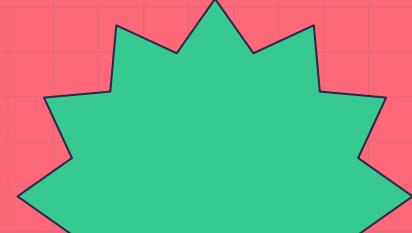
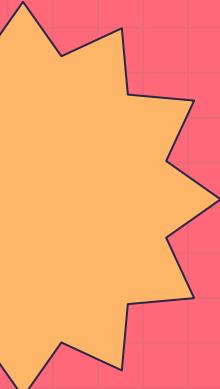


TUVOI PRESENTS

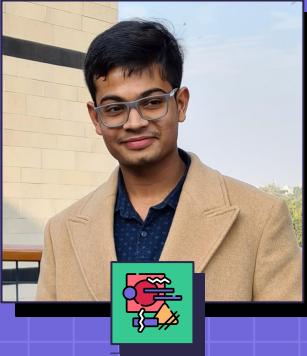
GIGGLES

A TOY-CONSIGNMENT APP

Planting smiles, growing giggles, and
harvesting love



OUR TEAM



Shivam Gupta

**“Tech Guy Who Gets Management
and Storytelling.”**

B.Tech 2024
Computer Science + Design
IIIT Delhi



How are toys related to education?



Why Educational Toys Are Important to a Child's Development

In [Educational](#) by Educational Playcare / November 29, 2018 / [Leave a Comment](#)

How Legos and blocks help make your child smarter

CTY researcher looks at spatial skills learned through play

[Parent's Academy](#) > [Developmental Milestones](#) > [Child Development](#) > Why Toys are Important for Child Development

Why Toys are Important for Child Development

THE BENEFITS OF TOYS IN CHILDREN'S EDUCATION AND DEVELOPMENT ARE ENDLESS.

Furthers Cognitive Development

Improves Gross and Fine Motor Skills

Fosters Imagination and Creativity

Increases Senses

Promotes Language and Communication Skills

Emotional Support and Enhanced Empathy

The *Expanding role of **TOYS** in **EDUCATION** and **PARENTING***

Educational Toys as a Growth Driver

Play and toys have always acted as a catalyst to get children excited to learn, engage, and participate. Educational toys are important as they can help increase IQ and motor control, develop social and emotional intelligence, better concentration, and enhance creativity and other soft skills. Even before COVID, parents showed increasing interest in educational toys. This year, they are emerging as a life-saver to parents who feel overwhelmed and unqualified to properly ensure the quality of at-home education and balance school time with play time.

From "Toy-Makers" To "Edu-Tainment Providers"

In addition, toy brands should also try to educate the parents about the benefits of educational toys. Although kids strongly influence what kind of toys they get, it is ultimately up to the parents to make the purchase. Therefore, it is essential to clearly communicate to parents via packaging and brand messaging what kids can learn by playing with your products and why their kids need to learn those skills or knowledge.

And many more...

The Life - Changing Magic of Tidying up, 12/27/2010

Marie Kondo tells us that 'the best way to choose what to keep and what to throw away is to take each item in one's hand and ask: "Does this spark joy?" If it does, keep it. If not, dispose of it.'

