



LET'S MEET ELTON



KAIXIN KIDS

A TOYSET DESIGNED FOR BILINGUAL TODDLERS TO LEARN TWO LANGUAGES



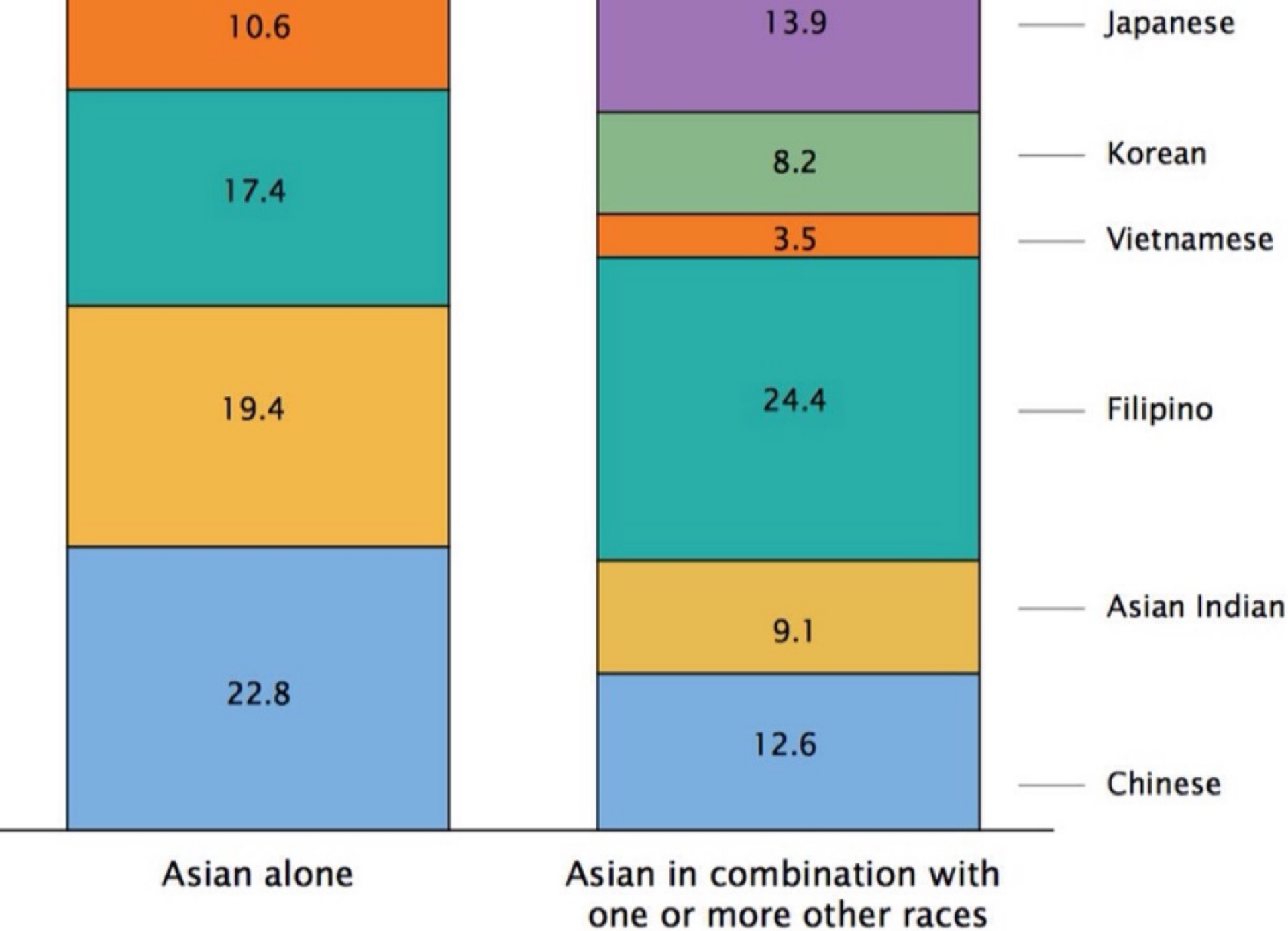
Our target audience:
Chinese-English
Toddlers

HOW MANY ARE THEY?

HOW BIG IS YOUR POTENTIAL MARKET?

Table 1. Total and Chinese Foreign-Born Populat

Year	Foreign Born	Chinese born(a)	
		Rank(b)	Share of All Foreign Bo
1960	9,738,091	21	1.0%
1970	9,619,302	14	1.8%
1980	14,079,906	10	2.6%
1990	19,797,316	6	3.4%
2000	31,107,889	3	3.8%
2006	37,547,315	3	4.1%



Studies have found that ... the distributed learning across the 2 languages may lead to the perception of a delay if the child is only assessed in one language.

