

The background is a collage of various abstract, colorful shapes in shades of yellow, blue, red, green, and pink. These shapes are irregular and organic, resembling stylized leaves, petals, or splatters. They are scattered across the white background, framing the central text.

STORM FORMS

universe

Spring 2020

STORM FORMS

universe

Pooja Nitturkar . Graphic Design Degree Project

Entrepreneurship: Identifying opportunities for change and implementing them

Venture: An undertaking that involves uncertainty as to the outcome

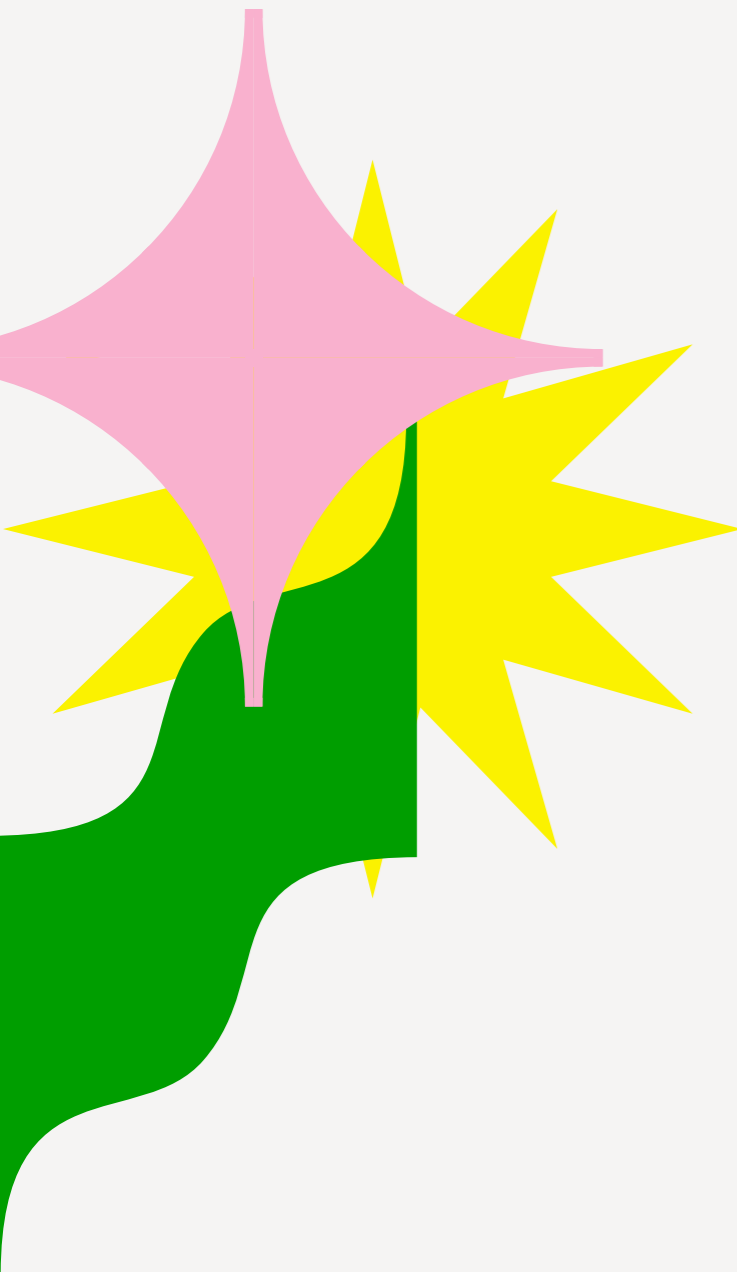
Failure: Nonperformance of something expected

Problem Statement

How do we break away from the default male perspective in entrepreneurship and encourage more women to enter this space?

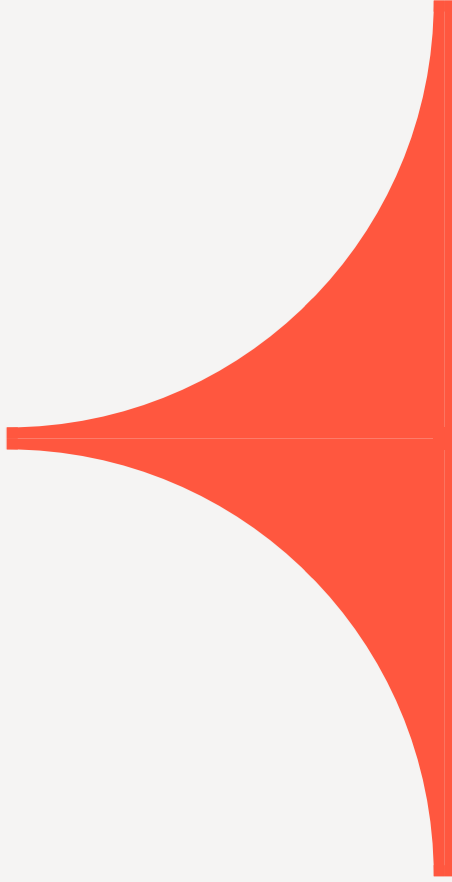
Problem Statement

The innovation that drives success in business depends on the interactions of and between diverse perspectives, but we still default to the white male perspective.



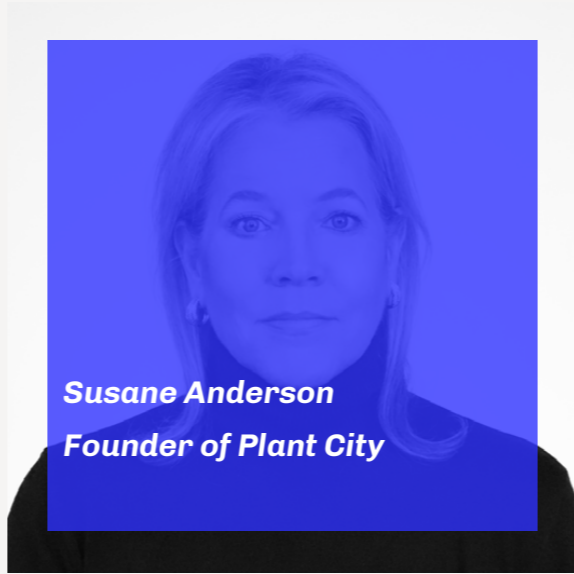
Research & Problem Insights







Charlie Kroll
COO of Ellevest



Susane Anderson
Founder of Plant City



Debb Mills-Scofield
Strategic & Innovation
Consulting, Venture Capitalist



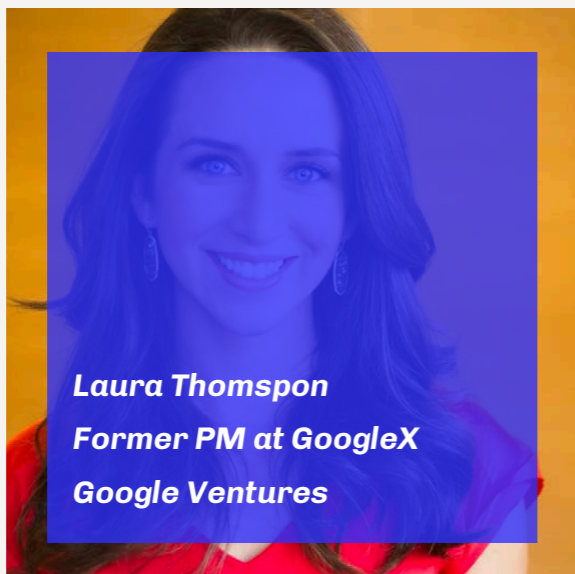
Suzane Fogarty
Head of Lincoln School
for Girls



Bill Foulkes
Marketing Consultant and
Entrepreneur
MBA, Harvard



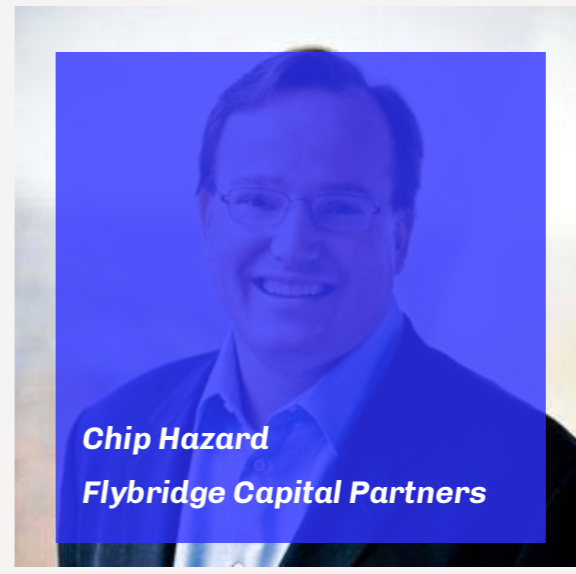
Yelitsa Jean-Charles
Founder and CEO of
Healthy Roots Dolls




Laura Thomsson
Former PM at GoogleX
Google Ventures



Roja Garimello
MD, Brown Medical School '20
MBA, Harvard '22



Chip Hazard
Flybridge Capital Partners



1. Could you tell me about something, (ex. an event, a mentor, a class, etc.) before you were 18 that influenced your entrepreneurial drive?

2. What do you think taught you grit in high school and beyond?

3. How can we familiarize high schoolers with female perspectives in entrepreneurship?

4. How can we create resilient attitudes towards failure amongst young students?

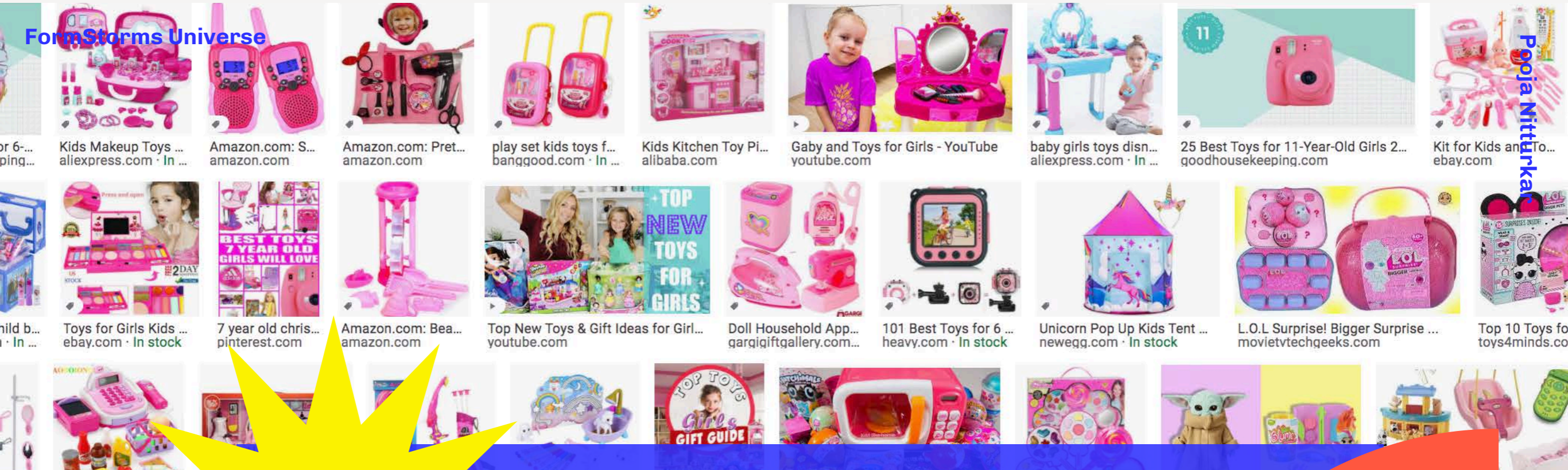




Problem Insights

I found that a common thread among those who have achieved entrepreneurial success, regardless of gender, is that at a young age they were practicing activities that got them comfortable with being uncomfortable.

They had opportunities to be curious and messy, fail, face rejection, and try again.



Kids Makeup Toys ... aliexpress.com · In ...

Amazon.com: S... amazon.com

Amazon.com: Pret... amazon.com

play set kids toys f... banggood.com · In ...

Kids Kitchen Toy Pi... alibaba.com

Gaby and Toys for Girls - YouTube youtube.com

baby girls toys disn... aliexpress.com · In ...

25 Best Toys for 11-Year-Old Girls 2... goodhousekeeping.com

Kit for Kids an... ebay.com



Toys for Girls Kids ... ebay.com · In stock



7 year old chris... pinterest.com



Amazon.com: Bea... amazon.com



Top New Toys & Gift Ideas for Girl... youtube.com



Doll Household App... gargigiftgallery.com...



101 Best Toys for 6 ... heavy.com · In stock



Unicorn Pop Up Kids Tent ... newegg.com · In stock



L.O.L Surprise! Bigger Surprise ... movietvtechgeeks.com



Top 10 Toys fo... toys4minds.co



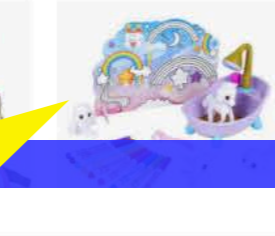
46pcs kids preten... glad888.com



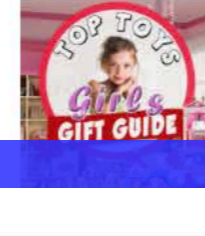
girl | House



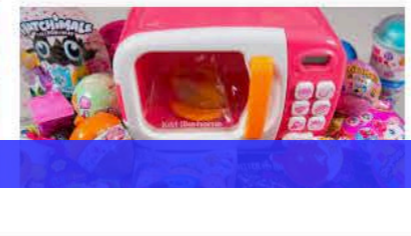
girl | House



girl | House



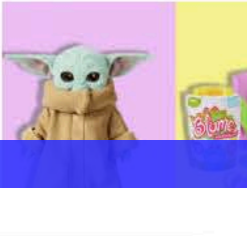
girl | House



girl | House



girl | House



girl | House



girl | House



girl | House

most popular toys for girls

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Cat Tower, Frisco 57-in... \$52.69 Chewy.com

Himalayan Blush Faux-Fu... \$179.00 Pottery Barn T...

Kids Plush Rocker Qaba \$92.99 Wayfair (39)

Quinten Toy Organizer... \$94.99 Wayfair

Hang-A-Round Chair, Winter... \$179.00 Pottery Barn T...

Great Gourmet Kitchen Set... \$129.99 Wayfair (414)

Samsung Verizon... \$0.00 now \$10.41/mo x 24 Verizon

Pretend N Play Unit Armoire... \$159.99 Wayfair (7)

Trolls World Tour Color... \$29.99 Target (6)

...ccess Style... \$9.99 Target (3)

WHIMSY - cat sequin blue re... \$4.99 Official Ty Store

Kids Pink \$25 M...

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20 popular toys for... today.com

Best Toys for 5 Yea... pinterest.com

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Toys For Girls Kids ... m.dhgate.com · In ...

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toys for girls play m... banggood.com · In s...

Toy Chest For Girls,... yourdreamtoys.com...

Campaign against pink toys for girl... theguardian.com

Girls Kids Children ... marketbitplace.com...

Gift Ideas for 7-Year... littleonemaq.com

FEBRUAR 123rf.com



Sky Nook Toy for 4 Year Old... \$39.95 Fat Brain Toys ★★★★★ (39)



Verizon GizmoWatch... \$179.99 Verizon ★★★★★ (195)



Apprentice LE v5 Custom... \$75.00 Ultra Sabers Li...



Great Creations Kids Arts and... \$99.99 Wayfair ★★★★★ (145)



Virtual Pong - Top Gifts For... \$79.99 SharperImage



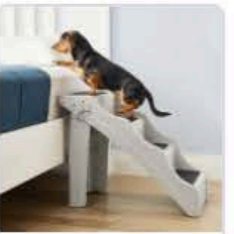
Music Story Simulation... \$59.99 Best Trendy D...



Frisco Hide and Seek Plush... \$15.98 Chewy.com ★★★★★ (459)



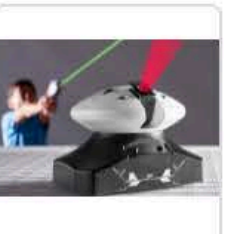
Dominix LE v5 Custom... \$100.00 Ultra Sabers Li...



Frisco Foldable Nonslip Pet... \$35.49 Chewy.com ★★★★★ (175)



Extreme LED SkyBoard by... \$49.95 Young Explore...



Space Blaster Shooting Ga... \$59.99 SharperImage



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Top Toys 2018 TopToysToday.com



Most Popular Toys for Kids 2019... mybaba.com



2017 Hot Toy List... livingrichwithcoup...



Toys for 4 Year Old Bo... best-gifts-top-toys.com



10 Most Popu... youtube.com

most popular toys for boys

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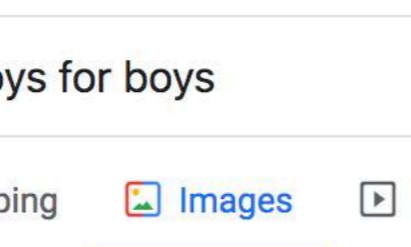
5 TOYS



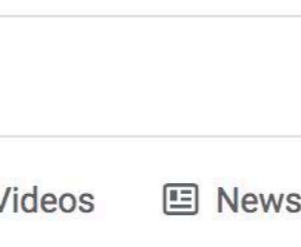
83 Best Toys for 202... brostrick.com



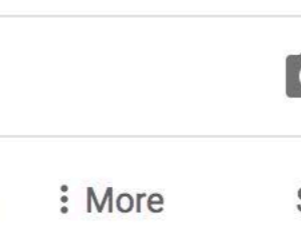
Most Popular Gadgets For Christ... gadgets2018blog.blogspot.com



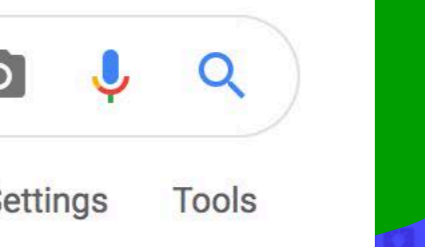
Most Popular Kids Toys For Bo... popularkidstoysnow.com



Most Popular toys f... allthebesttoys.com



Remote Control 360... ebay.com · In stock



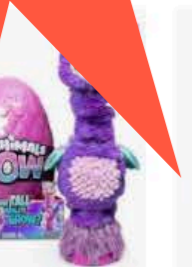
New Toys For Kids in 2020 - 38 ... giftsicle.com



Toys and Gifts for 2 ... pinterest.com



Christ... eeping.c...



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Most Popular Gadgets For Christ... gadgets2018blog.blogspot.com



Most Popular Kids Toys For Bo... popularkidstoysnow.com



Most Popular toys f... allthebesttoys.com



Remote Control 360... ebay.com · In stock



New Toys For Kids in 2020 - 38 ... giftsicle.com



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Electronic Ride On Excavator... \$79.95 Young Explore...



SWAT Team Building Bloc... \$69.99 Golonzo



1000 pcs 3mm 5mm Magnet... \$27.80 LightInTheBox



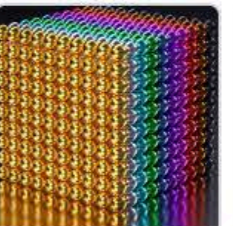
My First 2 in 1 Laptab by... \$39.95 Young Explore...



