

Western MA local InnovateHer winner:

Laurel Wider

Wonder Crew

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Host organization:

Valley Venture Mentoring Services, INC

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POC:

Liz Roberts

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Winner 2 sentence description:

Wonder Crew is a new line of toys that bring emotional intelligence and creativity to boys' play. While inspired by boys, our mission is to empower all kids to see themselves as connected, creative, strong individuals with the ability to "Go anywhere. Be anything."





Company

Wonder Crew is a line of toys that bring emotional intelligence and creativity to boys' play.

Team

Founder and CEO, Laurel Wider, LICSW is a psychotherapist with a specialty in gender, relationships and identity formation. She graduated from NYU in 2003 and has been a psychotherapist in private practice for 12 years. She is also a mother to her four year old son. Her son and her clients have been the inspiration behind Wonder Crew.

Wider interview over 150 parents, kids, educators and toy industry experts to test the thesis that doll play teaches a wealth of social and emotional skills and that boys are interested in dolls, but for many boys and parents the stigma creates a barrier. Based on this research, Wider came up with the concept: action and adventure meets friendship and teamwork. Next she designed the Wonder Crew line of dolls (aka Crewmates) and accessories that come friendship and adventure ready.

This past April Wonder Crew completed a successful **Kickstarter** campaign, the company received over 500 pre-orders from 35 states and 5 continents totaling over \$40,000. Kickstarter is a crowdfunding forum that gives customers the opportunity to pre-order products. The [Kickstarter video](#), resonated with many of Wonder Crew's customers and truly brings Wonder Crew's product and mission to life.

Wonder Crew also accepted into **Valley Venture Mentors' Accelerator** program last spring and won \$27,500 in equity free funding.

Target Market

Wonder Crew was designed for boys ages 2-5. Our archetypal buyers: educated mothers of preschool boys – the same ones that run out to buy STEM toys for their daughters.

Wonder Crew's Kickstarter campaign and online sales have illustrated that Wonder Crew has a wider range of interest in terms of age and gender.

Here are some images customers have posted on our FB page:



Value Proposition:

Wonder Crew brings emotional intelligence and creativity to boys' play.

Customer Pains:

- Boys are not getting the emotional support and encouragement necessary for optimal mental health and life success.
- Current toys on the market that encourage social and emotional play are largely marketed to girls – sending the message to many boys that this kind of play is not for them.

- Many parents and boys experience stigma/discomfort with traditional dolls marketed to girls.

Customer Gains:

- Wonder Crew facilitates emotional growth by encouraging empathy, connection and other crucial emotional skills.
- Wonder Crew fits in with boy culture, offers a friend to adventure out, provides hours of fun and gives them a sense of belonging.
- Wonder Crew offers parents a socially acceptable tool to bring feelings and connection into their son's daily play.

Features: Wonder Crew has combined the adventure of an action figure with the emotional connection of the favorite stuffed animal. We have created a line of Crewmates that encourage kindness, connection and creativity.

Each Crewmate comes with a matching piece of “adventure gear” for the child to wear and a mini comic book that focuses on the child’s ability to nurture and emotionally bond. Will, our first Crewmate includes a matching cape/mask for the child, which brings kids further into the imaginative play experience. We also offer Adventure Packs, which provide customers with the opportunity to keep the same Crewmate, but change the adventure. We are creating the world of Wonder Crew where empathy and connection are ...

Product Status: Wonder Crew is currently in stock with two SKU's: Will, the company's first Crewmate and a Builder Adventure Pack.



CREWMATE: SUPERHERO ADVENTURE

\$ 49.99



ADVENTURE PACK: BUILDER

\$ 24.99

Marketing & Sales

- **Get Customers** – Current customers are coming from: social media, specifically high conversion rate Facebook ads and word of mouth. Wonder Crew is also acquiring customers and strong brand presence from a lot of amazing [press](#)



- **Keep Customers** – Wonder Crew offers Adventure Packs, which gives customers the opportunity to keep the same Crewmate and change the

adventure—Already 35% of customers who bought Will added on an Adventure Pack. Wonder Crew currently has 3 additional adventure packs in the works for Spring 2016 line release.

- **Grow Customers** - more adventures packs and a diverse set of crewmates – similar to American Girl, the goal is to create a whole world around Wonder Crew.

Wonder Crew is working with a major children's Television writer/producer on a Wonder Crew show – this is a stellar marketing tool and has the potential to grow our audience exponentially. The Wonder Crew TV show will also be a vehicle for expanding our brand through various child products such as bedding, apparel, etc.

Competitive Advantages

Wonder Crew is first to market in its toy category. Our product has been researched and tested with children and parents.

