

V Beanie

The V beanie stands for the roman numerical meaning 5 for the five senses and in Latin Vi means strength.



Summary

The V beanie is concept of a sensory hat which we are hoping will help people with sensory issues such as autism or simply want to enhance their quality of life. V beanie is a stylish therapeutical hat for all seasons. Its unique style and features are suited to teenagers and young adults who wish to reduce sensory overload in a social setting. We identified a difficulty for people with sensory overload issues such as communicating, socialising and adapting to new surroundings. V beanie is to reduce the strain on the five senses, touch, taste, hear, sight and smell. By depriving one sense it enhances the other. V beanie will have removable weights that stimulate relaxation. There will be built in acoustic foam for noise cancellation and safety features such as soft foam for shock absorption and cushioning. For example, reducing the noise with acoustic foam will reduce sensory overload so they are able to concentrate on the other senses.

Team

The team behind the V beanie are Grainne Holmes, Rebecca Healy, Ava Hartigan and Daniela Kaiser. We are all 4th year students in MTU studying Business Information Systems. We are a group of young entrepreneurs that are innovative, hard working and diligent. We work together to achieve our project goal for the V beanie. Each of us have individual strengths that benefit the project and will help us succeed in achieving our goals.

Team



Resource Investigator

Grainne Holmes

Explores opportunities and new ideas for the V beanie, creating prototypes with our main features and researching materials for the hat.



Co-ordinator

Rebecca Healy

Clarifies goals within the project and promotes decision making throughout



Shaper

Daniela Kaiser

Drives the team forward in achieving our weekly goals



Team worker

Ava Hartigan

Provides support and encourages co-operation within the team

Business Model Canvas



Key Partners

- Surveys and focus groups from special schools globally
- Distribution to sell to special school and try our new product
- A website agency (or ourselves) to create the first website where the V beanie can be purchased
- Government institutes and health providers who can sell directly to the customer



Key Activity

- Step 1** In-depth interviews and focus groups with parents and teachers of special schools in Ireland
- Step 2** Make prototype of the V beanie with its main features
- Step 3** Research and development in competitors, Company Registration Office (CRO) and size of market
- Step 4** Lab tests - manufacture a number of the V beanie and put them to trial
- Step 5** Focus on the size of the market



Key Resources

- A creative innovative team generating new and exciting ideas
- Knowledge and understanding of the area, autism
- Partnership with government institutes and health providers e.g. HSE
- Sustainable materials
- Feedback from interviews, surveys and focus groups



Value Proposition

V is a non-stigmatising fashionable beanie that provides safety and support in a social setting, while being sustainably sourced and affordable. V has a wide range of colours to select from. V's aim is to create a calmer environment for those who struggle with sensory overload issues for example those with autism. It's not what's on the beanie it's what's in the beanie!

V Beanie is to reduce the strain on the five senses, touch, taste, hear, sight and smell. By depriving one sense it enhances the other. V Beanie is a hat with removable weights, by applying pressure to your head this is a form of relaxation. Our weights being removable assists the sense of touch. Another sense that V Beanie supports is the sense of hearing, through our built in acoustic foam for noise cancellation. This will assist them in stimulating environments.

As a safety feature V Beanie has soft foam for shock absorption and cushioning, this helps those with autism and epilepsy.



Get Keep Grow

- Get**
- Features in education publications
 - Make awareness on social media
 - VBeanie website
- Keep**
- Adapting to constant trends
 - Online platforms
 - Continued updated features
- Grow**
- Collaborations
 - Features
- Referrals**
- Customer reviews
 - Shareable content



Channel

- Vbeanie.ie
- Healthcare Environments
- Vbeanie Pop-up Store
- Vbeanie Health & Wellness Blog



Customer Segment

Segment name:
Teenagers and young adults with sensory problems

Company size:
13 - 25

Type of Segment:
Business to Consumer (B2C)

Segment name:
Parents of people with sensory overload problems

Company size:
23 - 50

Type of Segment:
Business to Consumer (B2C)

Segment name:
Special Schools

Age range:
2 - 200

Type of Segment:
Business to Business (B2B)



Cost

Annual Fixed Costs
0

Annual Variable Costs
0



Sustainability

Sustainability Development Goals 3: Good Health and Well Being

Sustainability Development Goals 4: Quality Education

Sustainability Development Goals 10: Reduced Inequalities



Revenue

Annual Unit Sold
0

Annual Revenue
0

Testing

Status: Valid

Research

BMC Block



Assumption

We think V beanie could improve life for people with sensory problems. We hope to carry out research from article , reports, books and websites to prove this could work. Also we want to gain more knowledge on this matter and what more we can do to benefit this matter.

