



# From Idea to Market: Eatwell, Assistive Tableware for Persons with Cognitive Impairments

Sha Yao, MFA | Sha Design LLC

[sha@eatwellset.com](mailto:sha@eatwellset.com)





Click here and support us on Indiegogo!



1:49 / 3:47



HD



# Design Process

1. Define problems (3 months)

**2. Research / Making connections with professionals (1 year)**



# Design Process

1. Define problems (3 months)

**2. Research / Making connections with professionals (1 year)**

3. Design/ User testing (6 months)

4. Implementation/ Material and process (6 months)



How to bring Eatwell to Market?



# How to bring Eatwell to Market?

Writing a  
business plan



# How to bring Eatwell to Market?

Attend  
Networking Events

**U.S. Small Business Administration**

**SBA**

**Your Small Business Resource**



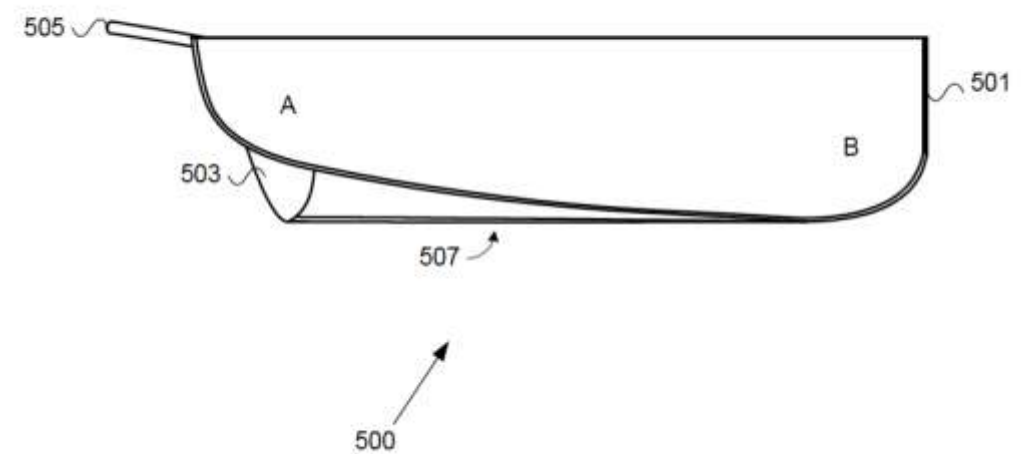


# How to bring Eatwell to Market?

Consulting with  
manufacturers



# How to bring Eatwell to Market?



# How to bring Eatwell to Market?

Looking for  
resources in  
product industry



**STANFORD CENTER ON LONGEVITY**  
**DESIGN CHALLENGE**

Maximizing Independence for  
those with cognitive impairment

Do you know someone affected by cognitive impairment?  
[Share your experiences with the design teams ▶](#)

CHALLENGE COLLABORATOR: AGING 2.0

The banner features a silhouette of a human head filled with colorful gears and arrows, symbolizing cognitive processes and design. A small circular icon with a camera symbol is located at the bottom right of the banner.

