

Designing a Visual Brand for a Children's Furniture Startup

By

Rachel DeNoble

Graphic Communication Department

College of Liberal Arts

California Polytechnic State University

2015

Abstract

The purpose of this study was to design a visual brand for a children's furniture startup company. The research from this study was applied to The Cardboard Guys, a company that makes furniture completely made out of corrugated cardboard. Designs were created for the company's branding style guide, product assembly instructions, and Kickstarter campaign page. Each piece of this project was measured for success a little differently - the style guide was given feedback from a professional design firm, the assembly instructions were given to a group of kids and parents to test, and the Kickstarter campaign was both critiqued by a crowdfunding expert and measured by the amount of funding raised compared to the goal . The results of this study can be used to grow The Cardboard Guys' fun, yet professional brand and accompany their innovative product.

Table of Contents

List of Figures.....	1
Chapters	
1. Introduction.....	2
Significance of the Problem.....	3
Interest in the Problem.....	3
2. Literature Review.....	4
Furniture Waste.....	4
Cardboard Furniture.....	5
The Cardboard Guys.....	6
Company Needs.....	7
Needs in Graphic Communication.....	8
3. Methodology.....	10
Data Collection Plan.....	10
Data Analysis.....	11
4. Results.....	12
5. Conclusions.....	18
Works Cited.....	21

List of Figures

Figure 1. Justin (left) and Jordan (right) with their senior project: their cardboard furniture.....	1
Figure 2. Demonstrating the strength of the cardboard chair.....	6
Figure 3. Style Guide for The Cardboard Guys.....	12
Figure 4. The front panel of the assembly instructions.....	13
Figure 5. Assembly instructions.....	14
Figure 6. Different views of the assembly instructions when folded different ways.....	15
Figure 7. Kickstarter Project Image.....	16
Figure 8. Value propositions were assigned a color and icon for organizational purposes.....	16

Chapter 1: Introduction

Purpose of the Study

“The Cardboard Guys” began as a senior project by two Cal Poly Industrial Technology (IT) students, Justin Farr and Jordan Kepler, who were fascinated by corrugated cardboard, as it is extremely strong and easily recyclable. Justin and Jordan also recognized the pain-point of buying and moving heavy furniture, and decided to connect the dots: leading to cardboard furniture. The IT students were able to design a chair that can hold up to 500 pounds and a complementary desk that are completely made of corrugated cardboard, as shown below. Talk about thinking outside the box!



Figure 1. Justin (left) and Jordan (right) with their senior project: their cardboard furniture.

Justin and Jordan decided to turn their cardboard furniture products into a business after graduation, and they named the company “The Cardboard Guys”. They also chose to shrink the original chair and desk designs to target the children’s furniture market. They decided to call the children’s furniture product line “The Cardboard Kids”.

So The Cardboard Guys had a product and a market, but the next steps were to build a brand and raise money. The purpose of this project was to research and develop the visual elements of a children’s brand to create a style guide, a template for product assembly instructions, and a crowdfunding (Kickstarter) campaign.

Significance of the Problem

The audience for The Cardboard Guys was elementary-school age children (Kindergarden-5th grade). This age group was considered young enough to get excited about cardboard furniture (as opposed to the more angsty middle school students), yet old enough comprehend the furniture assembly. Elementary age children also value the “do- it-yourself” nature of assembling the products themselves (much like they would a LEGO set) and appreciate the creative freedom to decorate their own furniture. Therefore, “The Cardboard Kids” brand needed to embody this theme of fun and creativity. However, since most elementary age children do not have a disposable income, the brand must also appeal to the product purchasers: parents. Eco-conscious parents appreciated the sustainability factor of “The Cardboard Kids” products, so the brand had to communicate this as well.

Without a brand identity that appealed to both the product users (children) and the product purchasers (parents), “The Cardboard Kids” would have limited success with fundraising and sales. This fun, environmentally friendly brand needs to be applied to a style guide for marketing materials, product assembly instructions, and a Kickstarter (crowdfunding) campaign.

