



ABOUT

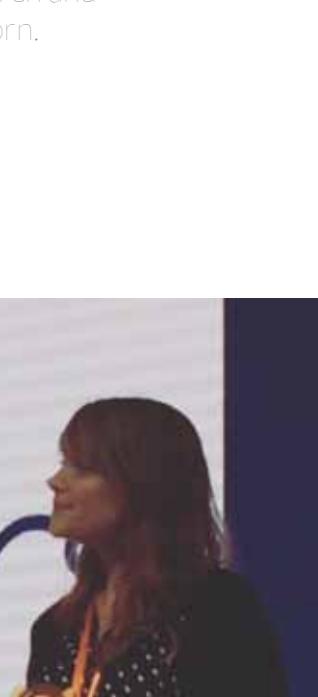
MILO TOY KEEPS YOUNG CHILDREN IN TOUCH WITH AN ABSENT LOVED ONE

Using two way video messages and a treasure hunt game, it's fun, engaging and a totally interactive experience for the whole family.

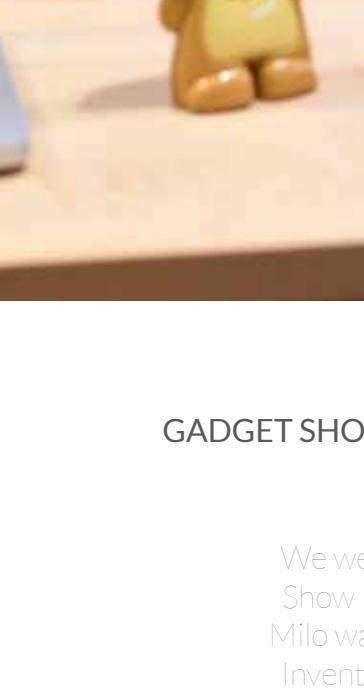
HOW DOES MILO WORK?



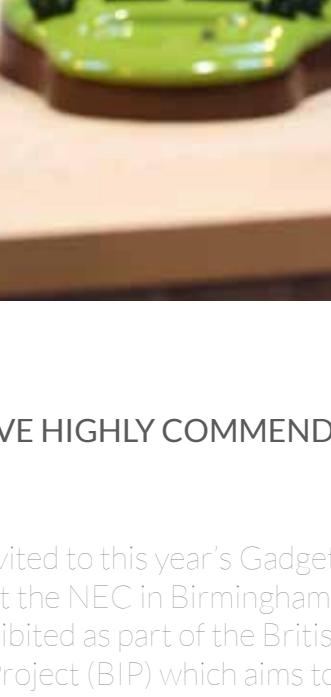
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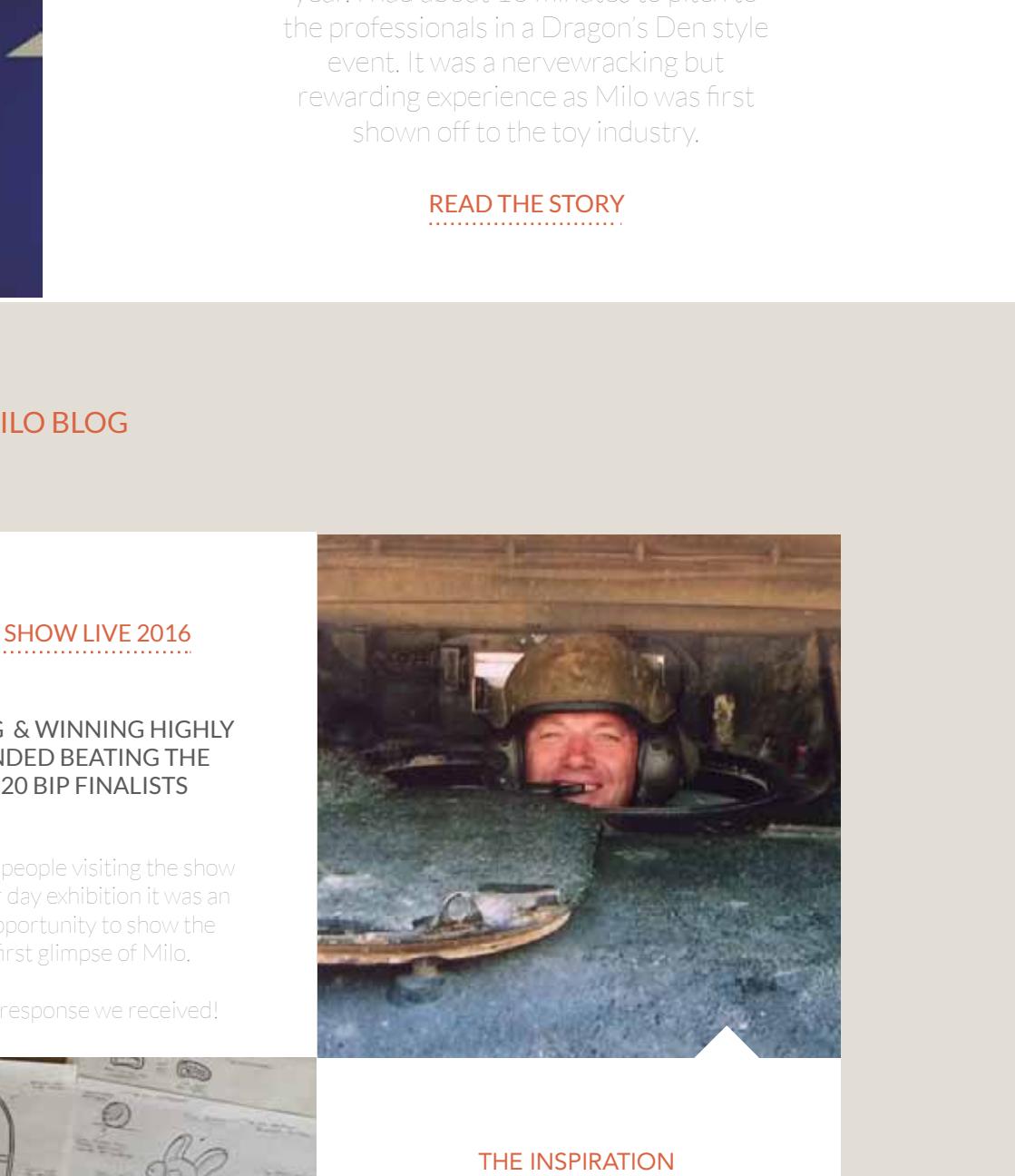
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STORY