Pinball Game Action Toy \$39.99 Bits And Pieces



Samsung Verizon... \$0.00 now \$10.41/mo x 24 Verizon



216-1000 pcs 5mm Magnet... \$35.01 LightInTheBox



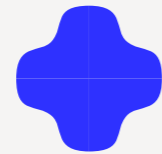
Toy Laser X Tower Laser... \$39.99 Kotula's ★★★★★ (14)



Ethical Pet Laser Exercis... \$3.43 Chewy.com ★★★★★ (61)

There is little representation of entrepreneurial women in the media and academia, and many resources supporting stem and business are predominantly male-oriented, so as girls move through their education and form ideas about their futures, entrepreneurial careers become less attractive starting as young as age eight

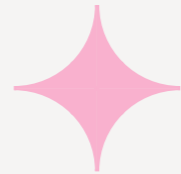
Project Objectives



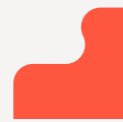
Provide opportunities for children to practice entrepreneurial thought and action (ETA)



Approach ETA through play



Engage children in building empathy and problem-solving through actively looking at other perspectives.



Emphasize an equal playing field by designing solutions that involve everyone, regardless of gender

By giving all children, regardless of gender, the same tools and opportunities to develop entrepreneurial skills, we can encourage more girls to pursue entrepreneurship by allowing them to develop the resilience to failure, confidence, and feeling of equality to dampen the effect of systemic conditions that would otherwise deter them from entrepreneurial careers.

The background is a collage of various abstract, colorful shapes in shades of yellow, blue, red, green, and pink. These shapes are scattered around the central text, creating a vibrant and dynamic visual environment. Some shapes resemble stylized leaves, others are more geometric or organic in form.

STORM FORMS

universe

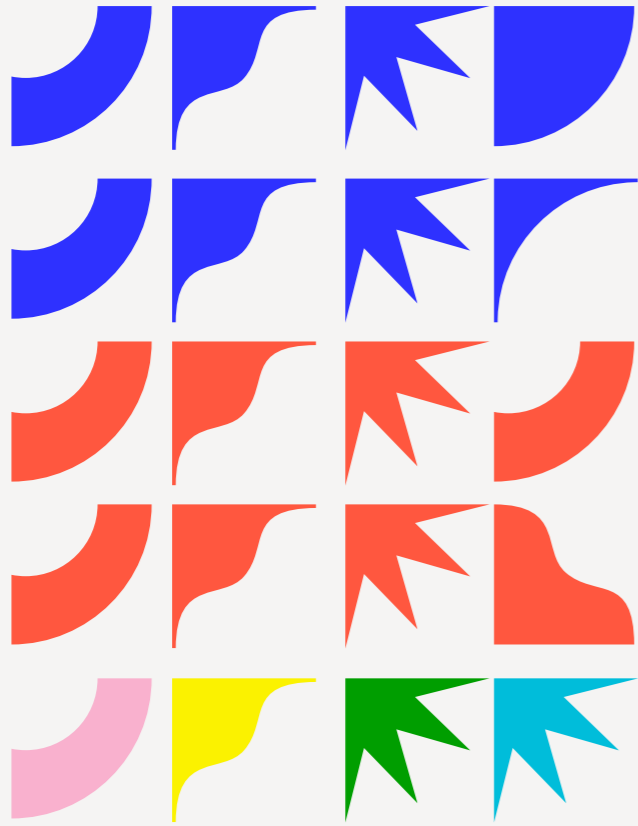
StormForms is a modular long-form play system designed to be used in a classroom or group setting.



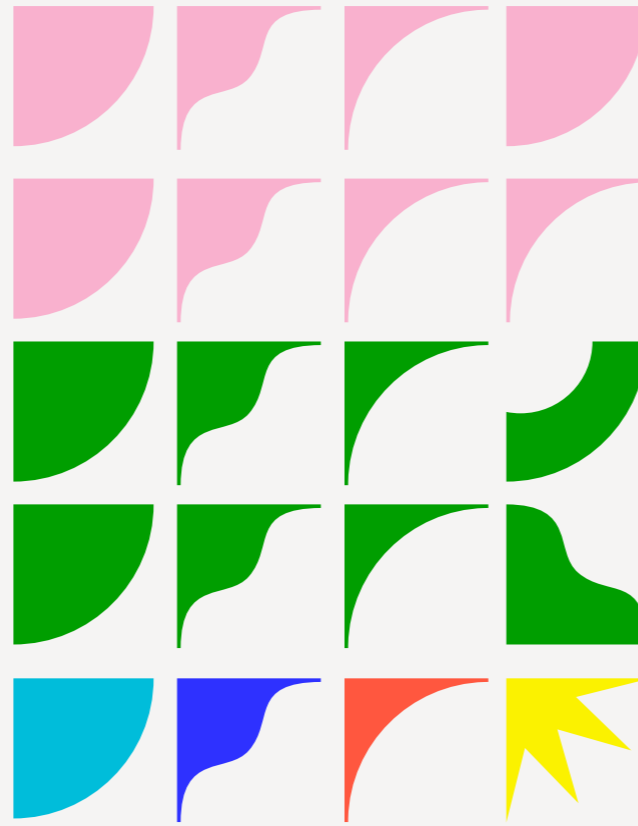
Through unusual modular forms that elicit curiosity and formal exploration, children are encouraged to build their own characters, toys and structures.



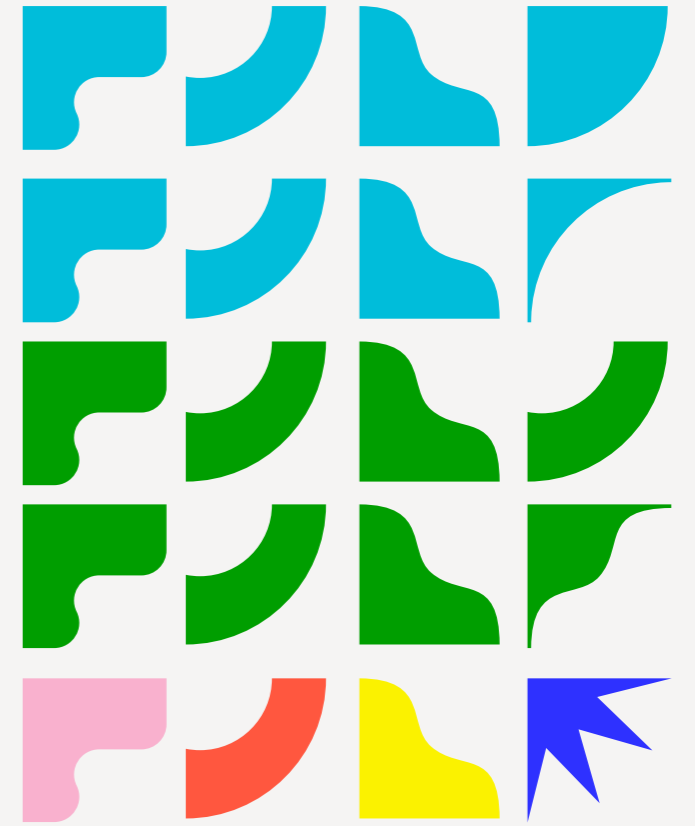
Student 1



Student 2



Student 3



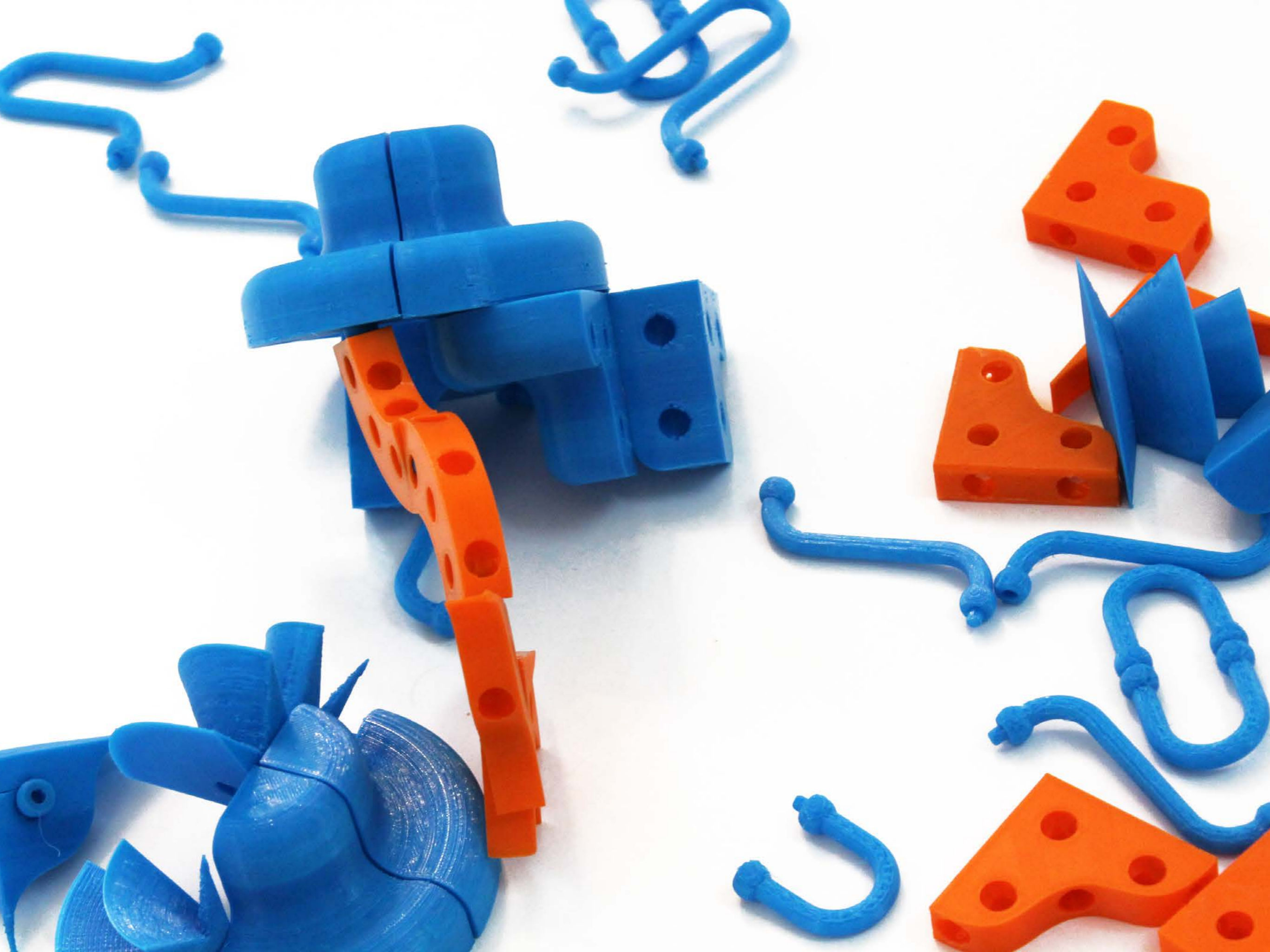
FormStorms Universe

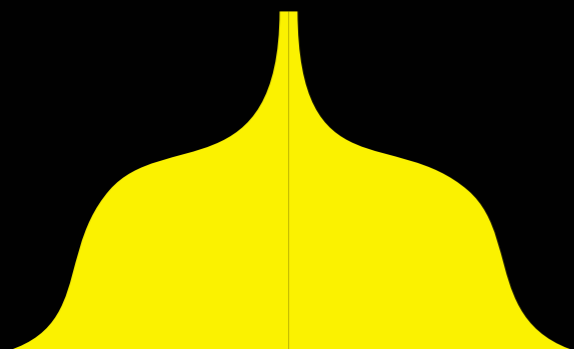
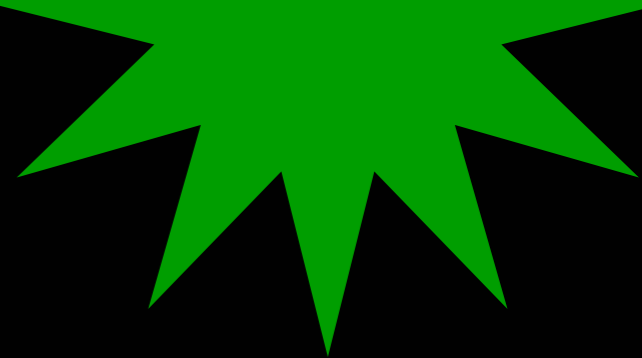


Pooja Niturk



Spring 2020





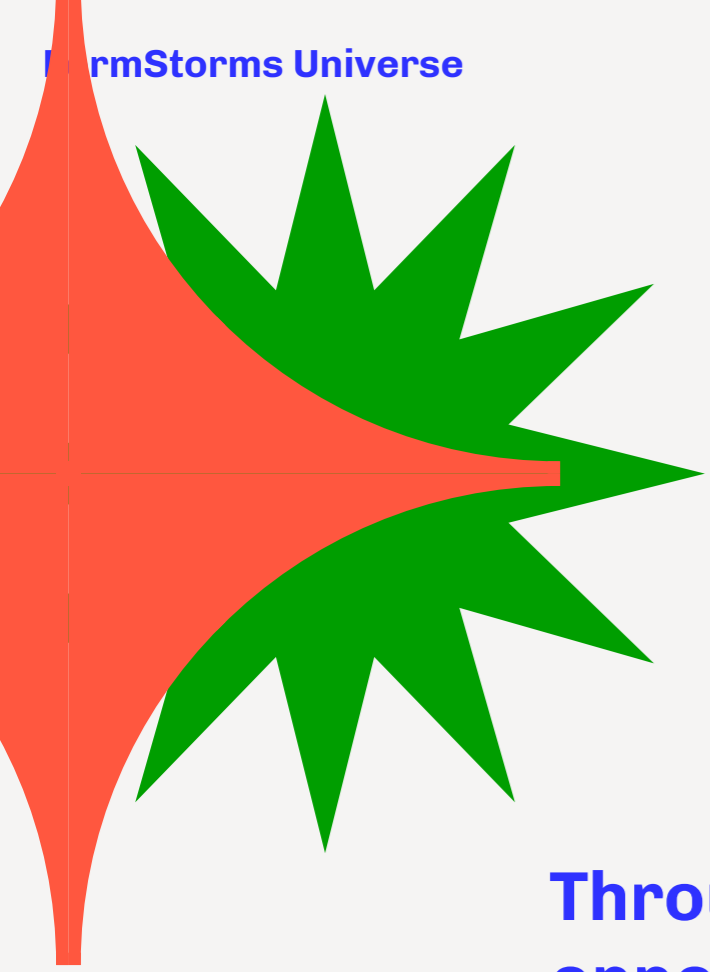


StormShares

Children can trade and barter their pieces to curate their collection of modules, having their “transactions” officially recorded on this virtual marketplace, as well as “formstorming” construction ideas in the app with unlimited virtual forms

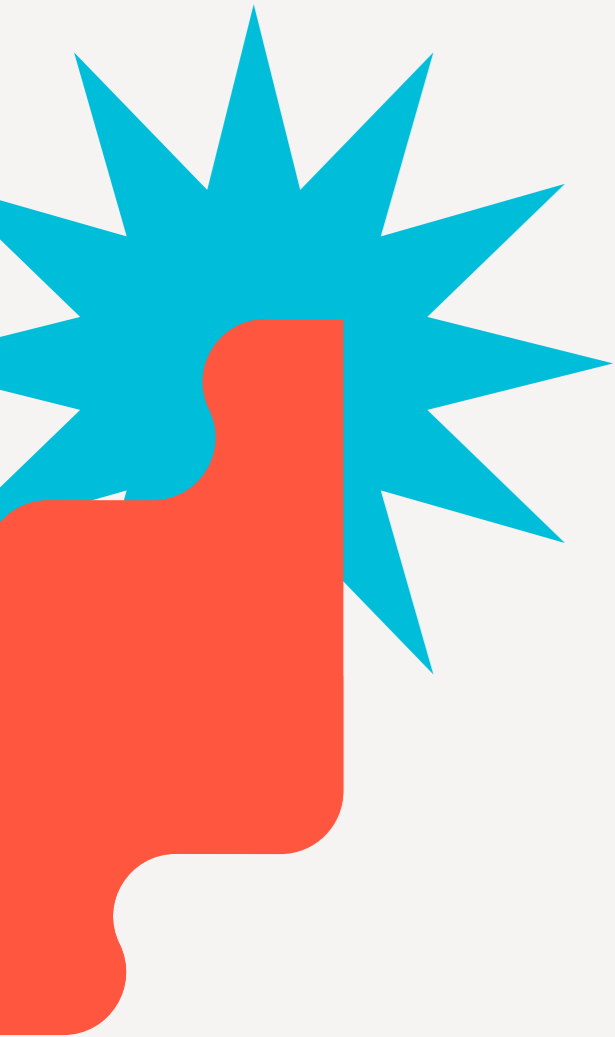
FormShares

Kids also have the ability to publish their constructions on the app and create their own custom forms. The StormForm CAD files will be publicly available to these kids for them to alter and customize for themselves

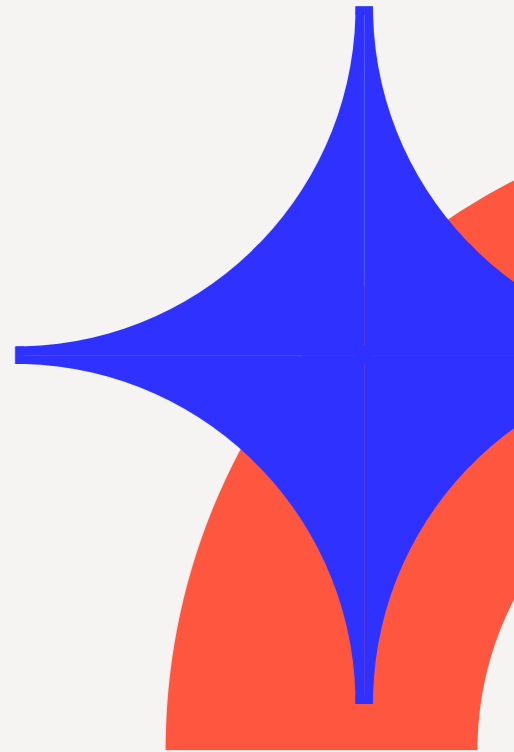


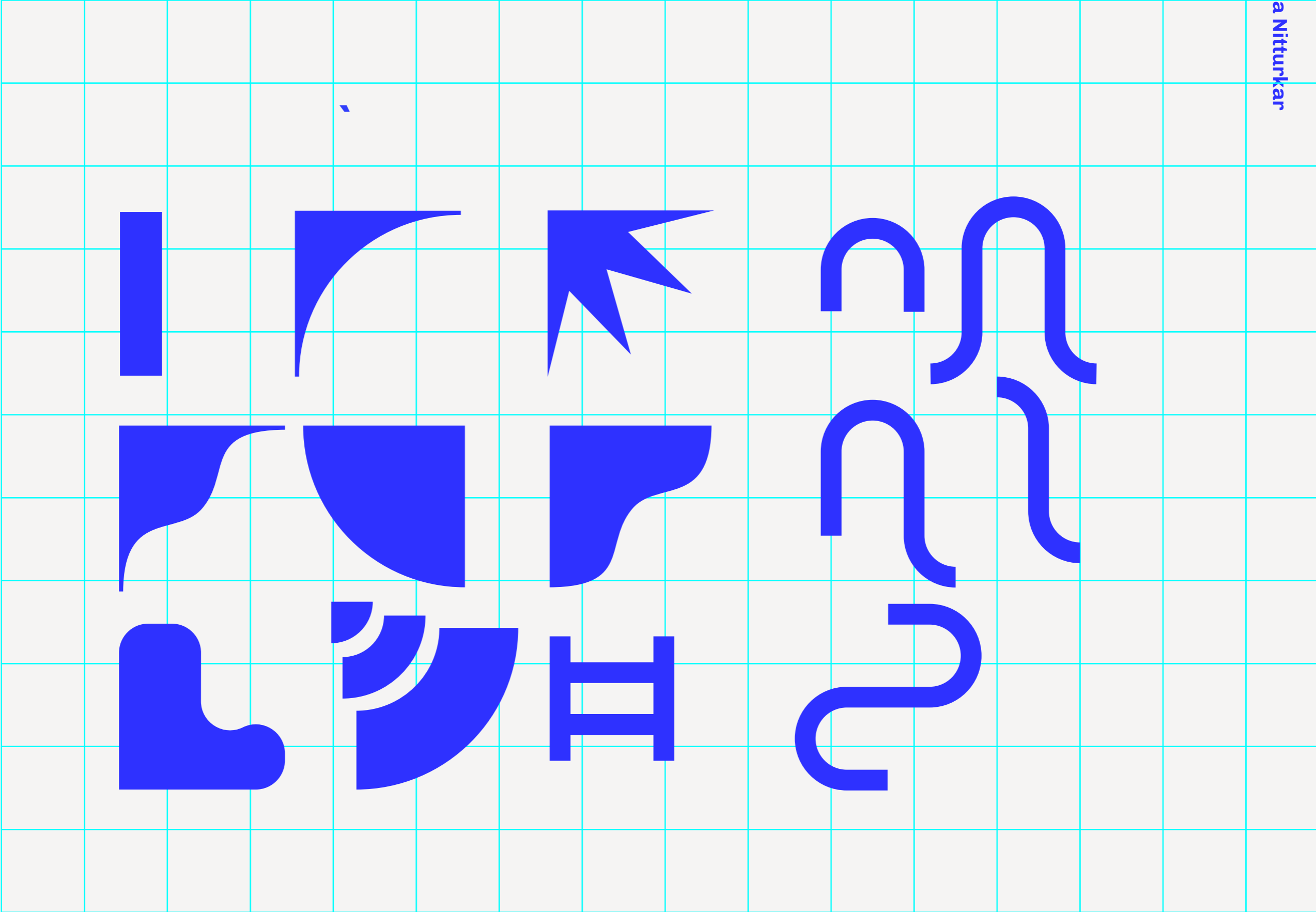
Through StormForms, children have the opportunity to be curious and messy, face rejection through the marketplace and learn to persist, hopefully reducing a confidence gap in their future to take risks, innovate, and be resilient.