We have a prestigious TV writer working on a Wonder Crew story and already have interest from two major TV networks.

Revenue Streams

We are selling Wonder Crew in two primary ways – direct to consumer through our online store AND retailers.

Our direct to consumer strategy includes building a strong brand with social media driving traffic.

For retail distribution, this year Wonder Crew has targeted independent toy stores, we are currently in 10 stores and we've received interest from ToysRus, Target and Barnes and Nobles – we have meetings set up for NY Toy Fair this February 2016 with all three of these distributors.

| Retail Sales | Assuming | | | | | |
|----------------|--------------|----------|----------|----------|----------|--|
| | US Locations | 10/store | 15/store | 25/store | 50/store | |
| Target | 1,795 | 17,950 | 26,925 | 44,875 | 89,750 | |
| Toys R Us | 893 | 8,930 | 13,395 | 22,325 | 44,650 | |
| Barnes & Noble | 658 | 6,580 | 9,870 | 16,450 | 32,900 | |
| | 3,346 | 33,460 | 50,190 | 83,650 | 167,300 | |

Cost Structure – When a customer buys a Crewmate they pay \$49.99 and our average margin across our distribution methods is approximately \$25 (assuming we’re at 50% retail, 50% online). Adventure packs sell for \$24.99 with margins at \$12 – Wonder Crew assumes that over the course of a child’s time with Wonder Crew they will purchase 3 Adventure Packs - making each customer worth a total of \$120 in revenue and \$61 in margin.

Crewmates



Price - \$49.99/each

+

Adventure Packs



Price - \$24.99/each

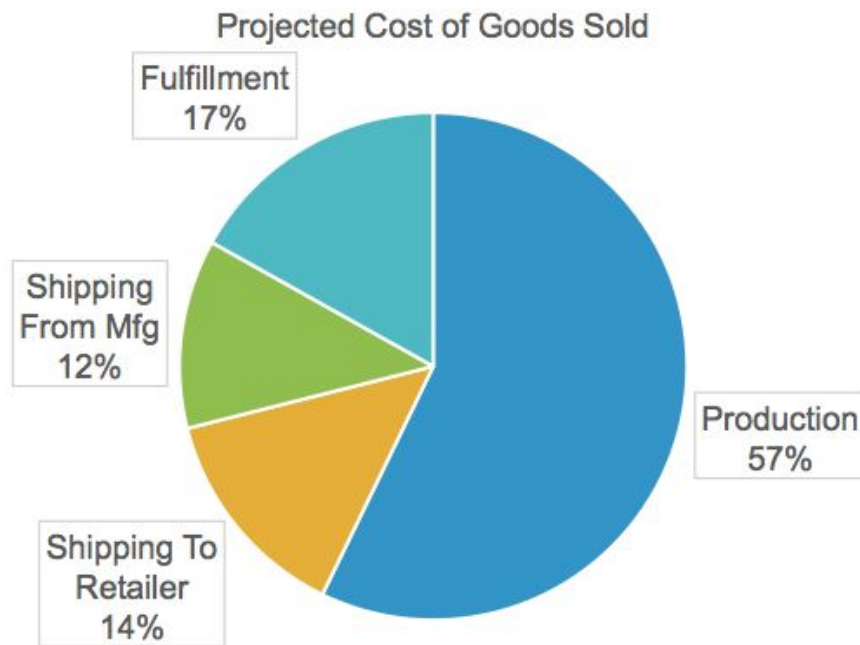
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Each Customer worth \$120 of revenue

Average Gross Margin of 53%

| Margin Sensitivity Analysis | | | | | | | | |
|-----------------------------|--|----------------|-------|-------|-------|-------|-------|-------|
| Crewmates Only | | | | | | | | |
| | | Online Sales % | | | | | | |
| | | 0.2 | 0.3 | 0.4 | 0.5 | 0.6 | 0.7 | 0.8 |
| Retail Sales | | | | | | | | |
| 0.2 | | | | | | | | 62.8% |
| 0.3 | | | | | | | 58.6% | |
| 0.4 | | | | | | 54.5% | | |
| 0.5 | | | | | 50.3% | | | |
| 0.6 | | | | 46.2% | | | | |
| 0.7 | | | 42.1% | | | | | |
| 0.8 | | 37.9% | | | | | | |