The need behind Milo has always been personal. My Dad served in the Army his whole life and most of my childhood was spent apart from him. He'd miss parents evening or events and it was never the same without him there.

At University I studied Industrial Design and in final year we were charged with the task to design a product based on a real need. To me the problem of an absent parent was quick to spring to mind. After a long year of research and designing little Milo was born.

[READ THE STORY](#)



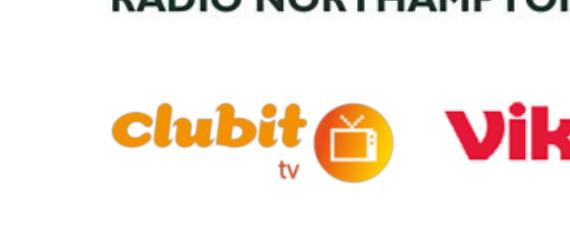
GADGET SHOW LIVE HIGHLY COMMENDED 2016

We were invited to this year's Gadget Show Live at the NEC in Birmingham. Milo was exhibited as part of the British Inventor's Project (BIP) which aims to celebrate innovation and showcase new and fledgling ideas. The project has been running since 2014 and has only been growing in strength.

We won our spot at the Gadget Show Live after pitching to 8 toy companies at the Toy News Inventor's Workshop last year. I had about 10 minutes to pitch to the professionals in a Dragon's Den style event. It was a nervewracking but rewarding experience as Milo was first shown off to the toy industry.

[READ THE STORY](#)

MILO BLOG



GADGET SHOW LIVE 2016

EXHIBITING & WINNING HIGHLY COMMENDED BEATING THE OTHER 20 BIP FINALISTS

With 80,000 people visiting the show over the four day exhibition it was an excellent opportunity to show the public a first glimpse of Milo.

And what a response we received!



THE INSPIRATION

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THE STORY

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The Milo blog is written by Milo's designer - Hannah Sage.

Hannah is a Loughborough University design graduate with a passion for travel, developing new ideas and creating products that will actively change peoples lives.

Take a look around, read a little now and then and follow Milo's journey.