Test Plan

We want to get statistics and data relevant to our idea to see if it's viable. We are going to carry out research on the autism spectrum, the population of potential customers. We are going to research websites, reports, blogs, books and articles.

Test Result

We learnt that there is a niche market for our product. We found out the customer segment 13 -25 is the one to be analyse to get good data. targeting This research can be found in customer segment section. We did research on what can trigger the sensory overload. This includes loud noises , social settings , new environments, unexpected events, uncomfortable situation and tiredness.

[References.pdf](#)

Testing

Status: Valid

Interview

BMC Block



Assumption

We think the V Beanie our sensory hat has the potential to help those who have sensory issues. We hope the V Beanie will allow them to enter social areas and not get overwhelmed. We also hope that the V Beanie could improve their learning abilities by allowing them to concentrate on other senses.

Test Plan

We will speak with a teacher from a special school and learn more about the everyday life of teachers in these schools and how children with sensory issues deal with day to day activities. We also hope to learn more about which senses are worse than others.

[Questions_for_teacher.docx](#)

Test Result

From speaking with a teacher from a special school we were advised on what features may or may not work for certain children. We learnt that people with sensory issues tend to like calming music so we may add that as a feature in the future. We also learnt that in class if a student is acting up or is overwhelmed the teachers apply pressure in the form of massages all over their body which they tend to love. The teacher also advised us about the law where if it's strapped onto them then you can only have it on for a certain length of time as you can't force them to do anything they don't want to. The teacher also told us that there would be a great market as their parents are willing to try anything that might help them.

[Interview_with_teacher_SNA_.docx](#)

Testing

Status: Valid

Interview

BMC Block



Assumption

We think the V Beanie could have a massive impact for the children and young adults in special schools, especially those who have major sensory issues. We think it will keep them calm and help with their learning abilities.

Test Plan

We will talk to the principle of a special school to help with our understanding of people with sensory issues and their everyday lives. We will find out more about which sense are affected the most and how teachers help to solve this.

[questions_for_principle.docx](#)

Test Result

The vice principle was very pleased to hear about our idea and said it definitely has the potential to help a lot of the children and young adults in this particular special school. We learnt that the hat would have to be nice and snug, as if it's falling then they won't want to wear it. We learnt that when it comes to sensory issues every child varies between movement, touch, sight, and hearing. They are either over or under responsive. Although they nearly all prefer a quiet, calm, uncluttered environment. Features the principle recommended were: Maybe a baseball type hat to remove the harsh lighting. Make sure it's a snug fit and adjustable, elastic material might suit. Pockets to put the weights into to make it lighter or heavier. The principle also gave us the names of some websites which may be useful. Our next step is to take all this on board and into consideration and continue with our research.

[Interview_with_principle.docx](#)

Testing

Status: Valid

BMC Block

Interview



Assumption

V Beanie is a sensory hat that we believe has the potential to help people who have sensory issues and their families. By reducing noise we believe people with sensory issues will be able to concentrate more on their other senses like sight and smell. The V Beanie will also have removeable weights which we think will keep a person with sensory issues calm and secure.

Test Plan

We will have an interview and talk to a parent of someone who has autism and sensory issues. we will find out more about autism and sensory issues, how the parents cope, what stratagies they have and what effects their child the most.

