavily influenced by these psychologies, the game is a card matching game and the static state of the cards will be flipped over on their backs. The

backs of the cards will help determine whether they are an image or a description. The card backs will be red and yellow. I chose these colors to influence the user to want to complete the game as fast as possible. Red is known to cause caution and it stimulates the brain and body more than other colors, while yellow can cause anxiety and it stimulates the nerves (Cherry, 2020). For these reasons, I chose to use those colors. They promote stimulation in the brain and body so it will make the player want to complete it faster.

## **Plan Part 5: Commercialization Assessment of The Overall Plan**

### ***Problem, pain point or market opportunity:***

For all of my years on this planet and especially as a high school student, I have noticed that students struggle with socializing and creating positive support systems. This issue has become more and more evident over the years and I think that I have a proper solution for it. I want to advertise to schools my product to help students identify good and bad support systems. I think that this product will help students differentiate between good and bad support systems, as well as how to identify the significance of a particular support system.

### ***Target customers and intended users:***

My intended audience for this are students and teachers in schools. It can range from middle school, all the way to college students. I think it can go as young as middle schoolers because that is when you start learning about setting up support systems and how to identify them. It can go as high as college because students in college are still learning things like social skills and this product can still be appropriate. The target customers for this product are teachers, counselors and schools as a whole.

### ***Competitors:***

Competitors are not really a factor for my product, but to a certain extent they still exist. If anyone desires to learn how to set up or identify a positive support system then they can look to websites like YouTube or articles. I do not think that I will have a direct competitor, but these sites can pose an issue. The sites won't be able to overtake my product because I think that my product is a lot more engaging to students than watching a video. It can reach out to a larger learning audience because not everyone can learn through listening to a video, some people learn hands on as well. My product reaches out to every single learning style in an engaging way.

### ***Customer value proposition & competitive advantage:***

I spoke about what makes my product better than the rest a little in the last paragraph, but that was not it. The range that my product has is vast. Like I mentioned earlier you can use my product as a class activity to help the students socialize with each other, get a grasp of support systems, and the product overall is very fun and engaging due to the way it is played and the design of the cards. It can be played through teacher and student interaction, student to student, and if you learn the best on your own you can play it by yourself. The value that the cards bring to the customer overall is very immense.

### ***Principal revenue streams expected:***

I expect to sell each box for \$20 and if I am selling to schools I think I would bring in a big profit off of them. Schools will most likely buy the cards in bulk, so they can have the students play the game multiple times at once. I also anticipate that multiple teachers would buy the product as well and they would be doing the same thing. I buy the cards online for \$7 and they come in packs of 8, each box would hold 16 cards. I would buy 2 to make a box. Depending on the amount each teacher would buy, I would still make a considerable profit.

### ***Principal startup and operating costs expected to be incurred:***

To startup my company, I want to start out with 20 boxes which would bring my start up cost to \$280. After I order my cards I have to order the box for the cards to go inside. The box costs 5 dollars to order. All together, I would spend \$380 to make the product. I said that I would start out with 20 boxes so to make them look good I would decorate them, I am not buying the decorations at first so it would be cost free. Overall, I will need to pay for the cards and the card boxes. I need a printer to print the card images and descriptions. I already have a printer so that will also not have a cost. With the printer the only thing that I will eventually need to pay for is the colored ink, but that will not be a factor for the start up of the business.

## **Plan Part 6: Science and Technology Proof of Concept**

### **Review and assessment of the scientific literature:**

In the research that I conducted for my product, I have come to find out that the consensus on my topic held by professionals is that searching for and having support from other people is greatly beneficial. Support systems are very broad and can encompass many different roles. In one of the scholarly papers I

researched they identified the importance of communication and teamwork in a group setting, and how that leads to more successful outcomes. While another paper that I researched stated that having a good emotional support system around you leads you to have a more positive outlook and leads to a more productive lifestyle. Even though these two papers are talking about two different things, they both fall under the umbrella of support systems and they both are very important and crucial to a successful lifestyle. Although these two examples are not the only examples of support systems because they can vary in many different ways.

### **Hypothesis:**

Students need a way to find support because I learned that when students lack support they tend to struggle with planning for their future. If I create a matching card game that is motivational, social, and engaging then I will be able to convey to 100% of students the importance of social systems in our lives.

