

PIGGY BANK INC.



Design and produce simple long lasting children's products at a lower cost than competitors

# STEP 1: Market Segmentation

<b>Industry</b>	Standard Home use	Special Education	Pediatrics	Therapy/Treatment	Child Care/ Pre-K	Backyard/Sportswear
<b>End User</b>	Children and Parents	Children w/ Special needs	Children Doctors	Children, Parents, Doctors	Children and Educators	Children and Parents
<b>Application</b>	Entertainment, Development, or Education	Education, Development, or Therapy	Emotional Wellness, Diagnostics	Emotional Wellness, Diagnostics	Entertainment, Development, or Education	Entertainment or Development
<b>Benefits</b>	Aids in the development of natural cognitive and social skill.	Aids in diagnosis, or treatment/ therapy of kids with physical/ mental disabilities.	Aids in diagnosis and treatment. Can be used for emotional support/ control.	Aids in diagnosis, treatment, therapy, and psychological well being.	Allows for controlled learning environment and promote social skill.	Allows for physical development and social skill
<b>Lead Customers</b>	Parents	Diagnosticians Psychologists, Special educators	Diagnosticians, pediatricians	Oncologist, Diagnosticians, Parents Psychologists, Charities	Child Care specialists, Parents, Educators	Parents, Educators
<b>Market Characteristics</b>	High Priced and heavy electronic saturation	Specialized products at higher costs than normal products	Repurposed toys for kids comfort and specialized products for diagnostics	Low cost therapy tools and toys given through charities	Low Cost Educational and developmental. Simple design	Medium to high cost outdoor toy
<b>Partner/ Players</b>	Big box stores and Brand name store.	Specialty brands	Specialty Brands and big box stores	Charities and Big Box Stores, Brand name stores	Big Box stores or small brand educators stores	Big box stores and sporting good stores
<b>Size of Market</b>	26 Billion total overall toy market					

# STEP 2: Beachhead Market

## Child Care/Pre-k



Low cost and simple to use

Costs can be supplemented by school districts

Provides more interactive lessons for kids in Pre-K

Helps kids develop social skills through playtime

## Standard Home Use



Market is oversaturated with electronics

Toys are marked up due to branding

Many toys don't serve a greater developmental purpose

## Pediatric



Common toys are repurposed for medical needs

Market has money but is too small

# STEP 3: End User Profile



4-8

Focus Age



Desire of an **open-ended** play, curiosity and creative gadget!



USA



Parents with one or more **active** offspring



Motivated to create a higher **education**



Parents looking to **save** on a durable toy

# STEP 4: Total Addressable Market

## Total Available Market

575,136 Preschool & Kindergarten Teacher in US.

569,370 Childcare workers in the US.

148.8 million Parents in the US

This makes the total available market at **149.9 million people**

## Total Addressable Market

575,136 Preschool & Kindergarten Teacher in US.

569,370 Childcare workers in the US.

Total addressable market is **1.4 million people**

## Segmented Market

**8 million** parents with kids ages 2-6

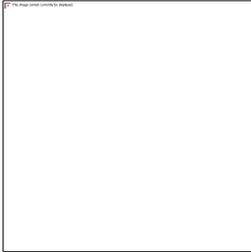
## Accessible Initial Tarket Market Segment

**9.4 million** people who are either parents with children between the ages of 2-5, or an early childhood educator.

Each parent spends on average **\$320 per kid** on toys each year.

This segment is roughly a **\$6.4 billion dollar share** of an overall annual \$26 billion dollar industry.