[Questions_for_parent.docx](#)

Test Result

From meeting with a parent of someone who has autism we learnt alot about autism and how they cope and how they redirect their child. We found out alot of stratagies that are used to cope in stressful or uncomfortable situations. This particular parent loved our idea and thinks it would be a huge benefit to their child. Their child personally loves hats. Although it was said that the hats might need to be of certain colours or maybe marketed with celebreties to get this child in particular to wear it. At this interview this parent had some valuable points, one of which was to be very careful when decided the weights, we may have to have multiple different sizes so that it wont be too eavy for some people. We also learnt that fleece, cotton and linen would be suitable materials for the hat.

[In_depth_interview_with_Parent_of_child_with_autism.docx](#)

Testing

Status: Unsure

Prototype

BMC Block



Assumption

We believe that V Beanie, our sensory hat can help people who have sensory issues. We hope to reduce the strain on what they hear in order for them to concentrate more on their other senses like their sight and take in more of their surroundings.

Test Plan

We hope to develop an idea of what our hat might look and feel like using at home DIY skills. We will then ask someone with sensory issues to try it out and give us constructive feedback so that we can improve.

[Prototype_interview_for_person_with_autism.docx](#)

Test Result

From testing out the prototype we learnt that people like it and would like to see the finish product. A multiple colours might work better and also different material as the material we used is quite itchy and irritating after awhile. The weight was made out of sand and wasn't favoured so we will definitely look more into this. We also learnt that it could have the potential to make a difference to people's lives. We are now going to take all of this on board and create another prototype.

[Prototype_interview_for_person_with_autism.docx](#)

[IMG_5699.jpg](#)

Testing

Status: Valid

Interview

BMC Block

VP

CS

Assumption

We believe that the V beanie can help people with sensory overload cope in social settings where sensory overload can occur.

Test Plan

The plan is to conduct an in-depth interview with a teacher that works in a special school. We hope to learn the insights of how people cope in social situation now and what is on the market to help them. We are hoping the interviewee will just talk us through her thoughts, feelings and beliefs.

Test Result

The interviewee really liked the idea. She has been exposed to people with different levels of sensory overload. The interview conducted was a success. Main points to take away : 1. Safety foam can have two uses. It can be used for safety but also making it adjustable so it can be tighten can provide relaxation pressure in a place where the weights might not be able to be placed. 2. Materials that could be used fleece or a material blankets are made of. Very soft non itchy 3. Weights should be kept in pockets that can be taken out but it won't be as easy as Velcro. This is more of a safety feature so that the bean bags can harmful if there is an episode. 4. The acoustic foam should be removable also as it can give the person a choice to use them or not. 5. Every person is different but it has been proven that these features separately work on people with sensory overload so integrated together it has a lot of potential. 6. Targeted at older kids is a good way to test market as they know more about regulating themselves. 7. V beanie could provide more independence for people. 8. Having V beanie can provide reassurance that it's there if they need it. i.e if they have it in their bag they can feel safer to leave the house be in a social setting cause they know they have something to help them in case of sensory overload. 9. Melt downs can be very tiring so having a solution like this can prevent or minimise this. 10. Price point €20-25 would be a good retail price as most sensory items are around that price point. Max Price Point would possibly be €30-40. This kind of price point because hats can get dirty and need wash might not last too long. 11. Make sure that the material are non toxic as they can be chewed as thats a major sensory thing. Sand for bean bag possibly the best option as it isn't a choking hazard. Durable material. 12. Colour is a big thing. They can be very specific with colours. Overall the interview is a success. The interviewee thought it was great as a prevention to sensory overload but can also work as a calmer.

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Desirability

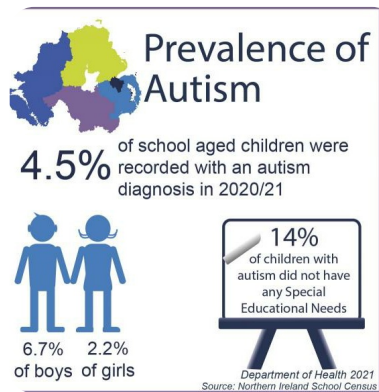
VBeanie has a functional role of assisting those with sensory issues. Vbeanie has many features such as removeable weights for stimulating relaxation, acoustic foam for noise cancellation. VBeanie is to reduce the strain on the five senses, touch, taste, hear, sight and smell. By depriving one sense it enhances the other. As a safety feature VBeanie has soft foam for shock absorption and cushioning, this helps those with autism and epilepsy. These features help those with sensory issues adapt to social surroundings which improves their quality of life while also being non stigmatising and fashionable. Our hat will provide a variety of colours to suit everyones prefrence while being sustainably sourced and affordable.