Stanford Center on Longevity Design  
Challenge

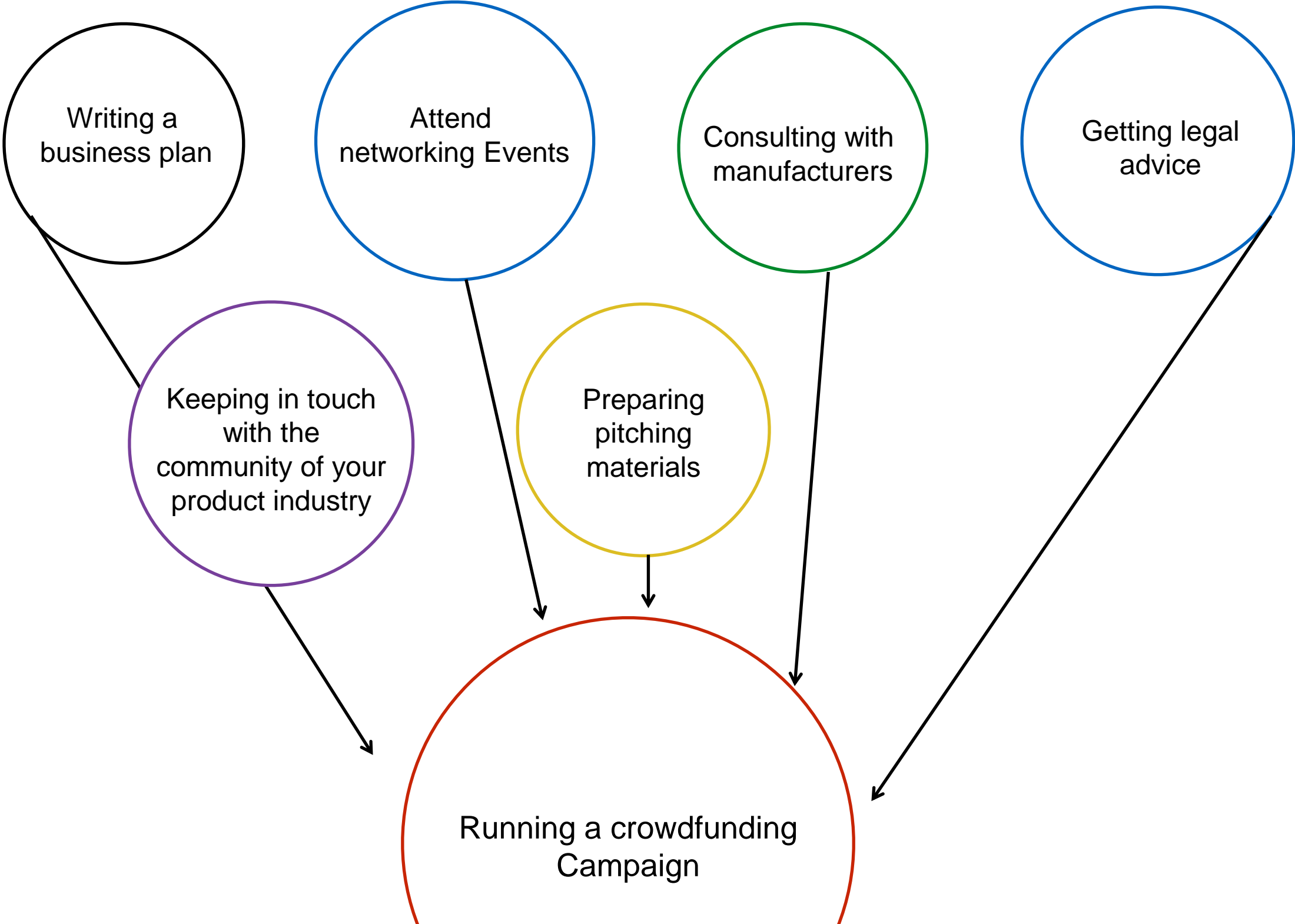


# How to bring Eatwell to Market?

Preparing  
pitching  
materials



# How to bring Eatwell to Market?



# Campaign

## Eatwell, tableware for people with special needs

San Francisco, United States

Design

12.7k **Story** Updates 13 Comments 142 Backers 1084 Gallery 4

Share

815

Tweet

139

G+



Email



Embed



Link



Following



Eatwell is a tableware set for people with cognitive

**InDemand**  
**\$105,806** USD  
total funds raised

Original campaign was 109% funded on December 20, 2014

**\$110** USD

**Featured**

**8-piece Eatwell set**

Rewards include both a 4-piece yellow set and a 4-piece red set. Free shipping within the US (\*additional \$35 for international delivery).

