



Arduino Make-your-UNO kit Sales Brief

Maker Business Unit

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Make-Your-UNO kit

Release: Late October

A kit with all you need to learn how to solder by building your own Arduino UNO and wave synthesizer shield.

Announcement at the Maker Faire Rome 9 Oct 2022
Keep this information as confidential

What Is The Make-Your-UNO kit?

A kit with all the components to build your very own Arduino UNO and synthesizer shield.

Following the online step by step guide, you will learn how to solder your own Arduino and synth shield. By the end, you would have built your own digital instrument ready to create cool sounds.



Value Proposition In A Nutshell

A kit with all the components to build your very own Arduino UNO and synthesizer shield.

Learn to solder by building your own Arduino UNO and wave synthesizer shield.
This kit contains:

- All the components to build an Arduino UNO.
- All the components to build a wave synthesizer shield.
- Online step by step guide on how to to solder and program the Arduino UNO and the shield.



Value Proposition Breakdown Version

Customer need	Target	Values	Use Cases
Learn to solder	Beginner makers	The kit offers a step-by-step experience, starting with soldering exercises and ending with a finished working product. It contains a visual guide and is designed for beginners.	
Buy a gift for a maker	Friends / parents / relatives of beginner makers	The kit is a perfect gift for beginner makers as it does not have prerequisites and is designed to be loved by any maker passionate about Arduino.	Christmas gift; other
Learn how the UNO works	Intermediate makers	The kit contains a simplified hardware design of the UNO, which is easy to understand. The documentation explains clearly what each component does.	
Build a finished project	Beginner makers without a specific project in mind	The kit includes all the components and instructions to build a finished working project (audio synth). It does not require extra components or spending time in research/inspiration.	

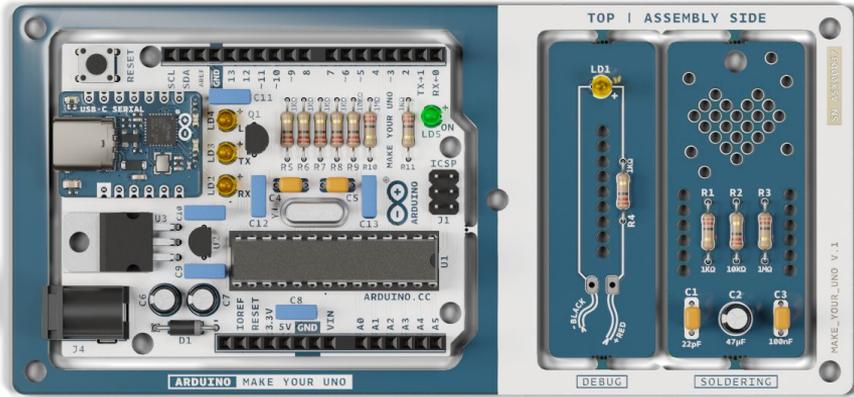




Make-Your-UNO kit

Features And Benefits

Arduino Make-Your-UNO kit

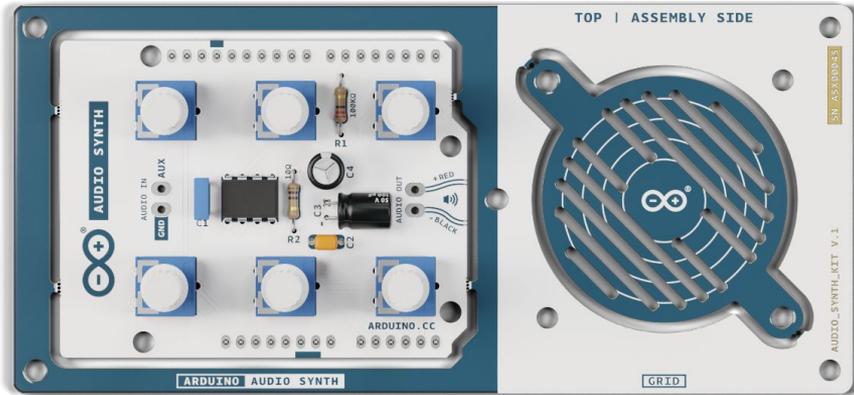


– Soldering test board

Start your learning journey by soldering some components in a test board. This small board can be used as a keychain, perfect for makers.