Customer Segment

Here we are going to analyse the potential markets for our product.

Teenagers and young adults with sensory problems



Age range

13 - 25

Type of Segment

Business to Consumer (B2C)

Description

A firm must be divided into segments, each segment is a section organised to target a specific area. A target market can be assessed for a business to focus intently on a single segment in a certain area in which to target. V beanie is broadly targeted at both males and females of all age groups who have sensory problems. Our overall target market includes People with autism, down syndrome, epilepsy, attention deficit hyperactivity disorder(ADHD), generalized anxiety disorder, PTSD etc. (Sensory Overload: Symptoms, Causes, Related Conditions, and More, 2021) Our research focuses on the market segment of teenagers and young adults aged 13-25. This group is fragile and still in the development phase introducing our product to this age group first can help us overcome the barrier of being reluctant to change. This segment is adaptive to the dynamics of this world so the introduction of a new product will be easier. From our research and development there is a much higher rate of autism among Irish school students than previously thought a major new report has found. The study, from the National Council for Special Education, found that 14,000 students have an autism diagnosis – that's one in every 65 students or 1.5% of the school population. Brophy, S., 2021. Rate of autism among Irish school students much higher than previously estimated. [online] TheJournal.ie. (Brophy, 2021) From the NASS Annual Report 2020. There were 5,753 people with autism registered on NASS in 2020. Of these, 3,804 had a primary disability of autism and 1,949 had autism recorded as a secondary disability. Hrb(2021)

What are their goals?

To minimise sensory overload while in a social setting. This will enhance their quality of socialising and reduce the stress in overwhelming situations.

What frustrates them?

Loud busy environments Bright lights Unable to cope in a specific social setting Overwhelmed by surrounding Get distracted and fidgety (Kranowitz, C., 2011. The out-of-sync child. Paw Prints.)

What problem are you solving for them?

We are hoping to help people with sensory overload to overcome the fear and anxiety of being in a social setting. We hope that our hat can decrease the pressure that stimulates the senses and create a portable relaxing hat that can help them to overcome stress and manage their nerves.



Customer Segment

Parents of people with sensory overload problems



Age range

23 - 50

Type of Segment

Business to Consumer (B2C)

Description

This group is desperate for a solution to help their children cope in triggering settings. they all share a common goal to make their children life easier and help them to adjust to social settings. Parents can avail of organisation and websites such as, "As I am", "Shine", "Irish action" and "Autism families". From research 86.4% of parents with autistic children reach out for help. From research, strategies that parent use to help their child with sensory issue would be providing a quiet space and earplugs for noise sensitivity. Another strategy that parents use to support their child with sensory issue is telling them ahead of time about change in routine as this brings on stress and confusion. <https://autism.ie/> [Accessed 16 December 2021]

What are their goals?

To help their children manage sensory overload in a social setting to enhance their quality of life.

What frustrates them?

Not being able to leave the house with children. The worry of being in a social setting and having to manage the children's episode if triggers are around. No portable types of sensory calmer. Fear of their children not being safe.

What problem are you solving for them?

We are trying to enhance the quality of life for the family that are exposed to sensory overload. We hope V beanie will be a revolutionary solution to these fears and frustrations.



Customer Segment

Special Schools



Company size

2 - 200

Type of Segment

Business to Business (B2B)

Description

These schools want to create a calmer environment for the students in and outside of school. To help them focus and to redirect their attention and manage their stress if they are exposed to stressful situations. Across Ireland, there is 140 special schools catering to 505,998 pupils in primary schools and 350,687 pupils in post primary schools. These schools cater specifically for people with Autism and carry Autism specific classes. In mainstream schools, classes for children with Autism have approximately 6 pupils with a teacher and two special needs assistances. Sensory rooms for schools can be up to €180,000 per room. which is an expensive asset to a school. Special Schools in Ireland receive SEN funding. SEN funding include - Top up funding, Additional support funding (ASF) and Age Weighted Pupil Unit (AWPU). Irish Society for Autism. 2021. Education - Irish Society for Autism. [online] Available at: <<https://autism.ie/information/faq/education/>> [Accessed 16 December 2021]. Ncse.ie. 2021. [online] Available at: <https://ncse.ie/wp-content/uploads/2021/06/Spc-Sch-allocations-21-22-for-website_29.06.21-1.pdf> [Accessed 16 December 2021].