Interest in the Problem

As the daughter of an entrepreneurship professor, I have been around startups and elevator pitch competitions for as long as I can remember. Turns out that the apple doesn’t fall far from the tree since I, like my father, developed an interest in entrepreneurship since coming to college. I had a graphic design internship with the Cal Poly Center for Innovation & Entrepreneurship, which is located in the SLO HotHouse and allowed me to work closely with several startups. This is how I met The Cardboard Guys, and I was immediately drawn to the ingenious product line and the infectious personalities of the team.

Things were moving quickly as there was huge market potential for The Cardboard Guys, and I was excited to bring my creative skillset to the table to add value to the team. Although it was challenging, I wanted to capture the spirit of The Cardboard Guys and create a brand that wouldn’t be forgotten for a product that could change the way we think about cardboard.

Chapter 2: Literature Review

Furniture has been a part of human life ever since the beginnings of civilization. There are several records and visual representations of furniture in Ancient Greek, Roman, and Egyptian cultures, and it is even referenced in the Bible. Back then, it was mostly royalty who got to enjoy the luxury of owning furniture, especially since it was made of expensive materials like metal, fine woods, ivory, and marble (Litchfield, 2004). However, furniture historian and writer, Edward Lucie-Smith, says, “Furniture has four purposes. We have furniture for function, furniture which confers status, furniture as technology and, probably most relevant to a contemporary furniture exhibition, furniture as a personal statement about the person who made it and the person to whom it belongs” (Burlet, 2014). While all of these purposes remain legitimate, the last is especially true in today’s world of personalization and individual expression. Consumers like to customize everything from their shoes to their phone cases as an expression of their interests and values. The same idea can be applied to the furniture in their homes.

Other furniture trends stem from architecture, since “Changes in furniture design were influenced by architectural trends over time” (Litchfield, 2004). This still rings true today, and as pointed out by design & architecture magazine, Freshome, “One of the most prevalent trends in the architectural world today is the shift towards a reduction in the consumption of energy; a reduction in carbon emissions, [and] a focus on green principles.” (Daniel, 2014). With such a large focus on sustainability and environmentally friendly design, the trend has extended to furniture as well.

Furniture Waste

According to the United States Environmental Protection Agency, furniture accounted for 9.8 million tons and 4.1% of household waste in US landfills in 2009. (Planet Save, 2011). Furthermore, furniture is a high volume consumer of landfill space and is may cause toxic

leaching depending on the materials it is made of (Our Green Story). Unfortunately, furniture also remains one of the least recycled household products in the United States (Planet Save, 2011). Furniture is often replaced when people are moving or remodeling their homes. However, furniture is replaced even more for children since they physically grow out of their furniture. While it's tempting for parents to opt for the relatively inexpensive, mediocre quality furniture from a store like IKEA, there are more alternative options available today that are better for the environment.

Cardboard Furniture

While furniture remains one of the least recycled products, cardboard is one of the most recyclable and recycled materials on Earth. According to the Environmental Protection Agency, 29.5 million tons of corrugated cardboard is created each year and 91% of it is recycled. This fact peaked the interest of Cal Poly Industrial Technology (IT) students, Jordan Kepler and Justin Farr, who were looking for senior project ideas in 2013. The IT students also were fascinated by the extraordinarily high strength versus weight ratio of corrugated cardboard. "One square inch of this material holds up to 40 pounds stacked on it when oriented in the correct direction" (J. Farr, personal communication, 2014). Justin and Jordan wanted to look into new, innovative ways to use this incredible material.

Since many college students move several times during their school years, Justin and Jordan noticed the struggle of their college peers having to move heavy furniture to a new house almost every year. Therefore, the guys used their interest in cardboard to come up with a creative solution to the heavy furniture problem for their fellow students. Justin and Jordan spent their senior year sketching, prototyping, and eventually building a desk and chair that were completely made of corrugated cardboard. The furniture is made from several panels of cardboard that are oriented in a way that allows the structure to hold over 500 pounds (see Figure 2 below). The IT students also designed the furniture to assemble without the use of adhesives because it could compromise the recyclability of the products. (J. Farr, personal communication, 2014). Justin

and Jordan were extremely proud of what they had accomplished, and were ready to take their idea to the next level.



The Cardboard Guys

Justin and Jordan decided to turn their great idea into a business. Thus, The Cardboard Guys was born, and they signed up for the Cal Poly Center for Innovation & Entrepreneurship’s “SLO HotHouse Accelerator” program in the summer of 2014. This was a three-month intensive business development program where they focused on creating a feasible business model to sell the product.