– Debug board

A quick and handy way to test your future projects.



– UNO board

All the components you need to build your own USB-C Arduino UNO.

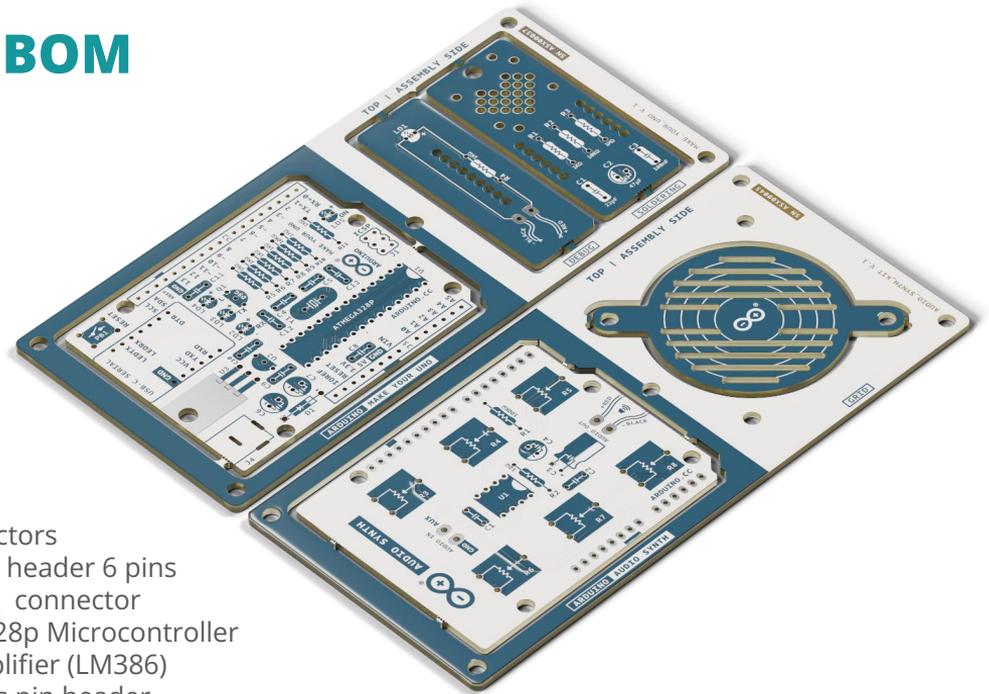
– Synth shield

All the components to build an Arduino UNO compatible synthesizer shield.

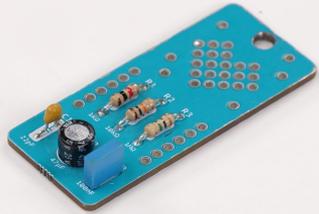


Arduino Make-Your-UNO kit BOM

- 1 x Make-Your-UNO PCB
- 1 x Audio Synth PCB
- 1 x USB C Serial adapter Board
- 14 x Resistors 1K Ohm
- 4 x Resistors 10K Ohm
- 4 x Resistors 1M Ohm
- 1 x Resistor 100k Ohm
- 1 x Resistor 10 Ohm
- 1 x Diode (1N4007)
- 1 x 16MHz Crystal
- 5 x Yellow LEDs
- 2 x Green LED
- 2 x Push-Button
- 1 x MOSFET
- 1 x LDO (3.3V)
- 1 x LDO (5V)
- 5 x Ceramic capacitors (22pF)
- 1 x Ceramic capacitors (47nF)
- 6 x Electrolytic capacitors (47uF)
- 10 x Polyester capacitors (100nF)
- 1 x Electrolytic capacitors (220uF)
- 1 x Socket for ATmega 328p
- 2 x I/O Connectors
- 1 x Connector header 6 pins
- 1 x Barrel jack connector
- 1 x ATmega 328p Microcontroller
- 1 x Audio amplifier (LM386)
- 4 x connectors pin header
- 6 x potentiometer 10K Ohm with plastic knobs
- 5 x Spacers 12mm
- 11 x Spacers 6mm
- 5 x screw nuts
- 2 x screws 12mm