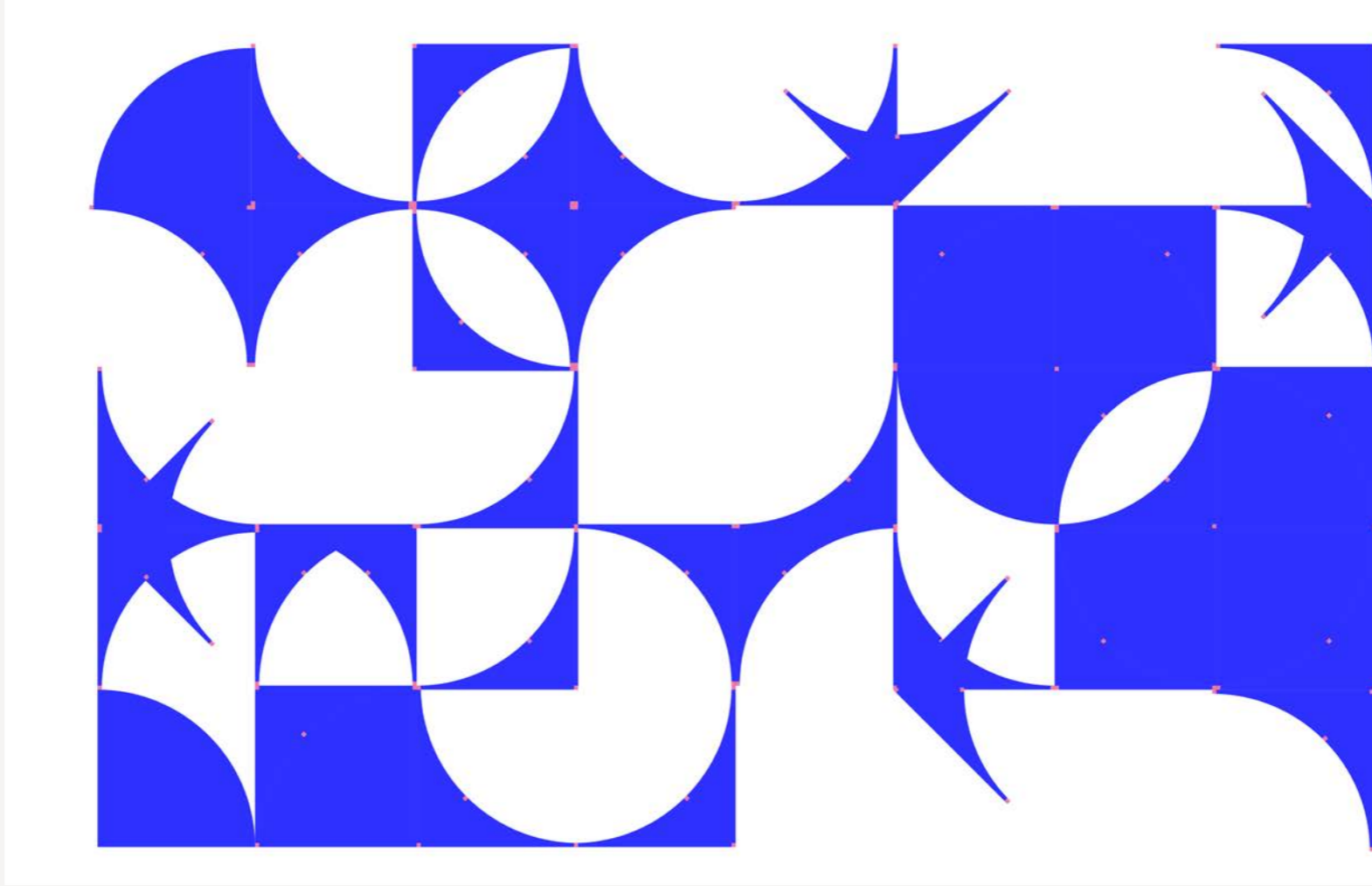
Research &Development

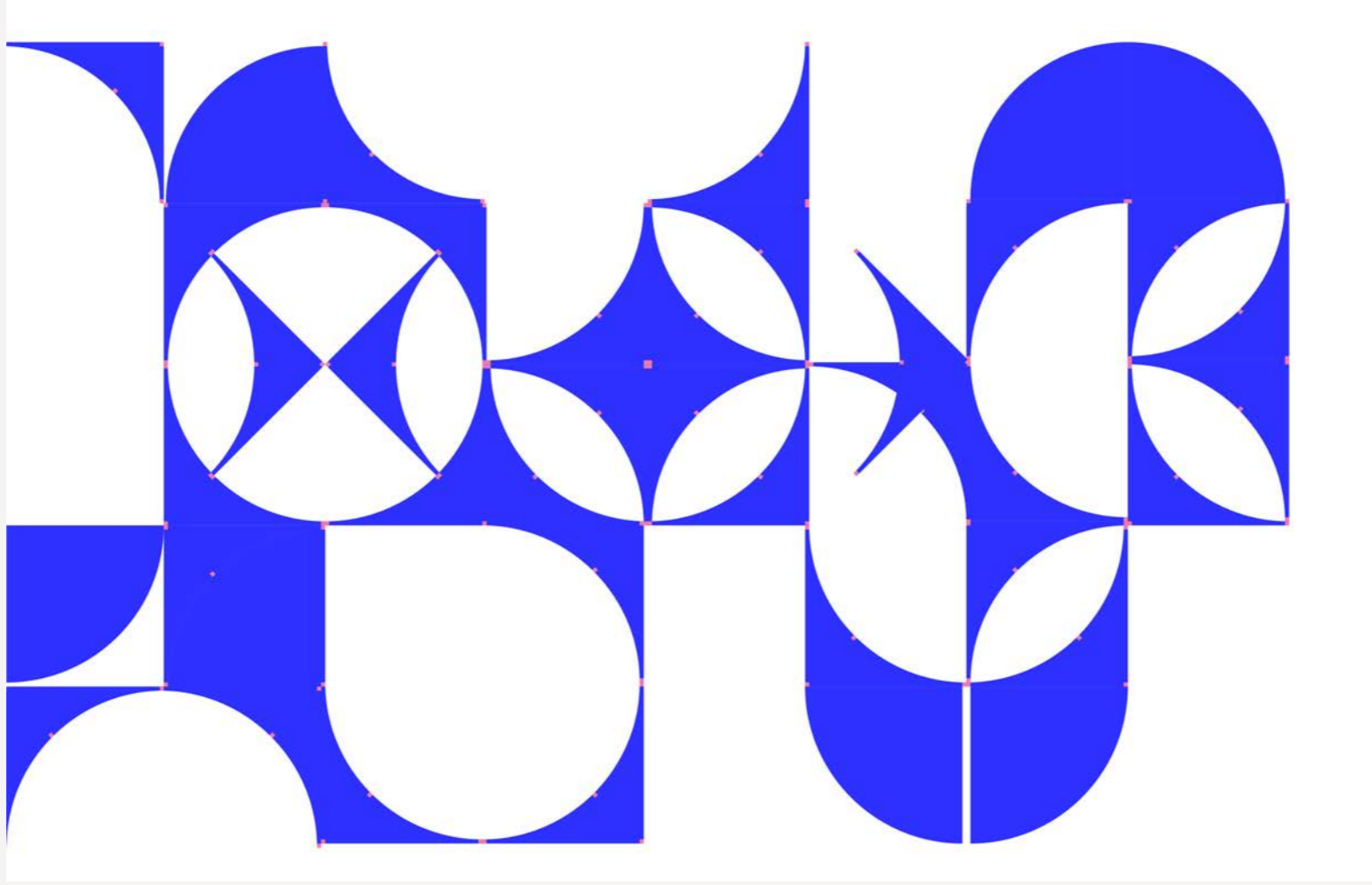


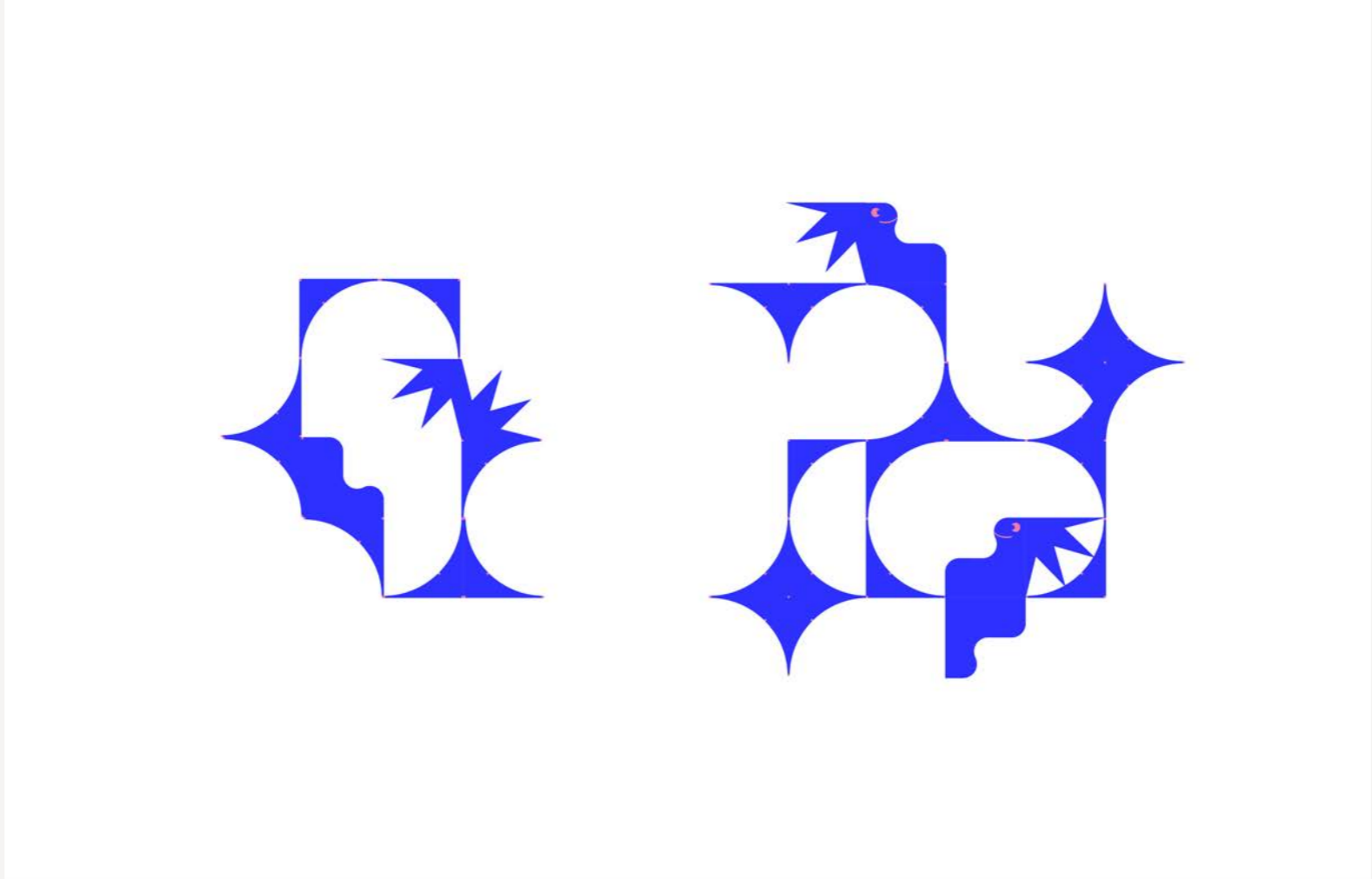


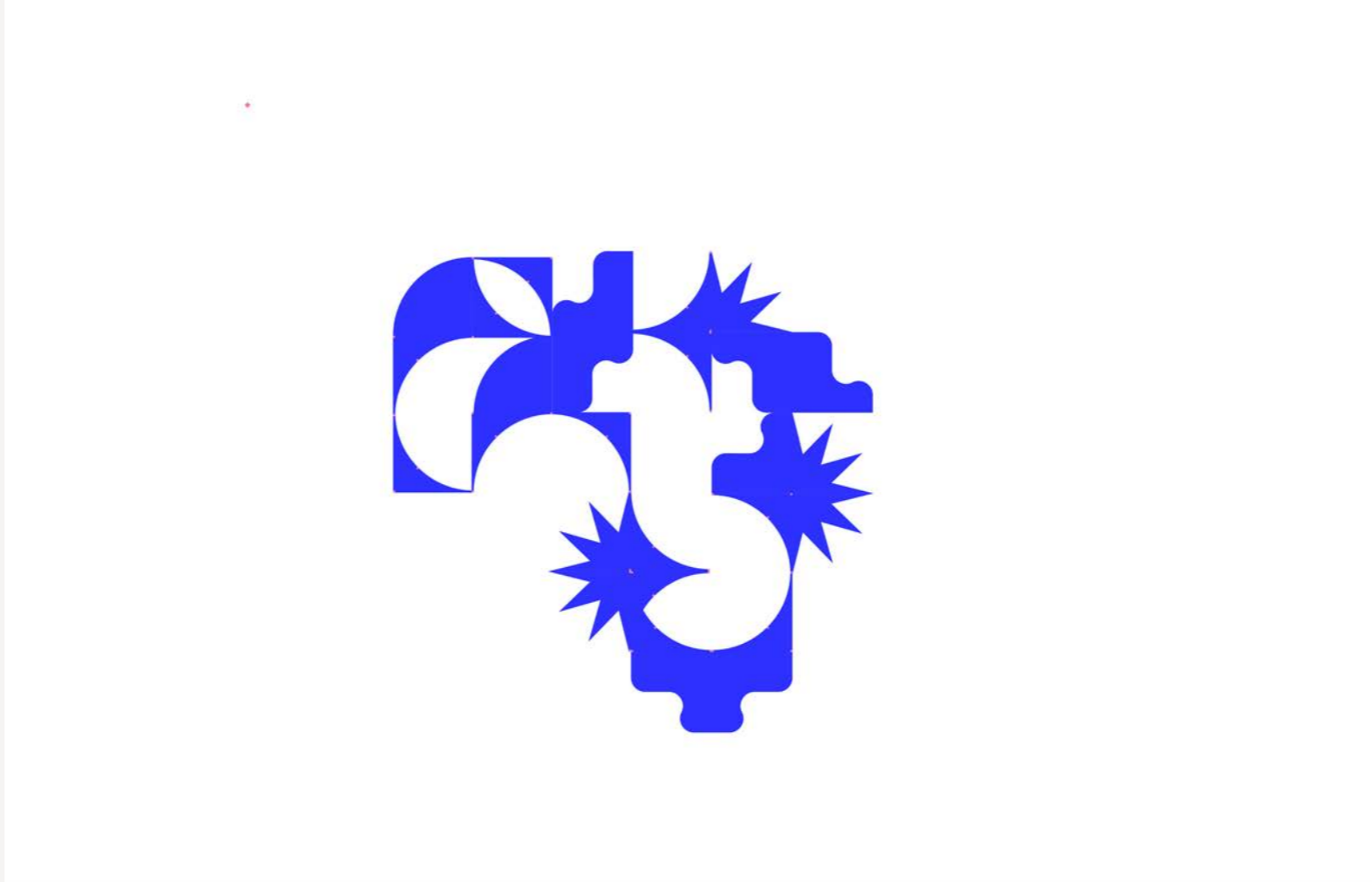
Base Shapes

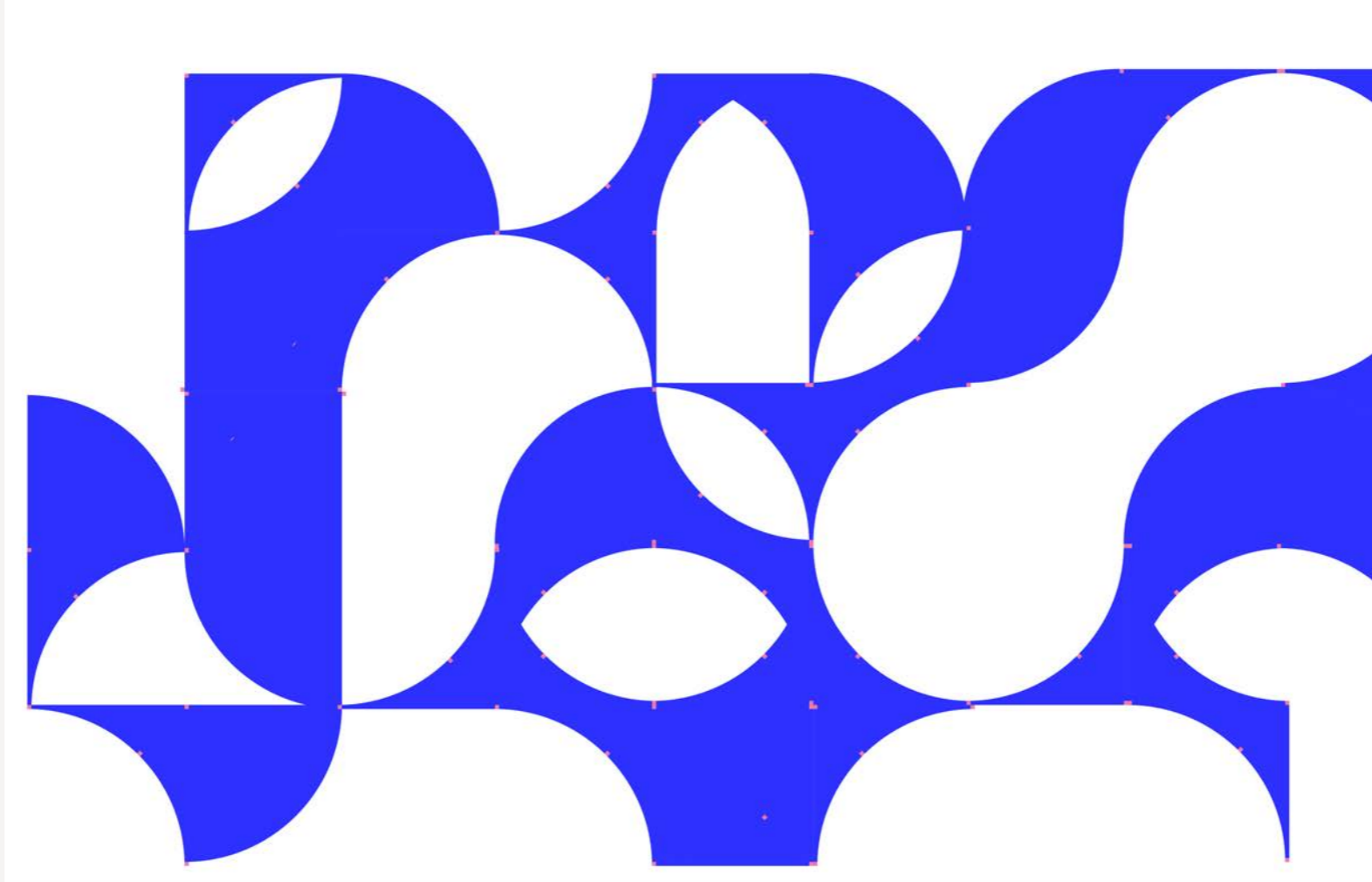


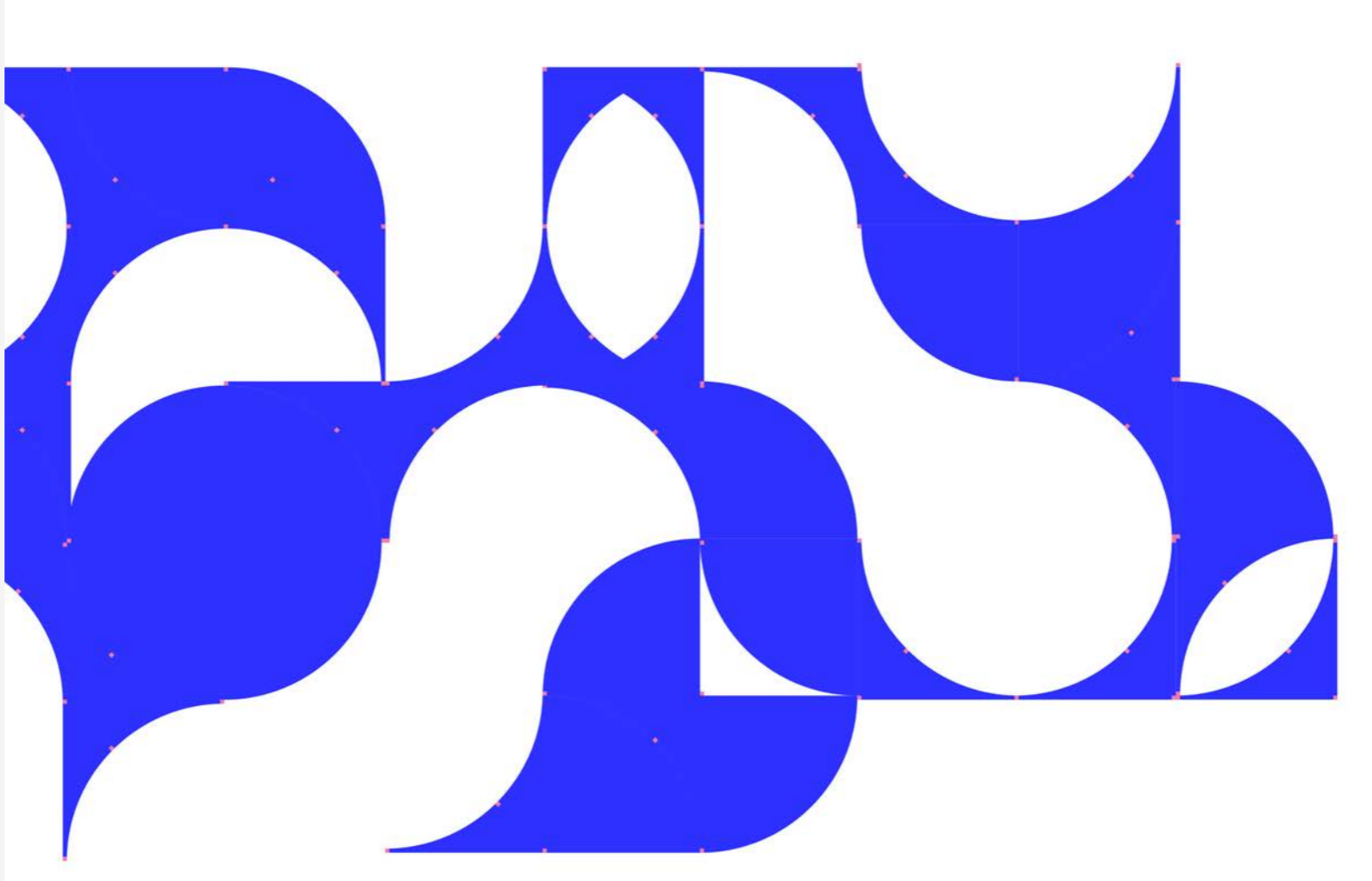


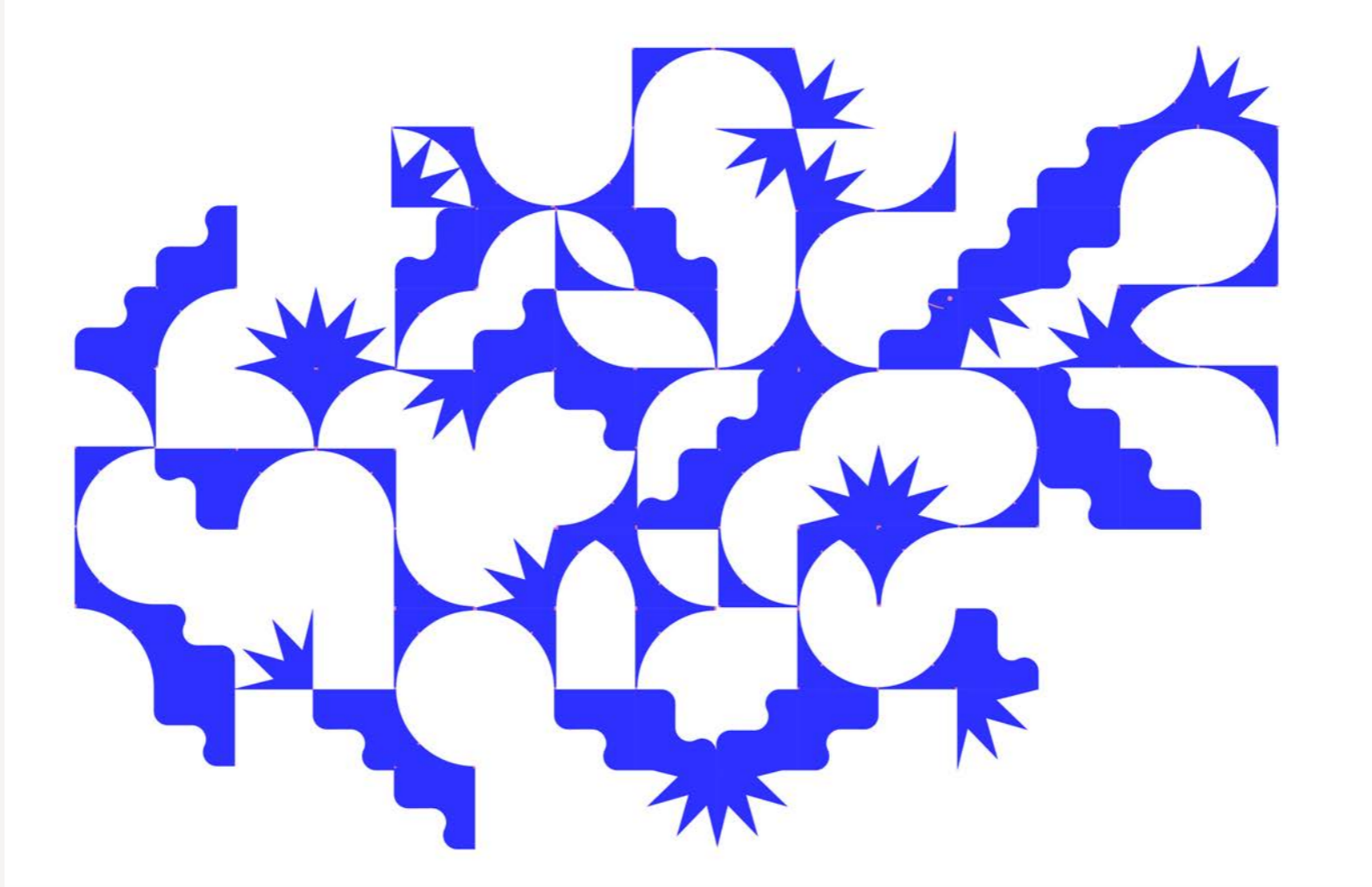


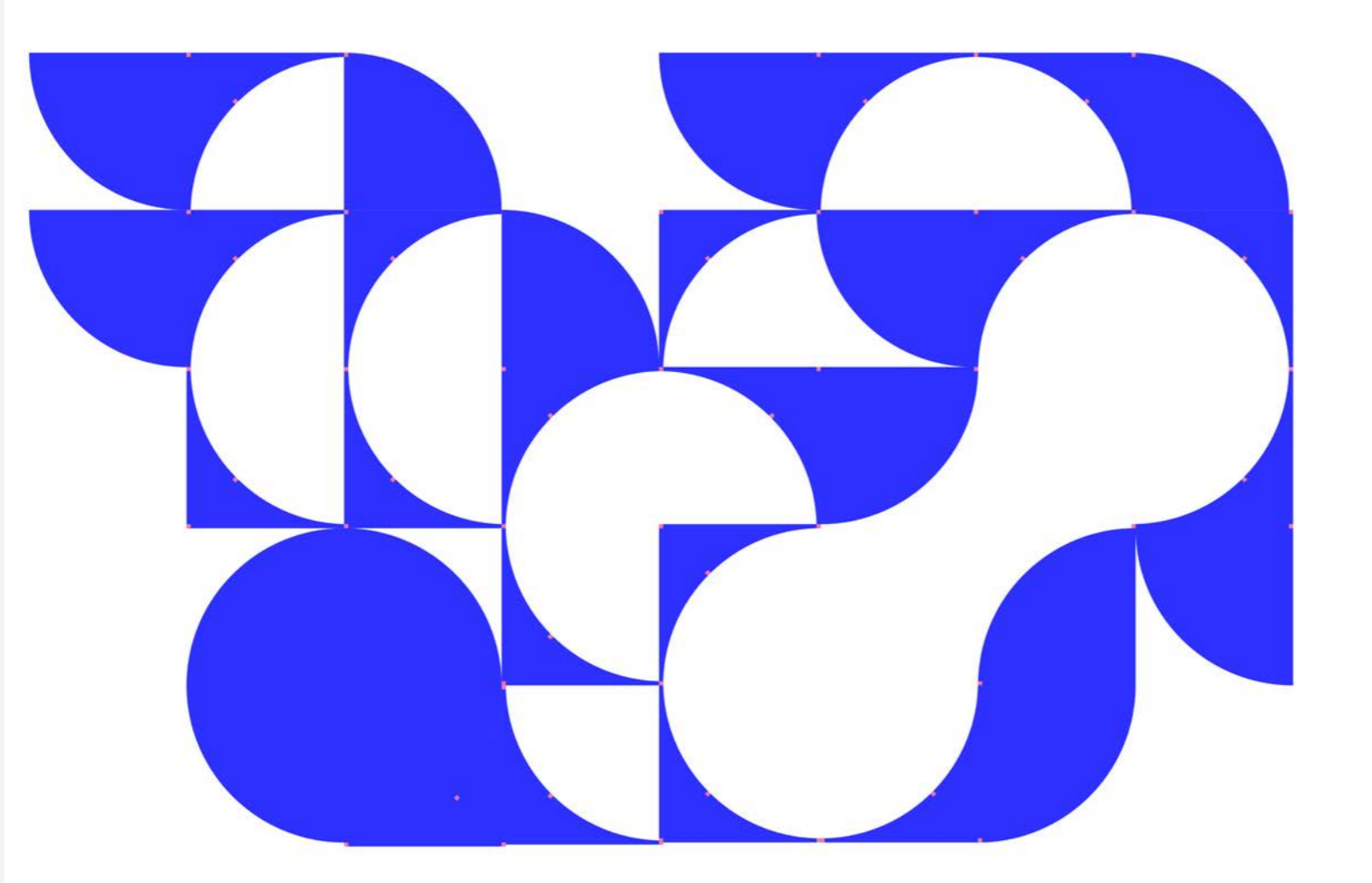


