

---

---

# Card Guard

Sam Keshishian

---

---

---

# The protector of your cards

The Card Guard is a card case that can work for many different types of games. It could be for Poker, Uno, Magic the Gathering, even Pokemon! These characters are paper figurines with a torso built to contain cards. They are great conversation starters and or collectables.

---

---

# Objectives

The goal of this project is to add a little extra fun to games that already excite people. It's not only something to store your cards in, but also something fun to display and talk about. No longer will you have to search for your cards, which drawer did you store them in again? It'll be easy to find them because you look at them everyday.

I thought of this idea initially as a simple sculpture. A little devil with a square torso. After finishing it and looking at it for a little while the idea came to me. I researched and could not find anything similar, a first of its kind!

I want to create this product as a tool to have fun. They will accumulate meaningful memories with friends and family alike. Each one being a different character for a different game. Or the customer can mix and match depending on what they prefer. I want to inspire imaginative conversation with these. It can also be used to store other things like, matches, cigarettes, toothpicks, pins. The list goes on!

---

---

# Schedule

Week 1-14: Decide up design and style of characters

Week 15-20: Create demo holders and packaging

Week 21-35: Organize social media campaign

Week 35-50: Finalize holders and packaging

Week 51: Release

---

# Methodology

- **Design** Decide upon style/design of holders
- **Advertising** Mock-up advertising campaign
- **Finalization** Create four final holders for presentation
- **Release** Release in select stores

# Deliverables

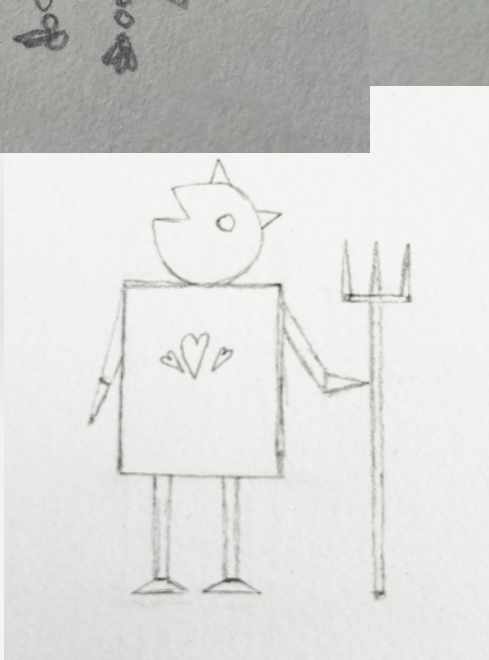
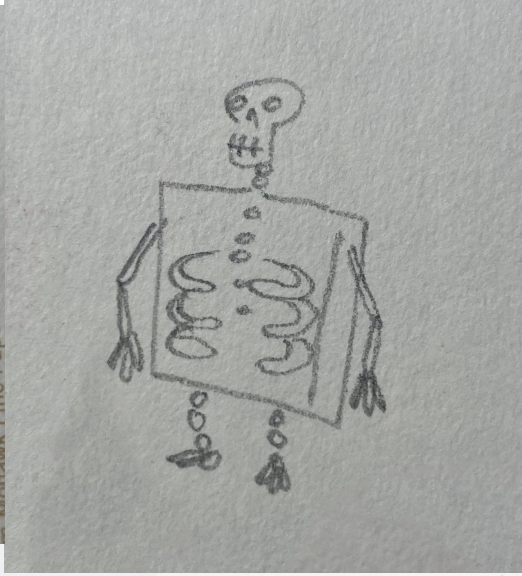
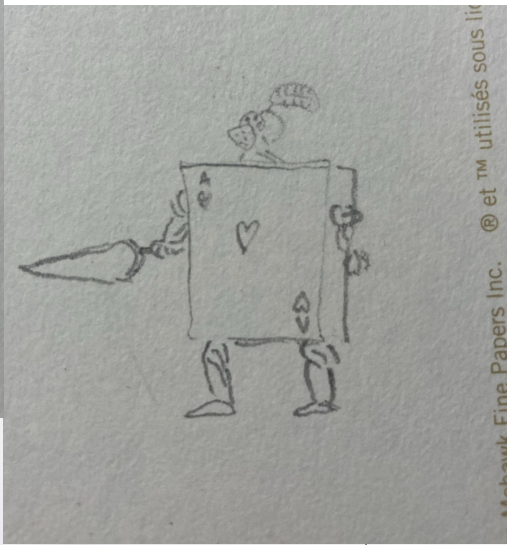
- **Four card holders**
  - **Packaging**
  - **Ad/Social media campaign**
-

---

## Budget

Item	Min Qty	Max Qty	Cost	Min Expense	Max Expense
Illustration Board	10	30	\$15	\$15	\$45
Paints Set	1	2	\$25	\$25	\$50
Basswood Kit	1	4	\$13	\$13	\$52
Advertising	x	x	x	\$150	\$500
Fabrics	x	x	x	\$15.00	\$50
Adhesive	1	3	\$7	\$7.00	\$21
				\$225	\$718

---



---

# Assessment

- Did people have a positive opinion on the product?
  - Should we add more versions?
  - Did we go viral?
  - Did we sell out?
  - Were there any defects with the product?
-