

ID CARD

- NAME

Shivam Gupta

- ROLE

CEO of Giggles

- YEAR

2022



Giggles

A TOY-CONSIGNMENT APP

Planting Smiles, Growing Giggles,
and Harvesting Love





GIGGLES

A FEW EYE-OPENERS ABOUT TOYS

HOW ARE TOYS RELATED TO EDUCATION?

- Further Cognitive Development
- Improves Gross and Fine Motor Skills
- Fosters Imagination and Creativity
- Increases Senses
- Emotional Support and Enhanced Empathy
- From "Toy-Makers" to "Edu-Tainment Providers"

THE LIFE-CHANGING MAGIC OF TIDYING UP

'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.'

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.

ANALYZING THE HORRORS OF TOY STORY

Not Unlike Andy when I moved to college, I had to reconsider the destiny of my toys too. And what did I do? Nothing.

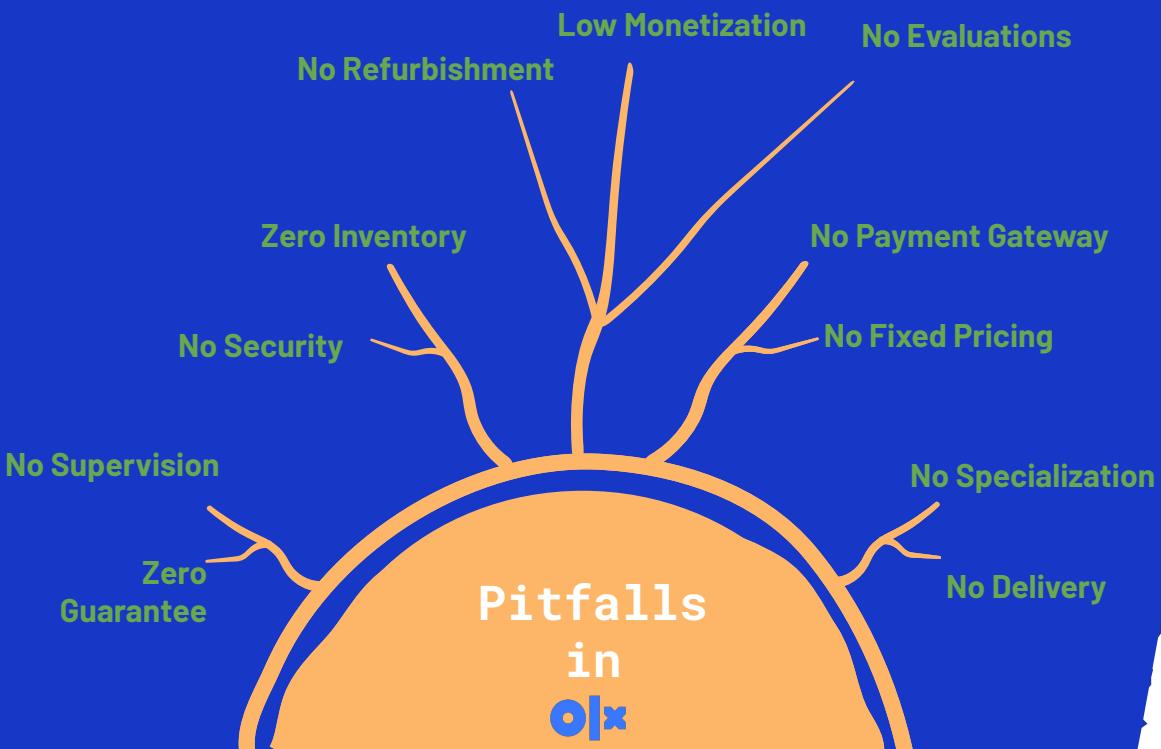
First, my perfectly good toys ended up as waste.

Second, I could have gained a few extra bucks for my toys.

Third, my toys could have brought a smile to some kids' faces.



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.

KEY PROBLEMS GIGGLES INTEND TO SOLVE

01

Boredom

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

02

Increasing Prices

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

03

Wastage

The increasing number of toys causes substantial damage to our environment



BRIDGING THE CHILDHOOD CAPITALISM



USER PERSONAS AND QUOTES FROM FIELD STUDY



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."

Samantha Sharma

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

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.

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."

REUSE AND SHARING

04

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

01

Pivotal to prevent countless toys from becoming waste

03

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

02

One of the motivations behind the LEGO® Replay initiative.