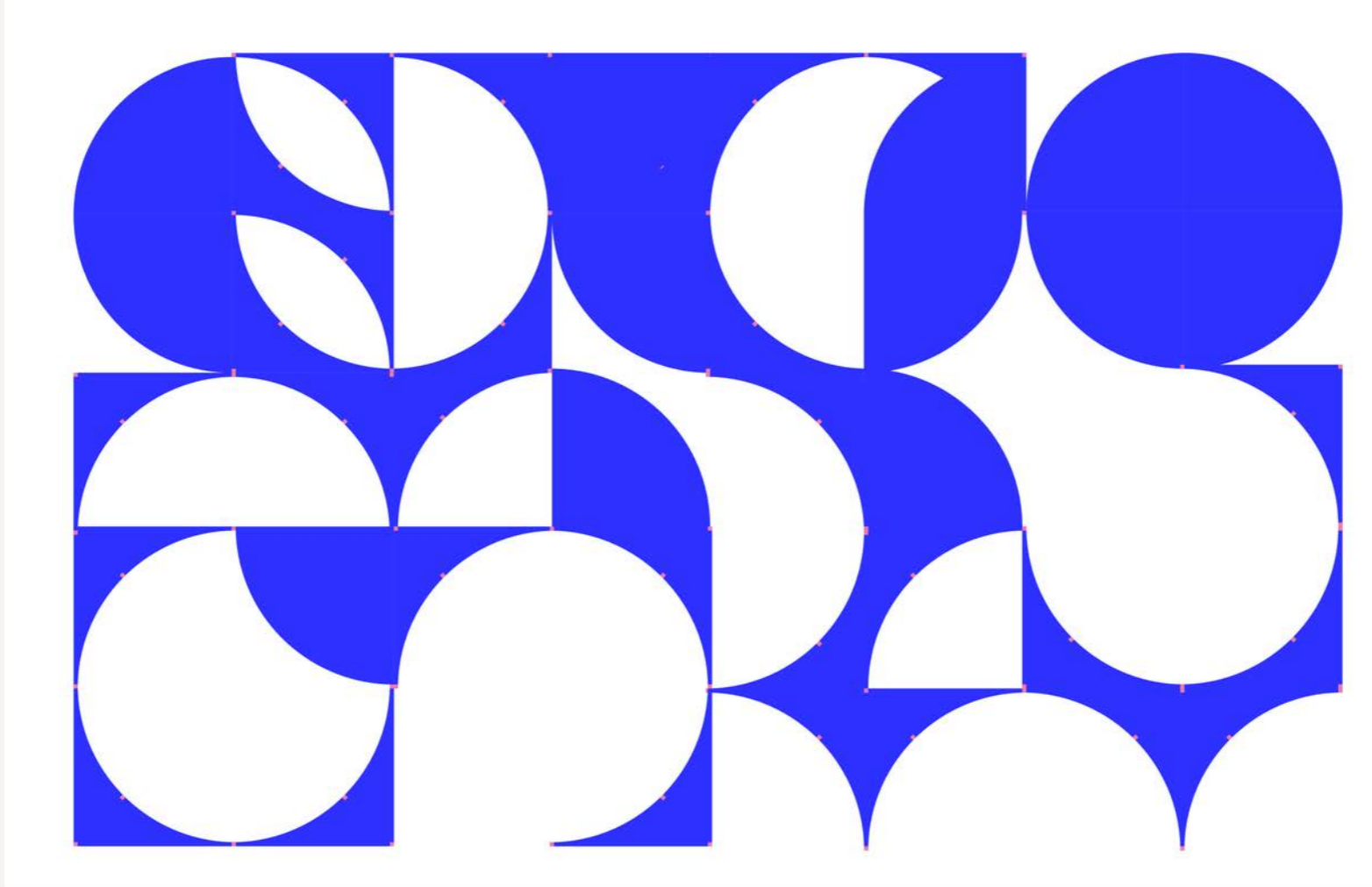


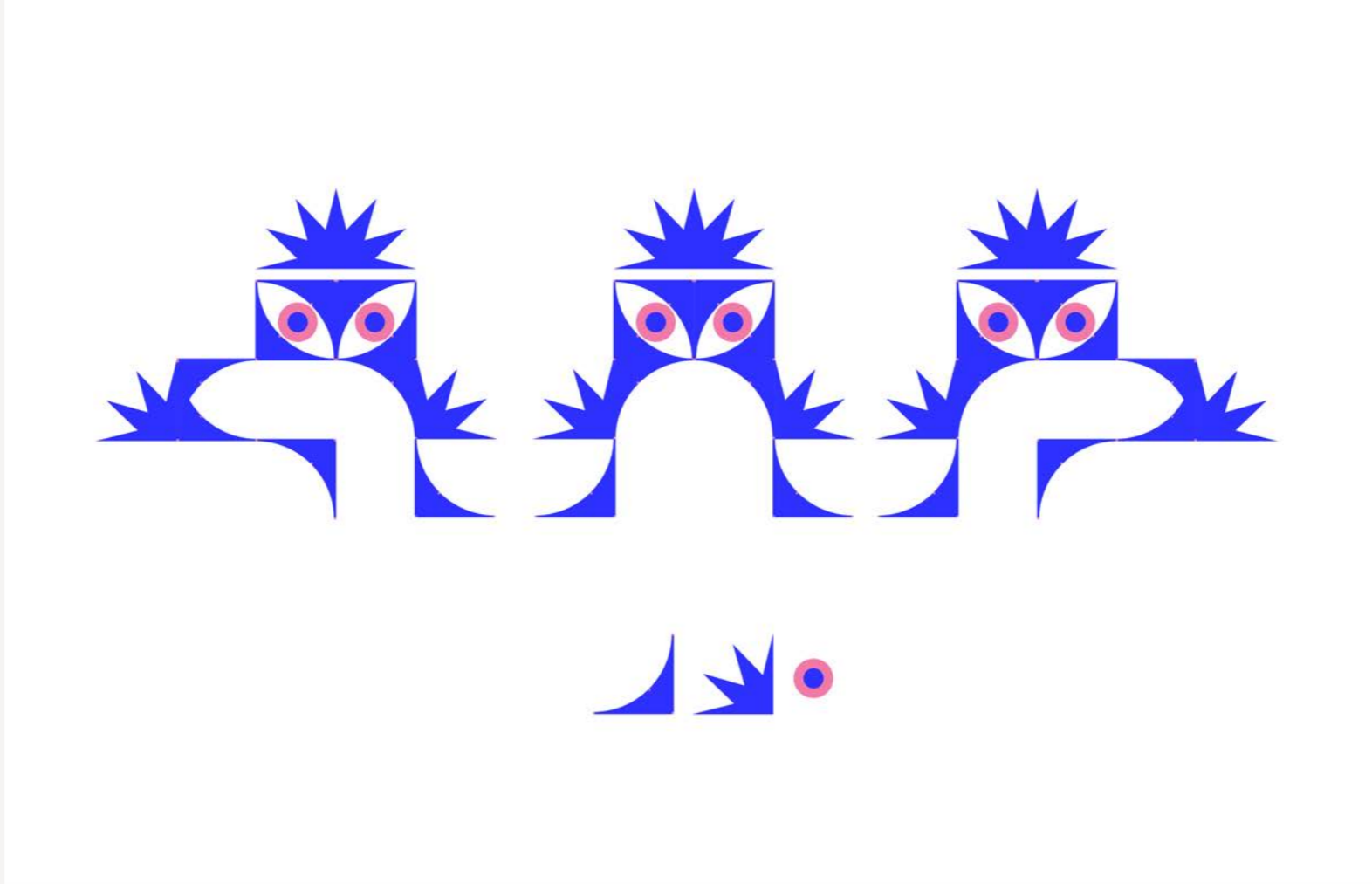


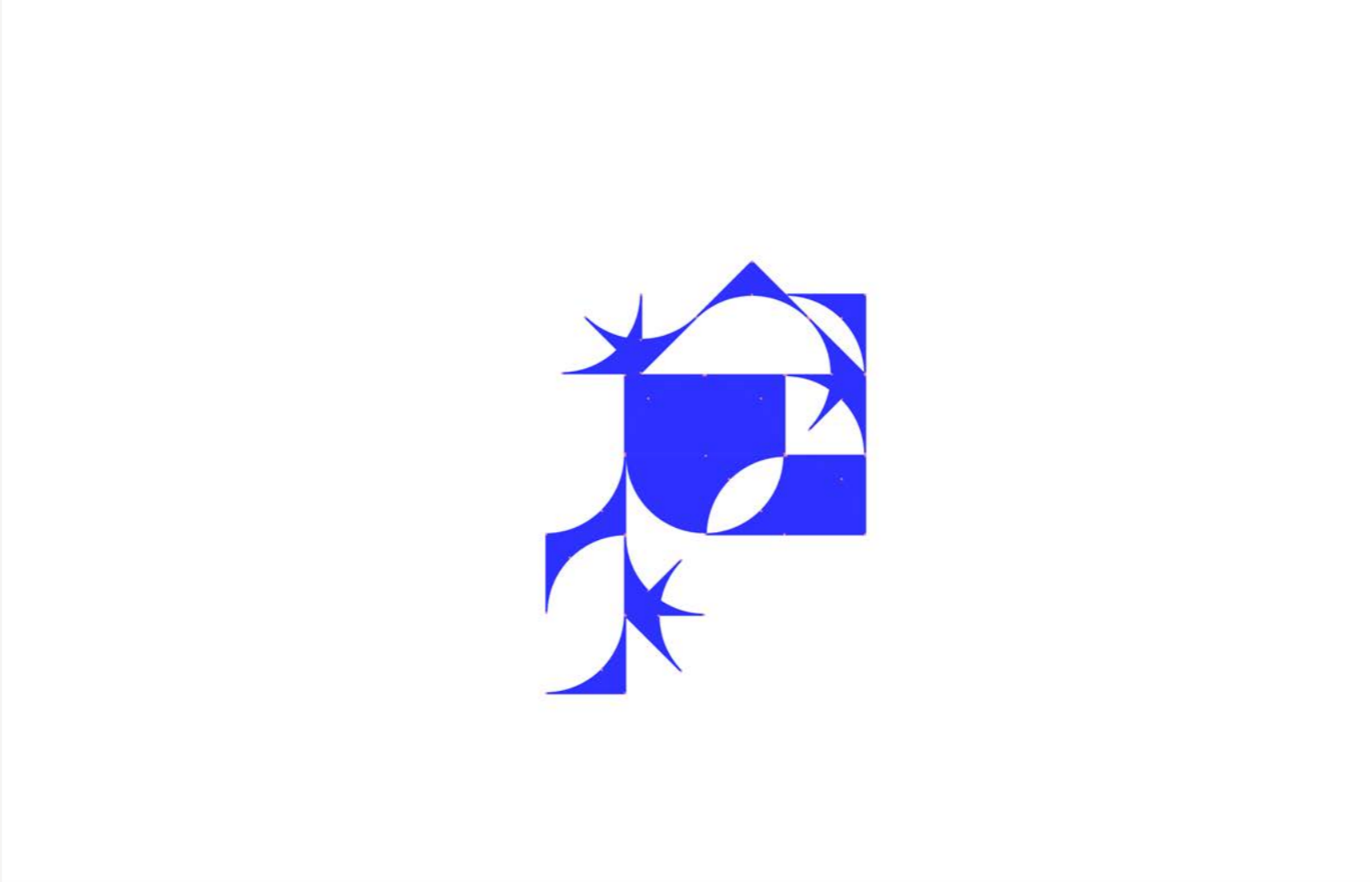


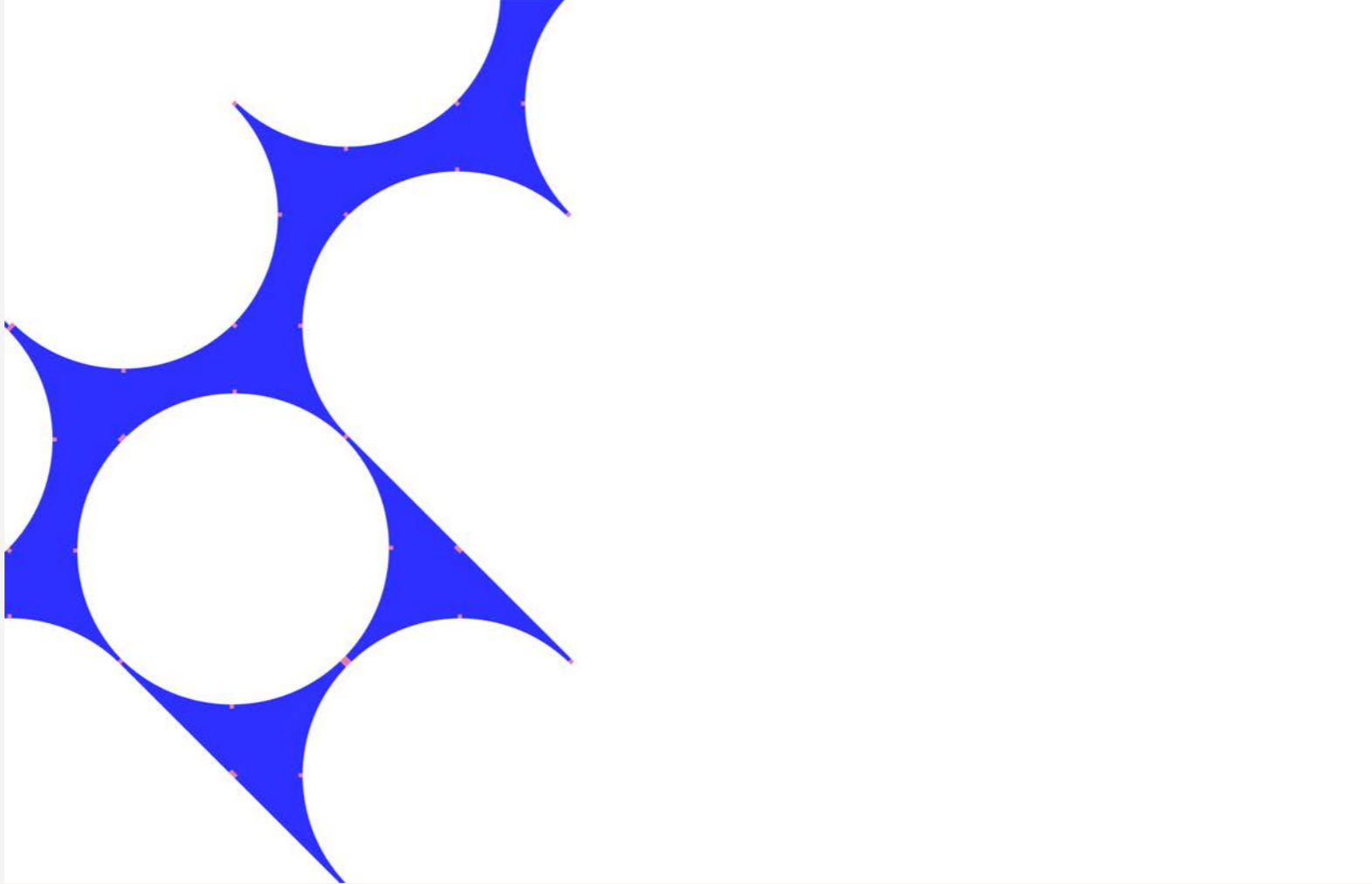


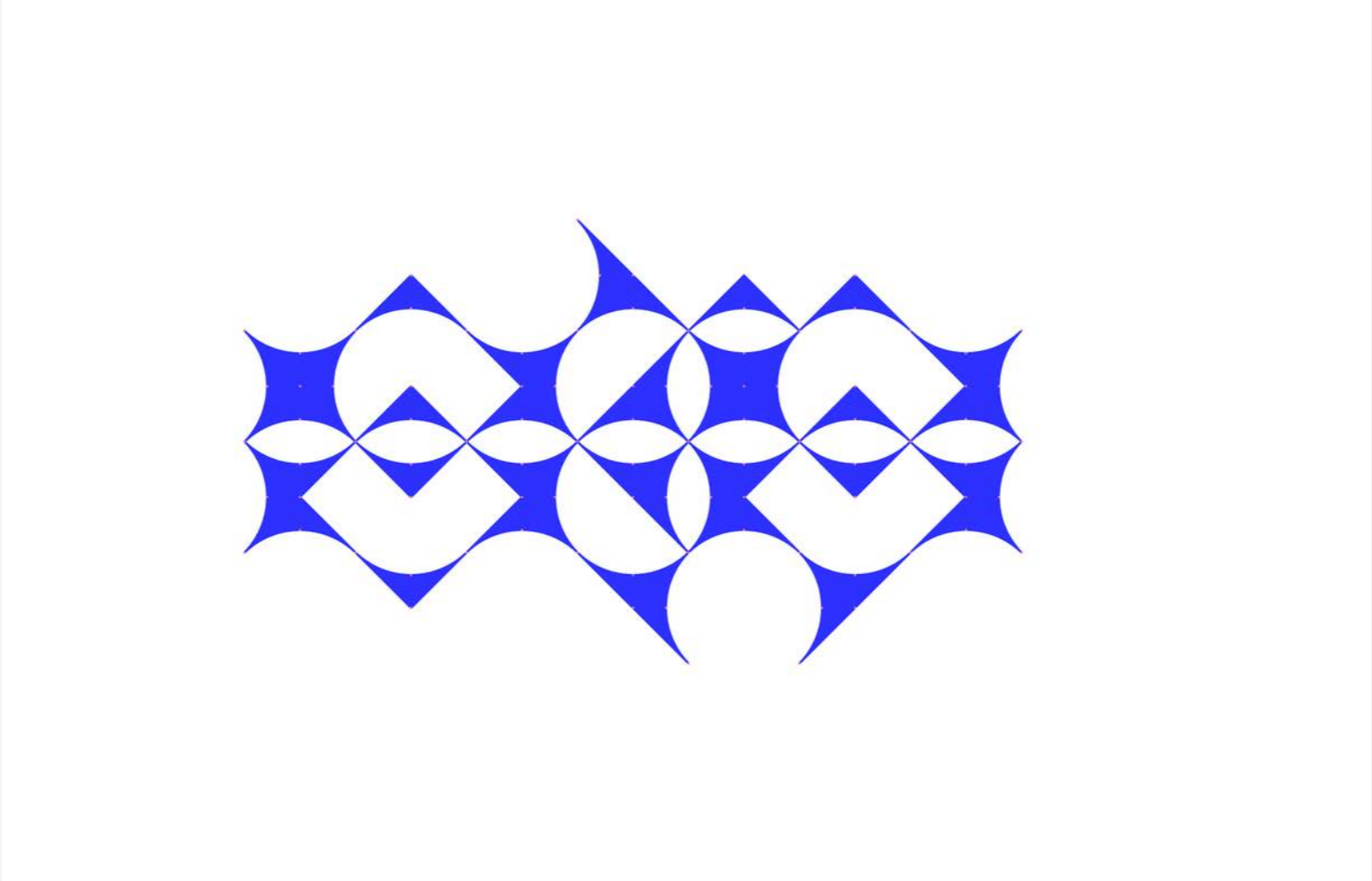


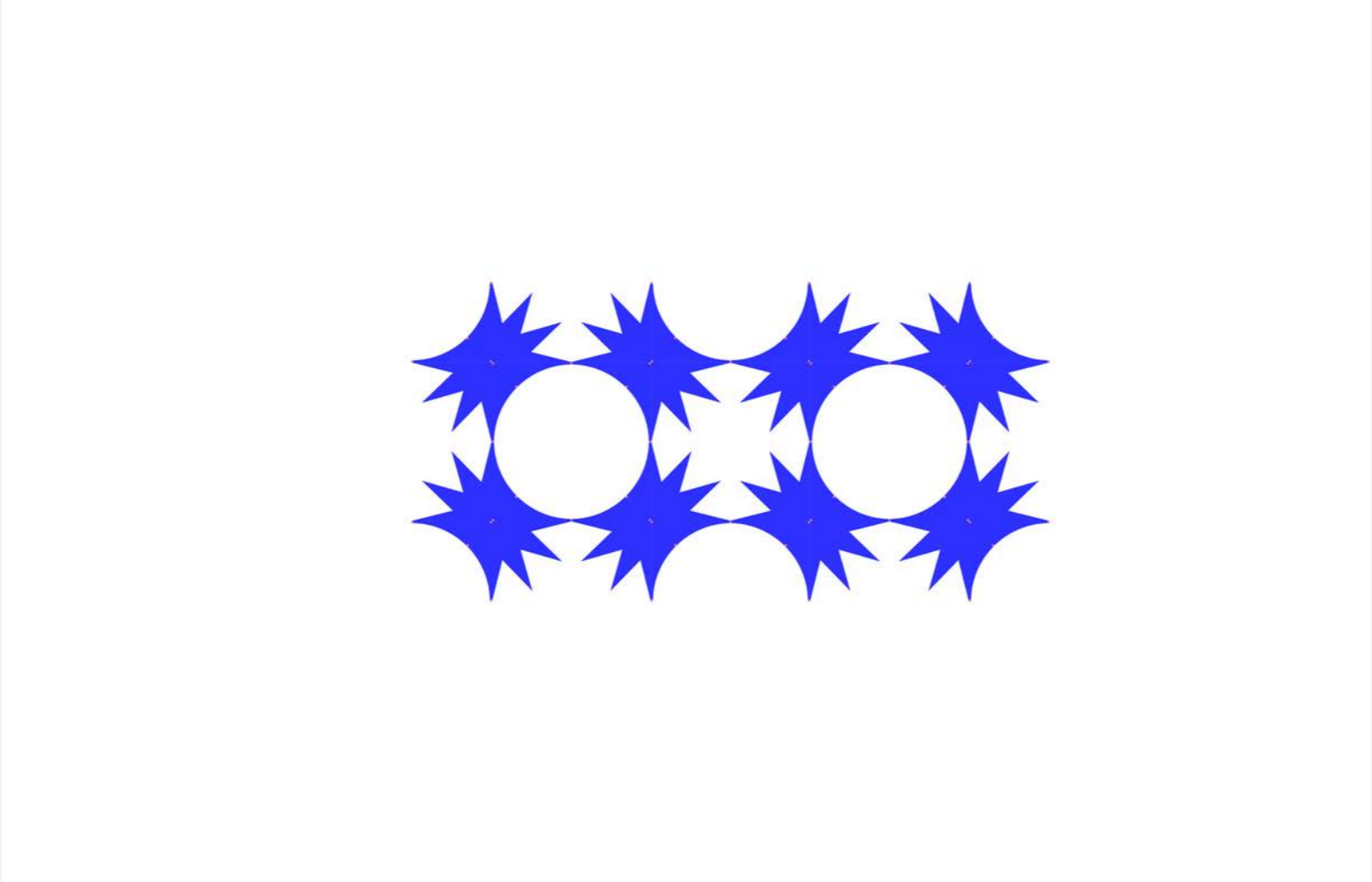


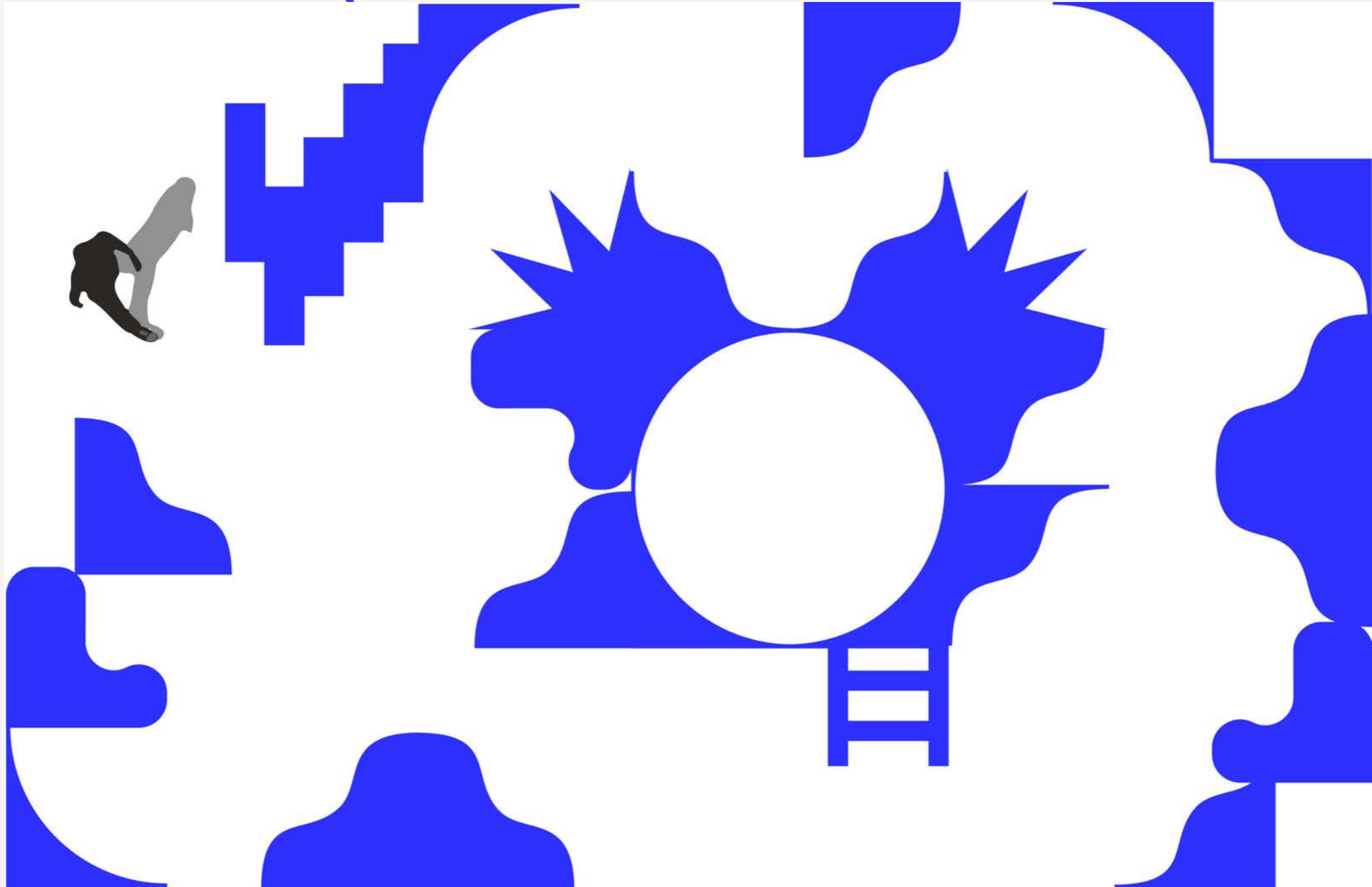




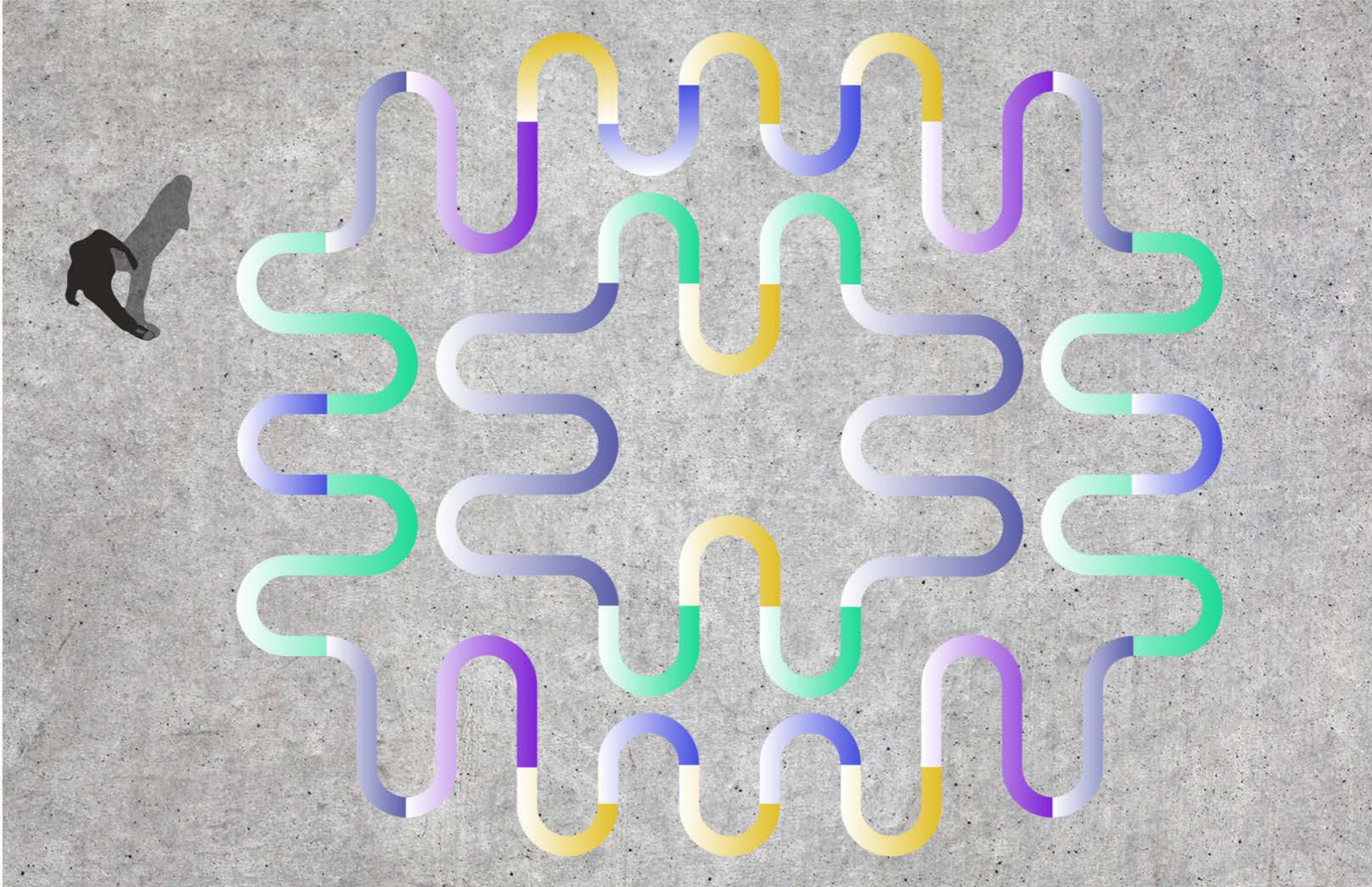