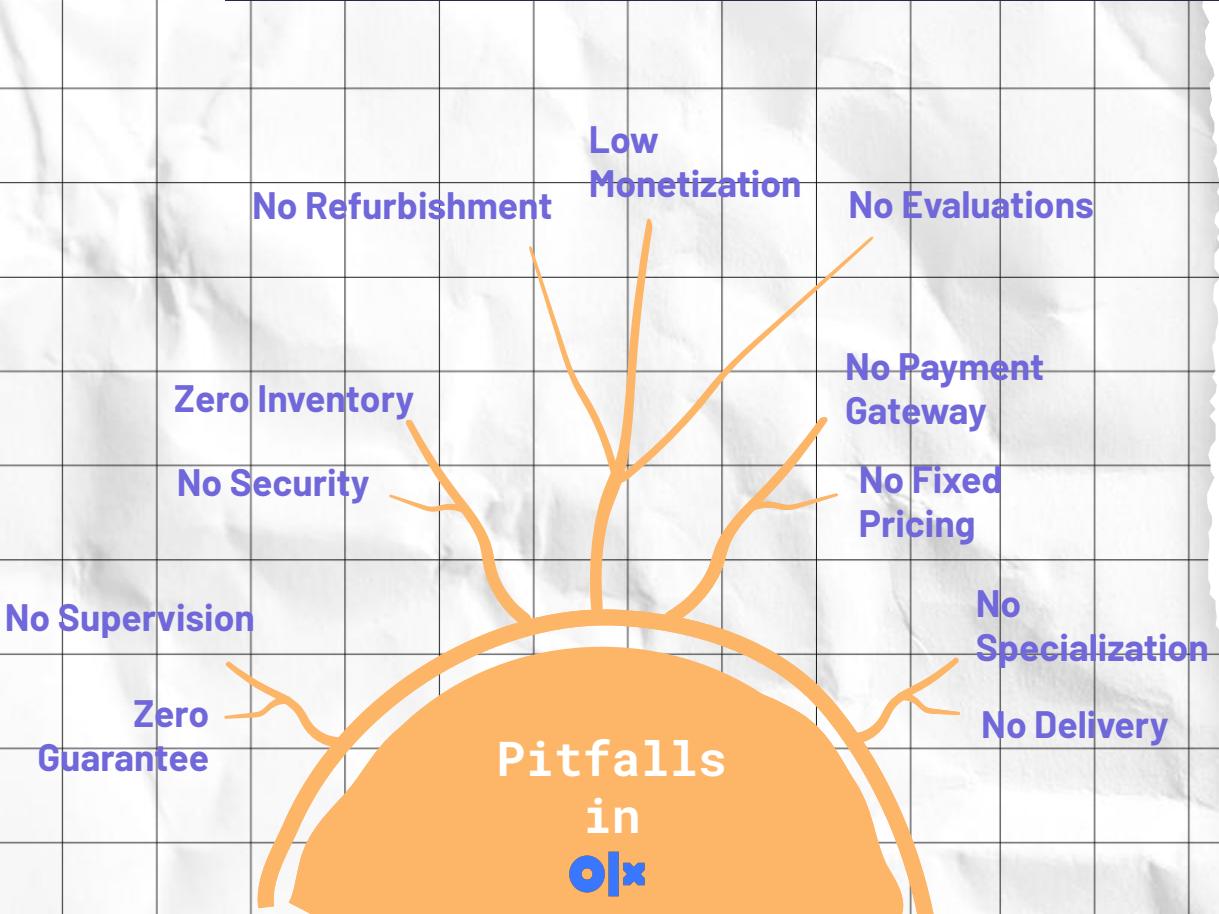




2,000,000,000

BUT WITH MORE THAN TWO BILLION TONNES OF WASTE BEING SENT TO LANDFILLS BY HOUSEHOLDS ANNUALLY, HOW WE DISPOSE OF THE THINGS WE ONCE LOVED IS OF UTMOST IMPORTANCE.

11 NAILS IN THE OLX COFFIN



"The secret to a successful business is happy customers."

Thus the probability of a perfect transaction with these 11 constraints is $(0.5)^{11} = 0.000488$

A mere 488 times out of a million transactions are perfect.

PROBLEMS



Boredom

Kids love to play with toys but get bored of the same toys pretty quickly



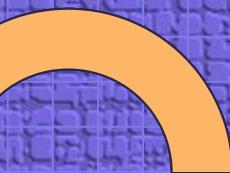
Increasing Prices

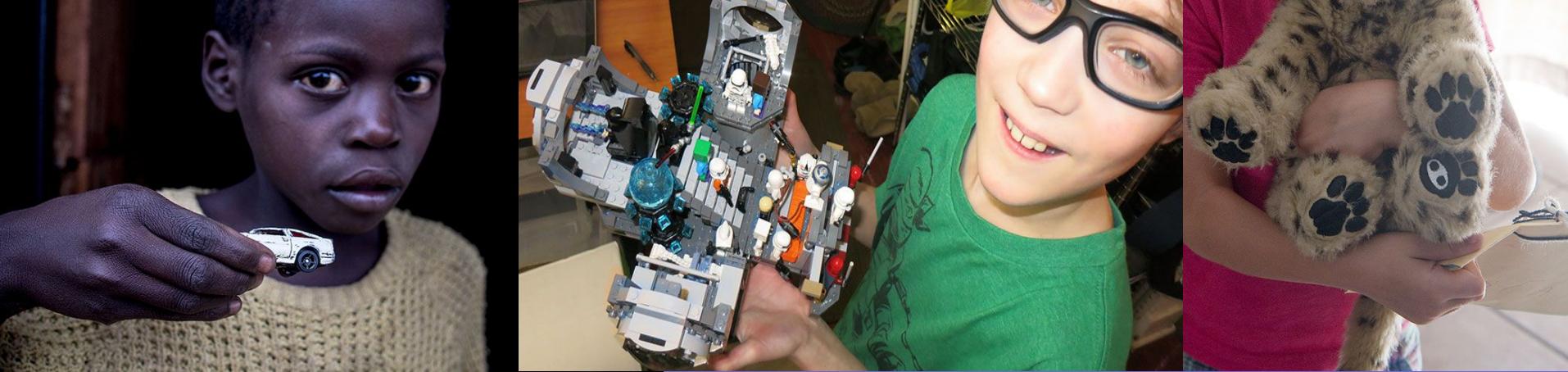
New toys are getting expensive and parents are forced to buy them frequently