What are their goals?

Special school would like a product to be an addition to the sensory rooms provided as these rooms can be expensive and limited to how many people can use them. They want their students to be able to focus and cope in a social setting. This would help classes to be bigger and the students could interact with one another

What frustrates them?

They fear that the capacity of schools doesn't meet the demand. Also sensory rooms aren't available in every school are they are too expensive. Student cannot interact with one another due to sensory overload in a normal classroom setting.

What problem are you solving for them?

We hope V beanie could be a part of school uniform for students that require it. This would take the pressure off schools as more students would be able minimise the sensory overload by using our hat.



Value Proposition



Solution

V is a sensory hat for teenagers and young adults with sensory issues such as autism. V is a stylish therapeutic hat for all seasons. Its unique style and features are suited to teens and adults who wish to reduce sensory overload in a social setting.

Key Features

1. 100% sustainable material
2. Removable weights that stimulate relaxation
3. Built in acoustic foam for noise cancellation

Unique Selling Point 1

As a safety feature V Beanie has soft foam for shock absorption and cushioning, this helps those with autism and epilepsy.

Unique Selling Point 2

V Beanie is to reduce the strain on the five senses, touch, taste, hear, sight and smell. By depriving one sense it enhances the other. V Beanie is a hat with removable weights, by applying pressure to your head this is a form of relaxation. Our weights being removable assists the sense of touch. Another sense that V Beanie supports is the sense of hearing, through our built in acoustic foam for noise cancellation. This will assist them in stimulating environments.

Unique Selling Point 3

V is a non-stigmatising fashionable beanie that provides safety and support in a social setting, while being sustainably sourced and affordable. V has a wide range of colours to select from. V's aim is to create a calmer environment for those who struggle with sensory overload issues for example those with autism. It's not what's on the beanie its what's in the beanie!



Analyse Competitors

Competitors

What they do well?

What they do badly?



RibCap

RibCap is the world's first brand in fashionable medical helmets: - Private company - Has a revenue of \$120.2K and 12 employees - Coolmax finishing for optimal temperature - Very breathable shock absorbing foam - Very flexible to have a good fit Ribcap.com. 2021. Soft Protective Special Needs Helmets for Adults & Children - Ribcap. [online] Available at: <<https://ribcap.com/>> [Accessed December 2021].

(1) The name is not very catchy (2) Expensive - cost for one hat is €100 (3) Not very fashionable, not a lot of colours available e.g., just black, navy and grey. (4) RibCap has a safety feature that clips under the chin, which some may find uncomfortable.



Sensory Rooms

Sensory rooms are designated areas where autistic people can use to stim or retreat to when they are feeling overstimulated. Helps children learn to self-regulate their behaviours, which improves focus Helps children to stay calm and focus themselves so they can be better prepared for learning and interacting with others Has a calming effect that reduces anxiety and improve focus Sensoryhouse.ie. 2021. Sensory House. [online] Available at: <<https://sensoryhouse.ie/>> [Accessed 10 December 2021].

(1)Not transferable - only available when in school, disadvantaged as cant be used at home. (2)There is no funding for sensory rooms in private schools. (3) Stressful for parents to come up with the funds they do this by having fundraising events (4)Very expensive, raging between €8000-€15,000



Weighted cap

New weighted denim cap with weight placed around the rim of the cap making it comfortable and effective/ Designed to calm, the weighted cap weighs 270 grams. Great for sensory input and looks like an ordinary cap. The cap is fully adjustable and will fit a child from 5 years old right up to adult. Schools have bought this cap. Concentration has improved due to the cap and in turn people with sensory issues can read better and for longer. This cap uses denim for the outside to look on trend, on the inside they used fleece, this is a preferred fabric for people with sensory issues. <https://www.sensorydirect.com/weighted-cap> [Accessed on 18th November 2021]

(1) From reading reviews, many customers found it too heavy on the head (2) Not may colours available (3) Very basic design and does not have many features e.g., just the weights



Customer Relationships



Get

Features in education publications

Promote VBeanie through online trade publications targeting educators. Invite them to trial and review our prototype, generating independent endorsements that helps to build credibility and confidence amongst key audience who are our target market (teens & young adults in special schools).

