

Hello, I am Alyson Beaton

If you are willing to try and fail, and as a result work even harder, you are going to succeed in all that you do.

finding your inspiration



What inspires you? What is your passion?













# THE LITTLE HOUSE

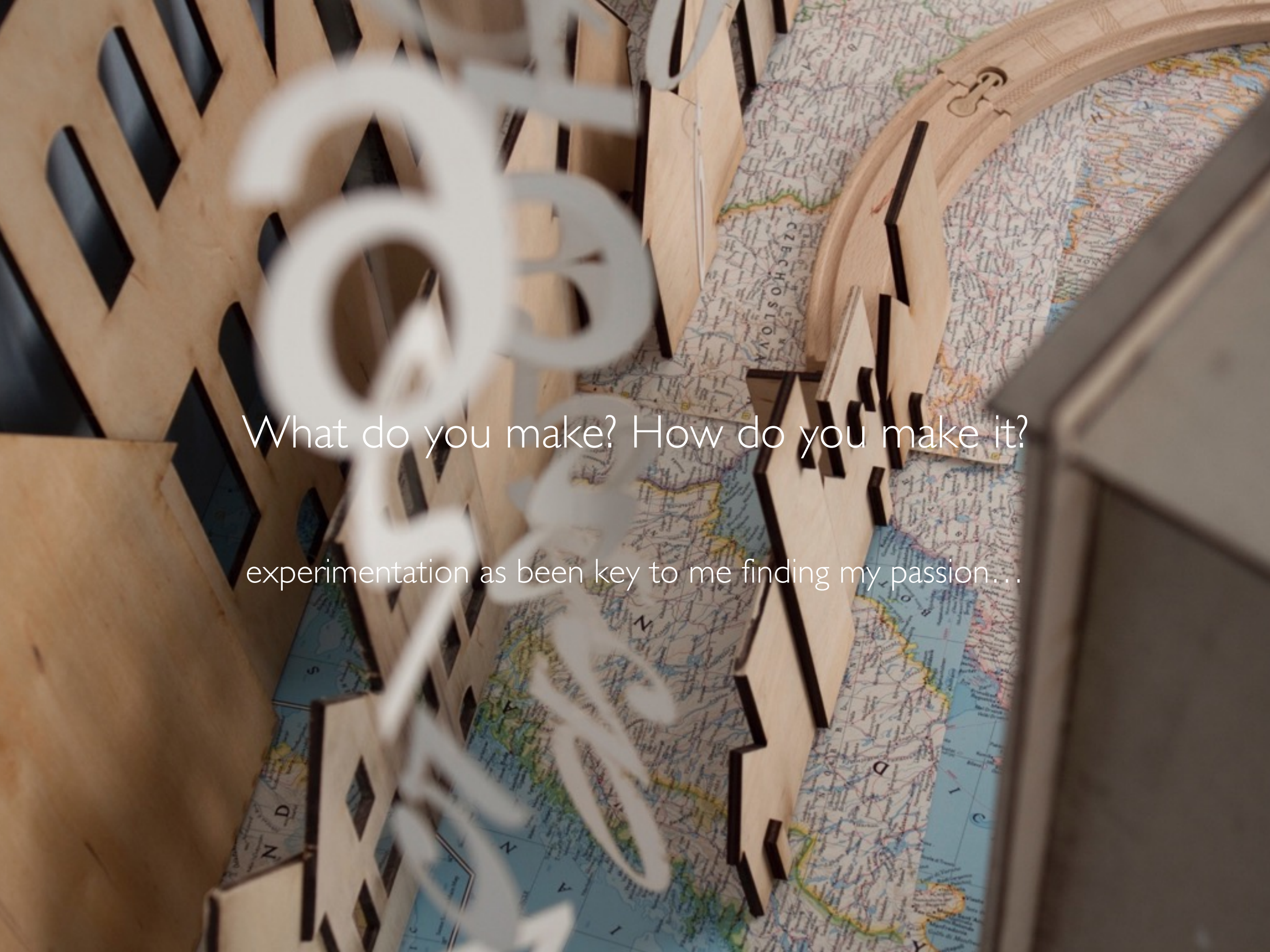


HER  
STORY  
BY  
VIRGINIA LEE BURTON





I'll take you through my process...

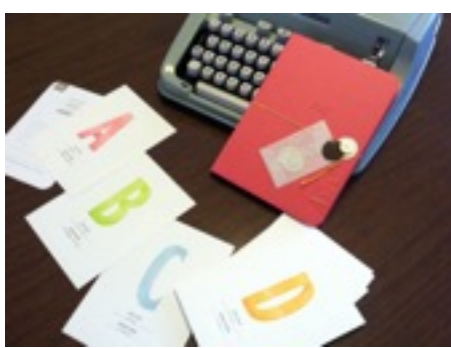
A wooden model of a bicycle is shown in the foreground, slightly out of focus. The background features a map of Europe, with the word "CZECHOSLOVAKIA" visible. The bicycle is constructed from light-colored wood and has a white frame. The map is a detailed road map with various colors and text. The overall scene is set against a dark background, possibly a wall or a backdrop.