Wastage

Increasing number of toys cause substantial damage to our environment







Samantha Sharma

Age	33 years old
Gender	Female
Studies	Fine Arts
Job	Photographer
Salary	₹60K - ₹75K
Location	Delhi, India

Mother of a 3 year old kid

"Try as we might to buy wooden toys, or things that are a bit more durable, or that are better for the environment, my little girl loves plastic toys."

Background

Over the course of her childhood, Samantha played with many different toys, and now that she's a mother, she wants the same happy childhood for her kid.

Motivations

- Spending time with family
- Being outdoors
- Being Prepared
- Wants to do everything for her daughter

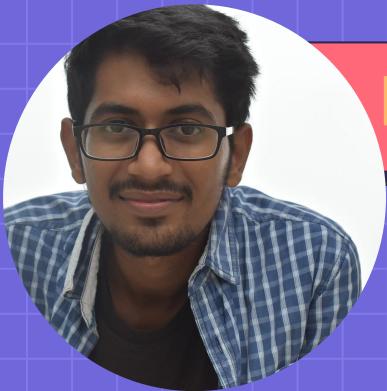
Frustrations

- Has a hard time keeping up with the never-ending demand for toys of her daughter.
- Hates that she's not able to afford expensive educational toys for her daughter

Needs

- Somewhere she can buy preloved toys in good condition and sell the toys which are no longer in use by her daughter.
- Help with playdates





High-school student



"I have so many unused toys that are just gathering dust in my closet. But I would never just throw toys away and let them end in landfills."

Sahul Mishra

Age	17 years old
Gender	Male
Studies	PCM
Job	Student
Family	Mom & Dad
Location	Mumbai, India

Background

Sahul is a high-school student who wants to pursue a career in app development. He cares for the environment and doesn't want the toys he loved as a child to end up in waste when they can be reused.

Motivations

- Having good grades
- Doing something for the environment and the society
- Being in groups with friends
- Eating food
- Earning free time

Frustrations

- Unused toys are taking up space in the closet and are gathering dust when some kid can play with them
- Not able to do enough for the society and the environment

Core Needs

A service where he can sell or donate his old toys, and he can be rest assured that they are not ending up as waste and some other kids actually play with them.

Quotes from field study



Renu Goel

"Whether it's Diwali, Christmas or birthdays it always seems to be an excuse to buy toys."

Abhay Verma

"We try to save the big toys for special occasions, but it's hard and it's easy to end up with lots and lots of toys."

Monica Rai

"I want to buy education toys for my son, but they are usually more expensive, and I am unable to buy them every other week."

Rajesh Aggarwal

"My son got a bike for his birthday which we couldn't afford brand new, but second-hand it was like new and he loves it."

A vibrant illustration depicting a child's playroom overwhelmed by clutter. A young boy in a red plaid shirt is kneeling on the floor, surrounded by toys, books, and debris. In the background, a large white trash truck is parked, symbolizing waste. The scene is set against a backdrop of shelves filled with books and more scattered items.

**REDUCE CLUTTER
AND
CURTAIL WASTE THROUGH
CIRCULARITY**

Reuse and Sharing

Pivotal to prevent countless toys from becoming waste

01

One of the motivations behind the LEGO® Replay initiative.

04

Rejoué has been re-selling used toys from 2012 so far saving 300 tonnes of toys from landfill.

03

Similar motivations have seen a number of start-up businesses in US & France.

In India, we already have a sharing economy and repair-ability culture. But we must mainstream CE model because circularity is the future we need to embrace.

A complete switch from the linear 'take-make-waste' model being followed since the Industrial Revolution is required to meet our climate change objectives and bridge the economic divide toys create.

What is Giggles?