# STEP 5: Persona



Mrs. Arguello

Age: 31

Job: Public Elementary Teacher

**Likes:** Listening pop music, biking and cooking.  
**Cultivating** the next generation.

**Dislikes:** Parent intervention, **traditional teaching methods**

**Salary:** ~ \$40-55k

**Goals:** Spend more time with her family while still maintaining her necessary income



Amelia

Age: 3

Job: Clean her room

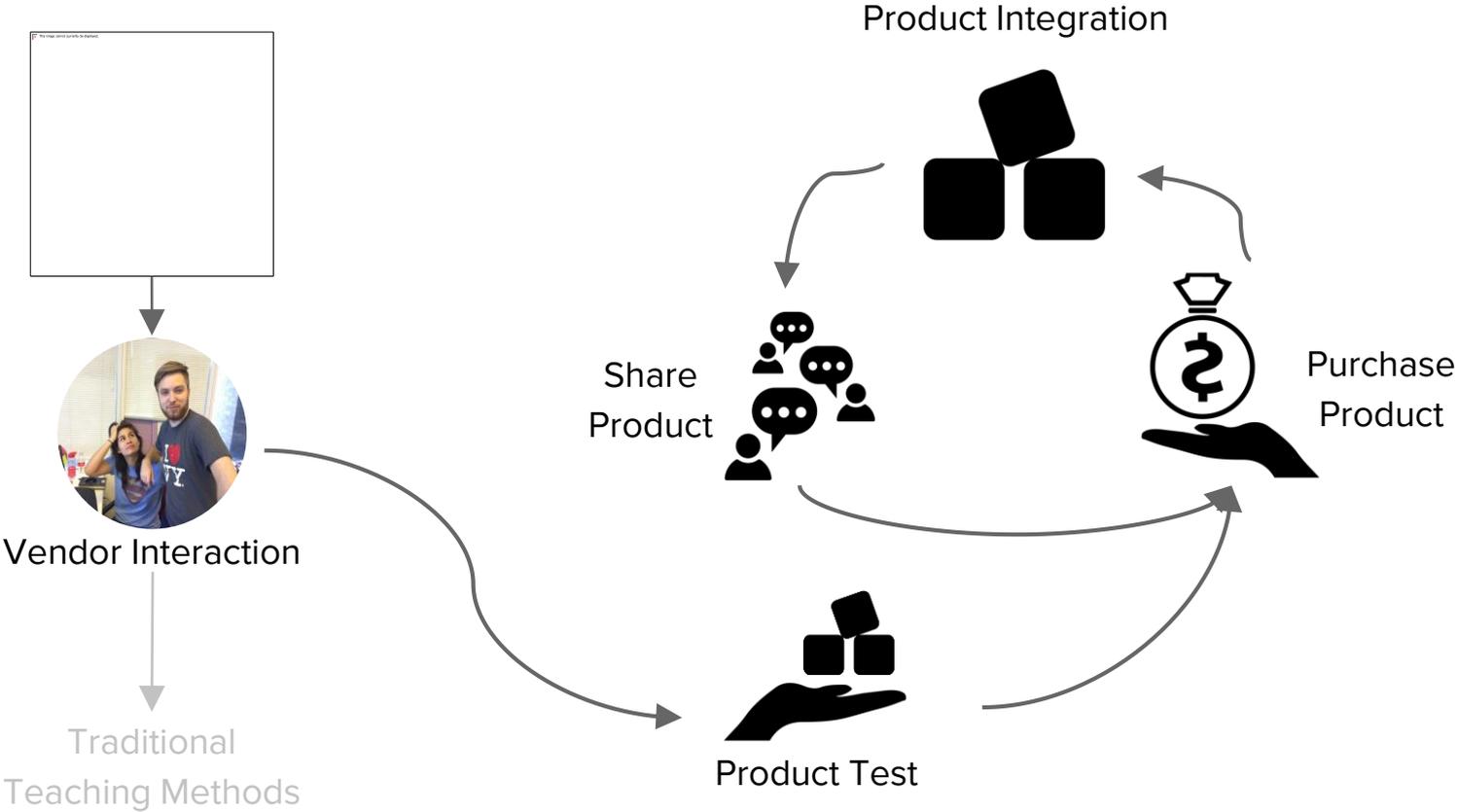
**Likes:** Mac & Cheese w/ Hotdog, Disney's Finding Dory, Paw Patrol, **Puzzles**, Duplo Legos, and using her imagination

**Dislikes:** Finishing her food, **Sharing toys** (Sometimes), Anyone being mean to her baby sister

**Goals:** Be a Super Star!!!



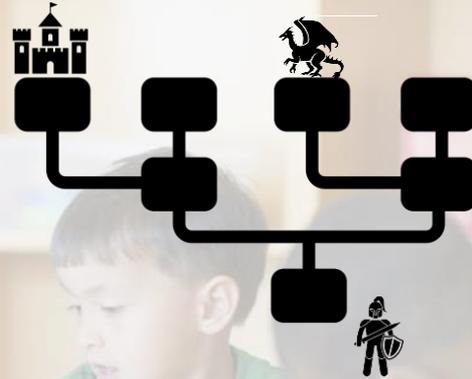
# STEP 6: Full Lifecycle Use Case



# STEP 7: High-Level Product Specification



The “Story Dice” will help students exercise their imagination and interact with one another



A set of Story Dice (3 blocks) allow **+200 possibilities** for storytelling combinations. This allows for a wide range of storytelling experiences.