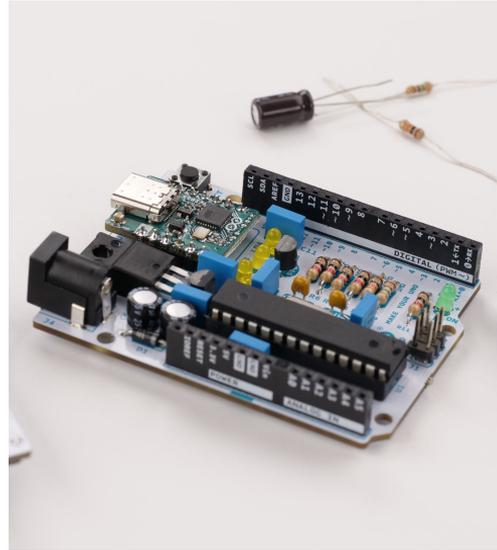
Hardware (result)



Soldering test board



Debug board



Make-your-UNO board



Audio synth shield



Online platform

– No paywall

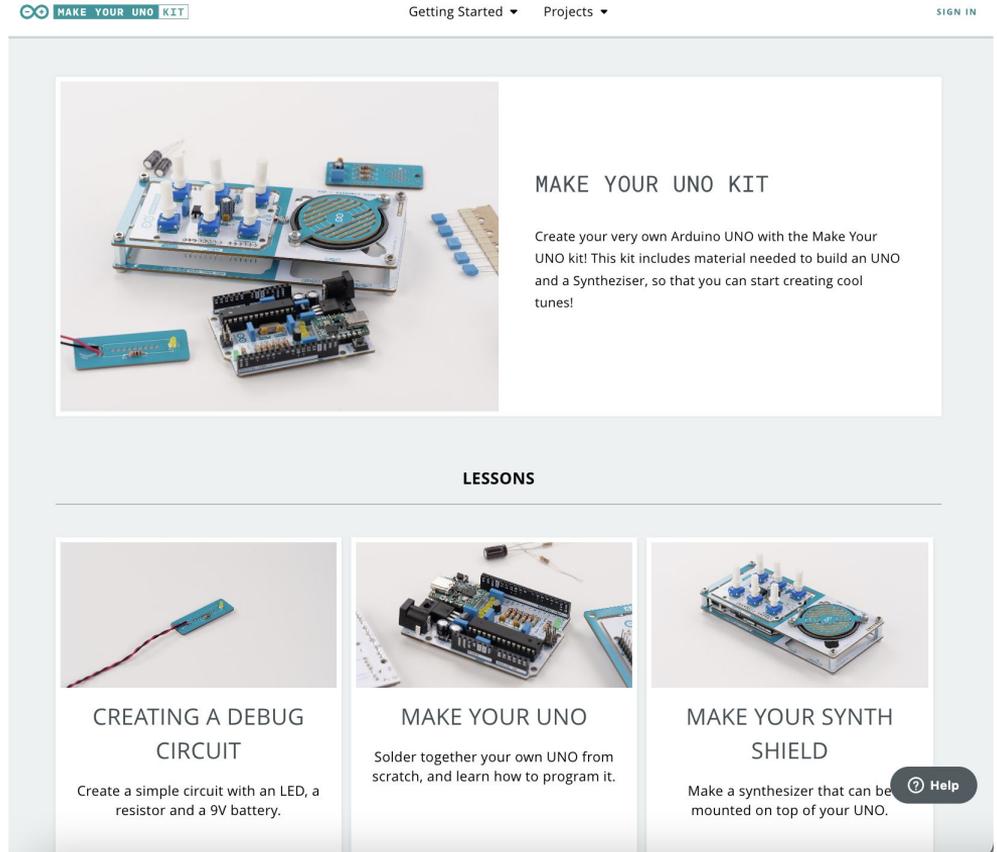
Customer don't require any additional payment to access the step and step guide.