COSTS



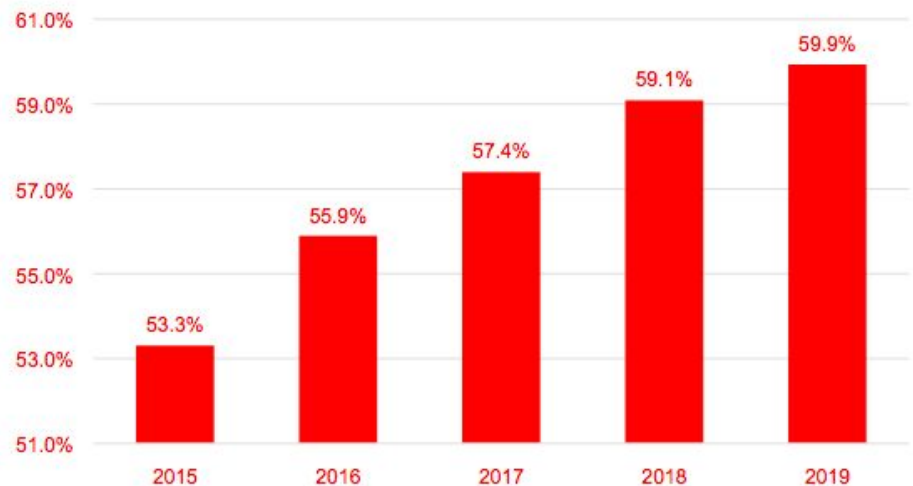
Wonder Crew's goal for 2015/early 2016 is to sell through the 2000 Crewmates and 850 Adventure Packs that were purchased through the initial Kickstarter order. Wonder Crew has sold 663 Crewmates and 252 Adventure Packs to date. In 2016 Wonder Crew will begin to scale and amp up our marketing and sales strategy. By 2019, the company projects over \$2 million in revenue with 40,000 crewmates sold and 30,000 adventure packs.



Projected Gross Margin – currently Wonder Crew earns just over 53 cents on every \$1 of revenue. As Wonder Crew scales and gains efficiencies in production, by 2019 the company will earn nearly 60 cents for every \$1 of revenue.



Projected Gross Margin %



Key Partners

- **TV Network:** Wonder Crew has had 4 meetings with a TV writer/producer in efforts to create a Wonder Crew show, we have had initial meetings with 2 major TV networks and have received positive feedback and interest.
- **Sales Reps:** Wonder Crew has teamed up with one of the top toy industry sales representative.
- **Distribution:** Wonder Crew has partnered with RSI, a fulfillment center with a solid track record.
- **Manufacturer:** Wonder Crew have established a relationship with a manufacturer that also produces American Girl Doll products.

Key Activities

Trade Shows: In February Wonder Crew has appointments set up with Toysrus, Target and Barnes and Noble at NY Toy Fair. We will also be meeting with several smaller toy retailers.

PR: Social media, public speaking, joining political and mental health forums.

Key Resources

Wonder Crew has an elite board of advisors who provide guidance and direction.

- **Steve Mitzel** - former general manager of a \$1.4 billion direct mail division of Valassis, where he was in charge of innovation, partnerships and sales and product marketing. Steve is the currently the CEO of [Mspark](#), a results-oriented [direct mail](#) and marketing services company with the proven ability to deliver measurable results and positive ROI in markets across America. Steve provides Wonder Crew with direction and insight on marketing, sales and finance.
- **Bettina Chen** - the co-founder of [Roominate](#), a highly successful STEM toy company. Her company has gone from Kickstarter to Shark Tank to ToysRus, Target and Walmart in less than 3 years. Provides company with toy industry advisement and direction.
- **Scott Longley** - an international operations expert with more than twenty years of experience working with global supply chains. Fluent in Mandarin Chinese. Facilitates and provides recommendations on manufacturing needs.

Next Steps

Wonder Crew is currently seeking \$150,000 in funding. The company has brought in \$41,000 from Kickstarter and \$27,500 through Valley Venture Mentors' Accelerator competition. The use of the funds would go towards marketing/advertising and inventory.

| Exit | | | | | | |
|-------------------------------|--------------------|------------------|-----------|-----------------|----------------|---|
| Mattel Acquisitions | | | | | | |
| Year | Company | Amounts in 000's | | | | |
| | | Revenue | EBITDA | EBITDA Multiple | Purchase Price | |
| 1998 | American Girl Doll | ##### | \$ 75,000 | 9.5 | \$ 715,000 | * |
| 2012 | HIT Entertainment | ##### | \$ 71,500 | 9.5 | \$ 680,000 | |
| 2014 | MEGA Blok | ##### | \$ 47,000 | 9.8 | \$ 460,000 | |
| * - Represents an estimate | | | | | | |
| 2019 Possible WonderCrew Exit | | | \$ 561 | 9.5 | \$ 5,330 | |