The customer development process is a huge part of business development for an early stage startup like The Cardboard Guys. This process involves talking to potential customers to determine their needs, and evaluate if there is a product-market fit. That is, finding out whether or not the target customers actually have a need for the product and will be likely to buy it. They use this key information to shape the business model. However, these customer development conversations often show the founders that the customers whom they were targeting do not actually need the product. Therefore, the business needs to pivot to find a customer segment with a true need for the product. This is exactly what happened to The Cardboard Guys. Through talking to many college students (their initial target market), The Cardboard Guys found out that

most students do not spend a lot on furniture. Many students opt for the free or almost free furniture options found on Craigslist and Facebook Free & For Sale pages. Therefore, they are not likely to purchase a desk and chair priced at \$60, like The Cardboard Guys' product. However, Justin and Jordan kept hearing the same suggestion during their interviews: "Wow, this would be great for kids!" (J. Farr, personal communication, October 3, 2014).

The Cardboard Guys switched their focus and started doing customer development as a children's product. However, the children's market is interesting in that the product users (kids) are different from the product purchasers. Since children normally do not have the purchasing power to buy things for themselves, children's products must also appeal to those who will buy the product: parents. So The Cardboard Guys started talking to parents, and they got great feedback. The cardboard furniture met two needs for kids and parents: creativity and sustainability. Kids love to be creative and personalize their possessions by drawing all over them. However, children are usually taught that "furniture is not a toy," and are reprimanded when they draw on household furniture. On the other hand, cardboard furniture provides a blank canvas for creativity. Also, the furniture can simply be recycled when the children grow out of it. After finding this fantastic product-market fit between the cardboard furniture and children, The Cardboard Guys shrunk their original desk and chair designs and began developing the rest of their business. (J. Farr, personal communication, October 3, 2014).

Company Needs

Currently, The Cardboard Guys are working full time on their business at the SLO HotHouse. The company has also added Jake Disraeli, a full-time business development specialist to the team. Jake used to work for the Center for Innovation & Entrepreneurship, and actually ran the SLO HotHouse Accelerator program that The Cardboard Guys participated in last summer. Jake was so excited about the potential for The Cardboard Guys that he decided to quit his job to join the company. With Jake's help, The Cardboard Guys has identified a few goals that they would like to accomplish within the next year. First, they would like to create a

kid-friendly and fun brand identity that appeals to both kids and parents alike. Next, they want to establish an engaging online presence via social media, which might include things like viral videos, craft projects, and campaigns. Then, they want to launch a successful crowdfunding campaign to cover the costs of the first run of manufacturing (including tooling). Following the crowdfunding campaign, they plan to establish a retail distribution partner to take The Cardboard Guys products across the country by July 2015. Finally, they would like to get into a big box retailer (such as Walmart or Target) by December 2016. (J. Disraeli, personal communication, 2014).

Needs in Graphic Communication

The Cardboard Guys needed a few key design elements to meet the goals listed above. The first was to create a fun and memorable brand identity for the company, which started with designing a logo for “The Cardboard Kids” product line. The logo needed to be fun and exciting for kids while remaining attractive for parents, and communicate the main value propositions of the product: sustainability and creativity. From there, a style guide was to be established for The Cardboard Guys to maintain a consistent brand identity with any company materials. This should consist of company fonts, colors, and accepted logo formats. Finally, they needed to research and develop a method for designing product assembly instructions. These instructions had to be both clear and engaging for children and adults. Once those tasks were completed, The Cardboard Guys needed to start looking for funding to cover manufacturing costs.

The Cardboard Guys planned to launch a crowdfunding campaign on Kickstarter in February 2015. Crowdfunding is a new way for entrepreneurs to fund their businesses. Rather than applying for large loans from banks or individual investors, startups can post to crowdfunding sites like Kickstarter or Indiegogo to raise small amounts of money from lots of people (Andrew, 2013). However, the key with Kickstarter in particular is the campaign must raise the entire amount listed as their “goal” or they do not get any of the money raised at all. According to crowdfunding researcher, Vincent Etter, only 52% of Kickstarter campaigns

succeed and get the money they have raised (Etter). Therefore, The Cardboard Guys wanted to research successful campaigns to see what factors may have contributed to their success, especially regarding their use of graphic design. From there, The Cardboard Guys' campaign needed an appealing project image and landing page on Kickstarter. The project image is the main graphic that is associated with a Kickstarter campaign – kind of like a “profile picture” of sorts. According to designer Tyler James, the project image should be different than the company logo to reveal more about the actual project (James, 2014). The landing page is the web page that users visit to watch the campaign video and read more about the project.