In India, we already have a sharing economy and repair-ability culture. But we must mainstream the 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

planting smiles, growing giggles and harvesting love

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.

PRODUCT OVERVIEW

Seamless Circularity like never before

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 Building

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



Quality Assurance
Real time updates
Personalization
Credibility Scores
Intelligent Search
Dynamic Filtering
Fast Logging
Best Prices
User-Friendly UI
Return Policy

Promoting Financial Literacy at Young Age

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

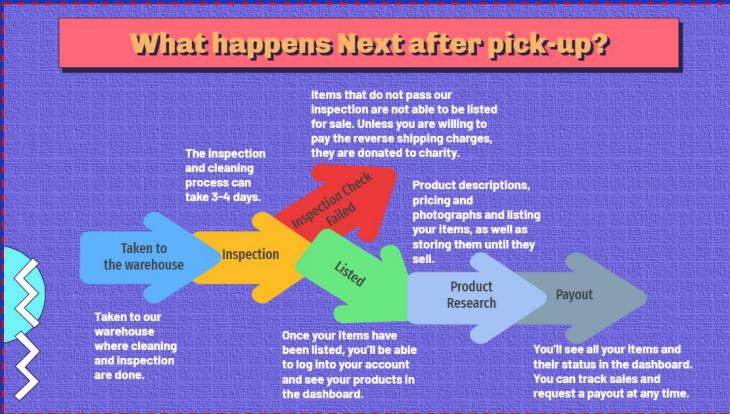
Inculcating Good Habits that Sustain over their lifetime

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

MISSION

1. Giggles strive to reduce the impact of plastic waste with a selection of excellent condition toys and kid's gear.
2. 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.
3. Giggles aims to allow every parent to easily share their knowledge, or even to blog about their kids, in the process, to bring the parenting community together by providing them a safe social media space based on web 3.0.
4. It is observed that upper-class parents buy "educational toys" for their children while poor or working-class parents can't afford them; giggles aim to bridge that gap.

HOW WILL IT ALL WORK?



Understanding the Business Model

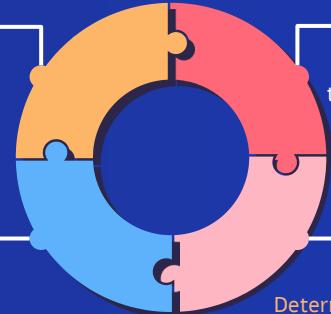


Marketing

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

Services

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

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

Customer Segments

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

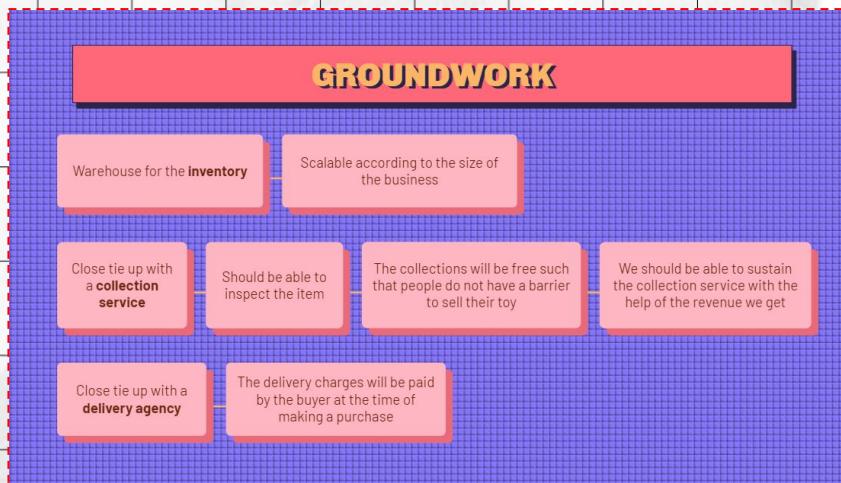
Cost Structure

- 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.