What do you make? How do you make it?

experimentation as been key to me finding my passion...

what is failure? **the ability to experiment**  
*and accept the outcome*





first word cards  
no.1



baby book  
no.2



Grow: An Environmentally  
Friendly Book  
no.3



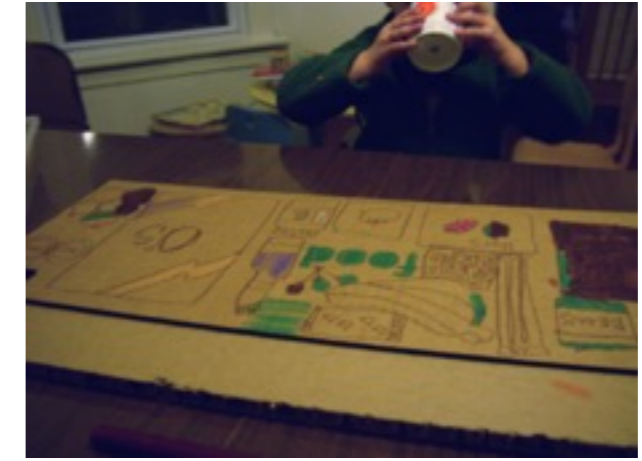
species of butterflies no.5



walking through  
childhood  
no.4



imagine  
your world no.6



cardboard kitchen  
no.7



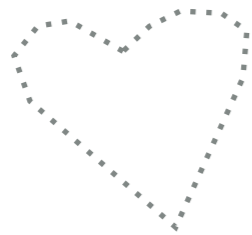
Blow Wind Blow  
no. 8



Pushie Jr.  
no. 9

now the tough part is how to evaluate your outcome  
and how you define success.

no.1 what was your goal in creating the project?



is it bringing you and others joy?



is it bringing in income?

no.2 what about it is working?

how you make it?  
can you make more?  
do you enjoy making it?

**Are you committed to the long haul?**





first word cards  
no.1

*too expensive  
too hard to make*



baby book  
no.2

*too expensive  
too hard to make*



Grow: An Environmentally  
Friendly Book  
no.3

*made some...  
personal success  
[project done]*



species of butterflies no.5

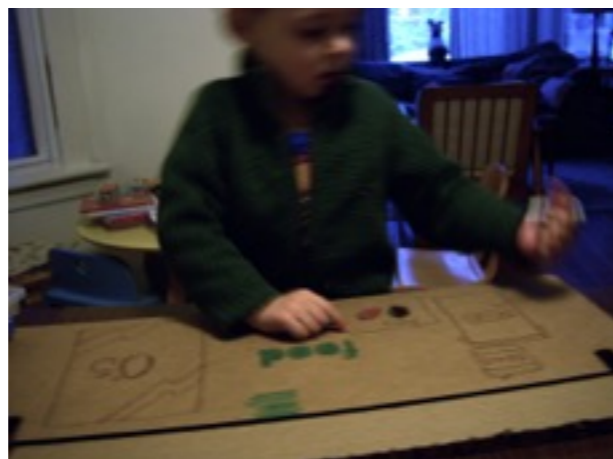
*fun but not that  
interesting*



walking through  
childhood  
no.4

imagine  
your world no.6

*made some...  
personal success  
[project done]*



cardboard kitchen  
no.7

*interesting experiment  
[project done]*



Blow Wind Blow  
no. 8

*limited edition  
too hard to market*



Pushie Jr.  
no. 9



and sometimes you make something that stands out and is different...special...







mini logan square installation





{and when to decide it is going to be a real thing}





Lille Huset is the story of a little house in a little neighborhood in a big city. They are houses all over the world that kids live in and love...









cow  
books

play



3  
2  
1

3  
2  
1

5  
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3

4  
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**KICKSTARTER**



lille huset

Hide

Post update Last: 4/16/2013

- Check dashboard
- View backer report
- View messages
- Manage surveys

Kickstarter School  
Support  
Creator FAQ  
Log out

# lille huset

by Alyson Beaton

Home Updates **21** Backers **181** Comments **9**

Chicago, IL Product Design

**Funded!** This project was successfully funded on Apr 25, 2012.



**181**  
backers

**\$12,701**  
pledged of \$8,000 goal

**0**  
seconds to go

Project by  
**Alyson Beaton**  
Chicago, IL

**2** created · **13** backed

**Alyson Beaton** 343 friends

[lillehusetshop.com](#)



























LESSON LEARNED

Taking your product  
to market is the  
single scariest thing  
in the world!





LESSON LEARNED

failure teaches you  
when to let go... and  
when something needs  
to change...

Getting back up is  
the hardest part













I had to change my message, graphics, packaging and web site to reflect the new product





# PACKAGING DESIGN IS THE KEY TO COMMUNICATION WITH THE END CONSUMER



2014 Primrose packaging back

2014 Primrose packaging front



2014 "create your world-4 pack" bundle of houses for kids to decorate and love.

2014 FINAL PACKAGING



2014 "Little City" packaging



2014 "Little Stories"



Each time you fail, you only get better.

















### LESSON LEARNED

Sticking with it brings opportunities you never would have imagined.





FINAL LESSON

Sometimes your perception of failure  
sends you off track...







PRIMROSE

KITS

ROOMS

BABY