Startups move on an accelerated timeline, and first impressions are everything. Therefore, The Cardboard Guys needed a fun, recognizable brand identity for company materials, assembly instructions, and the future Kickstarter campaign. This would hopefully result in funding the first round of manufacturing to get the cardboard furniture products on the market.

Chapter 3: Methodology

The purpose of this study was to develop the visual elements of The Cardboard Guys brand. The Cardboard Guys is a cardboard furniture startup in San Luis Obispo and was founded by two Cal Poly alumni from the Industrial Technology (IT) department. The furniture is both extremely strong (the chair can hold over 500 pounds) and completely recyclable as the products are completely made of corrugated cardboard. The Cardboard Guys were targeting the children's furniture market and needed to build a brand to attract customers and investors. The objectives of this study were to:

- Create a style guide for the organization
- Develop a visual product assembly guide
- Design the Kickstarter (crowdfunding) campaign page

Data Collection Plan

Each of these objectives had a different method for data collection. The style guide involved a case study with design and branding gurus in San Luis Obispo. Once the style guide was complete with font and color selections, it was taken to a local design firm called (iii) Design and branding experts at award-winning digital agency, StudioGood, for feedback. The experts were asked questions regarding the appropriateness of the style guide, the feelings evoked from it, and advice for how it could be improved.

The product assembly guides involved an observational study and interviews. The goal of the instructions was for a child to be able to assemble the product in 15 minutes or less. Once a draft of the instructions was complete, they were to be given to a group of 10-15 elementary-age children (5-12) along with the product. The children were asked to assemble the product using the instructions, and they would be observed and timed while doing so. If the children had questions or couldn't understand something, it was noted. Once the children had completed the assembly, they were individually interviewed about their experience. This was an effort to

understand if there were any problems with the instructions, and if anything could be clarified to improve the assembly experience.

The Kickstarter campaign page also involved a case study and observation of the campaign's success. Before the campaign launched, crowdfunding expert, Bill Trammel, was asked to comment on the page's overall aesthetics, the layout of the content, and the project image as it related to the video for a cohesive and effective campaign. Then, the campaign as a whole was observed to see if it was a success and the funding goal was met.

Data Analysis

Responses from the design and branding experts were noted, as well as recommendations for improvement. This information was used to determine the appropriateness of the style guide for the target audience (elementary-age children and parents). The feedback from the sample group of children, as well as the time it took for them to assemble the product was used to determine the effectiveness of the assembly instructions. Bill Trammel's response to the Kickstarter page was used to determine the theoretical success of the Kickstarter campaign, and the actual funding raised determined the actual success of the campaign.

Chapter 4: Results

The Cardboard Guys made a slight change in branding strategy that affected this project. After having discussions with StudioGood, The Cardboard Guys decided to simply create a kids' furniture line under The Cardboard Guys brand rather than establishing a separate brand for kids, previously referred to as "The Cardboard Kids". This was for brand consistency and simplicity purposes. Therefore, a style guide was created for The Cardboard Guys brand rather than "The Cardboard Kids", as previously outlined in earlier chapters (See Figure 3 below). The kids' furniture line was named "Kids Imagination Furniture" and was the primary focus of the Kickstarter campaign.

LOGO



Color



Monochromatic

BRAND COLORS

Primary Color Palette



RGB
0/148/68
CMYK
86/17/100/3



RGB
196/154/108
CMYK
23/39/64/1



RGB
35/31/52
CMYK
0/0/0/100

Secondary Color Palette



RGB
146/0/153
CMYK
53/100/0/0



RGB
0/168/223
CMYK
73/15/0/0



RGB
255/121/60
CMYK
0/66/82/0



RGB
201/39/69
CMYK
15/98/71/3

TYPOGRAPHY

HEADINGS: AMATIC, 24PT

Subheadings: Avenir Next, Bold, 12pt

Body Text: Avenir Next, Regular, 10pt

Figure 3. Style Guide for The Cardboard Guys.

