

Video: Bananagrams

Watch the video: <https://www.youtube.com/watch?v=lwIzS4Hb1IY>
Answer the questions below. Play the game!



1. How did Bananagrams get started?
2. How is Bananagrams different than other word games like Scrabble or Boggle?
3. Why did they decide to put the tiles in a banana pouch? What were the challenges with this design?
4. Why did they struggle to get into the big stores? How did they overcome this?
5. What other products do they have?