

Beaver 2.0 Project Proposal



Mother Nature Inc.
- Marketing and Sales Department

Beaver 1.0

What worked

- Good swimmer
- Large tail is a strategic advantage

What didn't

- Minimal consumer appeal
- Rampant piracy

Beaver 2.0 Suggestions

- Duck bill to improve aerodynamics in the water.
- Otter body for maximum cuteness
- Egg-laying to improve production rate
- Venomous barbs to prevent piracy

2 weeks later...

Current Prototype



2 months later...

Final Concept



3 months later...

Final Product