– Step by step

Every step is fully documented supported by images and video.

– 3d viewer

To facilitate the positioning of components a 3d viewer will guide customer along the way.



MAKE YOUR UNO KIT

Getting Started ▾ Projects ▾

SIGN IN

MAKE YOUR UNO KIT

Create your very own Arduino UNO with the Make Your UNO kit! This kit includes material needed to build an UNO and a Synthesizer, so that you can start creating cool tunes!

LESSONS

CREATING A DEBUG CIRCUIT

Create a simple circuit with an LED, a resistor and a 9V battery.

MAKE YOUR UNO

Solder together your own UNO from scratch, and learn how to program it.

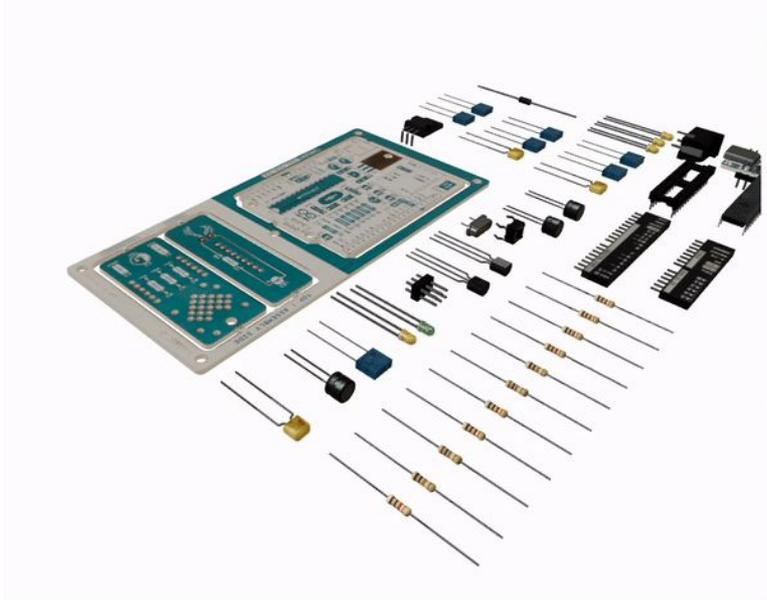
MAKE YOUR SYNTH SHIELD

Make a synthesizer that can be mounted on top of your UNO.

Help



Online platform



MAKE YOUR UNO KIT

Getting Started ▾ Projects ▾

SIGN IN

LESSONS MAKE YOUR UNO

- Introduction
- Software Requirements
- Material Needed
- Soldering Your UNO
- Testing the UNO
- Troubleshooting
- Summary



MAKE YOUR UNO

Solder together your own UNO from scratch, and learn how to program it.

Introduction

In the previous chapter, we created a debug circuit that we could test out with a battery.

For this chapter, we will finally **create our very own Arduino UNO from scratch!**

The goals with this chapter is to: - Solder an Arduino UNO. - Program the Arduino UNO we soldered.

📌 If you are new to this kit, you can check out the **Introductory Chapter** to get a better overview.

We recommend you to read the content of this chapter before soldering, but you can also choose to skip ahead to the soldering instructions by clicking the button below.