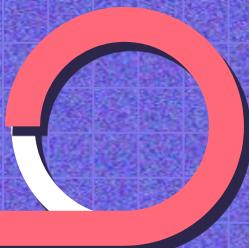
Giggles is an expanding and **vibrant online market** where people can not only buy *preloved toys* but sell their unused toys at excellent value.

It aims to build a better planet for future generations by being a part of the **reuse and sharing model** which would help in preventing the toys from becoming **waste** and ending up in landfill, incinerators, or the ocean.



OUR MISSION

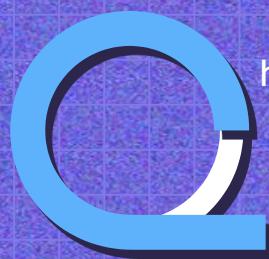
Giggles strives to reduce the impact of plastic waste with a selection of excellent condition toys, and also toys made from sustainable materials.



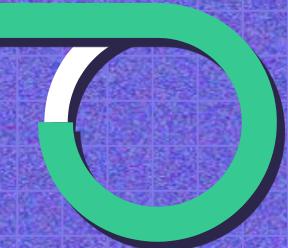
By enabling kids to earn, save, spend on their toys, and get rewarded for good behavior, giggles aim to teach the value of hard-working and introduce kids to financial literacy at an early age while building good habits that sustain them over their lifetime.



Giggles aims to allow every parent to easily share their knowledge, parenting tips, or even to blog about their kids and, in the process, to dramatically bring the parenting community together.



It is observed that upper-class parents buy "educational toys" for their children while poor or working-class parents can't afford them, giggles aims to bridge that gap by enabling circularity and thus making toys affordable.



SOLUTION SOLUTION SOLUTION SOLUTION

“Tapping into the toy industry and closing the ‘Play Gap’ between rich and poor kids.”

Along with the curtailing waste on the user front, the solution aims at reducing parental pressure – Be it by allowing them to buy the toys their kids’ friends have or be it by creating a loving community for early parents while enabling a circular economy. It also aims to inculcate crucial money management skills in kids at an early age.

PRODUCT OVERVIEW

Seamless Circularity

Provides a seamless buying-selling experience by enabling circularity like never before.

Playdates

Parents will have an option to set up playdates for their kids based on location and mutual interests.



Community

Giggles aims to allow every parent to easily share their knowledge, parenting tips, or even to blog about their kids and, in the process, to dramatically bring the parenting community together.

Financial Literacy

By enabling them to earn, save, spend on their toys, kids will learn crucial money management skills as part of their daily habits.

Inculcating Good Habits

By rewarding good behavior kids will learn the value of hard-work, while building good lifelong habits.

USER FLOW



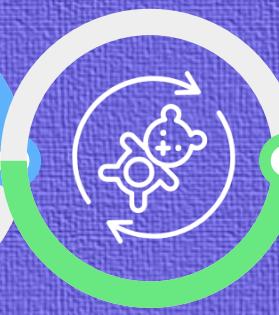
GIGGLES

Our agents will pick up the product(s)



OLD TOYS

Request for pickup by the user



INSPECTION AND CLEANING

Taken to our warehouse where cleaning, inspection and listing will be carried.



PRICING

Price will be calculated for the product and put on sale on app



SELLING

Any user can buy the listed toys using money or in-app currency.
Once sold, in-app currency will be issued to the previous owner



SERVICE BLUEPRINT



Visible Actions

	Before	During	After
Visible Actions	<ul style="list-style-type: none"> ★ Create an account ★ Put in personal information like age group of user, location and preferred categories ★ Welcome user in the app 	<ul style="list-style-type: none"> ★ To place a request for selling, user will give pictures, write a brief description, select a category ★ Issue them in-app currency after their product is sold ★ Redemption of points for making in-app purchases of preloved toys or transfer it to bank account or amazon gift cards 	<ul style="list-style-type: none"> ★ The user has a sense of relief that old toys are not just thrown away and they got value for it ★ Can set up playdates for their child to play and make friends
Actions not visible	<ul style="list-style-type: none"> ★ Generate user database ★ Based on their preferences, give them a personalized dashboard ★ Save the selected option for future reference and updation. 	<ul style="list-style-type: none"> ★ Analyse the given image and verify if it's reliable ★ Only products in good/excellent condition will be accepted ★ Calculation of cost based on the details ★ Some minimum amount of cost will be required to sell the product ★ Calculation of delivery charges based on distance and weight 	<ul style="list-style-type: none"> ★ Based on selected choices update the user data ★ Show them nearby kids based on locality

What are the things the user can exchange?