**187 claimed**

**Estimated delivery:** June 2015



# Benefit from a crowd-funding campaign




Define  
Target  
Users

# Benefit from a crowd-funding campaign

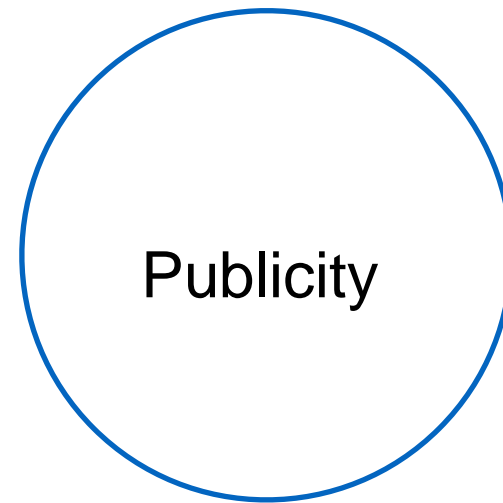
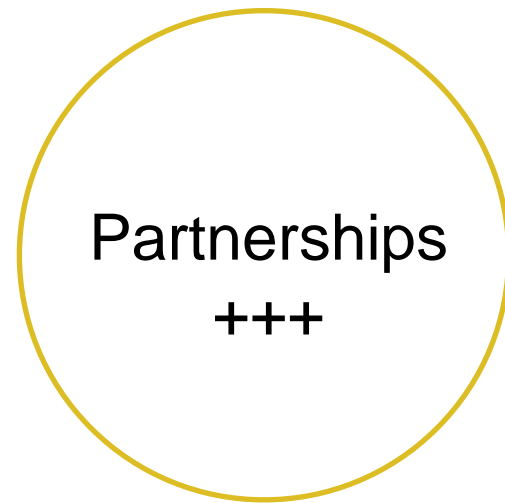
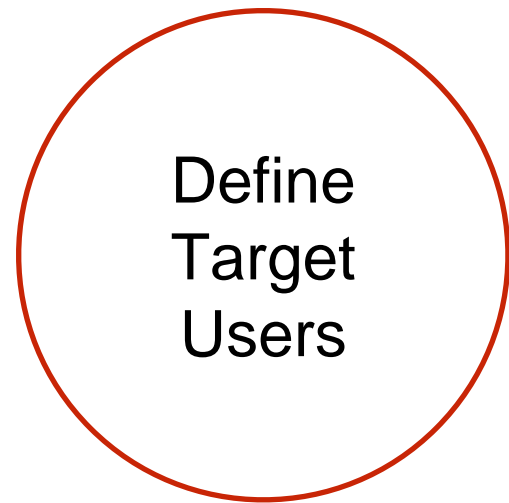