Make awareness on social media

Our blog will help engage with customers more and would provide knowledgeable and educational information around the topic of Autism while also developing the brand of the beanie. The blog will provide the reader with valuable and relevant content that would have the potential to turn the visitor of the website into a consumer. All blogs would be shared through all forms of social media to share with those of common interest on the topic of Autism, which may lead to personal connection with potential customers.

VBeanie website

We will create a website which will sell our product. Consumers can buy from us directly and would be delivered directly from us to the consumer. Our website will provide a more personal service with opportunities for feedback through a review section from those who buy our product to which we can be responsive back to our customers.



Customer Relationships



Keep

Adapting to constant trends

VBeanie will give our customers the strength to adapt to social surroundings by enhancing their quality of life. Once people try out VBeanie and realise its benefits our product will stay viable. With future plans to constantly keep up to date with trends.

Online platforms

On our online platform, we will keep people up to date with relevant information, which will lead to personal connection while enhancing our customer engagement.

Continued updated features

VBeanie is mostly suited for those with sensory issues and autism. Sensory issues and autism affects many people all around the world. For this reason our product will remain viable as we keep up with their requirements. The requirements that VBeanie has are through our features which touch on the 5 senses. By relieving one sense it enhances the other.



Customer Relationships



Grow

Collaborations

In the near future we hope to Collab with those in our industry for example "Da Silly Heads". These collaborations will help open up a new market for us as it will broaden our engagement with other customers. "Da silly heads" is similar to VBeanie as they also want a stigma free society is key to allow ambition, productivity and creativity to flourish.

Features

With continued growth we hope to build on the 5 senses by continuing our research with enhancing the quality of life for people with sensory overload issues. For example one of the features we hope to add is a removeable cap which will help block out harsh lighting.



Customer Relationships



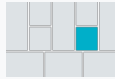
Referrals

Customer reviews

Through our website VBeanie will provide a more personal service with opportunities for feedback through our review section from those who buy our product to which we can be responsive back to our customers.

Shareable content

The VBeanie blog will provide relevant content. the blog will be shared through all forms of social media (Instagram, Facebook, Twitter, LinkedIn) to share with those of common interest of sensory overload issues leading to personal connection with potential customers



Channels



Vbeanie.ie

Channel Strategy

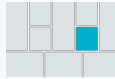
Product to be sold online through our website. Consumers can buy from us directly and would be delivered directly from us to the consumer. Provides a more personal service with opportunities for feedback through a review section from those who buy our product to which we can be responsive back to our customers. Our website would reach our target market directly. Having a website means we can be flexible in the changes if needed. Stock levels would be managed.



Healthcare Environments

Channel Strategy

Product to be distributed to government institutes and health providers e.g HSE which then sell to consumers directly. By selling through a health setting shows that it is a trusted product and recommended by those in the health field of Autism. The supplier in the health care setting then has shared responsibility of storing, packing and shipping the Vbeanie to the end customer.



Channels



Vbeanie Pop-up Store

Channel Strategy

Pop-stores/stalls in Open pop-up stores where customers can hang out with staff, learn more about the brand and try items on before buying. Use the space to host events, such as talks and live music, to build awareness locally and create engaging content for social media.



Vbeanie Health & Wellness Blog

Channel Strategy

Help engage with customers more and would provide knowledgeable and educational information around the topic of Autism while also developing the brand of the beanie. Using SEO "Search Engine Optimisation" efficiently and effectively we can drive organic traffic to our e-commerce store by achieving high rankings in the search results. The blog will provide the reader with valuable and relevant content that would have the potential to turn the visitor of the website into a consumer. All blogs would be sharable through all forms of social media to share with those of common interest on the topic of Autism, which may lead to personal connection with potential customers.



