

"LittleEarthlings is a modern toy brand reimagining early childhood play. We create handmade, eco-friendly toys for kids aged 2 to 5 that are not only irresistibly cute, but also educational and developmentally sound. With growing demand for sustainable, screen-free play, we're building a brand that nurtures the planet — and the next generation."

## 1. Title Slide

- **Logo** of LittleEarthlings (optional)
- Tagline:

*"Handmade eco-friendly toys for little minds and big imaginations."*

- Your Name, Title
  - Contact info: Email | Phone | Instagram
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## 2. Problem

- Today's toddler toy market is flooded with:
    - Plastic, noisy, screen-based toys
    - Low educational value
    - Environmentally harmful production
  - Parents (especially Millennial & Gen Z) want:
    - **Sustainable, educational, beautiful** toys
    - Screen-free, developmentally supportive play
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## 3. Solution

- **LittleEarthlings** makes adorable, **handmade toys** for kids aged 2–5
  - Built from **eco-friendly** materials
  - Designed for **early learning, creativity**, and **sensory development**
  - Every product is:
    - Screen-free
    - Safe & sustainable
    - Backed by early education principles
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## 4. Market Opportunity

- Global Toy Market: \$100B+

- Green/Educational toy segment growing 8–12% YoY
  - Target Market:
    - Eco-conscious parents of kids 2–5
    - Premium segment with emotional buying patterns
  - Go-to-market: Direct to Consumer (Shopify + Instagram) and retail boutiques
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## 5. Product

- Visuals of 2–4 best-selling toy SKUs
  - Emphasize:
    - Handmade detail
    - Educational intent (e.g. motor skills, problem-solving, colors, storytelling)
    - Packaging (if branded)
  - Mention monthly “Play Packs” (future subscription line)
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## 6. Business Model

- Revenue Streams:
    - D2C via Shopify (main)
    - Toy bundles and subscriptions
    - Wholesale to preschools, Montessori chains, boutique stores
  - Pricing:
    - ₹499–₹699 per toy
    - ~65% gross margin
  - CAC: ₹80 via social ads
  - Payback in 1–2 orders
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## 7. Traction

- 300+ toys sold in test launch (IG + WhatsApp)
- 1,000+ pre-launch email signups
- 3 partnerships under discussion (2 schools + 1 boutique store)
- Featured on 3 mommy blogs + 1 parenting podcast
- 50% repeat purchase rate

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## 8. Competition

Brand	Eco-Friendly	Handmade	Educational	Price Range
Lovevery	✓	✗	✓	\$\$\$
Green Toys	✓	✗	✗	\$\$
Melissa & Doug	✗	✗	✓	\$\$
LittleEarthlings	✓	✓	✓	₹₹

### Our Edge:

Handmade + Eco + Educational + Emotionally resonant brand

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## 9. Team

- **[Your Name]** – Founder, product designer + early childhood specialist
  - **[Optional Co-Founder]** – Craft/ops/marketing
  - Montessori advisors and artisan team support
  - Backgrounds in design, education, and small batch manufacturing
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## 10. Ask + Financials

**Ask:** ₹20L seed round

### Use of Funds:

- 40%: Scale handmade production
- 30%: Marketing & influencer campaigns
- 20%: Website + Shopify launch
- 10%: R&D for learning bundles

### Financials Snapshot (Year 1)

- Projected revenue: ₹12–15L
- COGS: ₹180/unit
- Retail: ₹499–₹699
- 65% gross margin
- Break-even: < 2 purchases per customer