"Over 17 million people in the United States reported that they were Asian descent, or mixed Asian and other descent."

"Living in the United States, the children of immigrants grow up learning to speak both English and Chinese."

A photograph of two stuffed animals, a panda and a brown bear, sitting on a blue cloth. In front of them is a white bowl with a purple floral pattern, a white spoon, a pair of wooden chopsticks, and a small white cup. The background is a plain grey wall.

"KAIXIN KIDS" TO THE RESCUE!

PLAY THE INTERACTIVE GAME

GAME IDEAS

- The brown bear speaks English
- The panda speaks Chinese
- The parent and the kid play as the bears
- Additional toys for play
- Scripts for different scenario provided

KEY FEATURES

1. Flexibility: age, ability, etc.
2. Tangible: realistic experience
3. Pragmatic: more than language



A photograph of a red running track with white lane lines. In the background, a hurdle is visible. Long shadows of people are cast across the track from the right side. The text is overlaid in the center in a white, sans-serif font.

Anticipated Hurdle:
Convincing parents to
buy this toy set, versus
creating their own.

POTENTIAL SOLUTIONS

- More controllable rather than stuffed
- Virtual scenario building ability with sounds
- Well designed scripts to prompt game play
- Recording function available
- Costomized conversation control



OUR TEAM



Lisa

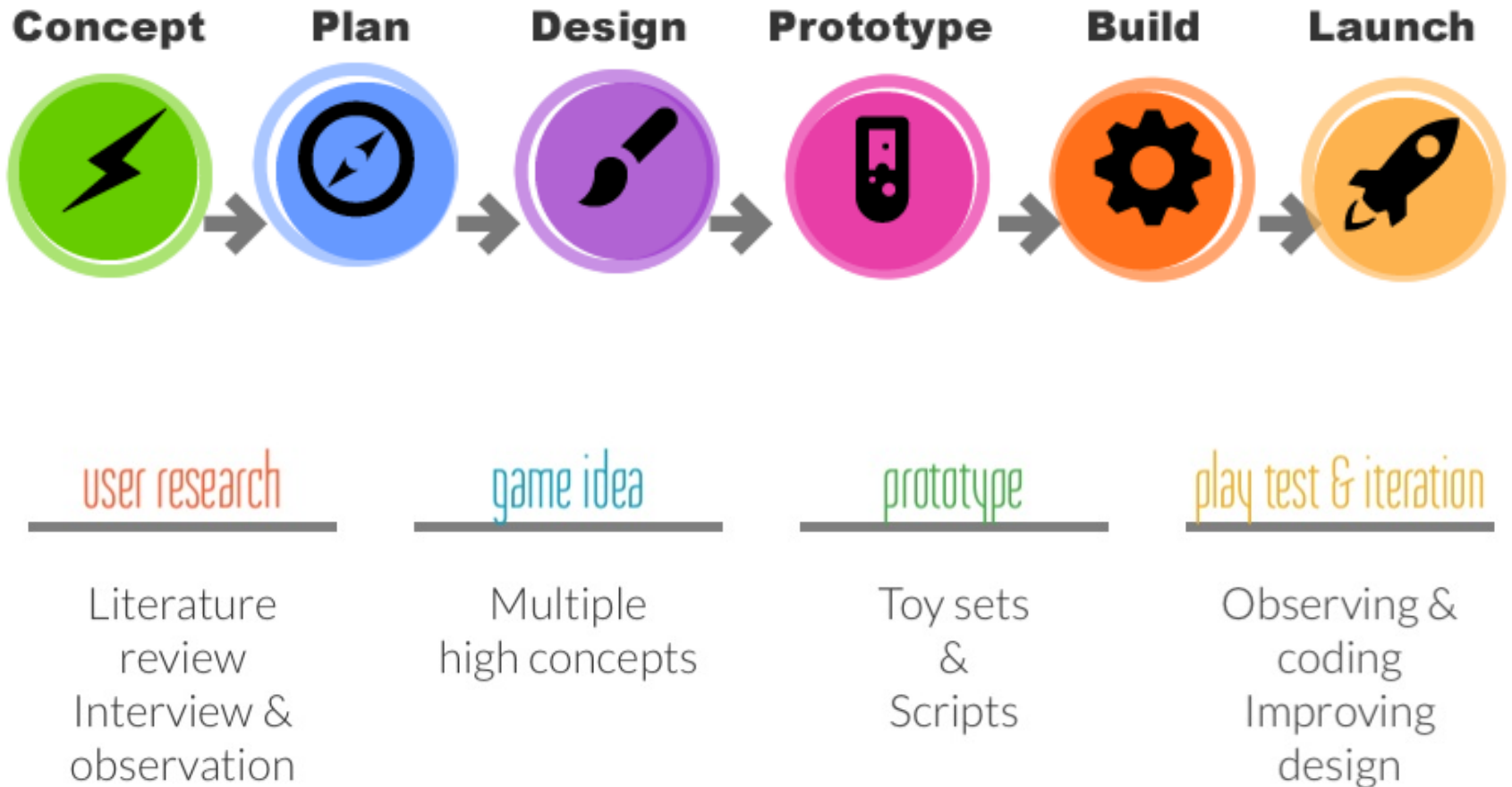
Certified speech
therapist
Experiences in child
language