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MILO PRESS



VIRGIN MEDIA VOOM PITCH

90 SECOND VIDEO PITCH FOR
VIRGIN MEDIA VOOM 2016
EXPLAINS THE MILO CONCEPT

"We are entering this year's Virgin Media Business VOOM competition where the winner can pitch their idea to Richard Branson and win all important funding and business advice."

CLUBIT TV YOUTUBE

LIVE INTERVIEW AT THE
GADGET SHOW LIVE 2016 IN
BIRMINGHAM

"Milo is a gadget that connects separated families through an interactive game by sending weekly video messages between loved ones."

ABOUT

Want to write a story about Milo?

Feel free to get in touch at info@milotoy.co.uk
for any questions or a quick chat.

Please take a look or download our press kit. All the information and photo's can be used with the appropriate credits.

Happy writing!

[DOWNLOAD PRESS KIT](#)



The toy to keep in touch



AS SEEN ON

Gthe
gadget show
LIVE
31 MARCH - 3 APRIL 2016
NEC BIRMINGHAM

ND New
Designers

ToyNews

BBC
LOOK EAST -
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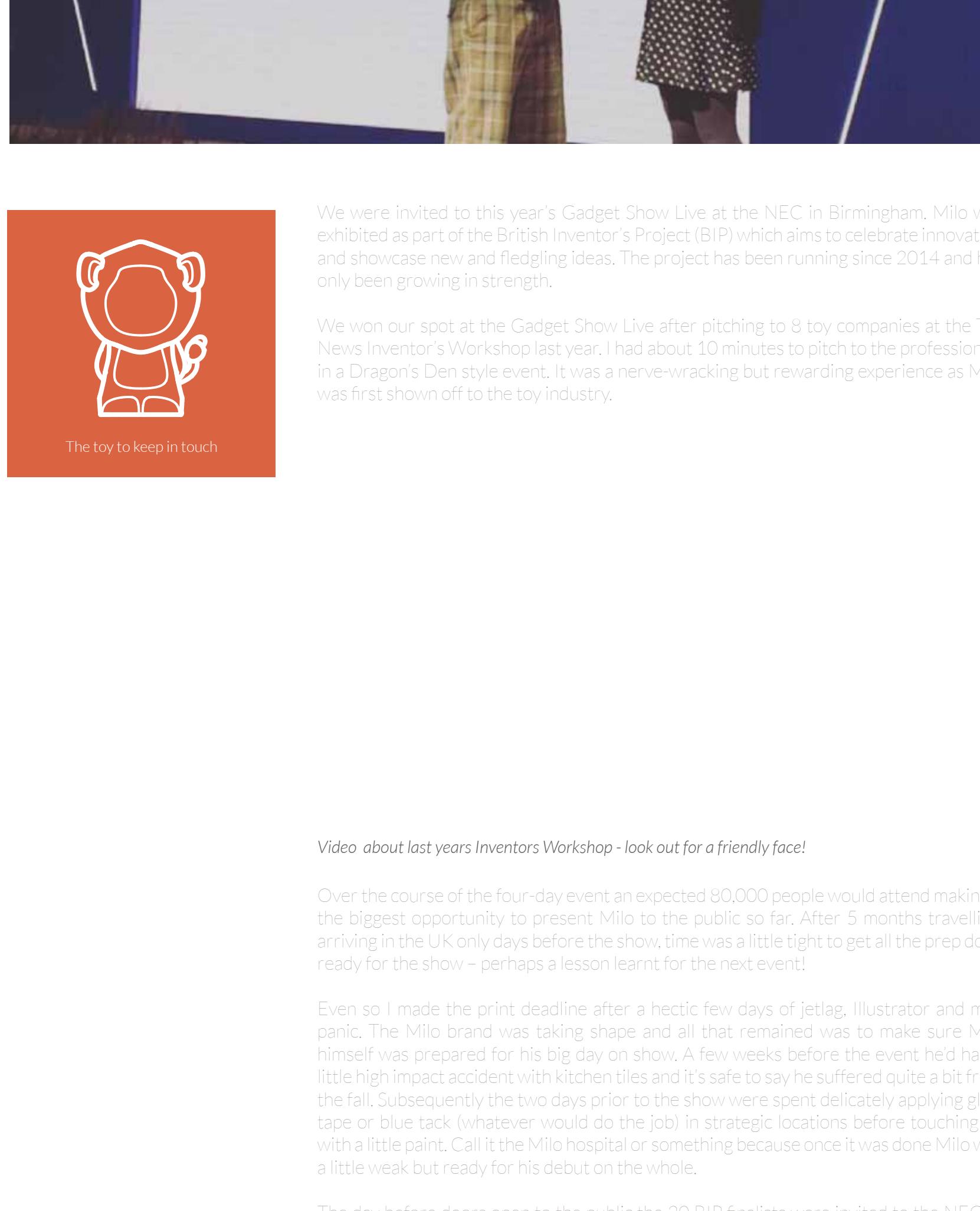
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GADGET SHOW LIVE 2016