Define  
Target  
Users



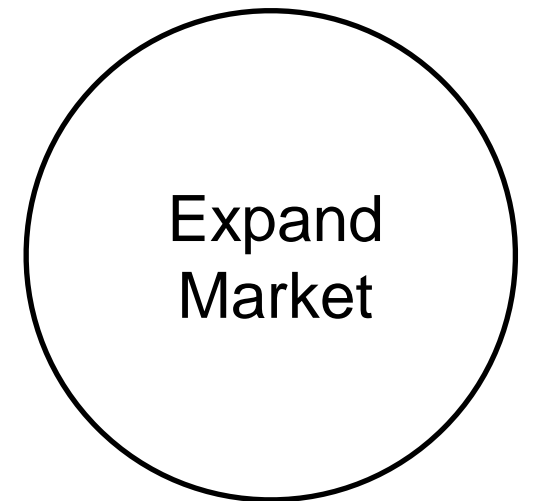
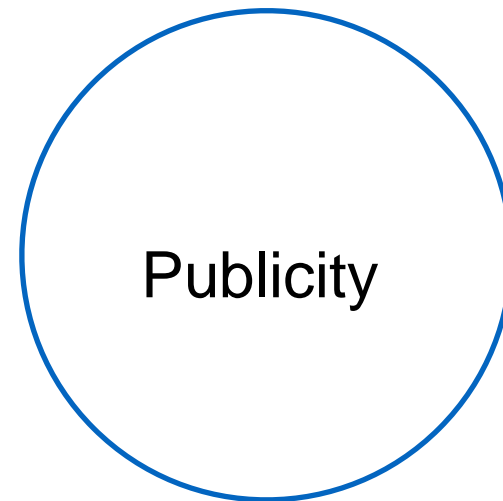
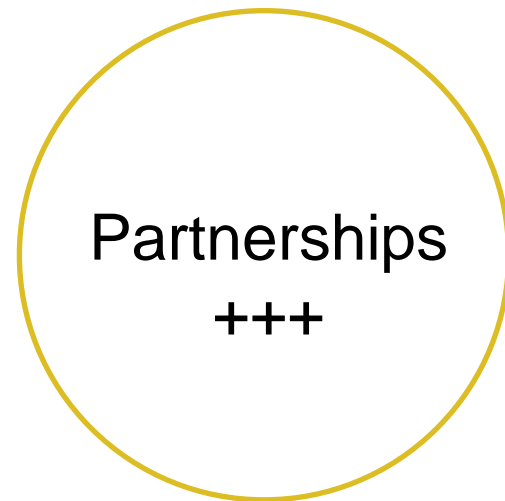
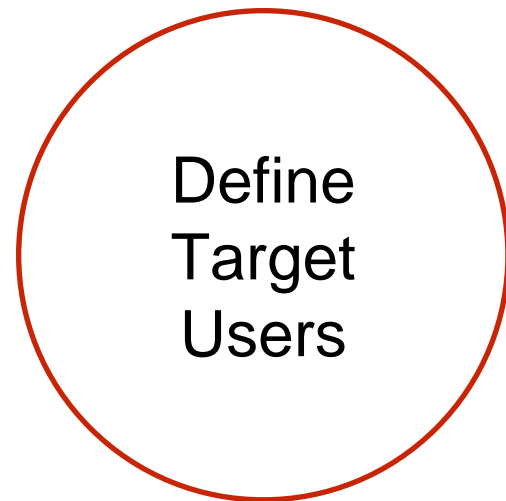
Partnerships  
+++