# STEP 8: Quantify the Value Proposition

## As-Is

**Price** - The average learning toy costs between \$15 and \$30

**Durability** - Some toys only last days, while others may last a year or two.

**Development** - Education toys often focus in one particular area.

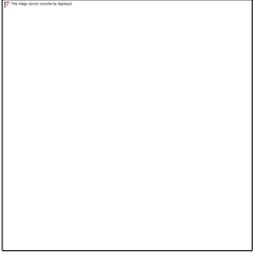
## Possible

**Price** - Working with wood companies, what would be considered scraps, could be used to manufacture the blocks. This reduces the cost to the consumer and helps the environment.

**Durability** - Wood is inherently durable. And some species of wood are also antimicrobial which is important in children's toys.

**Development** - The multi-faceted use of the blocks encourages multiple ways of open ended learning.

# STEP 9: Identify 10 Customers



## Ms. Brady

**Age:** 22

**Job:** Daycare Teacher

**Salary:** ~ \$21k

**Goals:** Become a full time teacher after she graduates, wants to teach english.



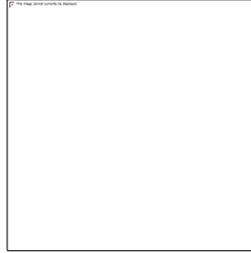
## Mr. Brinkman

**Age:** 29

**Job:** Public

**Salary:** ~ \$40-55k

**Goals:** Use activism to get better funding for his school and the rest of his district. Help better educate students in poverty



## Mrs. Bennet

**Age:** 31

**Job:** Private Daycare Teacher

**Salary:** ~ \$27-35k

**Goals:** Get promoted and eventually direct the private school she works at. Add focus to social skills and creativity.



## Mrs. Cook

**Age:** 23

**Job:** 6th Grade Writing and Lit. Teacher

**Salary:** ~ \$54k

**Goals:** Grow closer to her students through experimental games and creativity exercises.



## Mrs. Ashley

**Age:** 36

**Job:** High School Creative Writing Teacher

**Salary:** ~ \$57k

**Goals:** Help inspire better stories through creative brainstorm. Create the next gen of novelists.



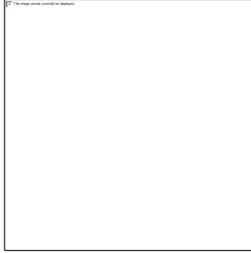
## Ms. Smith

**Age:** 23

**Job:** Public  
Elementary  
Teacher

**Salary:** ~ \$45k

**Goals:** Gain more  
experience and a  
raise so she can  
afford tools that work  
better for her  
students.



## Mrs. Bolton

**Age:** 51

**Job:** Stay at home  
mom (Homeschool)

**Salary:** N/a

**Goals:** She wants her  
son and daughter to  
have regular social  
lives. She hopes she  
can use new tools to  
help with creativity  
and social skills.



## Mrs. Chan- Felcman

**Age:** 45

**Job:** Children's Speech  
Therapist

**Salary:** ~ \$73k

**Goals:** Help kids find  
their voices and self  
expression. She  
wants to validate  
methods that may  
work for difficult  
cases



## Ms. Elson

**Age:** 25

**Job:** High school  
Speech Teacher

**Salary:** ~ \$57k

**Goals:** Help her  
students become more  
confident and  
approachable. She  
wants to help inspire  
kids to stand up for what  
they believe in through  
their words.



## Mr. Rock

**Age:** 41

**Job:** Creative  
Writing Professor

**Salary:** ~ \$68k

**Goals:** Received his  
doctorate in english  
literature. Finish his  
dissertation about  
creative methods of  
education.

# STEP 9: Identify 10 Customers

Name	Demographics/psychographics	Use Case	Derived Value
Ms. Brady	H	H	M
Mr. Brinkman	H	H	H
Mrs. Bennet	H	H	M
Mrs. Cook	H	L	L
Mrs. Ashley	M	M	M
Ms. Smith	H	H	H
Mrs. Bolton	L	M	M
Mrs. Chan-Felcman	L	M	H
Ms. Elson	M	M	M
Mr. Rock	L	L	M

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A set of Story Dice (3 blocks) allow **+200 possibilities** for storytelling combinations. Excluding verbs, we allow children to express a **broad variety** of actions at a low cost for their teachers.