Key Activities, Resources & Partners

Key Activities



Key Resources

- A creative innovative team generating new and exciting ideas
- Knowledge and understanding of the area, autism
- Partnership with government institutes and health providers e.g. HSE
- Sustainable materials
- Feedback from interviews, surveys and focus groups

Key Partners

- Surveys and focus groups from special schools globally
- Distribution to sell to special school and try our new product
- A website agency (or ourselves) to create the first website where the V beanie can be purchased
- Government institutes and health providers who can sell directly to the customer

Viability

VBeanie is mostly suited for those with sensory issues and autism. Sensory issues and autism affects many people all around the world. For this reason our product will remain viable as we keep up with their requirements. The requirements that VBeanie has are through our features which touch on the 5 senses. By relieving one sense it enhances the other. We hope to continue to grow in the future by collaborating with those in the industry as this will open up a new market for us and it will broaden our engagement.



Finance

Financial Model

Revenue Strategy

Unit Economics

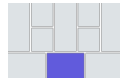
Product Name	Unit	Unit Cost	Sale Price	Gross Profit	Gross Margin
				0	0%



Finance

Financial Forecasts

Cash In	MONTH 1	MONTH 2	MONTH 3	MONTH 4	MONTH 5	MONTH 6	MONTH 7	MONTH 8	MONTH 9	MONTH 10	MONTH 11	MONTH 12
	0	0	0	0	0	0	0	0	0	0	0	0
Total Cash In	0	0	0	0	0	0	0	0	0	0	0	0
Cash Out	MONTH 1	MONTH 2	MONTH 3	MONTH 4	MONTH 5	MONTH 6	MONTH 7	MONTH 8	MONTH 9	MONTH 10	MONTH 11	MONTH 12
Fixed Cost	0	0	0	0	0	0	0	0	0	0	0	0
Variable Cost	0	0	0	0	0	0	0	0	0	0	0	0
Total Cash Out	0	0	0	0	0	0	0	0	0	0	0	0
Balance	MONTH 1	MONTH 2	MONTH 3	MONTH 4	MONTH 5	MONTH 6	MONTH 7	MONTH 8	MONTH 9	MONTH 10	MONTH 11	MONTH 12
Monthly Cash In/Out	0	0	0	0	0	0	0	0	0	0	0	0
Cumulative Balance	0	0	0	0	0	0	0	0	0	0	0	0



Sustainability



Good Health and Well Being

Ensure healthy lives and promote well-being for all at all ages



Quality Education

Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all



Reduced Inequalities

Reduce inequality within and among countries

SDG

Social/Environmental Problem

Social/Environmental Value



V was created to help friends and family of those who struggle with sensory issues. People with sensory issues find it very hard to adapt to new surroundings and become stressed. V helps reduce overwhelming situations with our features such as acoustic foam ear muffs and removable weights which create relaxation

V supports good health and well being by helping young teens and adults improve their visuals, auditory and tactile processing. By providing a sense of calm and comfort, V beanie can help self regulate behaviour which improves focus all through our three main features within the beanie.



VBeanie improves the quality of education by reducing the strain on the 5 senses as it deprives one sense it enhances another. This feature is most suited to help those in special schools. VBeanie will be able to help students focus and cope in social settings. Students could interact with one another more easily.

VBeanie will assist those in stimulating environments such as special schools. VBeanie could be part of school uniform for students that require it most. This would take the pressure off schools as more students would be able to minimise the sensory overload by using the hat.



As Vbeanie is a hat for those with sensory overload issues, V will be a non stigmatising and fashionable hat that will reduce inequality. A young adult or teenager will be able to wear VBeanie without standing out from the crowd and is also a hat that is suited for everyone.

VBeanies aim is to have a stigma free society that allows for ambition, productivity, and creativity to flourish.

Contact us

VBeanie.ie
VBeanie Blog
VBeanie Social Media accounts (Instagram / Facebook / Twitter)

VBeanie

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