# Benefit from a crowd-funding campaign

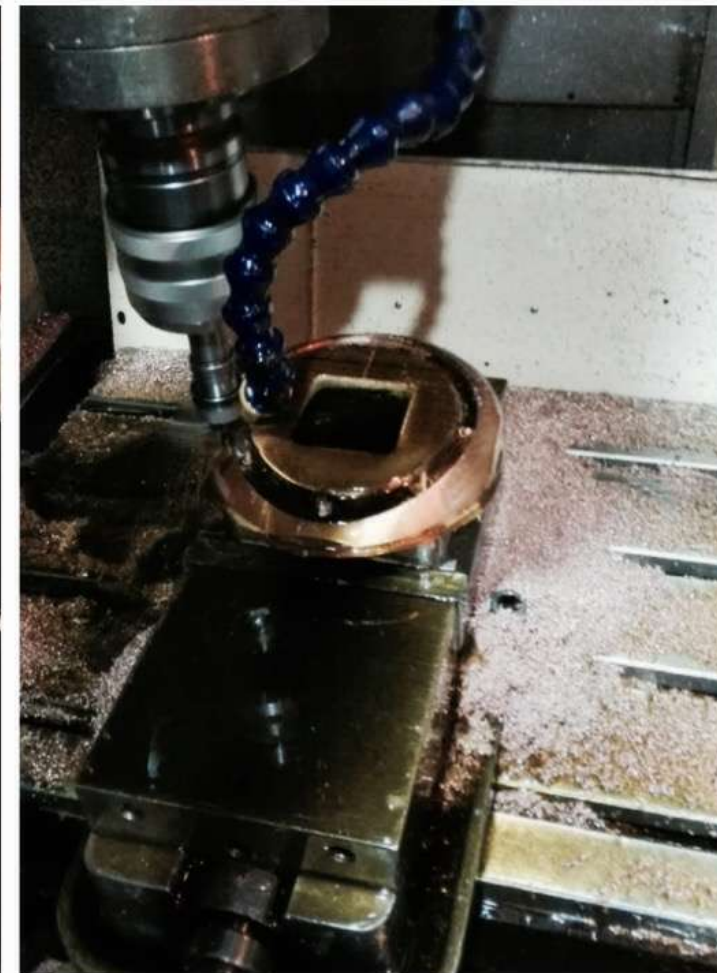
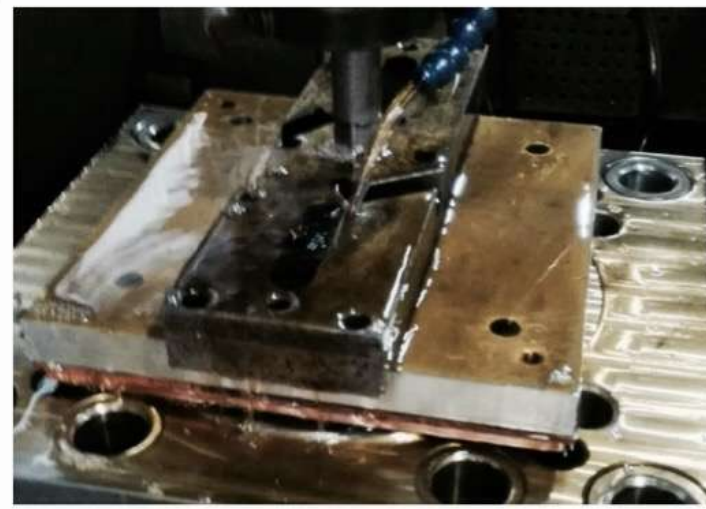