# STEP 10: Define Your Core

## BETTER THAN ANYONE ELSE!

A set of Story Dice (3 blocks) allow **+200 possibilities** for storytelling combinations. Excluding verbs, we allow children to express a **broad variety** of actions at a low cost for their teachers.



## WHY?

- **Three blocks** guide the child's exercise to include a **twist** in their made up story
- Two blocks would decrease the product price but the outcome would **not** be as effective
- In order for a competitor to increase the storytelling possibilities the manufacturing process and/or technology would have to **increase**, as well as their **price**.

# STEP 11: Chart Your Competitive Position

## PIGGY BANK INC.

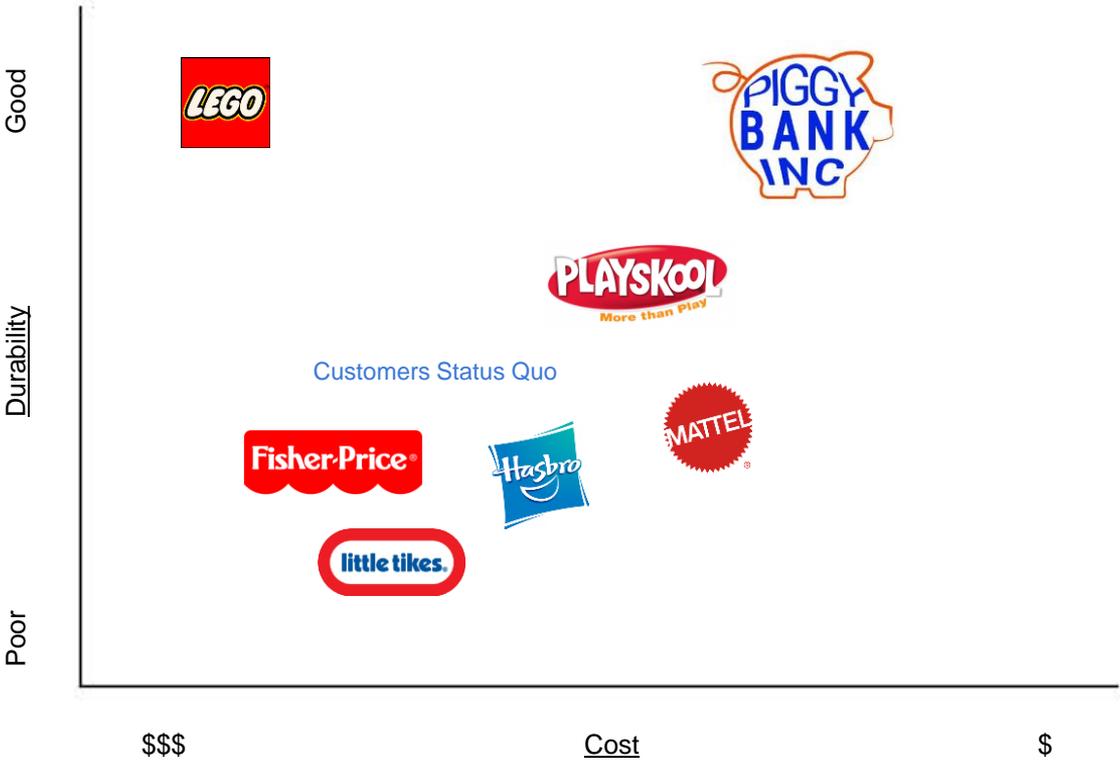
- Low production cost carried on to consumer
- Durable
- Safe for kids
- Sustainable renewable sourcing from tree farms. Zero waste
- 100% Environmentally Friendly
- Reusable

## COMPETITION

- High price points
- Often poorly made/ intended for short use then trashed
- Plastic toys leach chemicals (most made from pvc plastic)
- 10% + in waste
- Mostly plastic from non renewable sources - mostly non biodegradable
- Ends up in landfills and polluting the environment

Piggy Bank Inc. produces a superior quality product at a lower cost to consumers. A product which comes from sustainable and renewable sources, is more durable, and 100% safe for kids. The lifespan of our product outlasts our competitors and is biodegradable.

# Piggy Bank Inc's position in Beachhead Market



PIGGY BANK INC.