The first step to creating a style guide for The Cardboard Guys was to finalize the logo. The guys knew they wanted to have their character, Cardboard Corey, to be featured in the logo,

but had not yet decided on how the rest of it should look. After coming up with several concepts for the logo design, the team decided to go with a circular, stamp-like layout with Cardboard Corey in the center of the circle. Lastly, the logo's earthy colors were selected to communicate the company's value of recyclability in their products. The logo received virtually 100% positive feedback, including comments like "It's such a friendly logo" and "[Cardboard Corey] is so cute!" Furthermore, the design expert from (iii) design liked how the logo could work in both the brand colors or just in one color, which is an important consideration for printing on products such as t-shirts, stickers, etc. Because the logo got such a positive response, the rest of the style guide was built around the logo. A secondary palette of bright, fun colors was added and the typefaces were defined to complete the style guide (See Figure 3 above



Figure 4. The front panel of the assembly instructions.

The assembly instructions were designed to be both an informational piece about the product and a marketing piece about the company. The instructions were designed to fit on an 8.5x11" sheet of paper that was tri-folded to have three equal vertical panels on the front and on the back of the sheet. The entire front of the sheet had the product assembly instructions, which were made from illustrations from the CAD file used to construct it. Then each of the three panels showed one of the three major steps in assembling Cardboard Corey (See Figure 5 below): 1) Assemble the body, 2) Assemble the arms and legs, and 3) Put them all together. The

instructions were specifically designed to minimize words and instead use visual cues such as “fold here” indication lines and arrows to show the direction of the folds. This was an effort to help the kids who would be assembling Cardboard Corey to visually understand the instructions rather than try to comprehend verbal instructions.



Figure 5. Assembly instructions

The other side of the page was designed to engage the customer on social media after they had successfully assembled their own Cardboard Corey. A photograph of Cardboard Corey sitting in the grass and having his photo taken was shot and used as the background image for the backside of the instructions. Although the photo spread throughout all three panels, each panel was still able to exist on its own because of the intentional and adequate negative space in the photo. The first panel (that was actually the front page of the instructions) had the title, “Assemble Your Cardboard Guy” and showed a close-up of Cardboard Corey sitting in the grass. The second panel (the back page when folded) had a description about The Cardboard Guys overlaid on top of the photo. The third panel (the inside flap when folded) featured a picture of someone holding an iPhone and taking Cardboard Corey’s photo. On top of the screen was overlaid text that prompted people to share photos on social media by saying, “Snap it! Tag it! Share it!” See Figure 6 below.



Figure 6. Different views of the assembly instructions when folded different ways.

Overall, the 10 kids and parents who tested the assembly instructions gave good feedback. On average, it took about 15 minutes to get Cardboard Corey assembled using the instructions. Kids ages 8 and up were mostly able to do this on their own, and kids younger than 7 generally needed some parental assistance. The main issue that the kids and parents faced was the order of the steps. The instructions originally had the body assembly instructions on the first (left) panel, the arm & leg instructions on the second (middle) panel, and the final assembly instructions on the third (right) panel. However, a suggestion for improvement was to have the arm & leg instructions placed on the first panel before the body instructions. This was valuable feedback that helped the assembly instructions make more sense, so that simple change was implemented in the design.

The Kickstarter campaign launched on February 24, 2015 with a goal of raising \$25,000 to cover manufacturing and tooling costs for the Kids Imagination Furniture set (a cardboard desk and chair set). The campaign page was designed to build The Cardboard Guys brand, to communicate the product's value propositions, to learn more about cardboard furniture, to read testimonials about the products, and to promote product sales through the campaign.



Figure 7. Kickstarter Project Image.

The Kickstarter interface proved to be extremely limiting in regards to design. Therefore, all of the graphics were created in the Adobe Creative suite and uploaded to the campaign page as images. The page layout was a card-based design in that each section of information was placed on a “card” or block of color (from the secondary color palette). Each of the main value propositions was assigned a color and an icon: “Designed for Creativity” – purple with paintbrush icon, “Simple to Assemble” – blue with thumbs-up icon, “Incredibly Strong” – orange with a strong arm icon, “100% Recyclable” – green with a recycle symbol icon, and “Made in the USA” – red with a silhouette of the US icon. This helped to visually organize the content throughout the page since all five of the value propositions were introduced at the top of the page and detailed further down on the page (See Figure 8 below).