The toy to keep in touch

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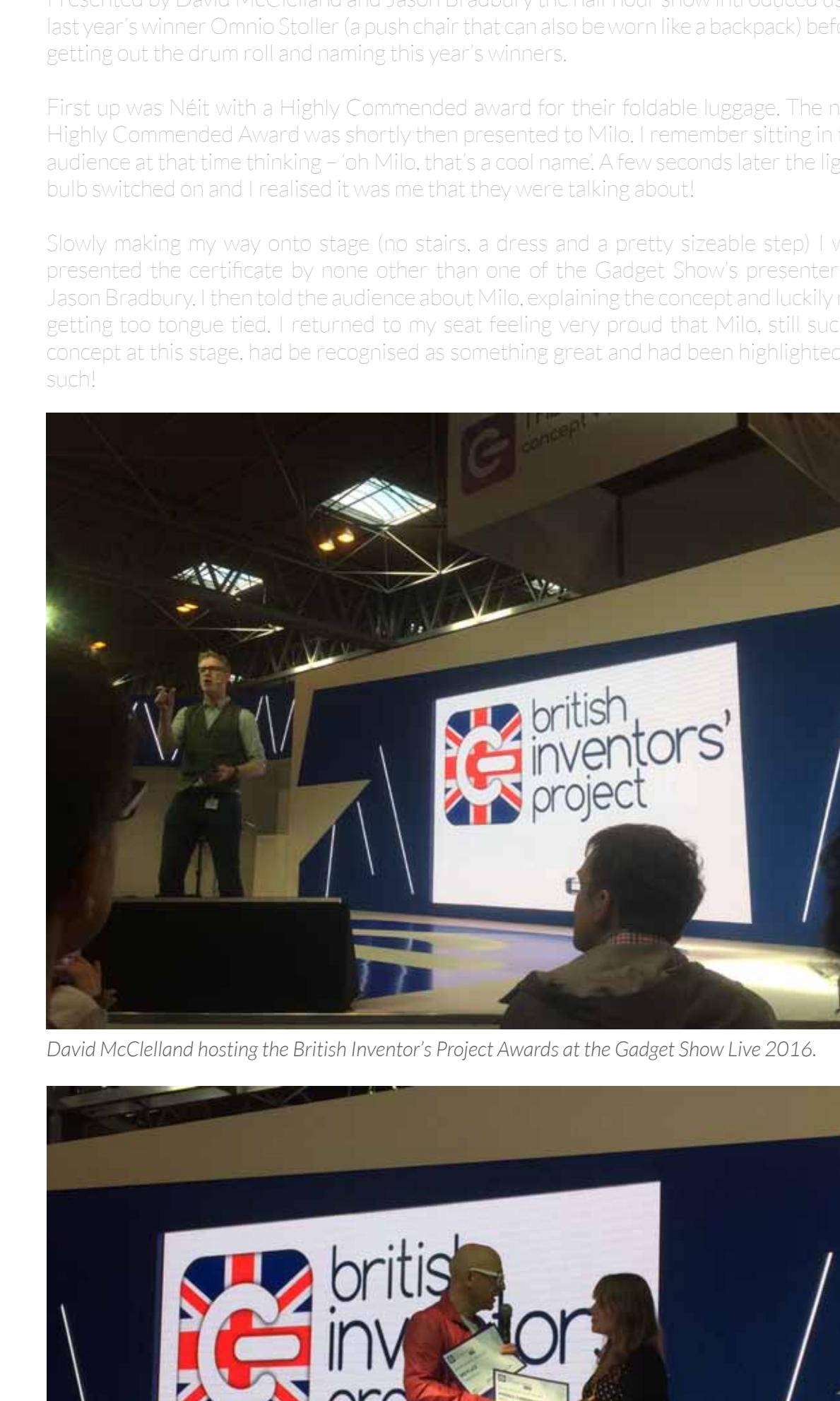
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Video about last years Inventors Workshop - look out for a friendly face!