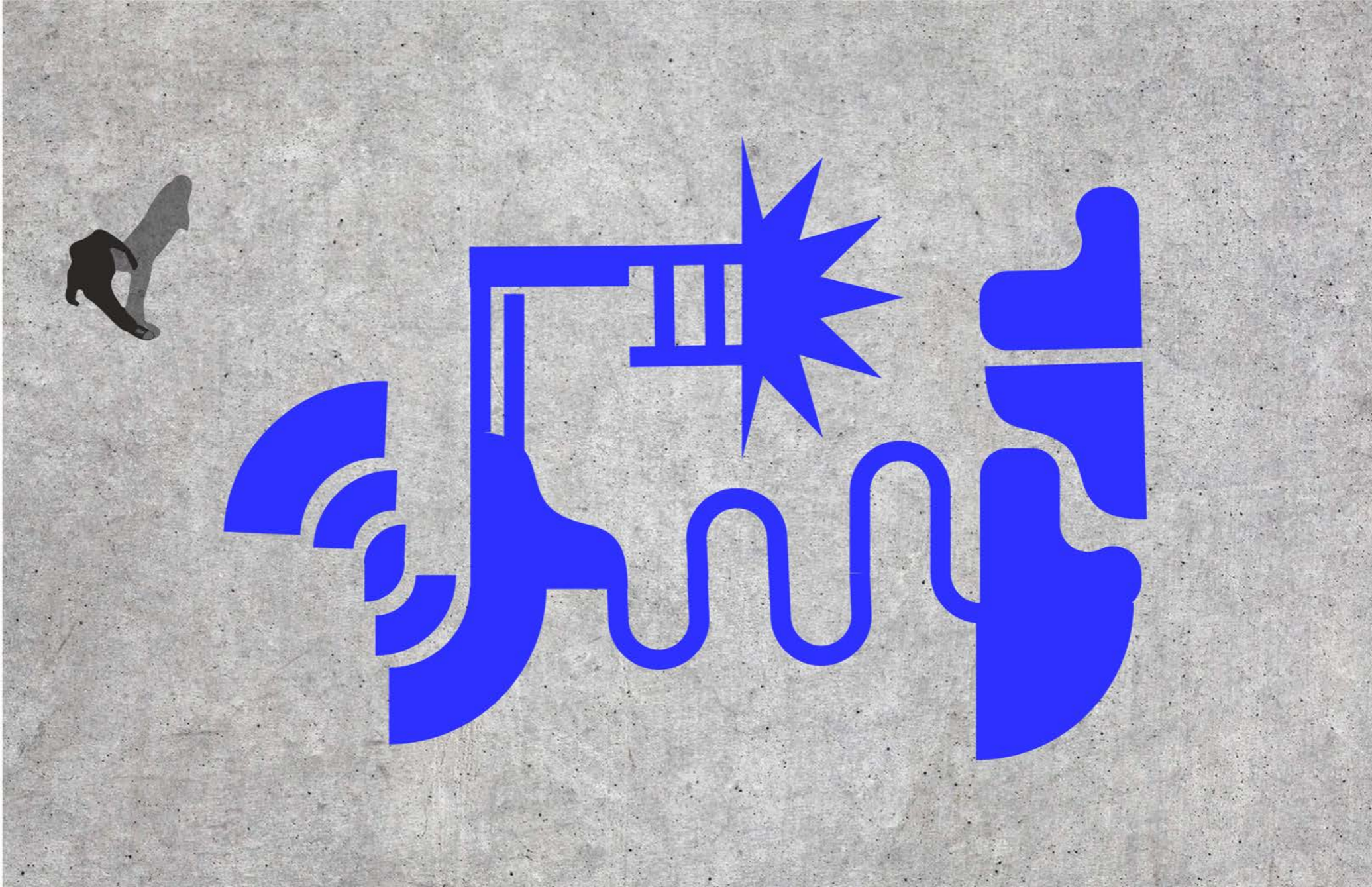




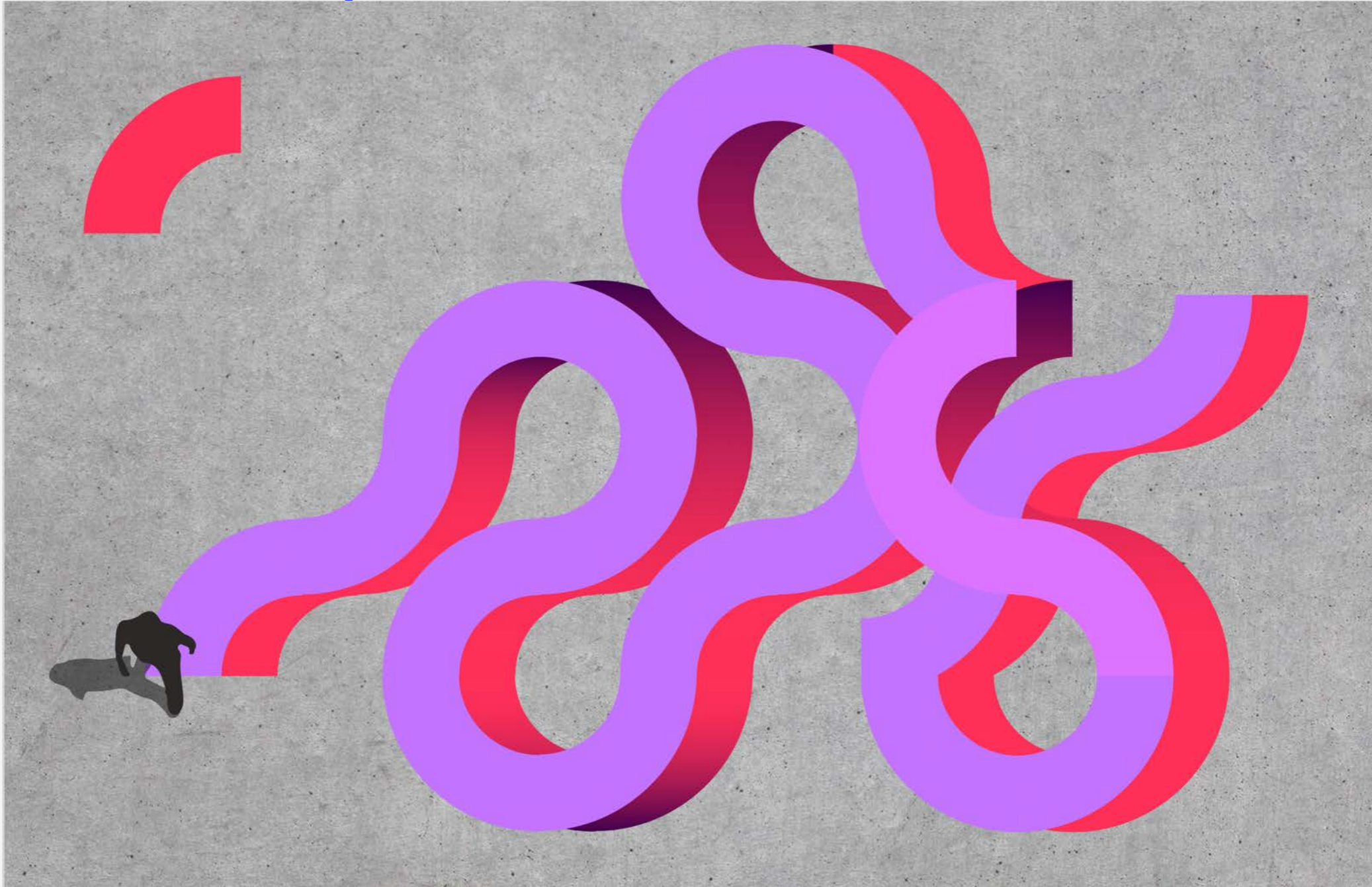
Emily Guez



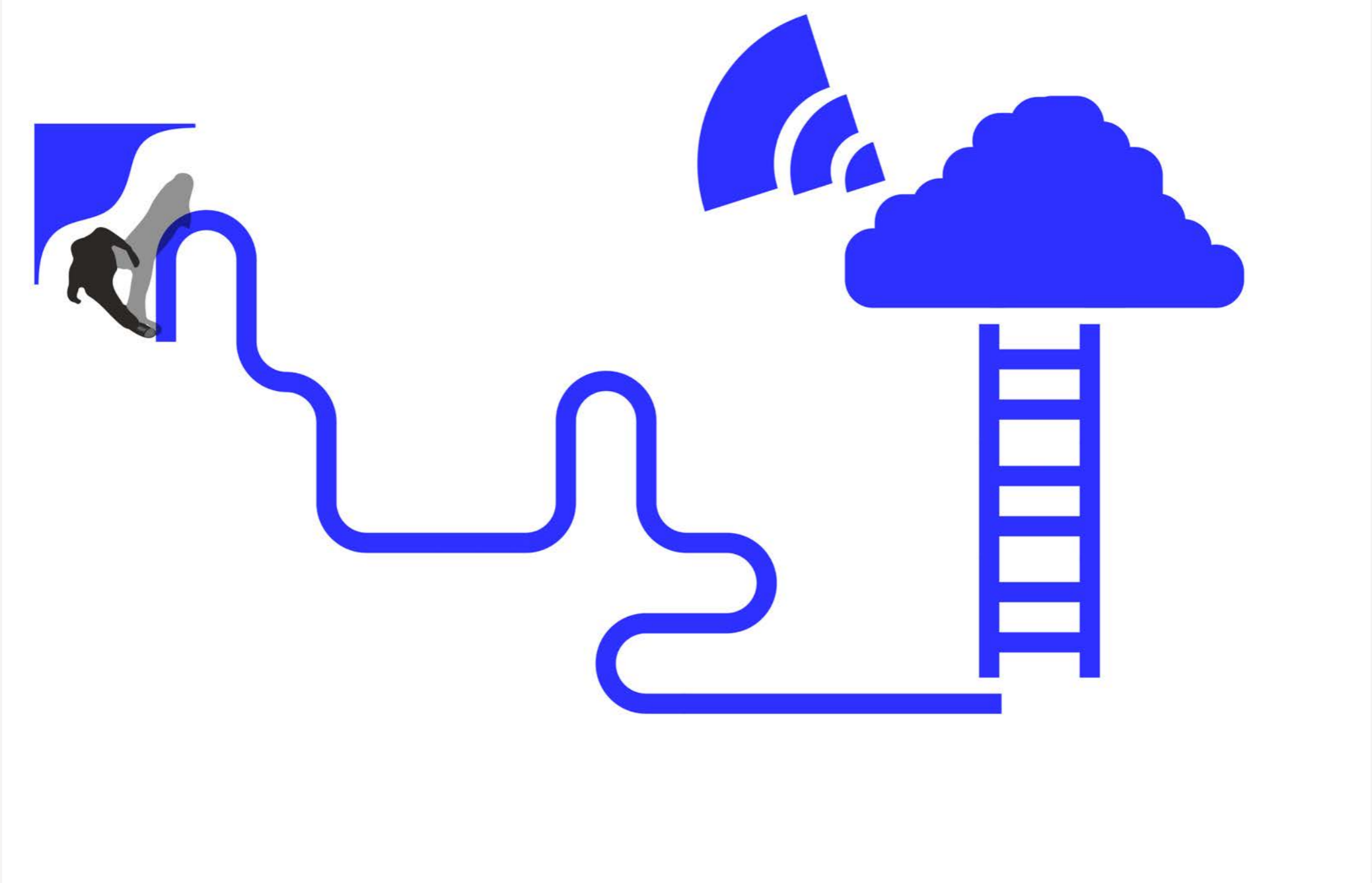
Grace Young



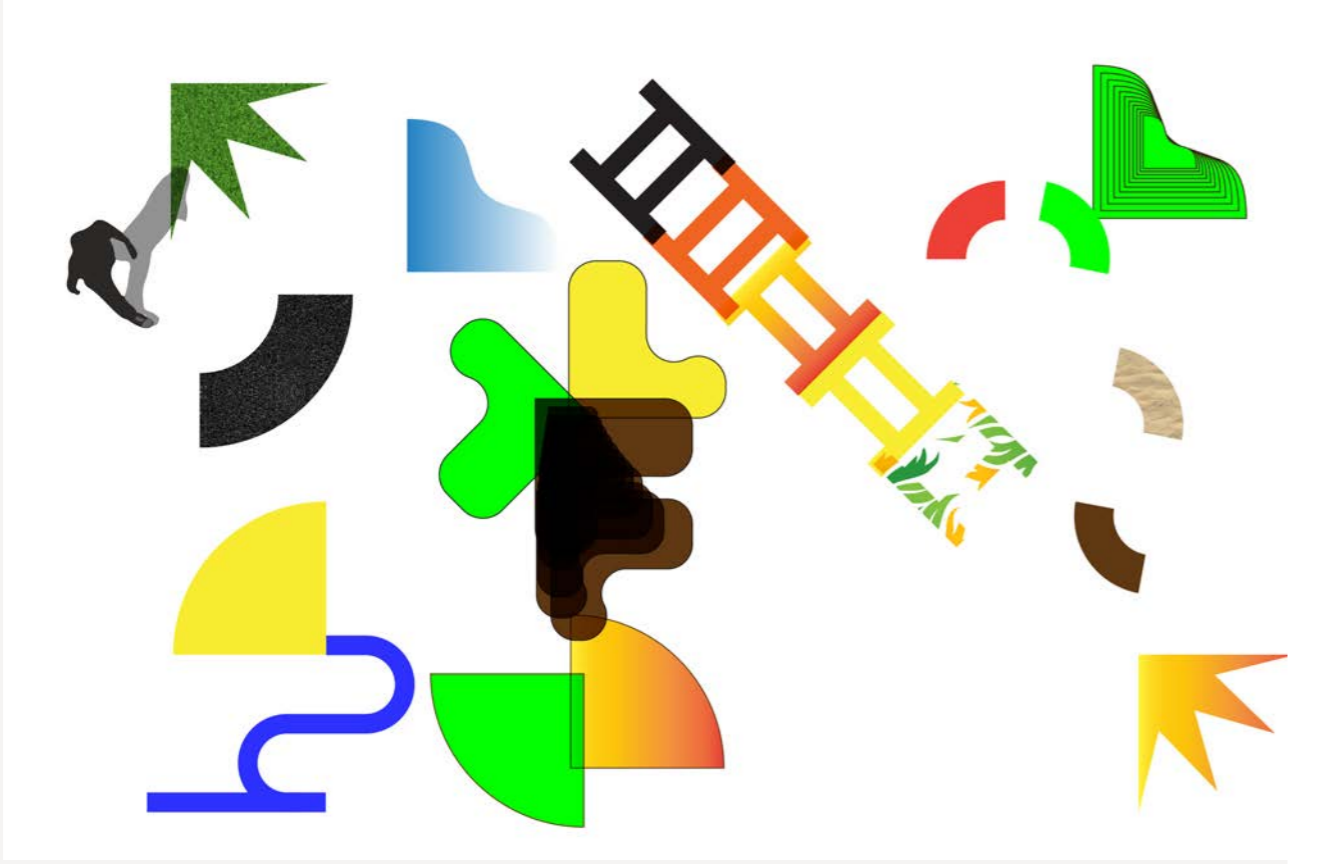
Hillary Good



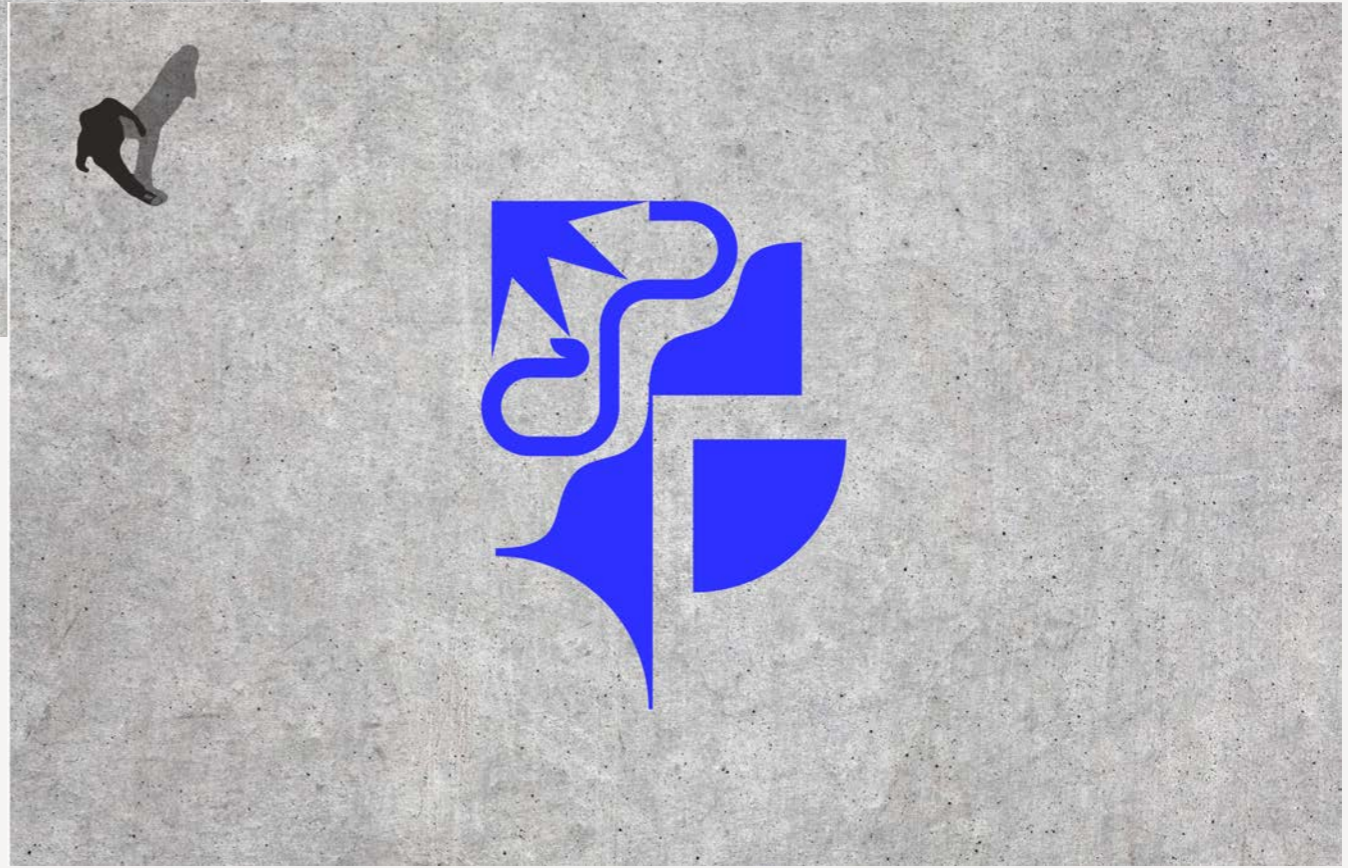
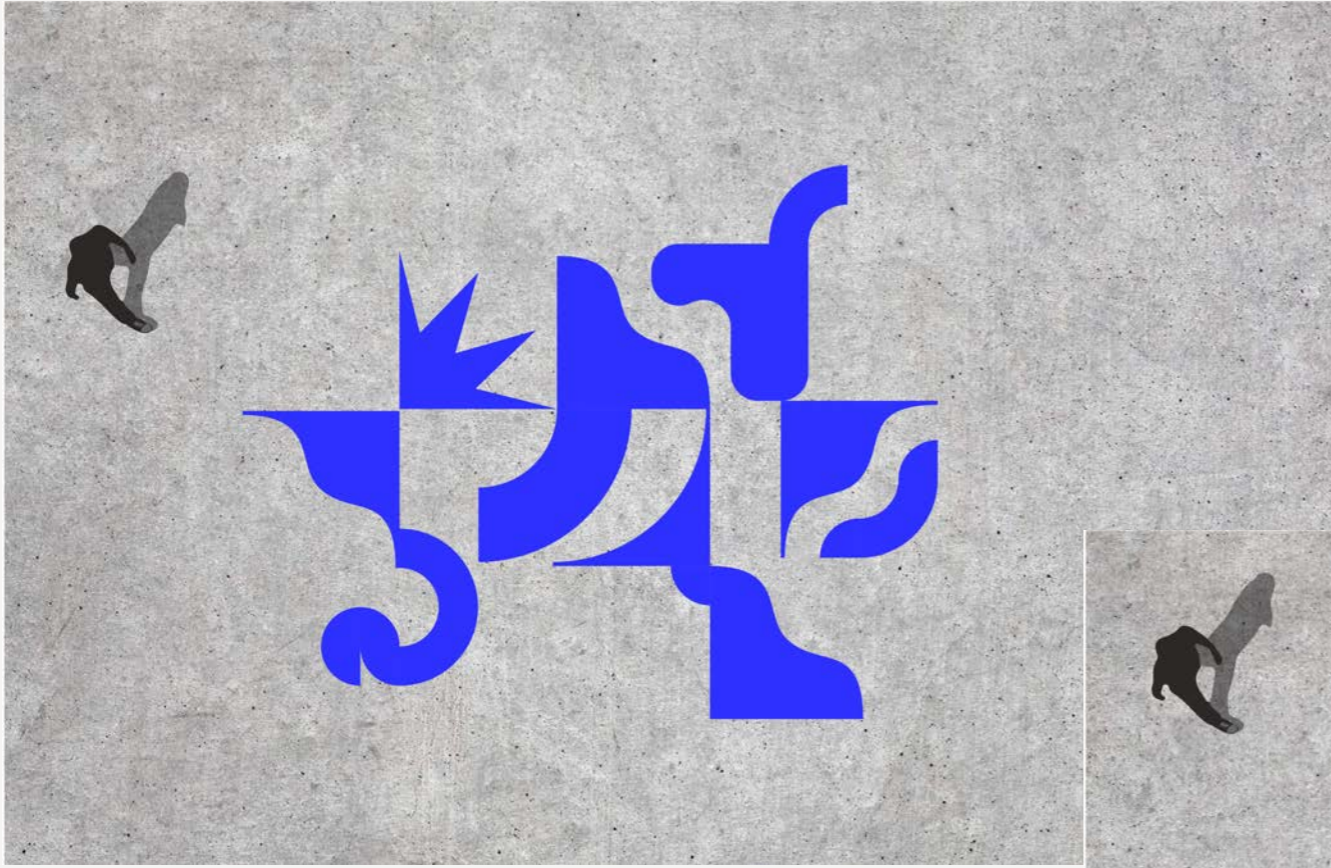
Keetra Dixon



Yoon Kim



Ramon Tejada



Hayley Stringer