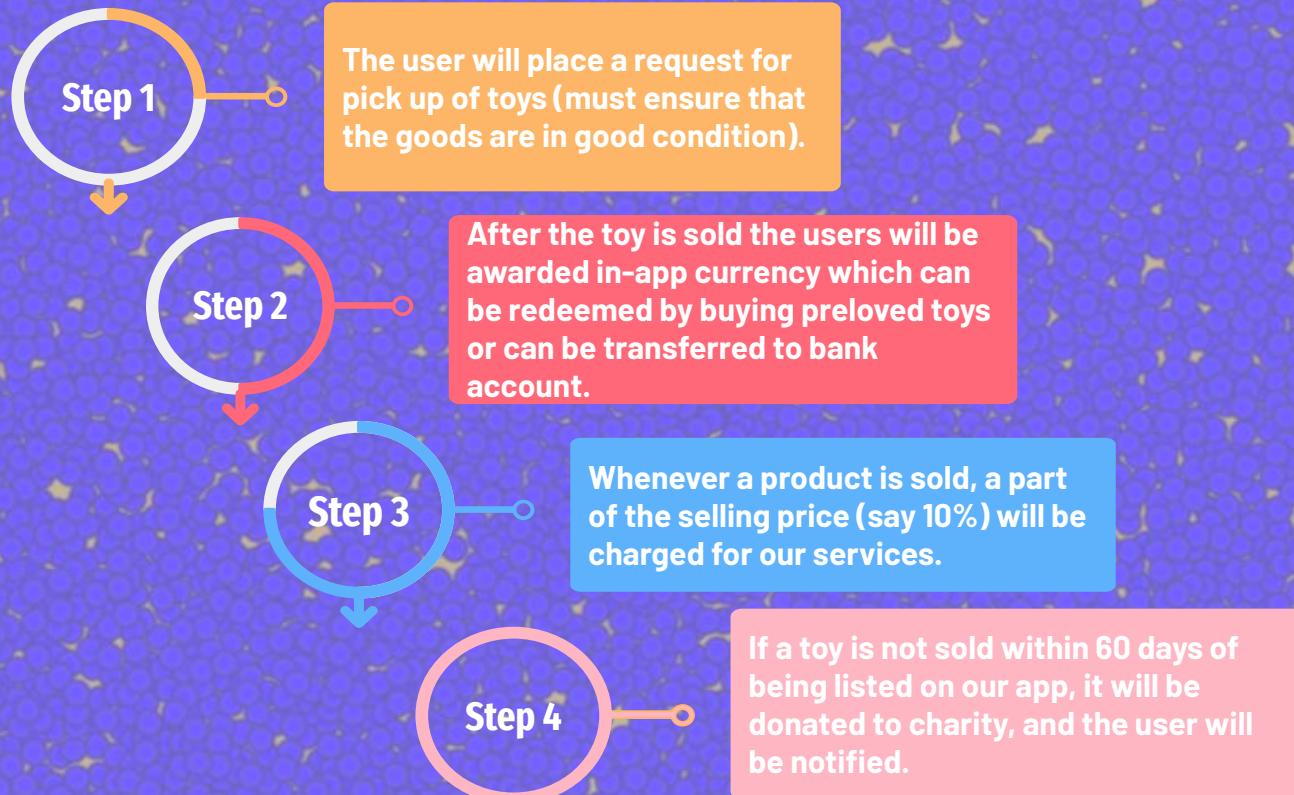
Medium to Higher-end / Standard toys

- Branded companies** like hot wheels, lego, disney, hamleys, transformers, nerf, etc.
- Standard toy categories** like role playing sets, standard board games, children's toy vehicles
- Children's **sports** equipments
- Life sized** stuffed toys
- Remote controlled vehicles** - more skilled personnel required to quality check and refurbish - more cut for us in reselling it.
- Total minimum toy value = **500 Rs**





How does the Exchange Process work?



What happens Next after pick-up?



How do we price things?

One of the most crucial tasks of selling goods is to determine the price which the buyer will be willing to pay.

Determine the retail price of the item when purchased new.
If item is not available, look for similar items for comparable pricing.

New items with price tag and original packing can be marked upto 60% of the retail price.

The goods in excellent condition can be marked at 45% of retail price whereas ones having minor flaws can be priced around 30-35%.

The damaged goods are either donated or listed as free on the platform (the user will be notified beforehand).