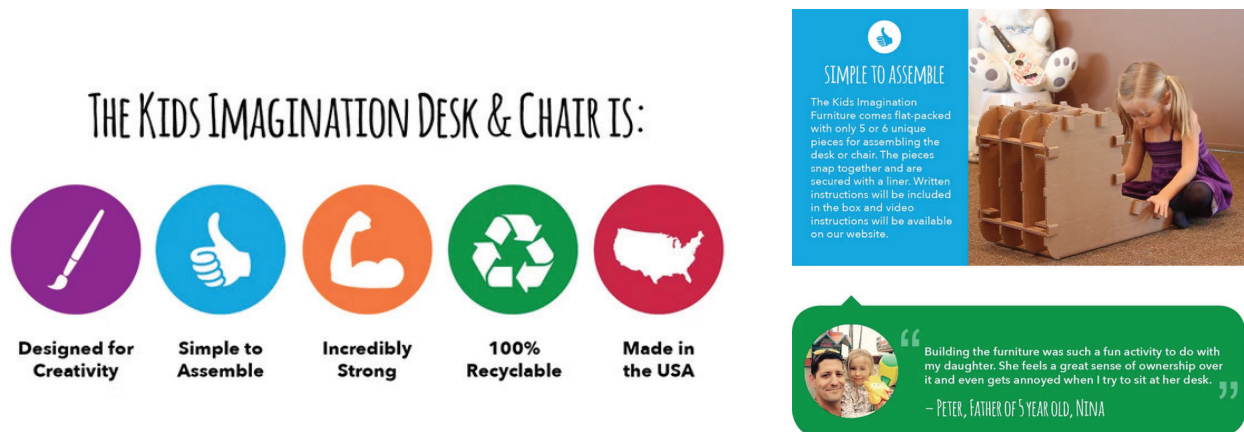


Figure 8. Value propositions were assigned a color and icon for organizational purposes.

Right before launching, the Kickstarter page was shown to Bill Trammel, a crowdfunding expert who The Cardboard Guys had access to through The SLO HotHouse. Bill was impressed with the campaign as a whole, and thought the page design was “visually consistent” and “bright and vibrant”. Furthermore, he said “between the video and the page, it was very clear as to what you are kickstarting”. The public must have agreed since the campaign reached and exceeded its funding goal, and within a month had raised \$28,099.

Chapter 5: Conclusions

The purpose of this study was to develop the visual elements of The Cardboard Guys brand. The Cardboard Guys was a local startup in San Luis Obispo who made furniture completely out of corrugated cardboard. Through a process called customer development, The Cardboard Guys were able to determine that they had the best product-market fit in the children's furniture market. The product had several value propositions for this market segment, including the freedom for children to creatively personalize the furniture and the 100% recyclability for when they had outgrown the furniture. The business was gaining traction, and needed to establish a visual brand presence to match the fun and innovative product line. These visual elements included a branding style guide, product assembly instructions, and a Kickstarter (crowdfunding) campaign page.

First the branding style guide was created since it guided the design of the remaining pieces. The style guide needed to establish the visual brand for The Cardboard Guys and included a logo, brand color palette, and typography guidelines. The goal of the style guide was to create a personality for the brand that was fun enough to appeal to kids, yet professional enough to appeal to parents. According to feedback from customers (parents) and professional design studio, (iii) Design, this goal was achieved. The logo was a simple, circular, stamp-like format that featured "Cardboard Corey", The Cardboard Guys mascot. The primary brand colors were cardboard-brown and green to symbolize the company's commitment to recyclability, and the secondary colors were bright and fun to attract kids' attention. Typography consisted of a playful font that resembled handwriting for headings (Amatic), and a clean sans-serif font for subheadings and body text (Avenir).