Tianyu

Game design
experience
Bilingual (Chinese/
English) speaker

DESIGN PROCESS



PRODUCTION

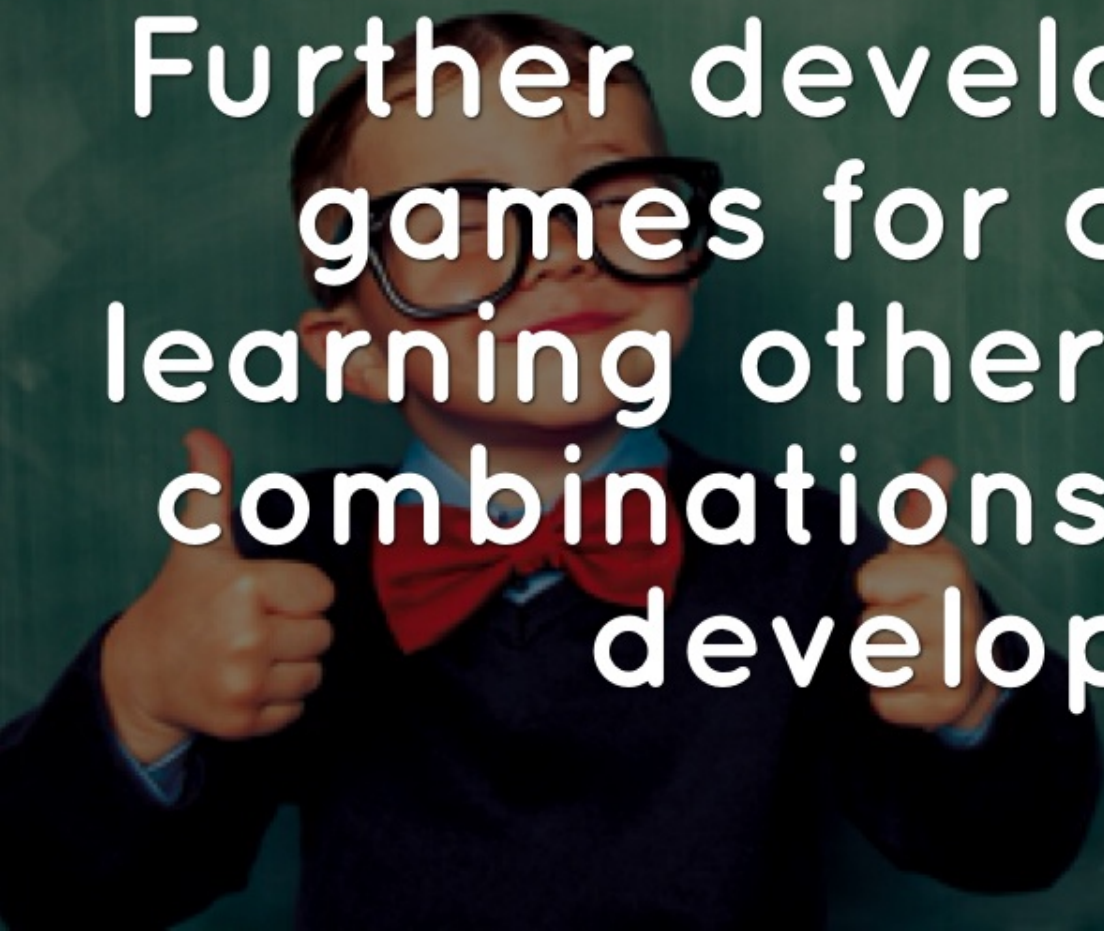
Schedule	Easy to create by combining pre-existing toys (~ 6 months)
Budget	Estimated cost per playset (<\$30)
Payoffs	Sets can easily be sold for \$40-\$50, and would appeal to a large market (over 17 million individuals)

CONCLUSION:

The game has the potential to help a large population of bilingual speakers learn two languages

EXPANSION

Further development of
games for children
learning other language
combinations could be
developed



Two white plastic Star Wars Stormtrooper figures are shown against a dark background. They are holding a red lightsaber together, with the blade pointing upwards. The figure on the left is slightly behind the one on the right. Both figures have blue ventilation grilles on their helmets and black visors.

Q & A

THANK YOU!