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

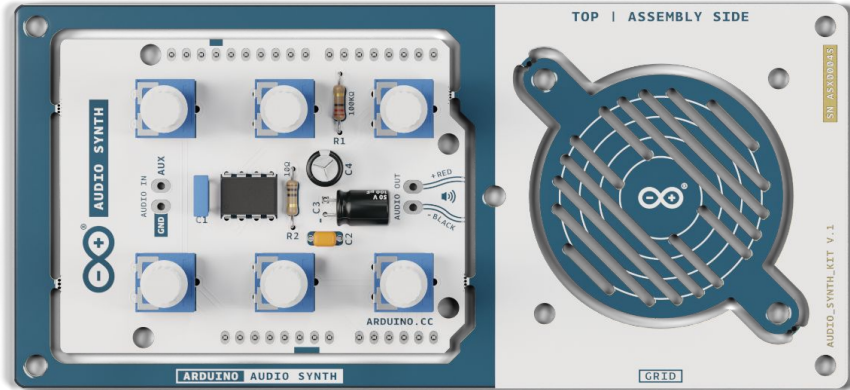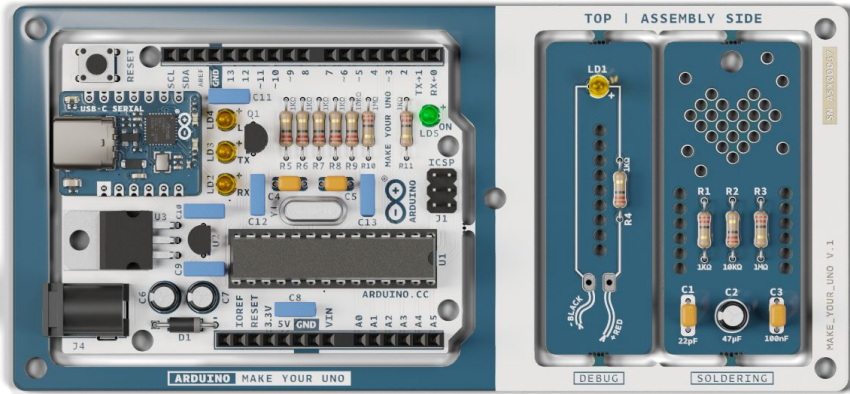| Customer need	Target	Values	Use Cases
Learn to solder	Beginner makers	The kit offers a step-by-step experience, starting with soldering exercises and ending with a finished working product. It contains a visual guide and is designed for beginners.	
Buy a gift for a maker	Friends / parents / relatives 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
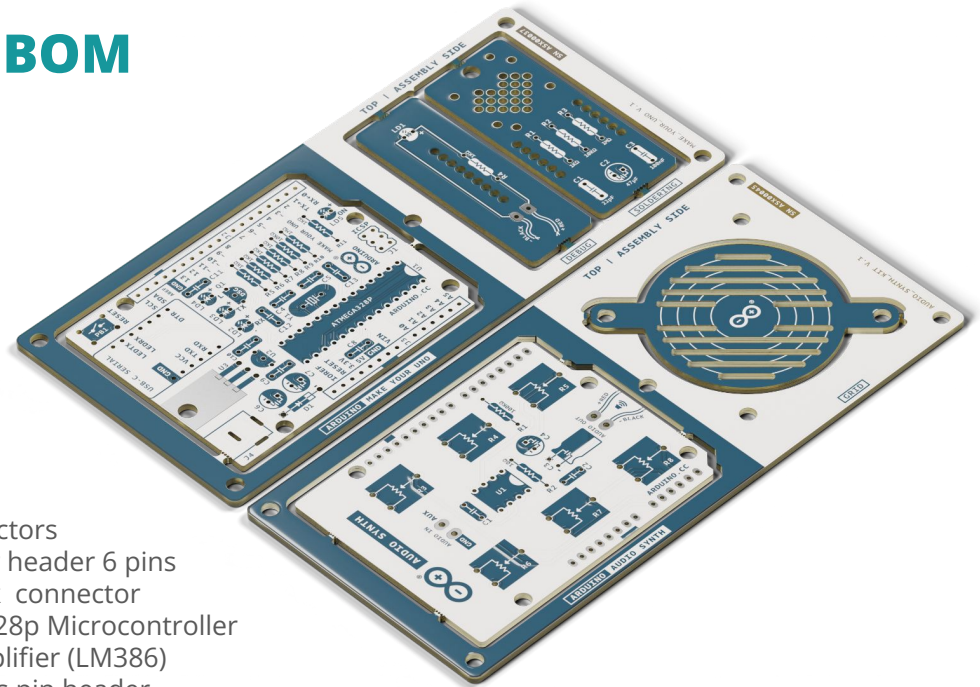All the components you need to build your own USB-C Arduino UNO.