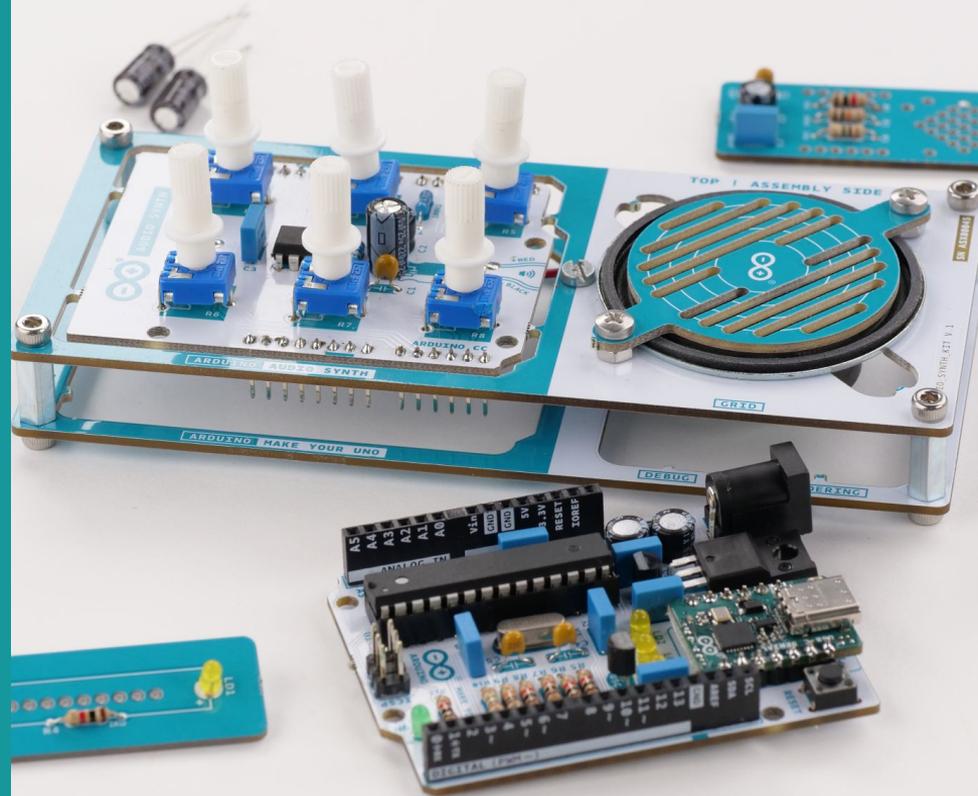


Make-Your-UNO kit

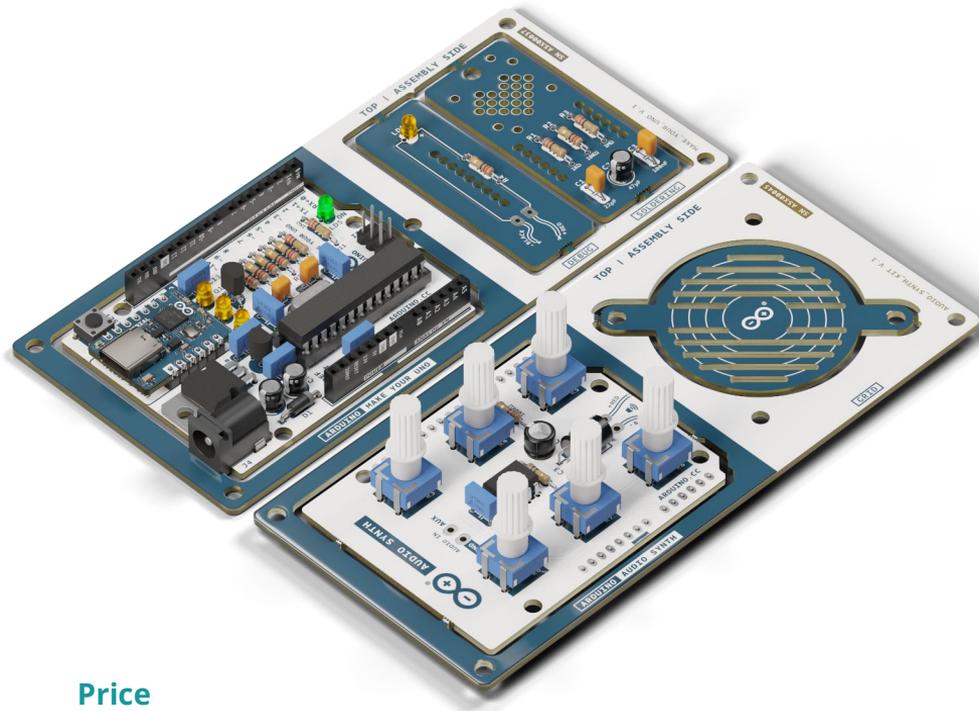
Pricing And Positioning

Positioning

This kit is perfect for makers who want to live the experience of building their own Arduino UNO.