If a product is not sold for 30 days, the price will be decreased by 15%, and if it's not sold in the next 30 days, given for donation. (user notified)



THE MARKET OPPORTUNITY

India's Toy Industry stands at a whopping size of USD 1.2 Bn forecasted to grow at a CAGR of 12.66% and reach 2 Bn by 2026

Of 52.44 Mn, It is assumed that 60% of these sales stream from online channels (parallel to data obtained from Hamleys). Leading to an available market size of 31.46 Mn



The Target market - High-end toys majorly including Dolls, Construction Sets, Models, and Legos contributed to 52.44 Mn

Conservatively Assuming that 9% of the Upper Class contributes to 50% of the market of high-end toys, we are still left with a target market equal to 15 Mn USD

Forecasted Market growth (CAGR) -

12.66%

Sources: [Toys that pollute the environment – Kindora](#) | [Toys & Games - India | Statista Market Forecast](#) | [The Toys Market in India: Industry Trends, Share, Size, \(globenewswire.com\)](#)

COMPETITORS



OLX

Classified ads portal
Decentralized and unassured
buying and selling



Toy Rental Services

Renting toys instead
of buying new ones



First-Hand Toy Stores

Buying new toys
directly from stores



Big Bazaar

Get coupons in
exchange of toys in bulk



Scrap/Junk Dealers

Selling their toys as scrap
to local dealers

COMPETITOR ANALYSIS

No direct competitors for our service, at least not in India. The closest competitor are toy rental services.

The most common alternative to our service are **C2C buying and selling platforms** such as **OLX, Quikr**, etc.

The other options that remains with the users are selling the toys to **Big Bazaar** or **scrap dealers** who will not evaluate the toys' value correctly and treat them as scrap.

What is the incentive for using our service?

The incentive for the user to use our service over these portals is that they will **avoid all the steps** the user would be taking by using these services and **save valuable time** and **get an excellent price** for their toys.

We also provide the users with **assistance** in promoting their items to the target buyers. We help them with **cleaning, evaluating, product research**, and **determining the price** for their toys and marketing, compared to the raw C2C interaction in OLX, Quikr, etc.

BUSINESS MODEL - OVERVIEW



Marketing

Marketing ourselves as a **niche** for toy **selling and buying** along with placing ourselves as a service which promotes and inculcates **sustainable** environment by **reusing items**

Buyers

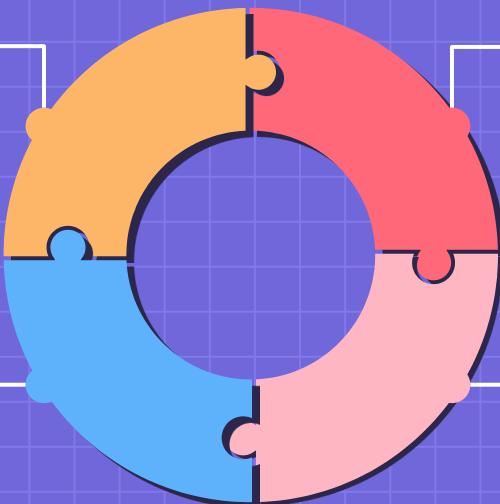
Buyers will buy **quality assured preloved toys** listed by us

Sellers

Sellers will give us their toys and we will promote and refine it to **sell it to the buyers**

Pricing, Pickup, Cleaning

Determining the **price** of a toy at an optimum spot such that it is not too expensive for the buyer and gives a **good value** to the seller



BUSINESS MODEL - EXPLAINED



Key Partners

- Used toys suppliers such as teenagers and parents
- Warehouses for storing toys
- Courier service companies for delivering toys

Key Activities

- Affordable high end toys
- Quality assurance of used toys

Key Resources

- Human capital as SDEs & managers
- Used high-end toys
- Platform to buy and sell toys

Value Proposition

- Giggles is an online market to buy preloved toys and sell unused toys at excellent value
- Aims to be a part of the reuse and sharing model

Customer Relationship

- User friendly platform
- Issuance of redeemable in-app currency for sold toys

Channels

- Distribution channel with key partners
- Paid ads via social media channels

Customer Segments

- Early parents majorly from middle class
- Teenagers interested in collectables and high-end toys

Cost Structure

- Warehousing cost for the toys
- Transportation costs for the toys
- One-time inventory cost
- Other operating costs such as app development, human resources, marketing, etc.