– 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.
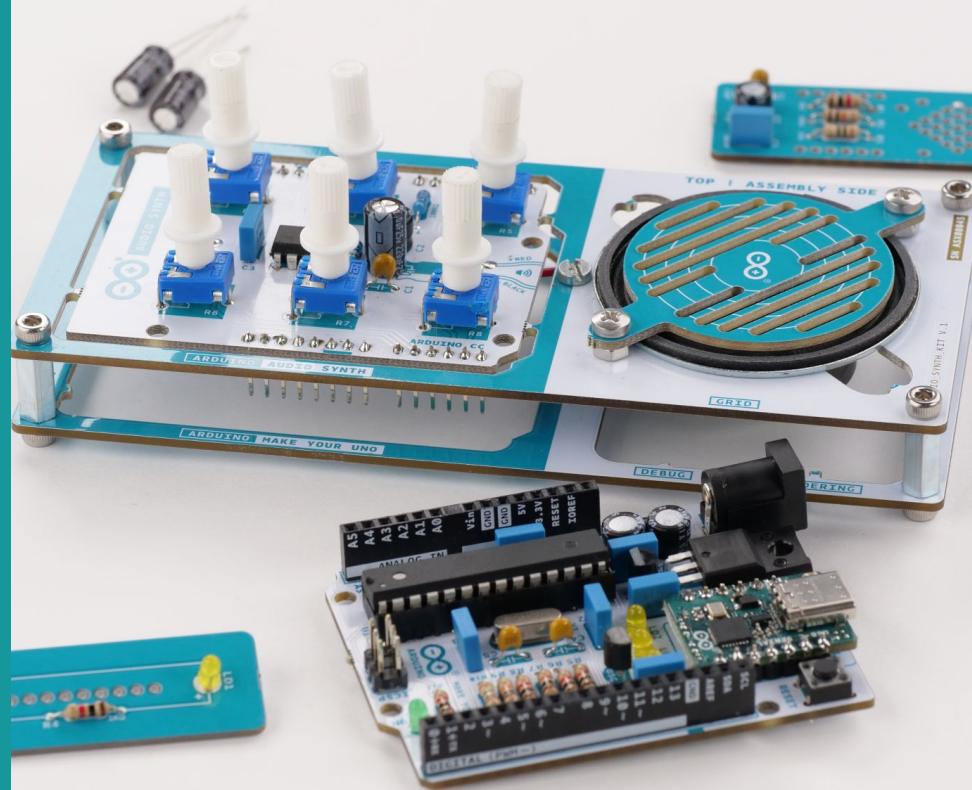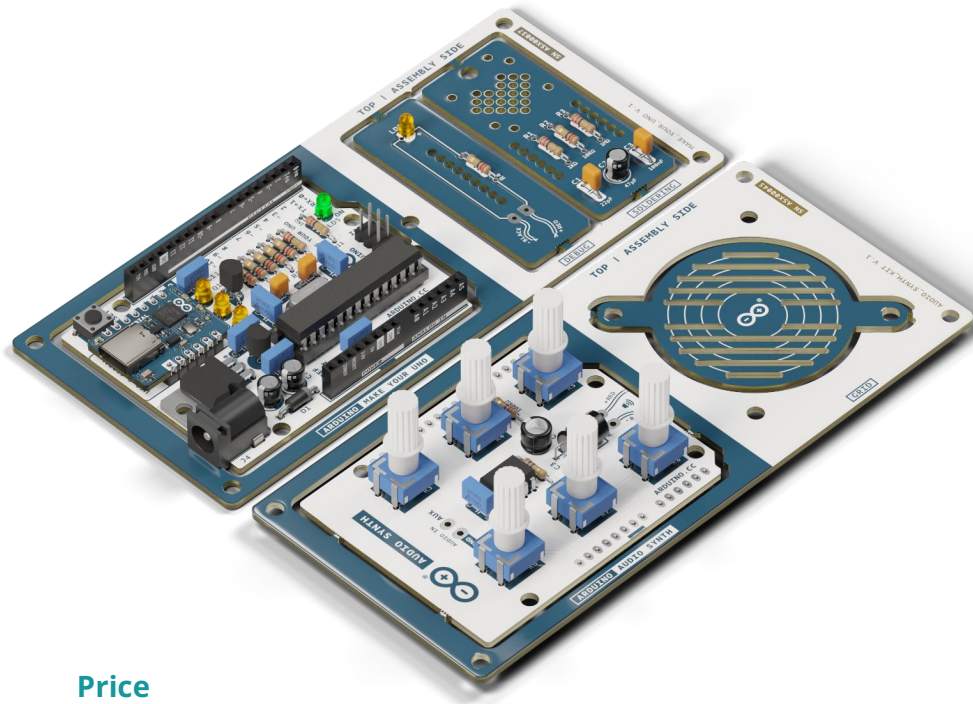
Online platform