Over the course of the four-day event an expected 80,000 people would attend making it the biggest opportunity to present Milo to the public so far. After 5 months travelling, arriving in the UK only days before the show, time was a little tight to get all the prep done ready for the show – perhaps a lesson learnt for the next event!

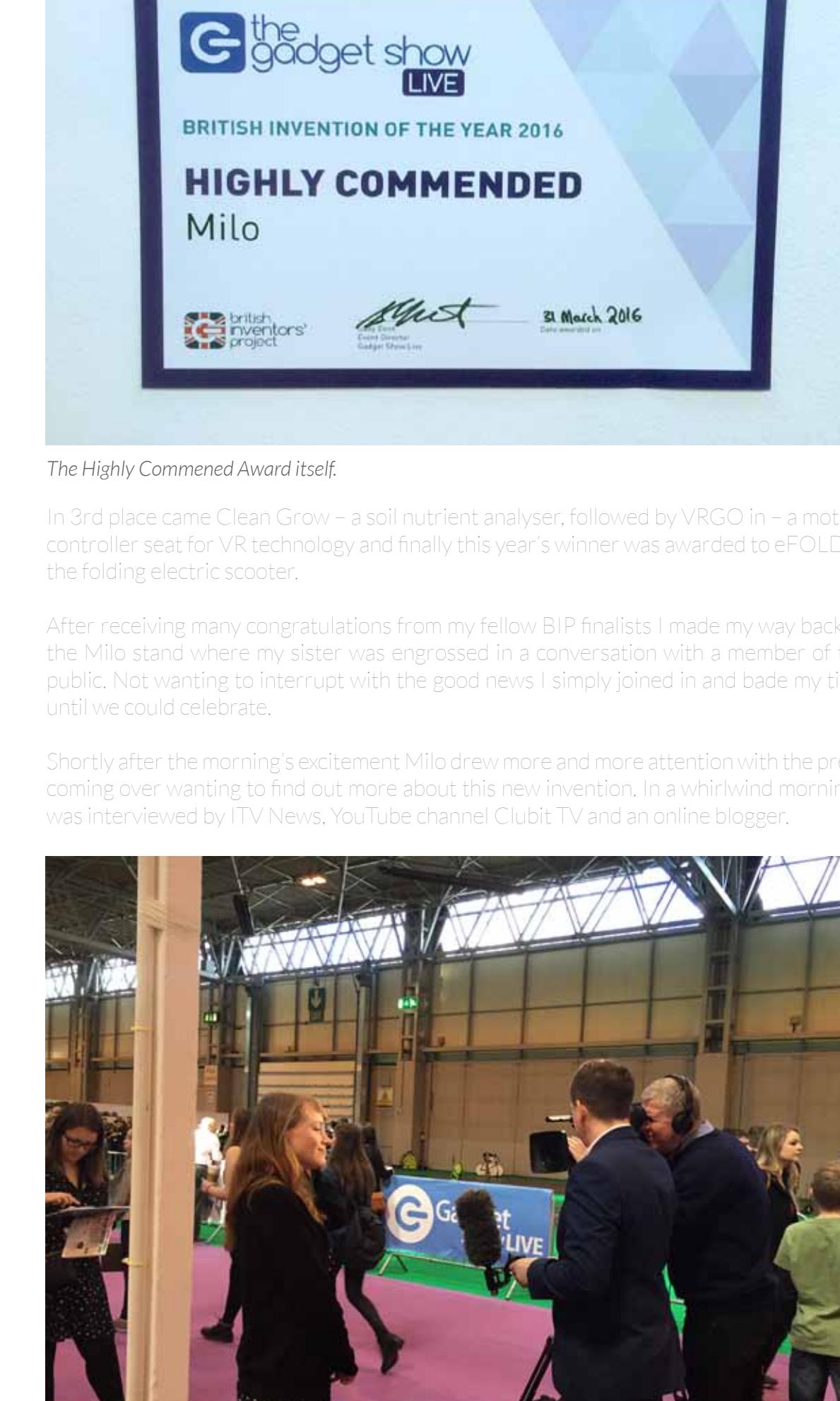
Even so I made the print deadline after a hectic few days of jetlag, Illustrator and mild panic. The Milo brand was taking shape and all that remained was to make sure Milo himself was prepared for his big day on show. A few weeks before the event he'd had a little high impact accident with kitchen tiles and it's safe to say he suffered quite a bit from the fall. Subsequently the two days prior to the show we spent delicately applying glue, tape or blue tack (whatever would do the job) in strategic locations before touching up with a little paint. Call it the Milo hospital or something because once it was done Milo was a little weak but ready for his debut on the whole.

