

## ROUND 3- BUILD IT UP AND BREAK IT DOWN

### PRODUCT-MindBloom Anxiety Relief Fidget Cube Set

**APPROACH**-Give your mind a break from screen and your hands and mind for something real to do- because therapy is expensive and best way to reset is feel not scroll.

### THE ANTI-BURNOUT FIDGET CUBE SET

In a world of endless scrolls, notifications, emails and screen fatigue, these cubes offer a refreshing pause. These set of 5 sleek, sensory fidget cubes helps you escape the chaos of digital world and reconnect with natural rhythm of hand and mind play.

Each cube is crafted from matte-finish ABS plastic, calming to the eyes and smooth to the touch. With five interactive sides — click buttons, joystick, flip switch, and a rolling metal ball. It creates both a play and therapy for your fingers as well as mind. The subtle click takes you away from the noisy and overstimulated world.

Your go-to tool for taking intentional breaks, sharpening attention, and easing anxiety. “Reset Your Focus, One Click at a Time”.

### VOICE 1: FOR A 5-YEAR OLD

Hi there little munchkin!!!

Do your eyes ever feel tired of watching cartoons or playing video games? We've got a fun new toy just for you which will not only ease your eyes but also sharpen your brain.

And guess what? Mumma won't even scold you for playing with these cubes unlike video games. So just pick, roll, twist and enjoy!

### VOICE 2: FOR A 50-YEAR OLD CEO

Amid the demands of modern professional life, Digital burnout has become a silent productivity killer. MindBloom fidget cubes are

thoughtfully designed for working professionals to ease down their stress. Use them during short breaks to regain focus and calm down your brain to work with more efficiency without any disengagement from your workflow. With a clean ease and minimal aesthetics, these cubes offer a quick, tactile way to regain clarity -right at your desk.

#### REFLECTION SHIFT-

When creating for a child the tone becomes playful, sensitive and emotionally engaging. Focusing on feelings and their daily activities. The goal is to spark curiosity in an attractive manner.

On the other hand, when addressing a CEO, the tone shifts to professional, statistical and productivity-driven. And how product seamlessly fits to their demanding routine.

The product remains same but the tone changes according to the customer. This highlights the importance of communication.