Revenue Streams

- Money inflow from the 10% cut which we will get after the product listed in our app will be sold to a buyer

Cost Structure & Revenue Stream



Warehouse

Rent of the storage facility

₹10K - ₹15K
MONTHLY RENT PER 8000 PRODUCTS

Collections

Inspection, Delivery and pickup costs

FREE COLLECTION & DELIVERY CHARGES PAID BY THE USER
₹7K MONTHLY COSTS

Initial Inventory

Initial Investment in second hand toys

₹25K - ₹30K FOR SETTING UP INITIAL INVENTORY

Others

App development & maintenance, Marketing, Other Human Resources

₹10K + ₹60K
MONTHLY FOR HIRING HUMAN RESOURCES

Service based revenue

10% of sale value of Toys sold

KEY REVENUE STREAM WITH MARKET SIZE OF 15 MN USD

Advertising

Cost per click, Cost per 1000 impressions, Premium from stores

REVENUE PROJECTIONS ON INCREASED MARKET PENETRATION

STAKEHOLDERS



GROUNDWORK

Warehouse for the **inventory**

Scalable according to the size of
the business

Close tie up with
a **collection
service**

Should be able to
inspect the item

The collections will be free such
that people do not have a barrier
to sell their toy

We should be able to sustain
the collection service with the
help of the revenue we get

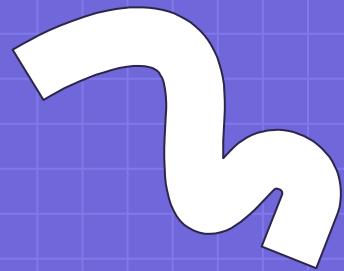
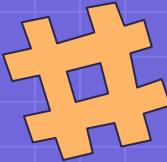
Close tie up with a
delivery agency

The delivery charges will be paid
by the buyer at the time of
making a purchase

FUTURE PROSPECTS



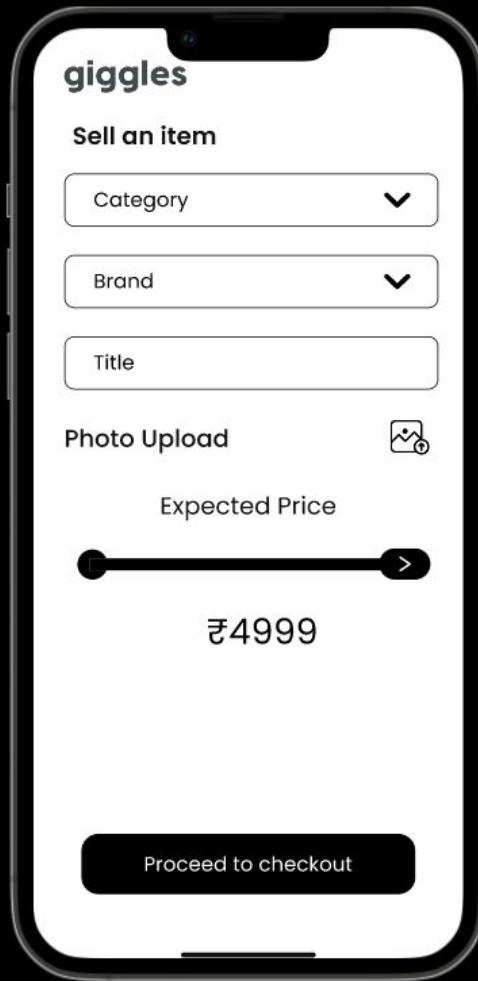
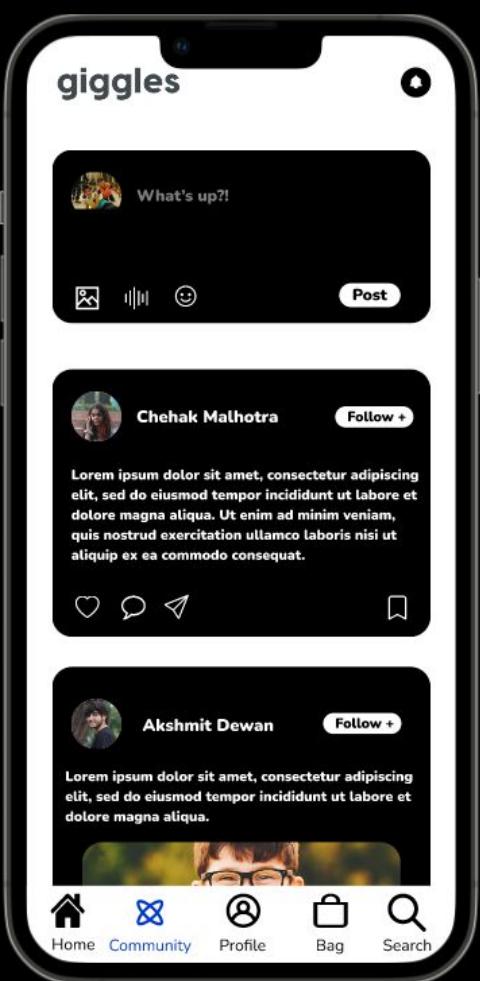
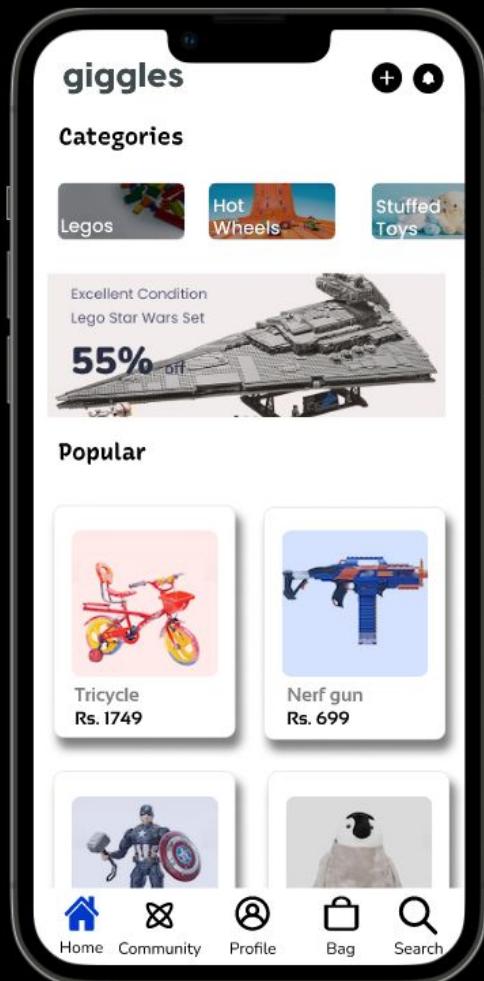
- We can carry out a selection of **unique new products** from eco-minded companies focused on sustainability.
- We can expand to **other categories** like adult second hand clothes, video games, gaming consoles, unworn baby clothes up to size 6, and other kids gear.
- We can tie up with more **NGOs** and add an exclusive option to **donate** toys in the application.
- We can also set up **ad service** where we can **promote sustainable products**.
- We can also expand our user base to **pet parents**, a promising market with less competition.