The product assembly instructions were to be included with "Cardboard Corey" dolls - the company's first product that was shipped. The instructions followed the branding style guide as much as possible, but the goal was to minimize the text used on the page so it would be easier for a child to understand. Instead, arrows and fold lines were used to indicate the steps in the

process. The layout for the assembly instructions was a tri-fold, which made sense since there were 3 major steps to assembling “Cardboard Corey”: 1) Assemble the arms & legs, 2) Assemble the body, and 3) Put them all together. Each major step was placed on an inside panel of the tri-fold with several sub-steps. 10 kids (and parents) tested the assembly instructions and it took an average of 15 minutes to assemble “Cardboard Corey”. Kids ages 8 and up were mostly able to complete the assembly on their own, while children younger than 7 often needed parental assistance. This met the goal of assembly in 15 minutes or less for elementary-aged children to put together “Cardboard Corey”. The only suggestion for improvement was to place the arms & legs assembly instructions before the body assembly instructions (originally the order was switched), and this was implemented into the design.

Lastly, The Cardboard Guys decided to run a Kickstarter (crowdfunding) campaign to raise money for their first round of manufacturing and tooling. They needed a campaign page to be designed to accompany the video and provide more information about the product and the company in a visually appealing way. This page followed the branding style guide for consistency in colors and fonts. Furthermore, the five main value propositions (creativity, simple to assemble, incredibly strong, 100% recyclable, and made in the USA) were each assigned a color (from the brand colors) which helped to organize the information throughout the page. The content also used a card-based layout to help separate the information into sections to make it easier to comprehend for the reader. The page got positive feedback from crowdfunding expert, Bill Trammel, and the campaign surpassed its \$25,000 funding goal and raised \$28,099.

The best part was, each of these design elements built on each other. The style guide was created first to establish design guidelines, which were used to create the product assembly instructions and the Kickstarter campaign page. One of the purchase options from the Kickstarter campaign was a “Cardboard Corey” doll (for a \$20 pledge), which came with the assembly instructions. Therefore, all the design pieces worked together to create the beginning of The Cardboard Guys brand.

The Cardboard Guys have done a great job turning an innovative product idea into a functional business. However, they needed to create a unique and authentic brand image to take their company to the next level. The style guide, assembly instructions, and Kickstarter campaign created the visual foundations of this brand, and gives The Cardboard Guys lots of potential to grow from there.

Works Cited

- About. (n.d.). The Cardboard Guys. Retrieved October 16, 2014, from <http://www.thecardboardguys.com/about/>
- Andrew, A. (2013, June 18). How start-ups can tap cash from ordinary people and give the prospect of huge profits in return... What is crowdfunding and how does it work?. This is Money. Retrieved October 16, 2014, from <http://www.thisismoney.co.uk/money/smallbusiness/article-2333399/Crowdfunding-does-work.html>
- Daniel, D. (n.d.). 10 hottest fresh architecture trends in 2014. Freshome. Retrieved October 16, 2014, from <http://freshome.com/2014/03/07/10-hottest-fresh-architecture-trends-2014/>
- EPA reports 9.8 million tons per year in furniture waste. (2011, May 5). PlanetSave. Retrieved October 16, 2014, from <http://planetsave.com/2011/05/05/epa-reports-9-8-million-tons-per-year-in-furniture-waste/>
- Etter, Vincet, PhD (n.d.). Launch hard or go home! Predicting the success of kickstarter campaigns. <http://vincent.etter.io/>. Retrieved October 15, 2014, from <http://vincent.etter.io/publications/etter2013cosn.pdf>
- James, T. (2014, April 14). Look good while you kickstarter: 7 design tips for your project image. ComixTribe. Retrieved October 16, 2014, from <http://www.comixtribe.com/2014/04/14/look-good-while-you-kickstarter-7-design-tips-for-your-project-image/>
- Litchfield, F. (2004). Illustrated History of Furniture. Salt Lake City: Project Gutenberg Literary Archive Foundation.
- Our green story. (n.d.). Philanthropy by Design. Retrieved October 16, 2014, from http://www.pbd.org/our_green_story.html#furniture
- Burlet, P. d. (n.d.). A short history of furniture. <http://www.crafts.org.uk/>. Retrieved October 15, 2014, from <http://www.crafts.org.uk/getdoc/892312b7-9cc9-4597-acb5-56eea97d8b86/2--A-Short-History-of-Furniture.aspx>