The day before doors open to the public the 20 BIP finalists were invited to the NEC to set up. On first sighting the hall was huge, I'd been to the NEC before but had never seen a show in mid set up – without products or people the size was only amplified. Making our way through the maze of semi unrolled carpet carpet we found the Milo stand and took our first glimpse at our spot. Luckily I'd been allocated a stand on the end of a row meaning I would only have 2 walls instead of 3. This was great as it gave me much more visibility from both neighbouring walkways and made my space feel much bigger.

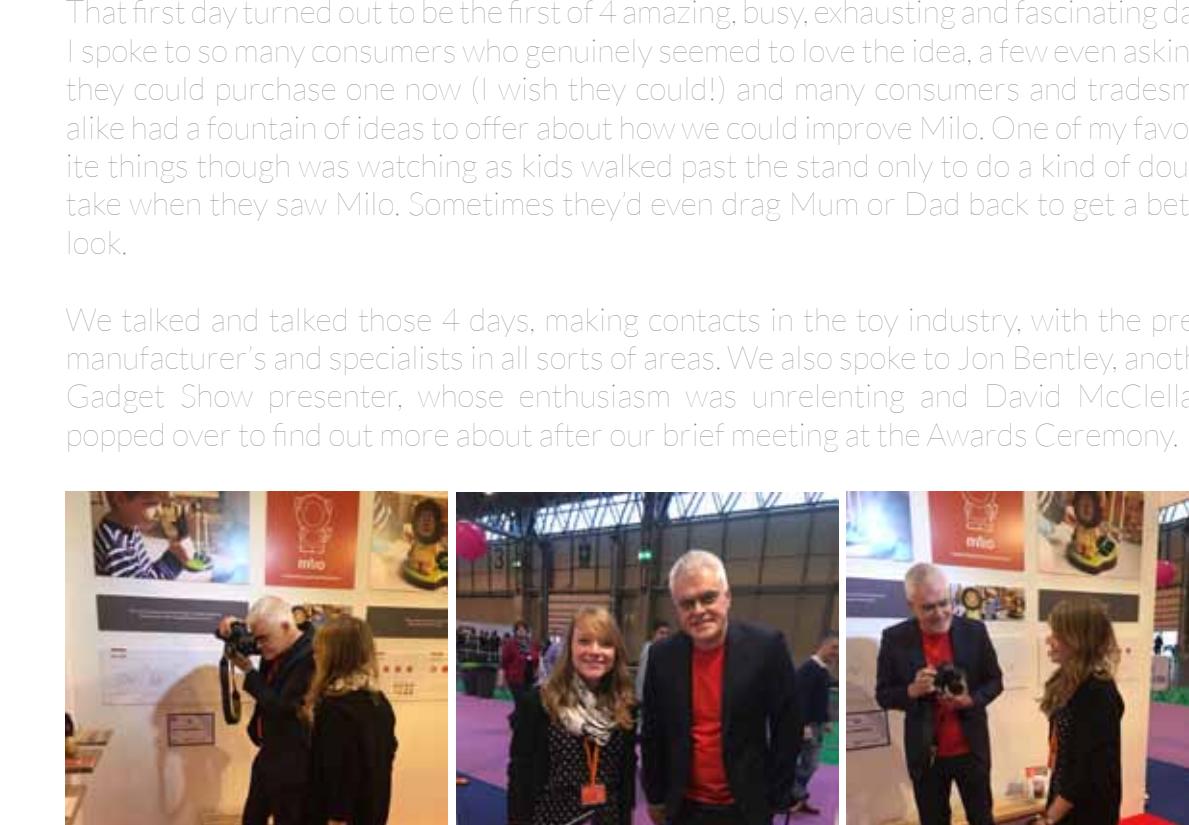


Stand BIP7 as we found it in the morning.

My Dad had come along for set up day, packing the car with anything and everything you could imagine that might be helpful. Leaving me to admire the shell of my stand he returned to the car and shortly arrived back at stand BIP7 laden with boxes and tools filled with what would soon be our first independent exhibit.



