



A recognized product by EPDA and Yanko Design.

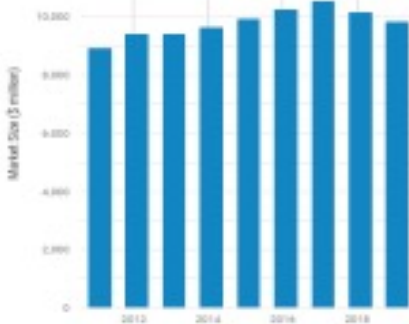
~20,000 Instagram users have shown interest

WHAT WE CREATED...

The CARBU compass is the **ultimate tool** for designers and engineers. OC's innovation team was asked to create a stationery tool that overcame obstacles faced by craftsmen in the past. To **boost designers' efficiency**, we combined the compass and protractor into a tool that functions as both.

INDUSTRY

- Revenue in the Hobby & Stationery segment is projected to reach US\$20,301m in 2021.
- Revenue is expected to show an annual growth rate (CAGR 2021-2025) of 3.46%, resulting in a projected market volume of US\$23,257m by 2025.
- In the Hobby & Stationery segment, the number of users is expected to amount to 196.5m users by 2025.
- User penetration will be 16.3% in 2021 and is expected to hit 23.1% by 2025.
- The average revenue per user (ARPU) is expected to amount to US\$146.76.
- In global comparison, most revenue will be generated in China (US\$65,022m in 2021).



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This tool is suitable for any engineer hoping to add value to their work. Its graduation lets the user measure the distance between its two legs. To further boost efficiency, users can measure degrees with an additional adapter.

Compared to other products on the market, the CARBU compass's effective design and fresh look make it desirable. To reduce stress and prevent damage from falls, its main body is metal and resilient. The compass's sleek, simplistic design gives the user confidence in its results and operation.

Its functions include:

- Design of circular shapes
- Precise angle design
- Distance measurements
- Diameter measurements
- Measuring degrees in angles



As a **design and innovation agency**, we did the followings:

- market research and competition
- brainstorm for a stationary tool
- 20 concepts
- 5 compasses designs
- prototype
- first sample of the final product

OUR FOCUS

When engineering meets strategy and creativity, the product becomes valuable. At ORANGE-CIRCLE, we focus on satisfying consumers with effective, high-quality designs.

The CARBU compass has been recognized internationally through EPDA 2020 and Yanko Design.

CREATIVE

Creativity and innovation go hand in hand to provide:

- user and market research
- product innovation and design
- UX and technology
- ideation workshop
- design execution

BUSINESS

With innovation as our guide we offer the following:

- local market research
- product strategy
- technology research
- employee workshop
- project execution

LET' S TALK!

We are an award winning innovation consultancy that creates solutions powered by creativity and business acumen.

Whether you're a multinational company, small business, or start-up, we can bring your projects to life.

INNOVATION SERVICES

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The founders combined management consulting and design to create ORANGE-CIRCLE. We believe that innovation and creativity (ORANGE) should have no boundaries or borders. Therefore, we bring the best to our clients from our global network (CIRCLE)