Pricing



Price
(MSRP) 55€

Name: Make-Your-UNO kit
Brand: Arduino Maker

Graphic resources:
Download resources [here](#).

SKU: AKX00037

MSRP: €55

Availability: Late October

Cross Sell: Bundle with the Arduino Arduino Motor Shield Rev3 (A000079), Arduino 9 Axis Motion Shield (A000070), Arduino Education Shield (TSX00006), Arduino Ethernet Shield Rev2 (A000024), Arduino 4 Relays Shield (A000110)

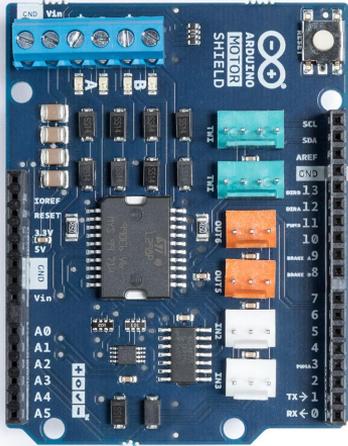




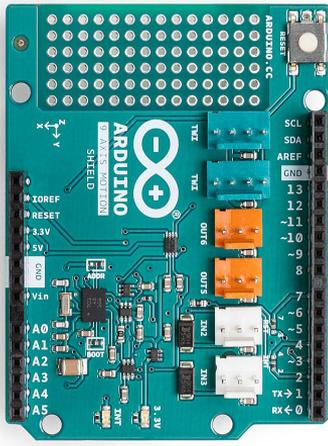
Make-Your-UNO kit

Related Products

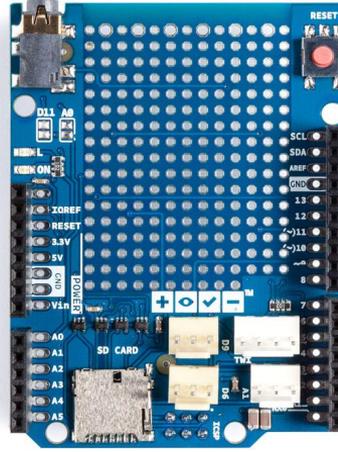
Arduino Store - Compatible products



Arduino Arduino Motor
Shield Rev3
(A000079)



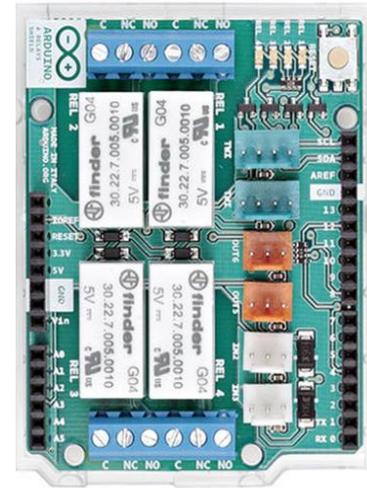
Arduino 9 Axis Motion
Shield
(A000070)



Arduino Education Shield
(TSX00006)



Arduino Ethernet Shield
Rev2
(A000024)



Arduino 4 Relays Shield
(A000110)



Cross-selling opportunities

– Soldering kit

Soldering tools are not included in the kit. A companion soldering kit can include:

- Soldering iron
- Soldering iron stand
- Solder tin
- Extra soldering iron tips
- Safety glasses
- Flush cutter
- Tweezers