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

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)

Price (MSRP) 55€

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)

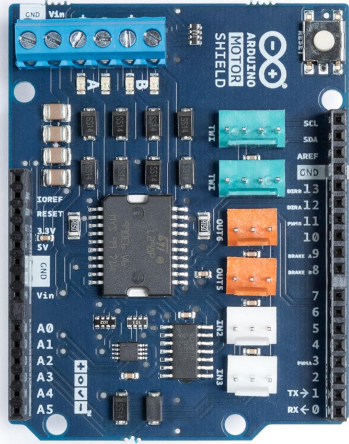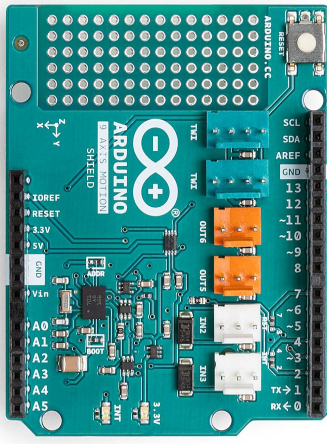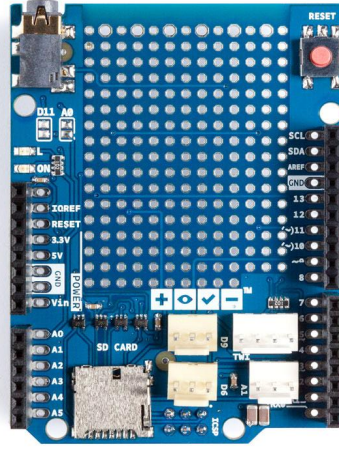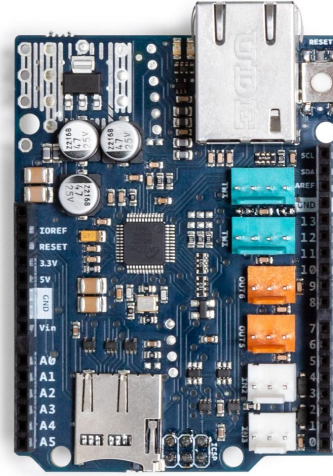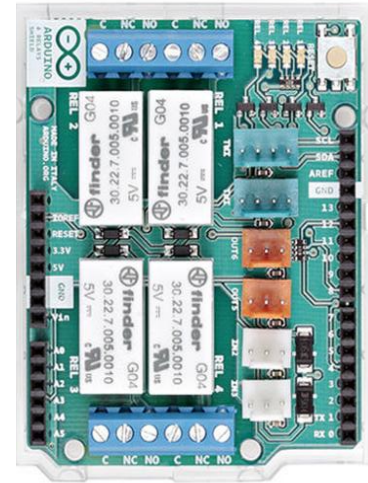Arduino Ethernet Shield Rev2 (A000024)