Video created by Keetra Dixon



STORM FORMS

universe

The gamut of unusual, modular forms designed to inspire curiosity and divergent thinking for long-form play

**Breakdown
of the System**

2D RootForms

Vector forms from which all StormForms are Rooted in



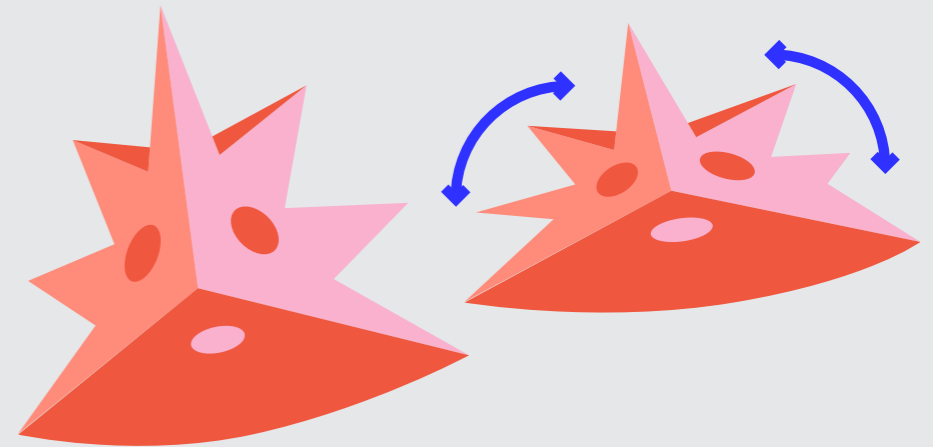
2.5D BrickForms

hard, plastic forms build at a straight extrude