### **Inquiry or design-based discussion:**

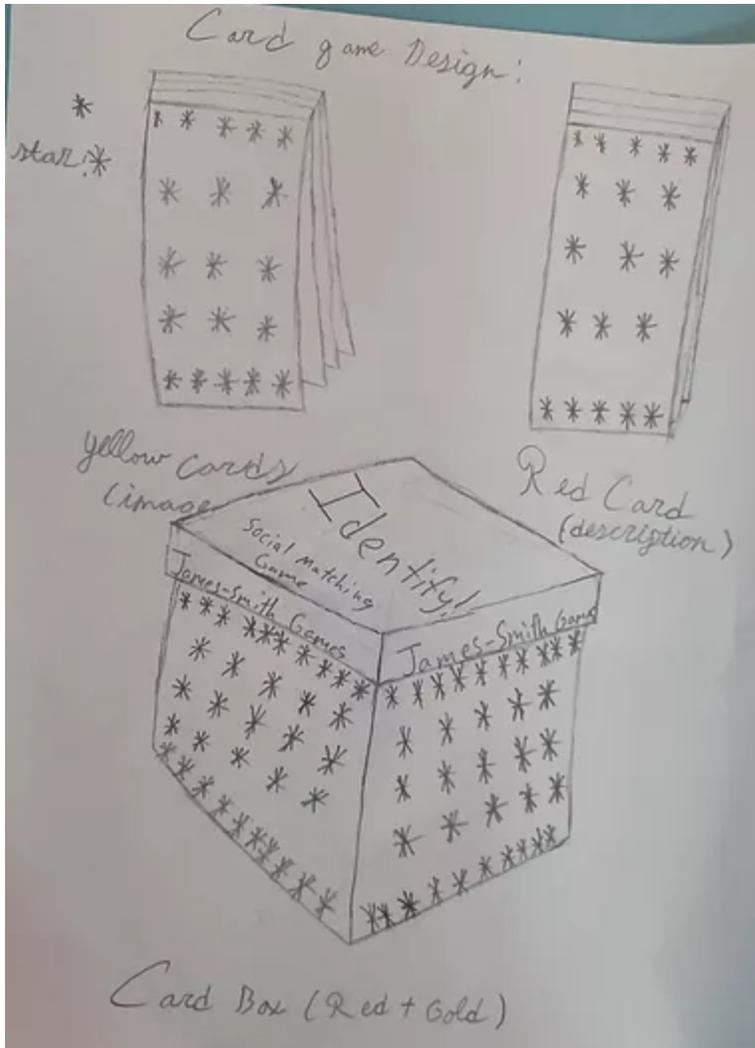
The solution to the topic that I have come up with is creating a card game. I decided to decorate a box and print pictures and descriptions on cards that either will have a yellow or red back. The game is supposed to be social, engaging, and motivational. How I went about doing this inspired my card design, I went with red and yellow on the card backs for engagement and the social aspect. The colors apply because red and yellow are colors that make the human brain alert and I want the players to play the game in a fast manner. This promotes the social aspect because a player can race another to see who can complete the game first. With this being said, how do you play the game? The card game is a memory matching sort of game, where you have to match a card image to a card description. This is supposed to inform the player what kind of support system does what. I hope to motivate the player with knowledge and make them more confident to make decisions by reaching out to more people for help. You can either play the game yourself, with others, or play against another person depending on how competitive you are. While I was discussing my product with other people I was advised to look into any other games that may be similar to mine and see what they did to make their game successful or fail. I was also advised to do more research relating to the support aspect of my project and the logistics of it. I was also advised to inform the player how they could reach out to a certain support system by either giving them tips, a phone number or a location in the box. Lastly, I was told to test the project and see how people interact with

it(although I was already going to do that), with all this advice I have been doing the research and trying to look into the prototype.

I will entice my audience through advertisements online on school related sites or I will advertise to schools directly. I would start with trying to connect with the counselor to buy my game and share it with the students. The decoration of the box and the cards will be the biggest draw in for the students and staff. After someone buys the product, the way you start playing is to open the box and take the cards out. What will keep the target audience engaged as they play the game is the box and the cards. Not only that, but the game mechanics itself. The game is very social and it has a competitive aspect that can be attempted solo or with others. When people are done playing the game all they have to do is get the cards back together, open the box, put the cards back in the box, and then close the box. When people are done playing the game all they have to do is get the cards back together, open the box, put the cards back in the box, and then close the box.

**Data tables, graphs, charts, sketches, engineering drawings or photos of prototypes or models, and cited references:**

**Figure 1:**



This is supposed to be a sketch of my product, this is basically the gist of it. Although it is devoid of color which is very crucial to the final product. I included what I wanted the card colors to be but I did not mention the color of the box. I had thought about it though, I considered making it both gold and red like the cards but I think that may take away from the cards themselves.

### **Plan part 8: Acknowledgements**

In the end, this paper would not be a reality without all the help that I have received from my peers and my teacher. I thank my peers with the organization of my paper along with the help they have given me with coming up with certain ideas and the direction of my paper. I also want to thank my teacher: coach Metcalf for helping with the sections of my paper, how to structure my paper, and helping me break my paper into digestible pieces. Not only that, but coach Metcalf has helped me with my prototype, giving advice, and helped with some of the research that I have conducted.

### **Part 8: Reference cited**

Cherry, K. (2020, May 28). *Can color affect your mood and behavior?* Verywell Mind. Retrieved November 4, 2021, from <https://www.verywellmind.com/color-psychology-2795824>.