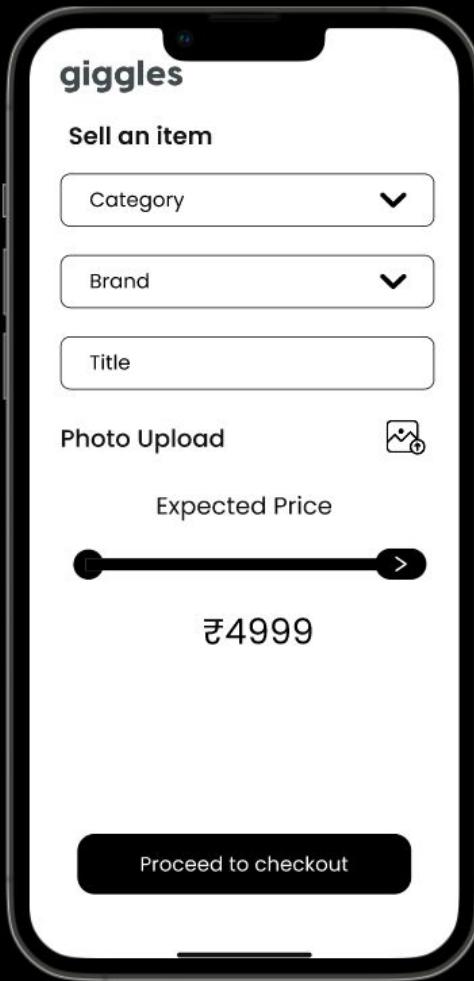
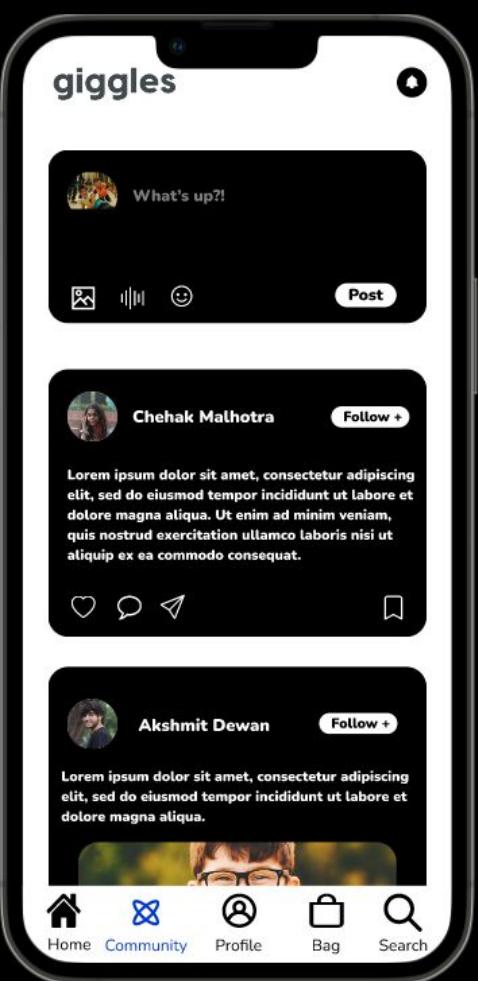
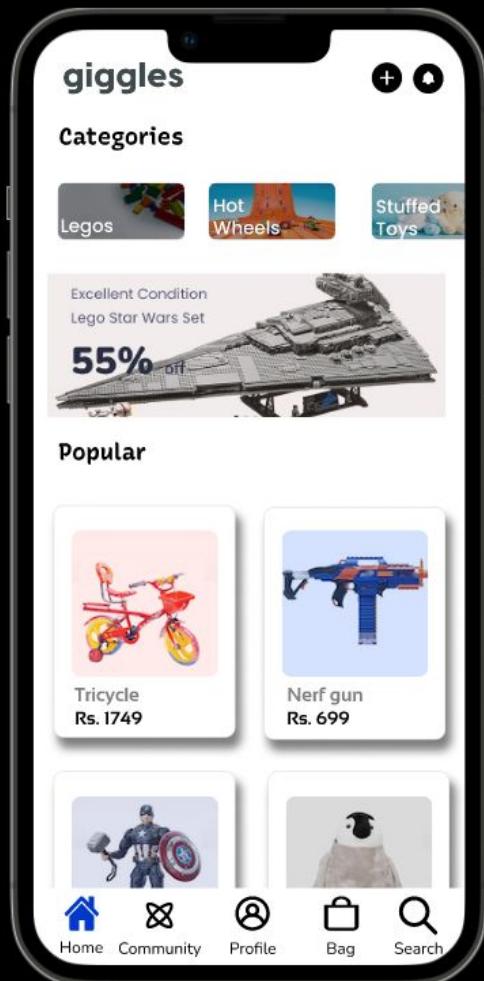
Revenue Streams

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

BUSINESS MODEL CANVAS



- ## 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.



GIGGLES



Thanks for your attention!