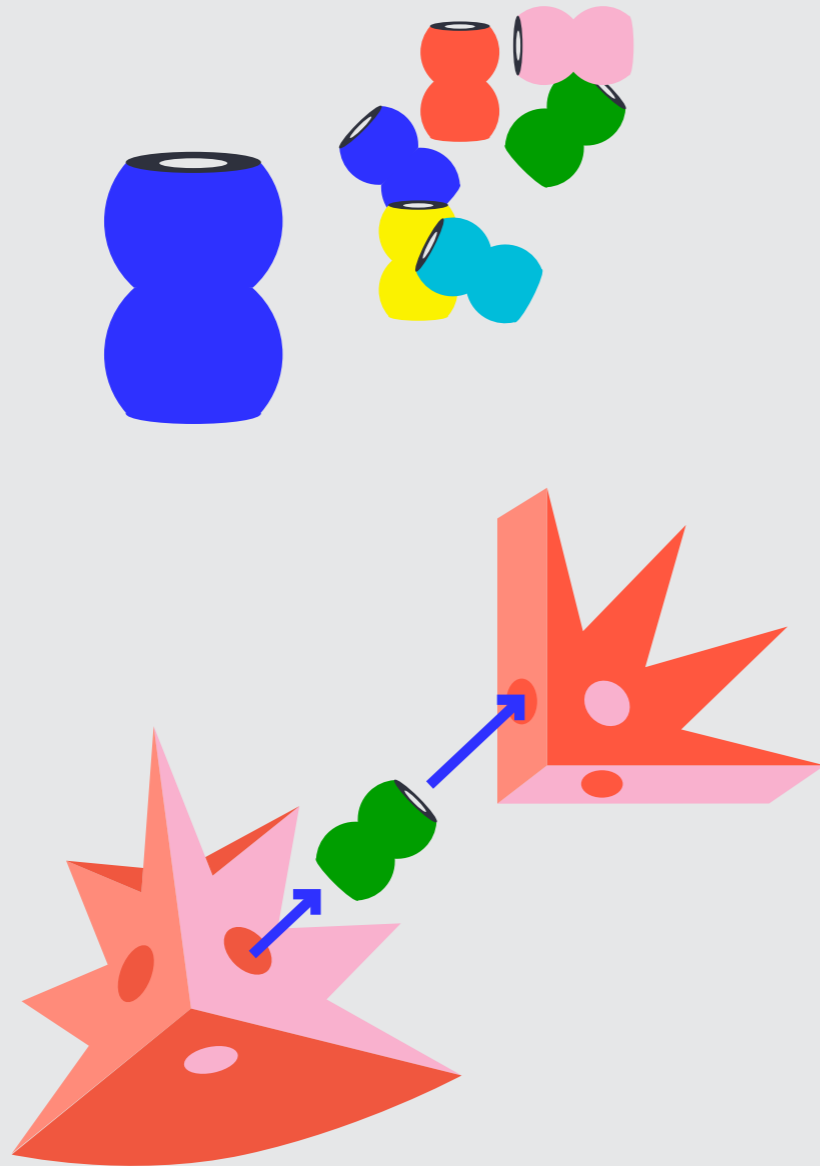
3D FlexForms

Flexible, squishy forms built at a 90 degree rotate extrude



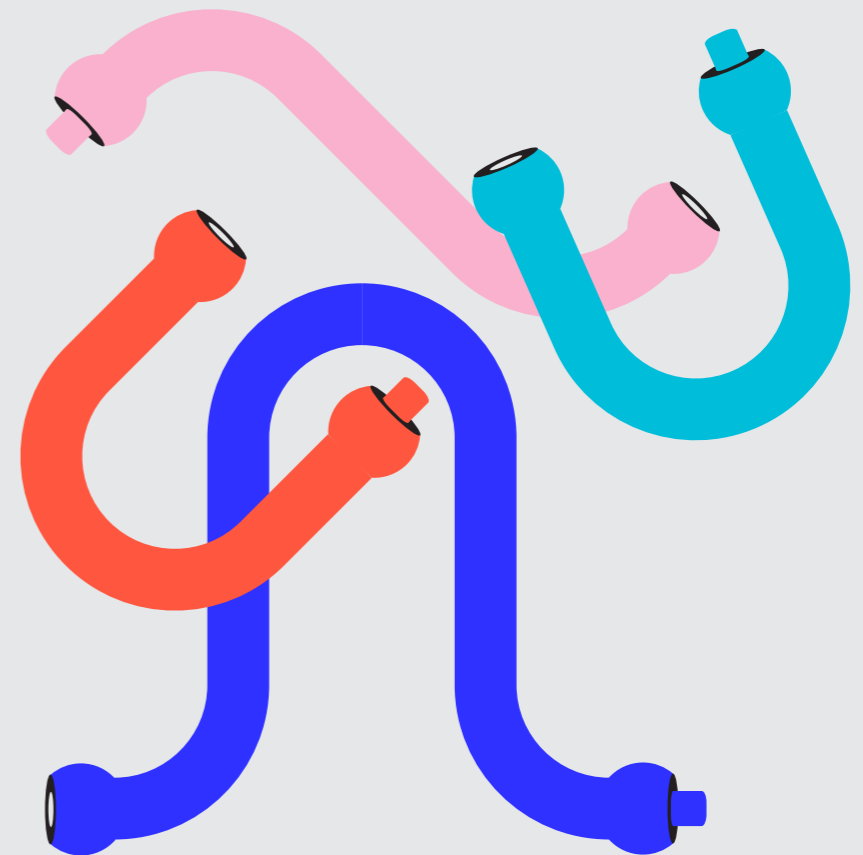
SnapperForms

Connectors that let you connect any StormForm with each other



3D SquigForms

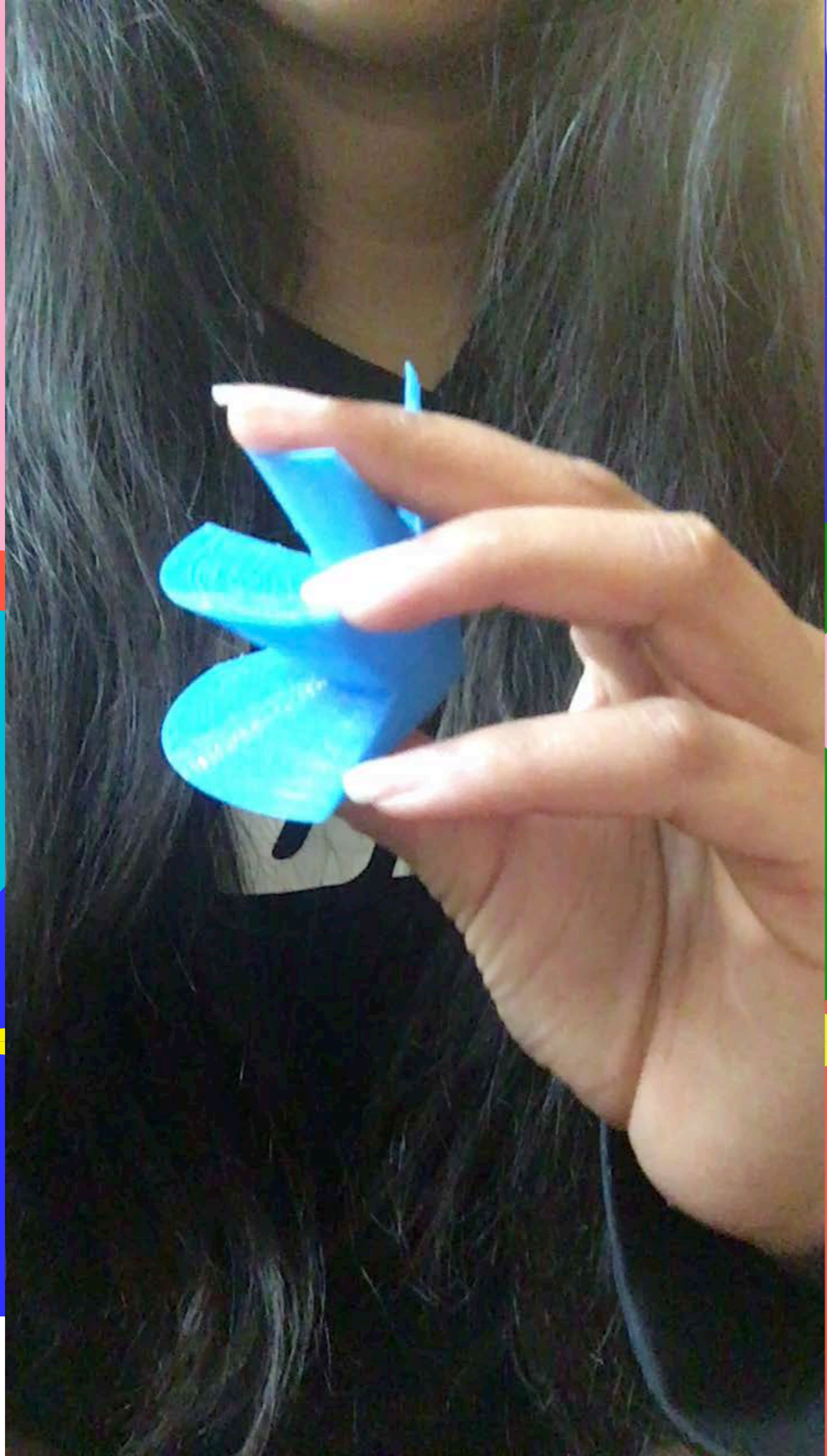
squiggly forms that come in a variety of textures