Arduino

Make-Your-UNO Kit

Campaign overview

THE NAME

MAKE YOUR UNO KIT

Conveys the idea of making something, leveraging on the MAKER attitude

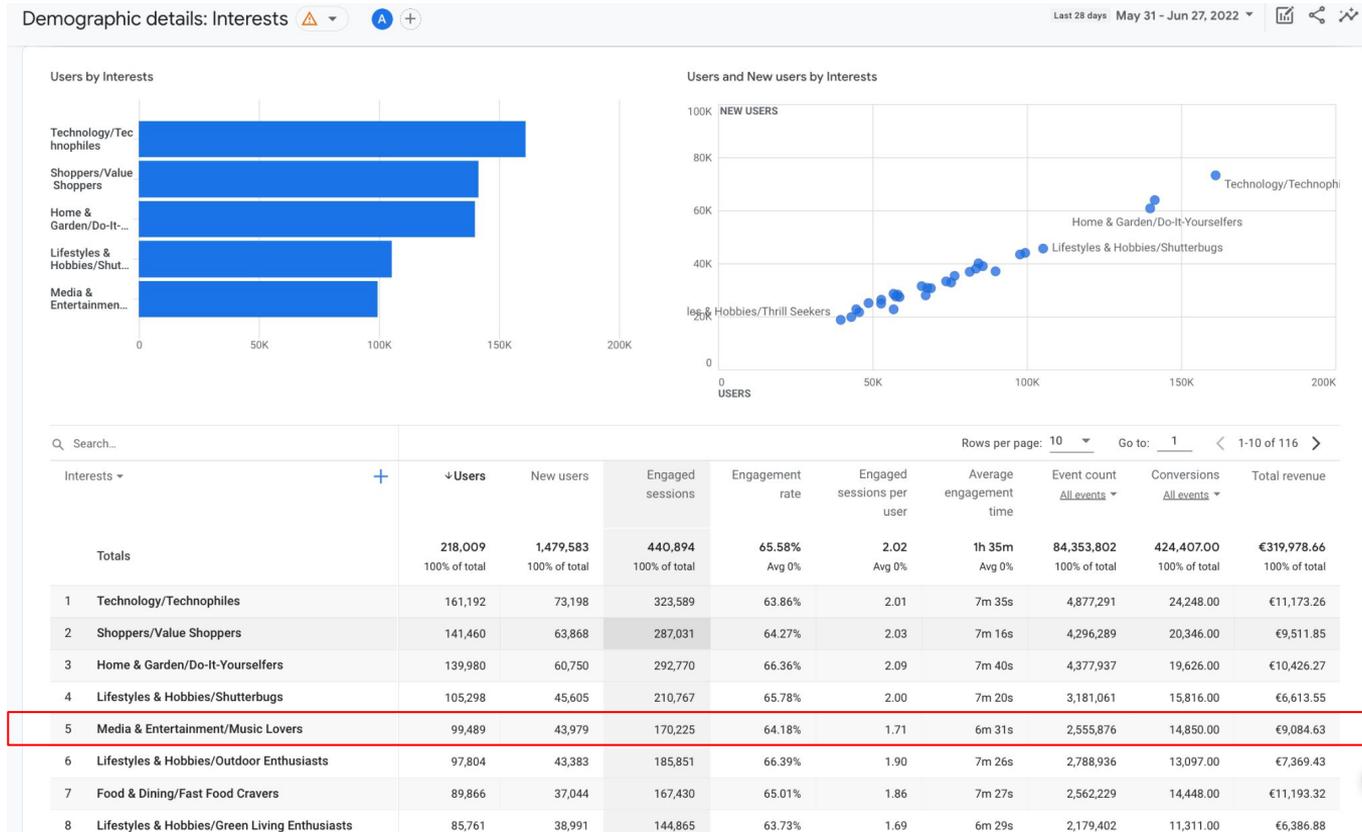
It's a personal journey, of learning and having fun. There's no board similar to another, every piece is unique, done by your hands

The most iconic product ever, a strong back to the point zero to move forward to a new generation of makers

Opens up to the possibility of introducing different projects as part of the product



OUR POTENTIAL USERS HAVE A SPECIFIC INTEREST ON MUSIC, BESIDES TECH, THAT WE CAN LEVERAGE



Source: Google Analytics, users interests



Communication phases

A three-phase communication plan that will create hype and push people to discover more, and to order the board.

- **Step 1: Early birds / teaser**

Objective → drive discovery and build hype

Actions → leverage on the **FOMO** effect unveiling the product in a physical and a streaming event

- **Step 2: Launch**

Objective → create desire and engagement

Actions → impactful formats, premium content that pushes people to the website

- **Step 3: Post-launch**

Objective → encourage a second wave of users to consider the board

Actions → keep the frequency high through drip content leveraging on music





That's a wrap
Thank you!