

1. Title Slide

Tagline:

“Handmade eco-friendly toys for little minds and big imaginations.”

- **Name:** [Your Name]
 - **Title:** Founder & Product Designer
 - **Contact Info:**
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2. Problem

Today's toddler toy market is dominated by:

- Plastic, noisy, screen-heavy toys
- Poor design and minimal educational value
- Unsustainable manufacturing practices

Parents today want:

- Beautiful, sustainable, and thoughtfully designed toys
 - Screen-free play that supports real developmental milestones
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3. Solution

LittleEarthlings crafts handmade toys for children aged 2–5 that are:

- Eco-friendly (wood, organic cotton, safe paints)
 - Screen-free, developmentally appropriate, and adorable
 - Backed by Montessori and early childhood education principles
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4. Market Opportunity

- **Global Toy Market:** \$100B+
- **Sustainable Toy Segment Growth:** 10–15% YoY
- **Target Customers:**
 - Eco-conscious, urban millennial & Gen Z parents
 - Premium segment — emotion-driven, values-based buyers

Sales Channels:

- D2C via Shopify & Instagram

- Curated retail in Montessori schools & boutique toy stores
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5. Product

Highlight 3–4 toy SKUs such as:

- Sensory stacking rings
- Soft storytelling dolls
- Wooden sorting animals
- Nature discovery kits

✦ Features:

- Handmade charm & quality
- Skill-building play: fine motor, imagination, problem-solving
- Clean, eco-friendly packaging

 Coming Soon: Monthly “Play Pack” Subscriptions

6. Business Model

Revenue Streams:

- D2C via Shopify (Core)
- Subscription Play Packs (Recurring)
- Bulk sales to preschools & Montessori networks

Pricing:

- ₹699–₹999 per toy
- Play Packs: ₹1,999/month (3 toys + themed activities)

Unit Economics:

- COGS: ₹250–₹350 per toy
- Gross Margin: 60–70%

Customer Acquisition Cost (CAC): ₹100

Payback Period: 1 order

7. Traction

- 350+ toys sold via soft launch (Instagram + WhatsApp)

- 1,200+ email waitlist for subscriptions
- 3 B2B partnerships in negotiation
- Featured on 4 parenting platforms
- 53% repeat customer rate

8. Competition

Brand	Eco-Friendly Handmade Educational Price			
Lovevery	<input checked="" type="checkbox"/>	✗	<input checked="" type="checkbox"/>	\$\$\$\$
Green Toys	<input checked="" type="checkbox"/>	✗	<input checked="" type="checkbox"/>	\$\$\$
Melissa & Doug	<input checked="" type="checkbox"/>	✗	<input checked="" type="checkbox"/>	\$\$
LittleEarthlings	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	₹₹-₹₹₹

Our Edge:

- Fully handmade
- Eco-first approach
- Deep focus on education + aesthetics
- Emotional branding for modern parenting

9. Team

- **[Your Name]** – Founder, Early Childhood Expert & Designer
- **[Co-Founder or Key Ops Member]** – Craft Production & Logistics
- Advisory from Montessori educators
- Artisan team across [City/Village/Region]

10. Ask + Financials

Seeking: ₹25 Lakhs in Seed Funding

Use of Funds:

- 35%: Scale artisan production
- 30%: Digital marketing + influencer outreach
- 25%: Tech + website (Shopify + backend)

- 10%: R&D for subscription kits

Projections (Year 1):

- Revenue: ₹18–20 Lakhs
- Unit COGS: ₹250–₹350
- Retail Price: ₹699–₹999
- Gross Margin: 60–70%
- Break-even: 1.3 purchases per customer