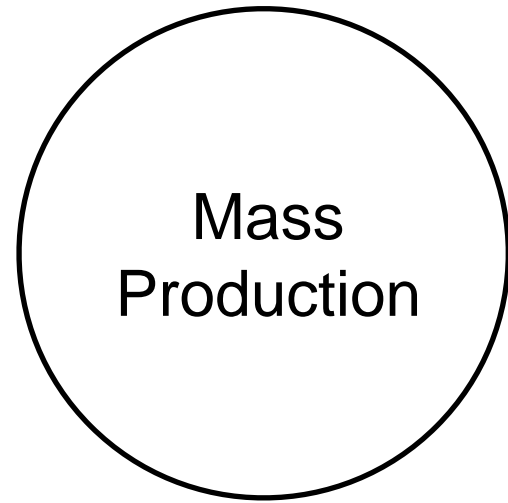
# Benefit from a crowd-funding campaign



# Mass Production



# Tips

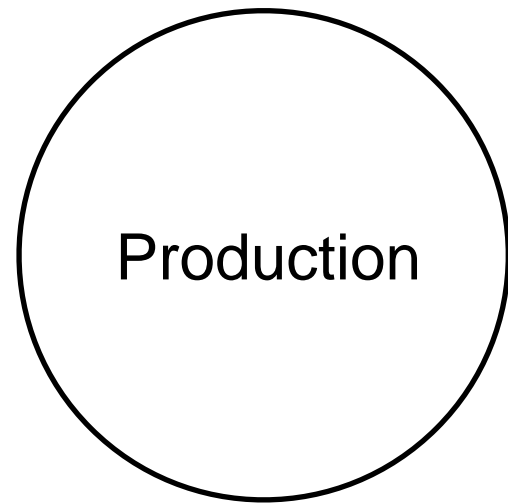




First meeting



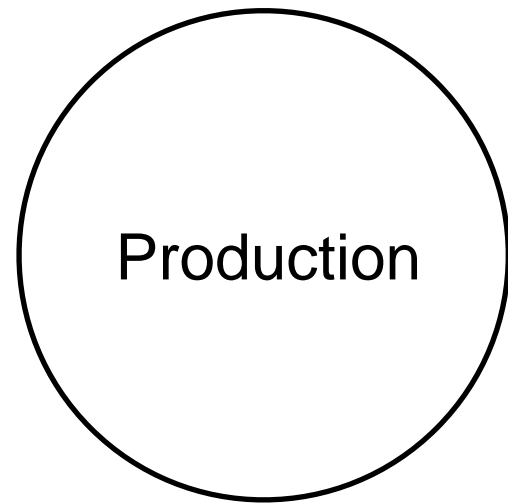
# Tips



- Visit factory in person



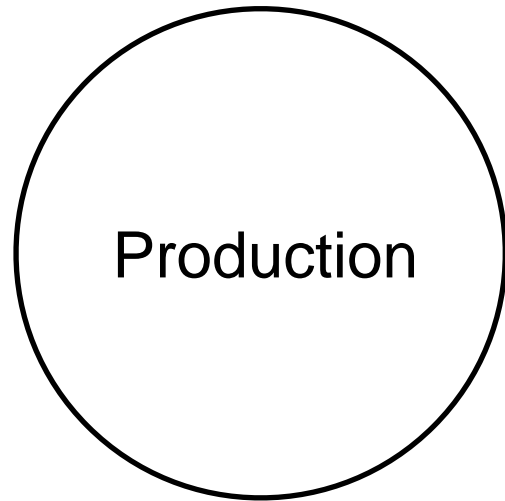
# Tips



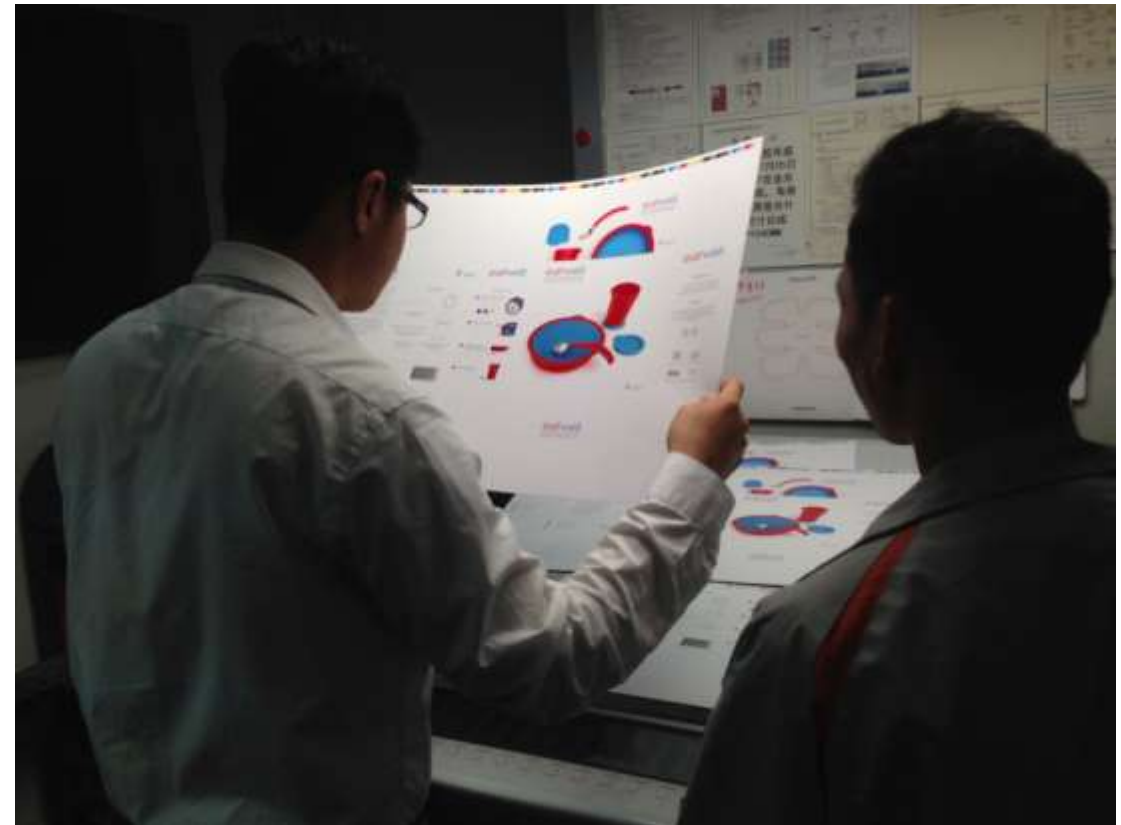
- Visit factory in person
- Sign a good contract