Set up begins...



Making progress and nearly there!

Set up was a pretty smooth affair thanks to my Dad's careful preparation (leaving no stone unturned). It did take all day but we left feeling quite proud of our little stand and excited for the coming days.

Day 1 and my sister and I arrived early to set up the last few things. My family were helping cover the stand for the duration of the show having even devised a little rota to help me out.

It was a quiet start to the morning, as it would be each day before around lunchtime. But this first day was a little different with the British Inventor's Project Awards ceremony at 11am. All the BIP Finalists had been invited to attend as we'd been assured of a high press turn out whether we won an award or not. These awards are designed to 'shine a light on British Innovation' with each year's winner receiving £1,000 and a commercial stand at next year's Gadget Show Live.

Carrying Milo carefully in one hand and a few business cards in the other I made my way over to The Connect Theatre. The theatre is designed specifically for talks about the future of tech giving consumers an insight into what's in store over the next 12 months.

Presented by David McClelland and Jason Bradbury the half hour show introduced us to last year's winner Omnia Stoller (a push chair that can also be worn like a backpack) before getting out the drum roll and naming this year's winners.

First up was Nétt with a Highly Commended award for their foldable luggage. The next Highly Commended Award was shortly then presented to Milo. I remember sitting in the audience at that time thinking – oh Milo, that's a cool name. A few seconds later the lightbulb switched on and I realised it was me that they were talking about!

Slowly making my way onto stage (no stairs, a dress and a pretty sizeable step) I was presented the certificate by none other than one of the Gadget Show's presenters – Jason Bradbury. I then told the audience about Milo, explaining the concept and luckily not getting too tongue tied. I returned to my seat feeling very proud that Milo, still such a concept at this stage, had been recognised as something great and had been highlighted as such!

David McClelland hosting the British Inventor's Project Awards at the Gadget Show Live 2016.



Hannah Sage & Milo receiving the Highly Commended Award from Jason Bradbury at the Gadget Show Live 2016.



The Highly Commended Award itself.

In 3rd place came Clean Grov – a soil nutrient analyser, followed by VRGO in – a motion controller seat for VR technology and finally this year's winner was awarded to eFOLDI – the folding electric scooter.

After receiving many congratulations from my fellow BIP finalists I made my way back to the Milo stand where my sister was engrossed in a conversation with a member of the public. Not wanting to interrupt with the good news I simply joined in and bade my time until we could celebrate.

Shortly after the morning's excitement Milo drew more and more attention with the press coming over wanting to find out more about this new invention. In a whirlwind morning I was interviewed by ITV News, YouTube channel Clubit TV and an online blogger.

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Interview with Adam Savage at the Innovation Theatre.

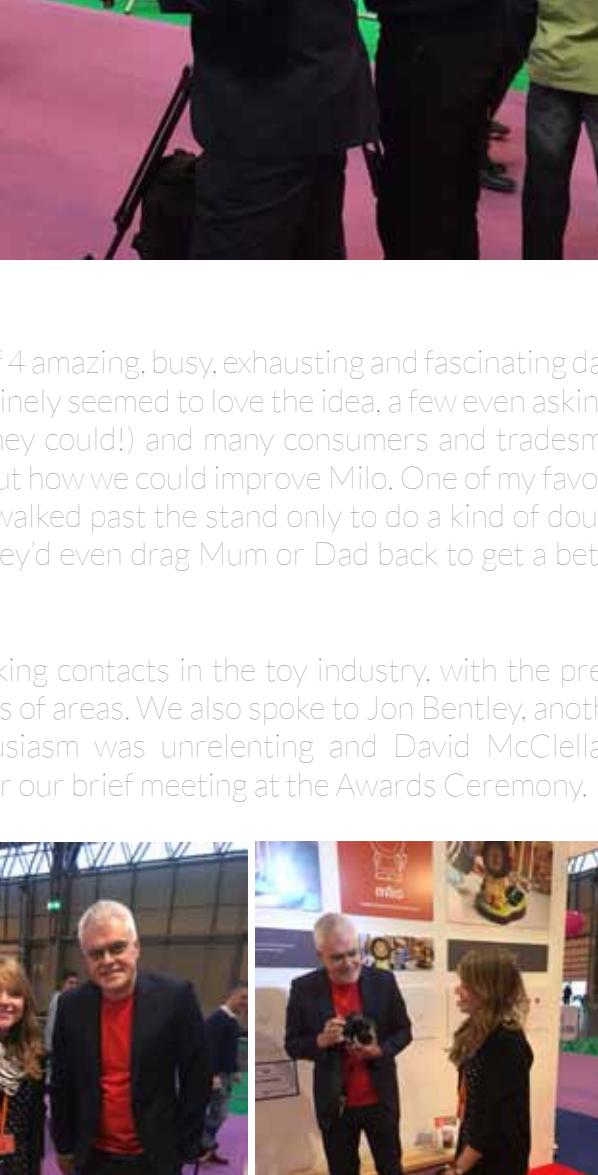
All in all the show was an amazing opportunity to get Milo out there, to network and find out what consumers really think about my little man. So I think the guys at Toy News were a big thank you for their input in getting me a shortlisted spot as part of the British Inventor's Project 2016.