PRODUCT DEMO

Let's look at a few screens from our High Fidelity Prototype created using Figma for our proposed Toy-Consignment application.





REFERENCES AND CASE STUDIES



[Creating a circular economy for toys | by Ellen MacArthur Foundation | Circulate | Medium](#)

[Plastic toys: Is it time we cut back? - BBC News](#)

[Reduce, reuse and reuse again - Recycle for Greater Manchester](#)

[The Facebook pitch deck from 2004](#)

[Toycycle | Baby & Kids Online Thrift Store](#)

[Replay - Environment - Sustainability - LEGO.com US](#)

[<https://rejoue.asso.fr/nos-partenaires-nous-soutenir/>](#)



MENTORS



Faculty Mentors

- ❑ Indrani De Parker
- ❑ Richa Gupta

Industry Mentors

- ❑ Ankur Sardana

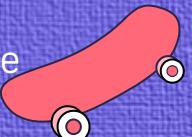
Director of User Experience at **Olx Group** with over 14 years of experience

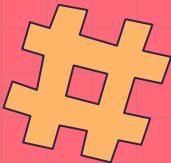
- ❑ Soven Parker

Designer at Incedo Inc. with over 2 years of experience and a master's degree in UX Design

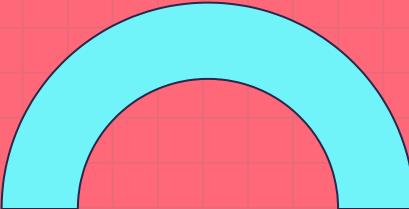
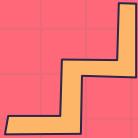
- ❑ Sarfraz Arshad

Founder of MavenDevs, Co-Founder and CTO of TOYCYCLE with over 15 years of experience





**We are open to
feedback and any kind
of questions.**



GIGGLES



Thanks for your attention!