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

MAKE YOUR UNO KIT

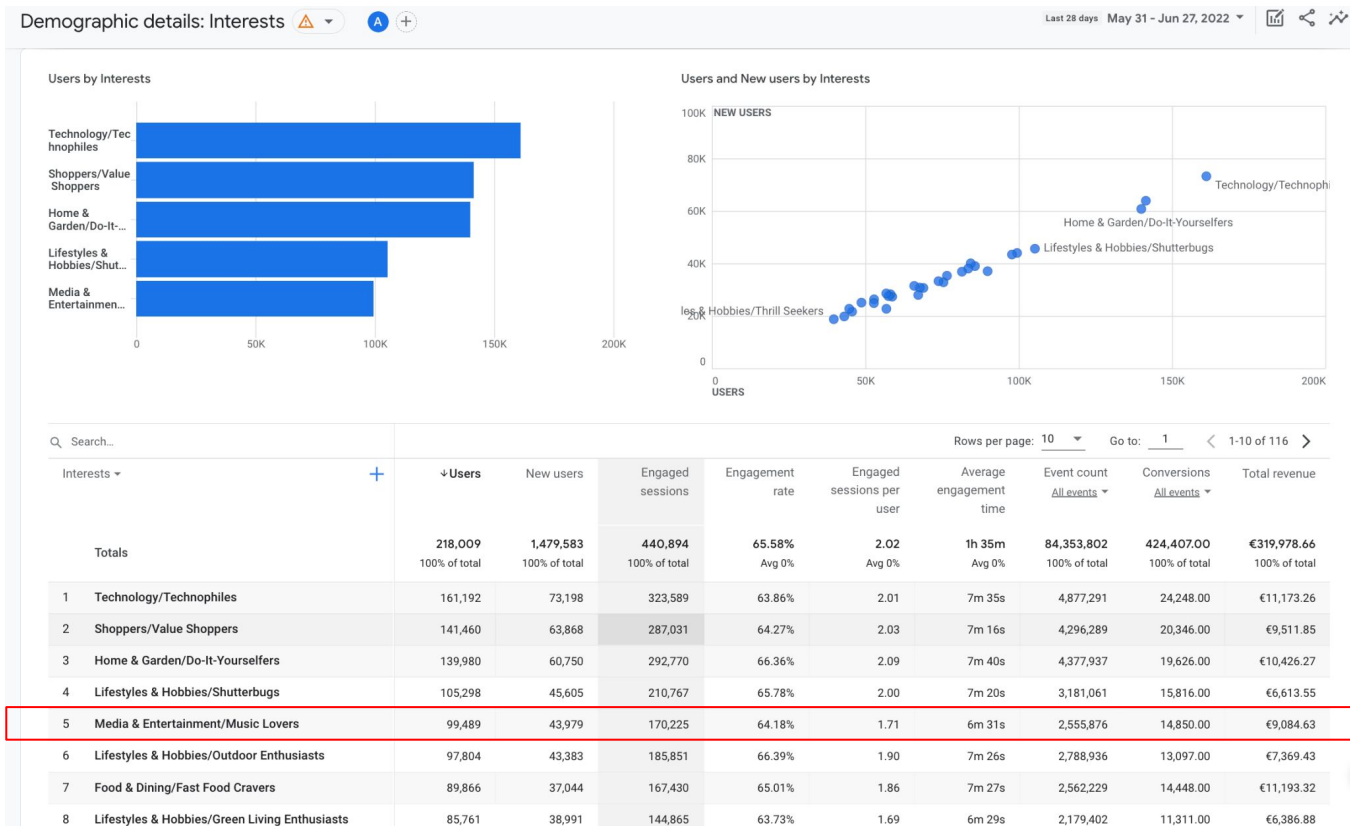Conveys the idea of making something, leveraging on the MAKER attitude

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!