PREVIOUS

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Hannah Sage.

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MILO TOY



MILO

£49.99

Milo is a unique and interactive toy that allows young children to stay in touch with an absent loved one using video messages and a fun treasure hunt activity.

Benefits

- Get everyone involved in the game
- Helps sustain and build relationships despite physical distance
- Never miss out on little ones milestones
- Creates a regular routine of contact
- Flexible timing with pre-recorded messaging
- Interactive game
- Tokens act as a physical countdown to loved one's return / visit

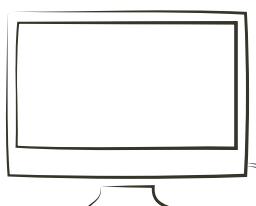
20cm x 17.5cm x 15.5cm

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Standard delivery charges
may apply



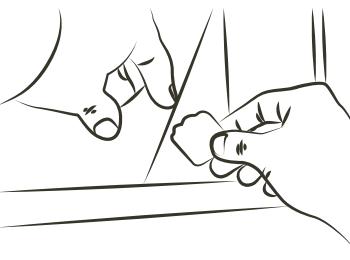
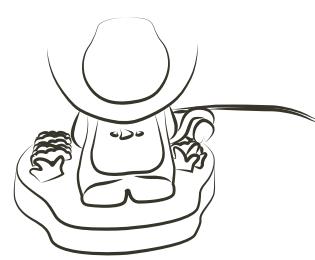
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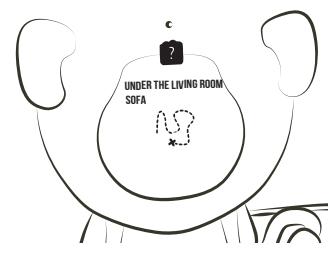
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WANT TO KNOW MORE?

Check out our YouTube channel to hear me, Hannah, talk about Milo and demonstrate a few new ideas.

For a quick overview about Milo - what is it and what it does take a look at our video pitch.

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MILO

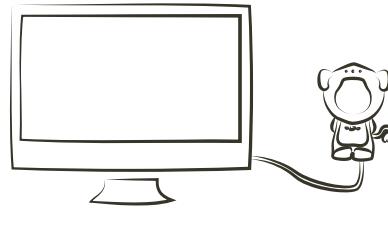
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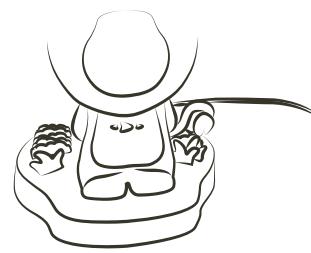
THANKS FOR YOUR INTEREST

Unfortunately Milo isn't quite ready yet but we hope to get him to you over the course of the next 1-2 years.

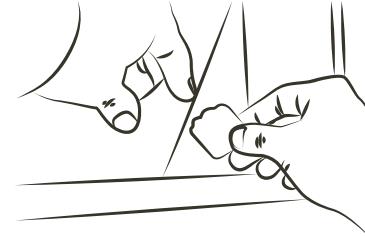
In the mean time leave us your email and we'll let you know when he's ready to go home with you!



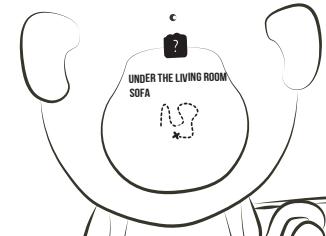
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