# Tips



- Visit factory in person
- Sign a good contract
- Be around





★★★★★ **Worth the cost**

By [Paul Ogea](#) on January 4, 2018

Color: Multi | Package Quantity: 1 | **Verified Purchase**

We bought these with the thought that if it worked great and if they didn't then we weren't out that much. The cost seemed a little high but when you think of the design work and that these are not like ordinary utensils and are made in limited numbers then it makes sense. These have definitely made a difference. The design of the spoons are exactly what was needed and the bowls help with getting the food on the spoons.

▶ [Comment](#) | Was this review helpful to you?   [Report abuse](#)

★★★★★ **Wonderfully designed! Re**

By [Rev. Sandra L. Daniel](#) on January 26, 2017

Color: Red | Package Quantity: 1 | **Verified Purchase**

Wonderfully designed! Re: right or left-handed? Dominantly right-handed person with right hand tremors, has found using a regular utensil very difficult, now uses spoon to eat with left hand - person very easily adapted to the spoon. Am grateful for each piece in the set.

▶ [Comment](#) | One person found this helpful. Was this review helpful to you?   [Report abuse](#)

★★★★★ **You can feel the love just from looking at this set**

By [Chia-Hsun Lee](#) on March 4, 2017

Color: Yellow | Package Quantity: 1 | **Verified Purchase**

Best and warm gift for grandparents and young moms with babies!!

▶ [Comment](#) | One person found this helpful. Was this review helpful to you?   [Report abuse](#)

★★★★★ **Good Design That Helps Everyone Eat Better!**

By [MPDZNR](#) on September 6, 2017

Color: Multi | Package Quantity: 1

The design of the Eatwell Tableware set is really well-thought-out. I originally got it on Indiegogo for my elderly mother who was weakened by an ischemic stroke. The spoon handle combined with angled bowl and plate edges help her scoop up food with ease, even with a shaky, weakened hand. The wide, non-slip cup base also helps prevent spills too when she doesn't put it back down perfectly level. Why aren't all cups made this way? After trying the set myself, I've come to the conclusion that it actually helps anyone eat better, not just those with impairments. I can see small children using this set too. It's a good investment because it's something that will be used multiple times, every single day, for many years to come.