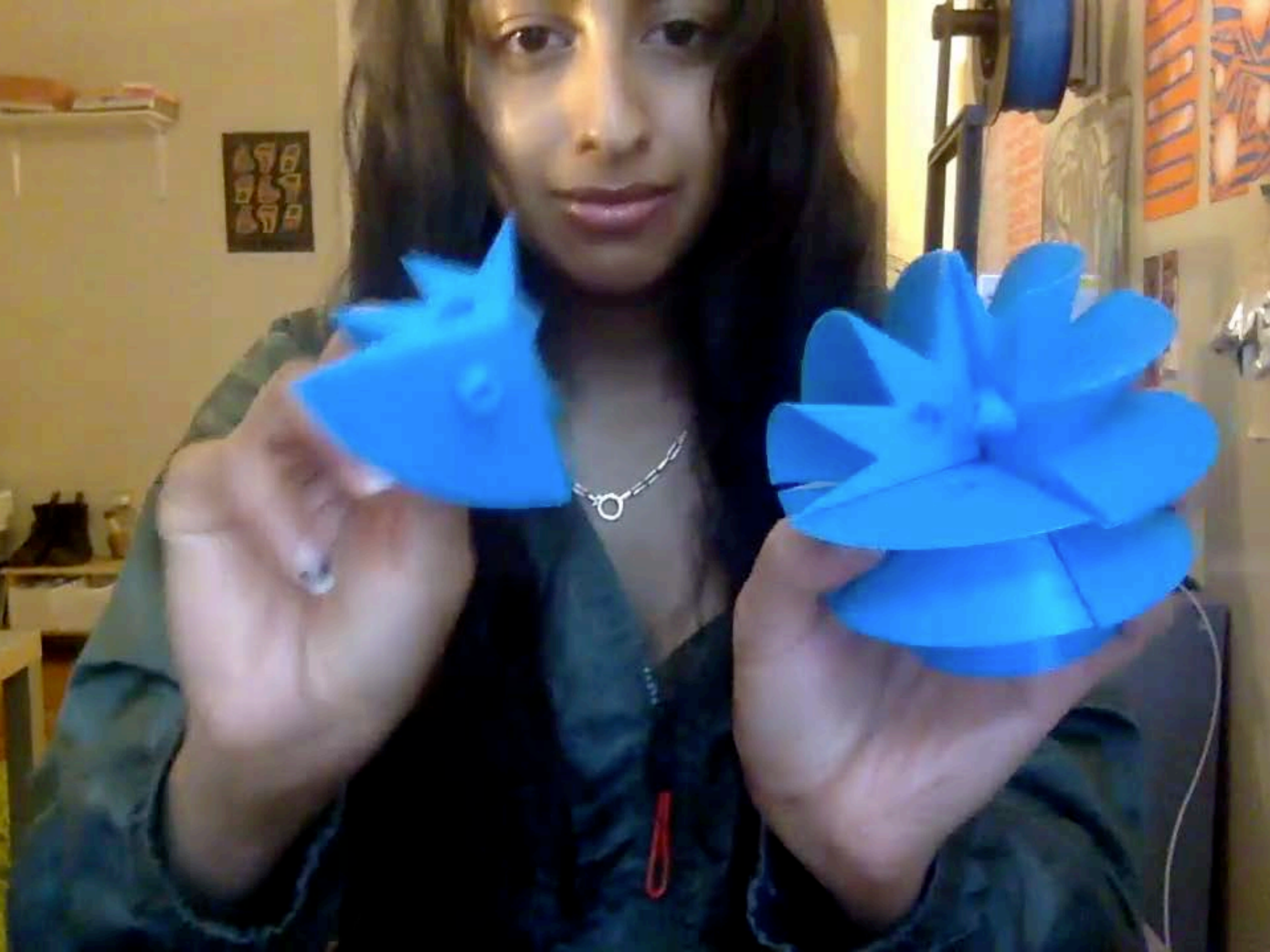


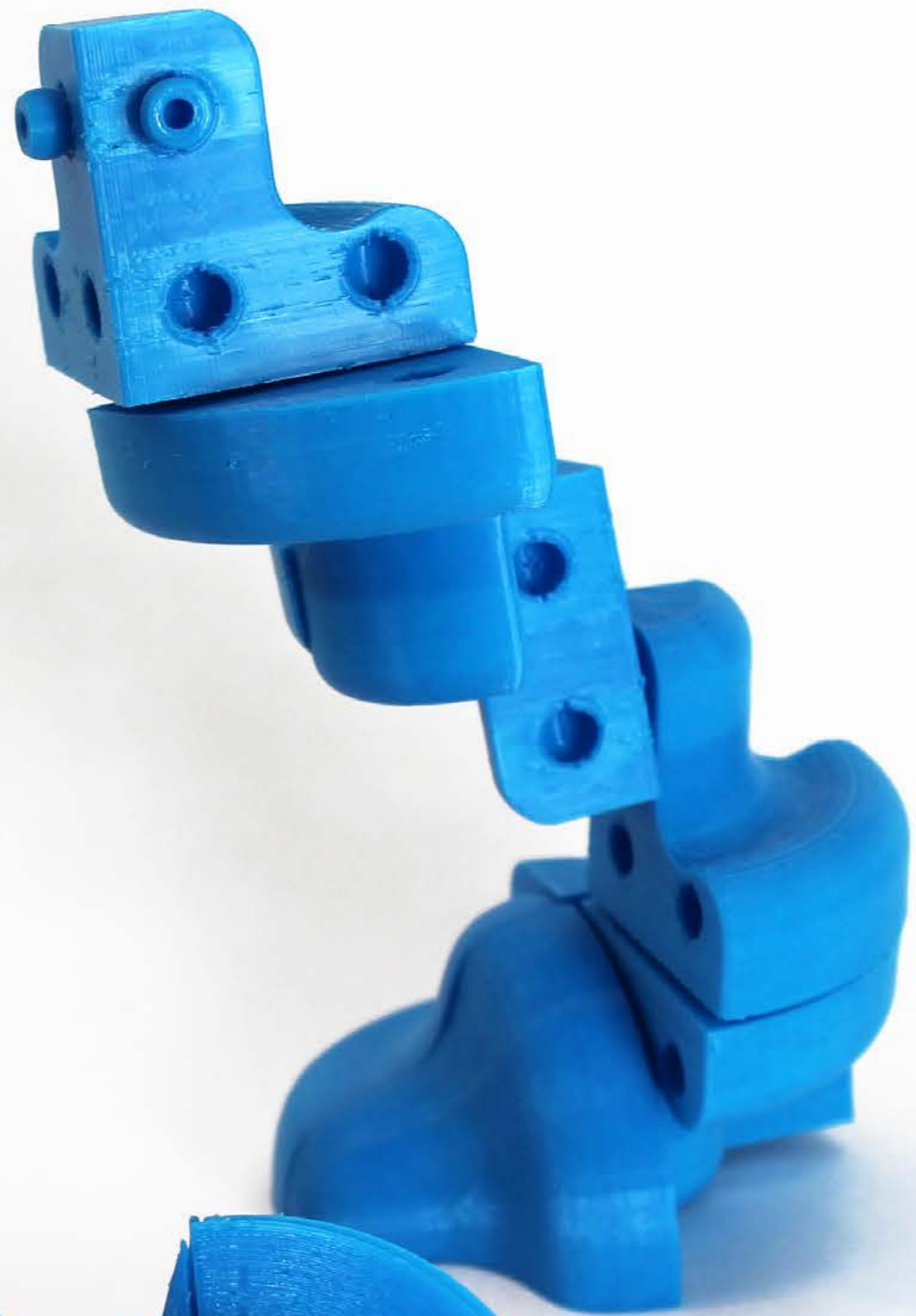


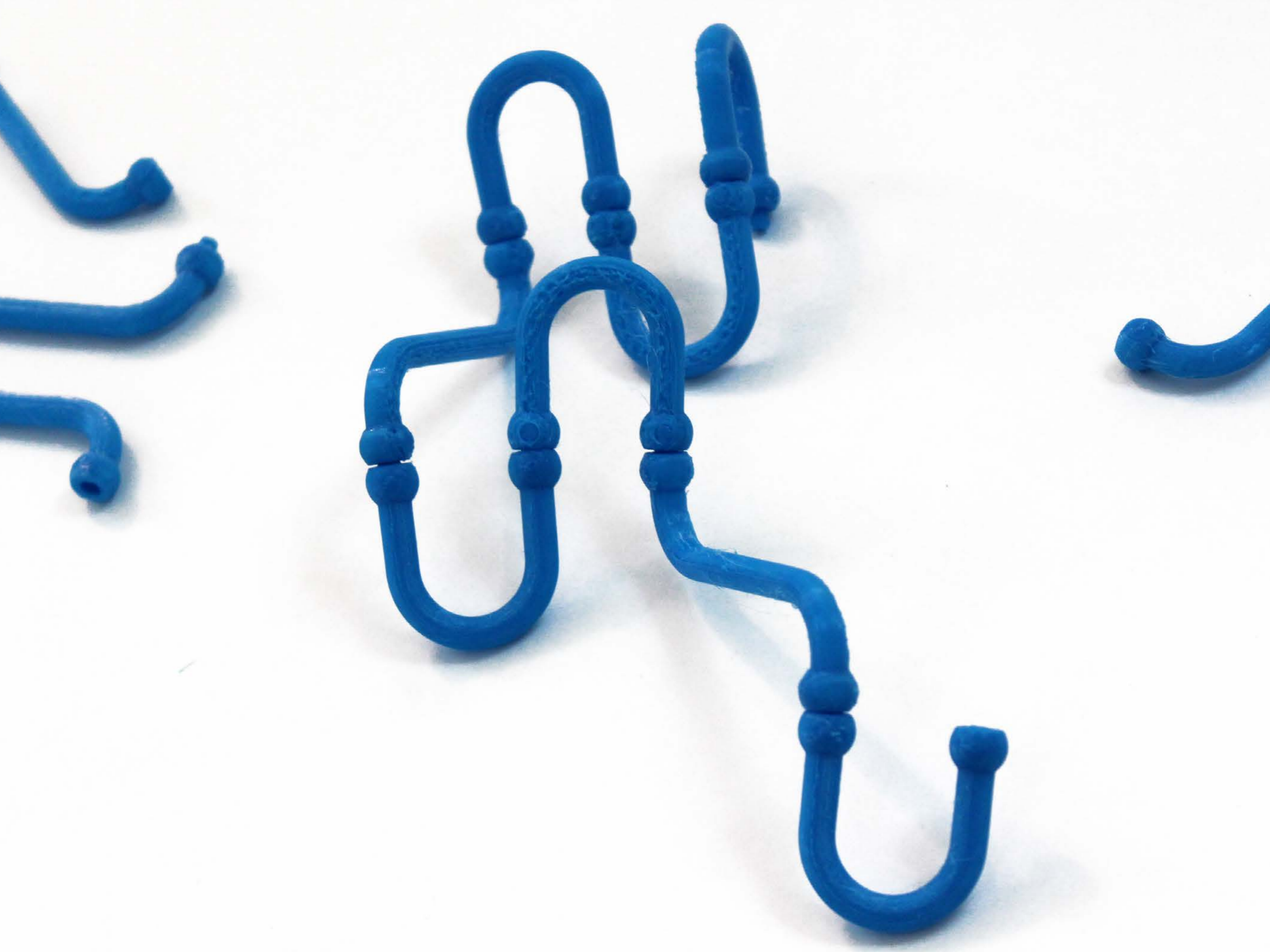
45°



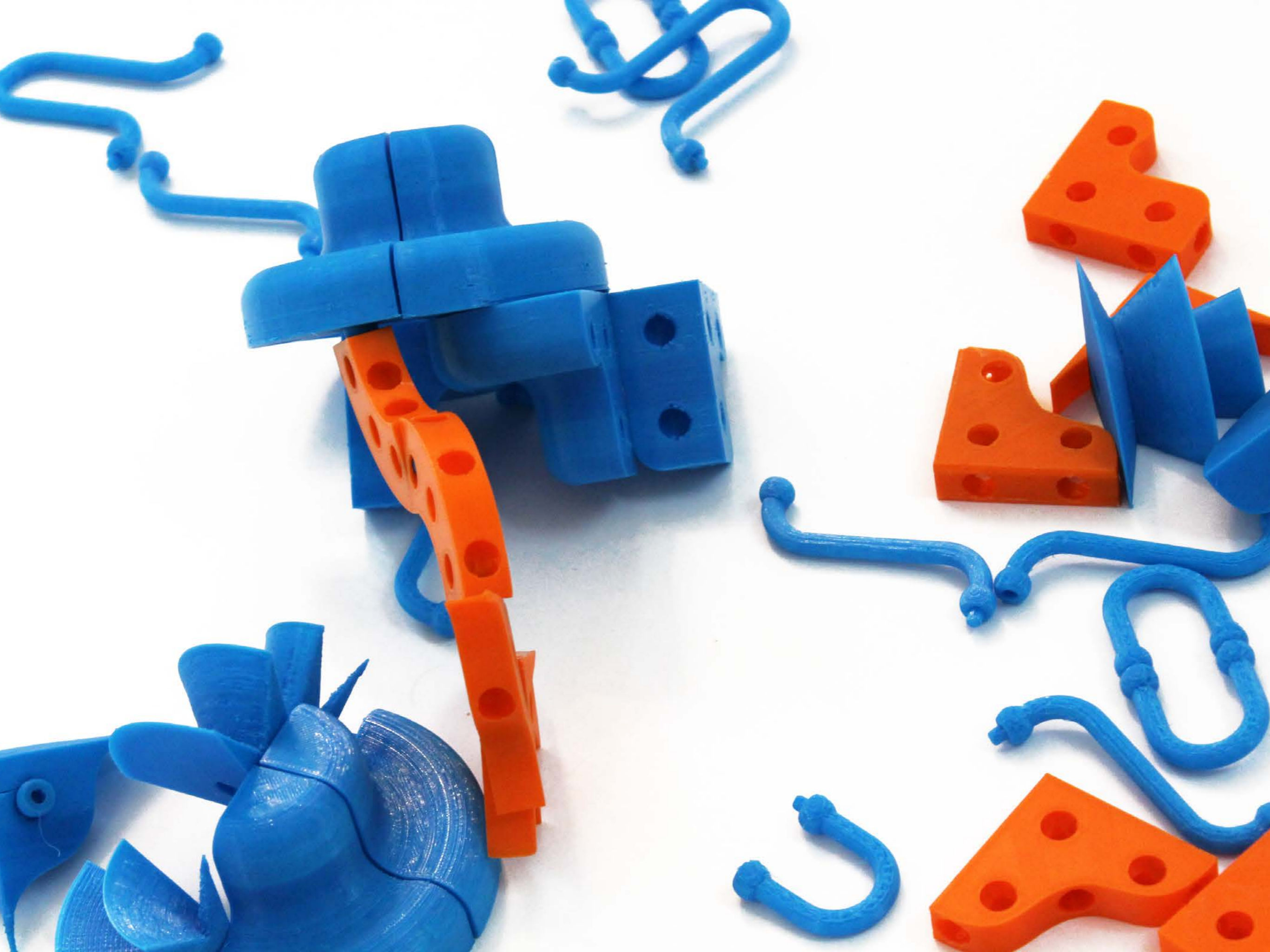


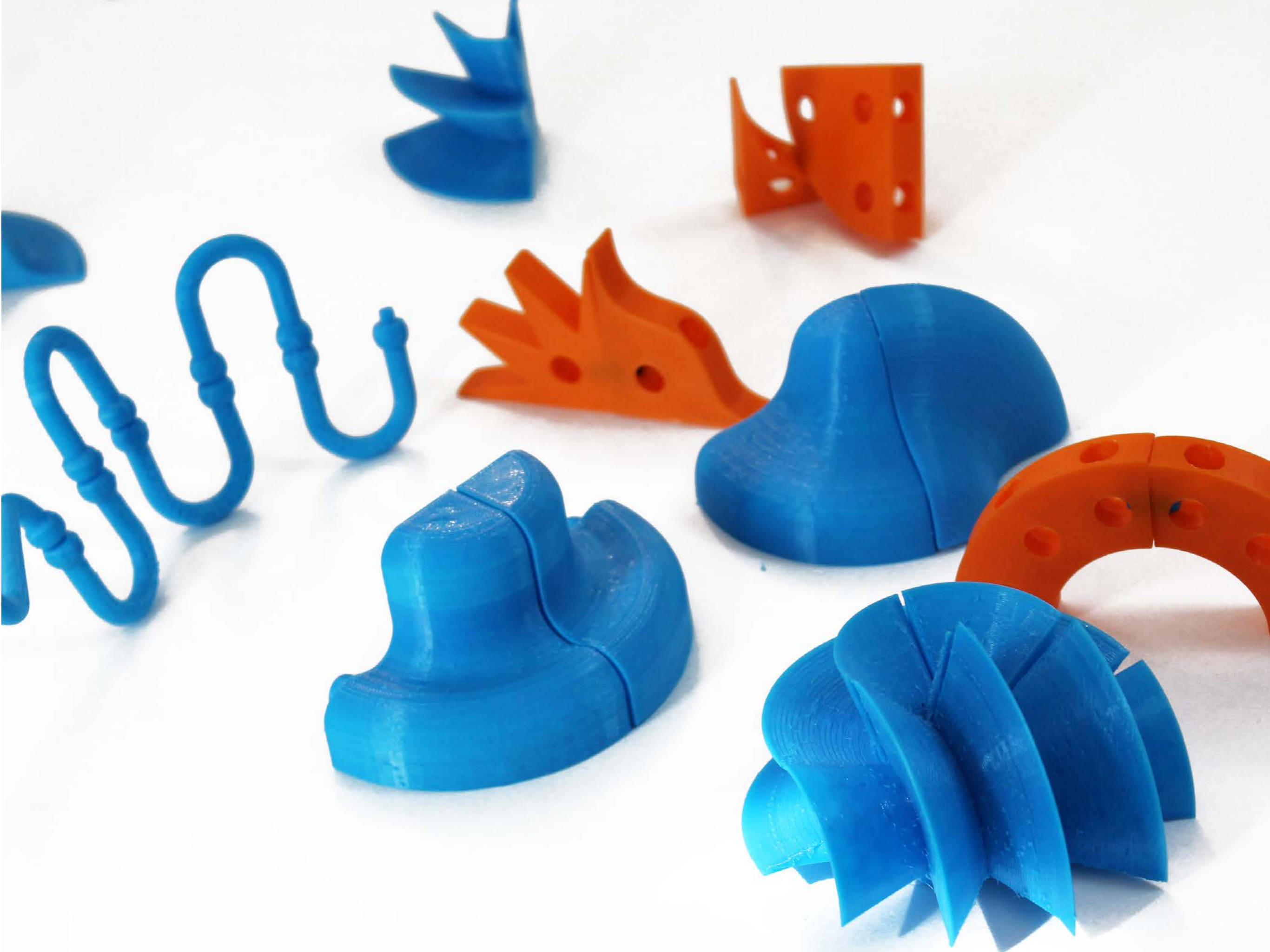














STORM FORMS



THIS PROJECT IS VERY MUCH AN ONGOING PROCESS.

***AS OF NOW, THE STORMFORMS, BRANDING AND VISUALS
ARE VERY MUCH A WORK IN PROGRESS, AND THIS PROJECT
STILL NEEDS DEVELOPMENT OVER THE NEXT FEW YEARS.***

***I PLAN ON TESTING OUT THESE PRODUCTS WITH CHILDREN
IN THE HOPEFULLY NEAR COVID-FREE FUTURE AND
CONTINUE TO DEVELOP THIS PROJECT.***



a HUGE thank you to

***Ramon Tejada
& Keetra Dixon***



***Special thanks to
Emily Rye***

STORM
FORMS

The text 'STORM FORMS' is rendered in a bold, green, sans-serif font. A pink starburst shape is positioned over the 'O' in 'STORM', and a pink star shape is positioned over the 'O' in 'FORMS'.

STORM
FORMS

The text 'STORM FORMS' is rendered in a bold, pink, sans-serif font. A blue starburst shape is positioned over the 'O' in 'STORM', and a red star shape is positioned over the 'O' in 'FORMS'.

STORM
FORMS

The text 'STORM FORMS' is rendered in a bold, yellow, sans-serif font. A red starburst shape is positioned over the 'O' in 'STORM', and a red star shape is positioned over the 'O' in 'FORMS'.

STORM
FORMS

The text 'STORM FORMS' is rendered in a bold, red, sans-serif font. A cyan starburst shape is positioned over the 'O' in 'STORM', and a cyan star shape is positioned over the 'O' in 'FORMS'.

Thank you!

Problem Statement