# good

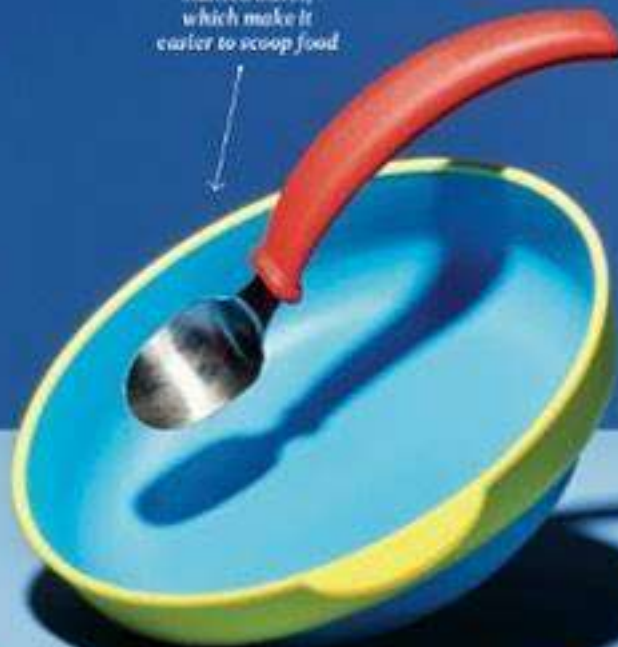
THE BEST INVENTIONS MAKING THE WORLD BETTER



The cups have suction bases to help prevent spills



The bowls have slanted bases, which make it easier to scoop food



## DISHES THAT WORK AROUND COGNITIVE DECLINE

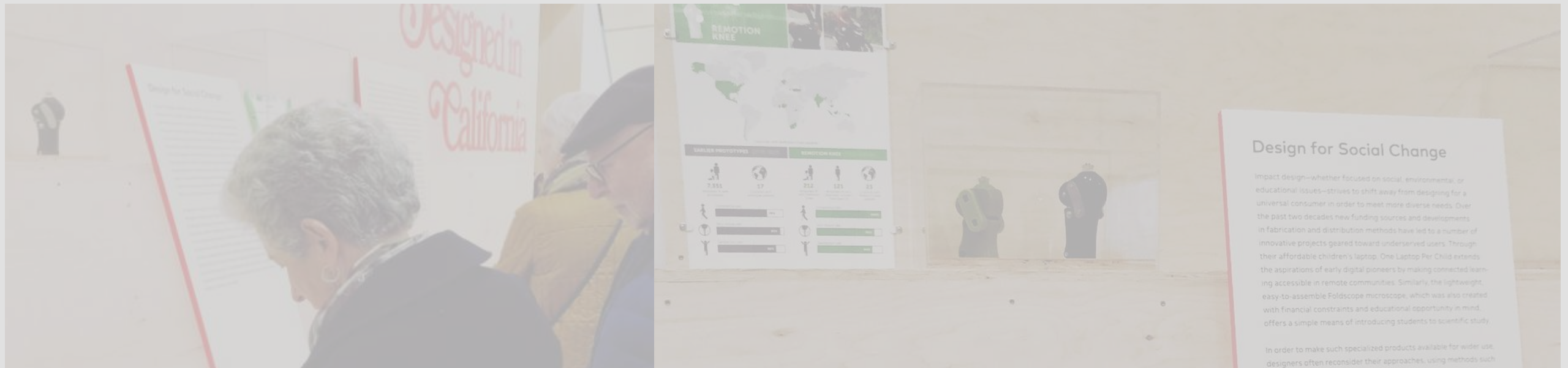
After her late grandmother was diagnosed with Alzheimer's, Sha Yao felt helpless. It was especially frustrating, she recalls, to sit with her during meals while she struggled to perform basic functions, like using silverware without spilling. "There was nothing I could do," Yao says. Inspired by her grandmother's plight, Yao created Eatwell Assistive Tableware, a dining set designed to make mealtime easier for people with Alzheimer's and other diseases that affect brain and body function. (Among the design hacks: using bright colors to help

# TIME





SF MO MA



**Sue Lewane Erickson Goodrich** Eat well was so helpful to my 88 year old Father. ...

My hope is one day that all skilled nursing home's had Eatwell eating utensils for their clients.

Perhaps the states could make it a mandatory.

SF MO  
MA





eatwell®

[eatwellset.com](http://eatwellset.com)

[facebook.com/eatwellset](https://facebook.com/eatwellset)