



# GIGGLES

## A TOY-CONSIGNMENT APP

Planting smiles, growing giggles and  
harvesting love

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

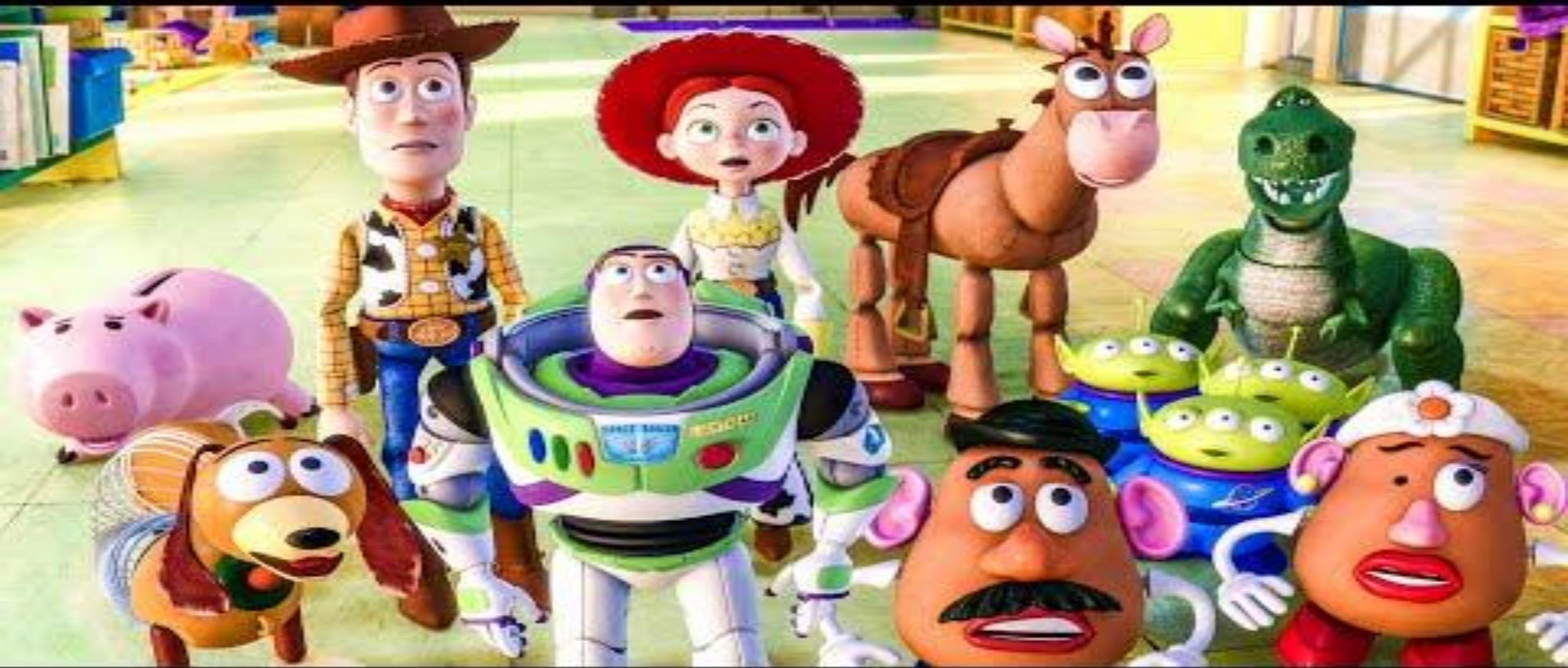
Marie Kondo tells us that 'the best way to choose what to keep and what to throw away is to take each item in one's hand and ask: "Does this spark joy?" If it does, keep it. If not, dispose of it.'



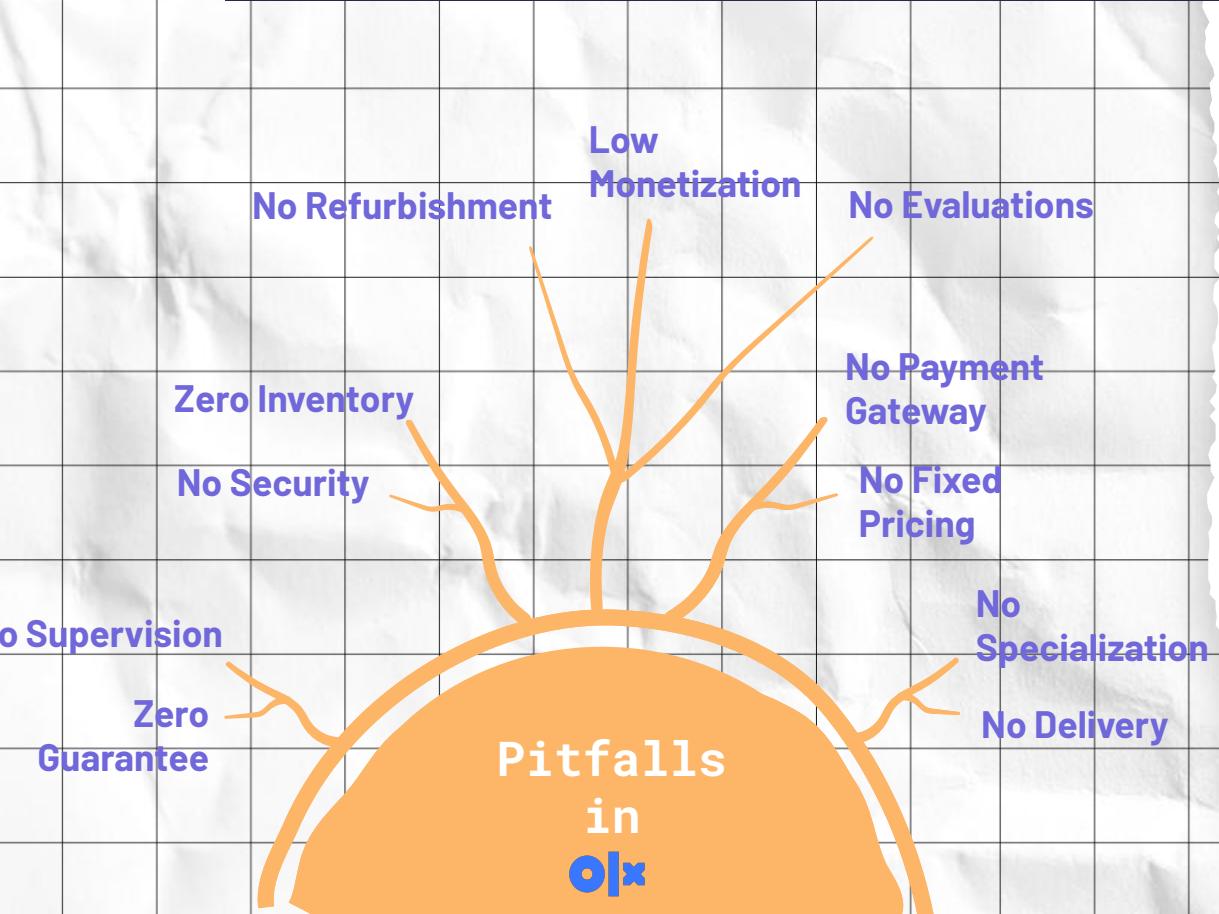


**334,000,000**

BUT WITH MORE THAN 330 MILLION TONNES OF TOYS BEING SENT TO LANDFILLS IN INDIA 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



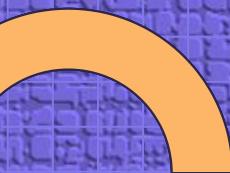
## Increasing Prices

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



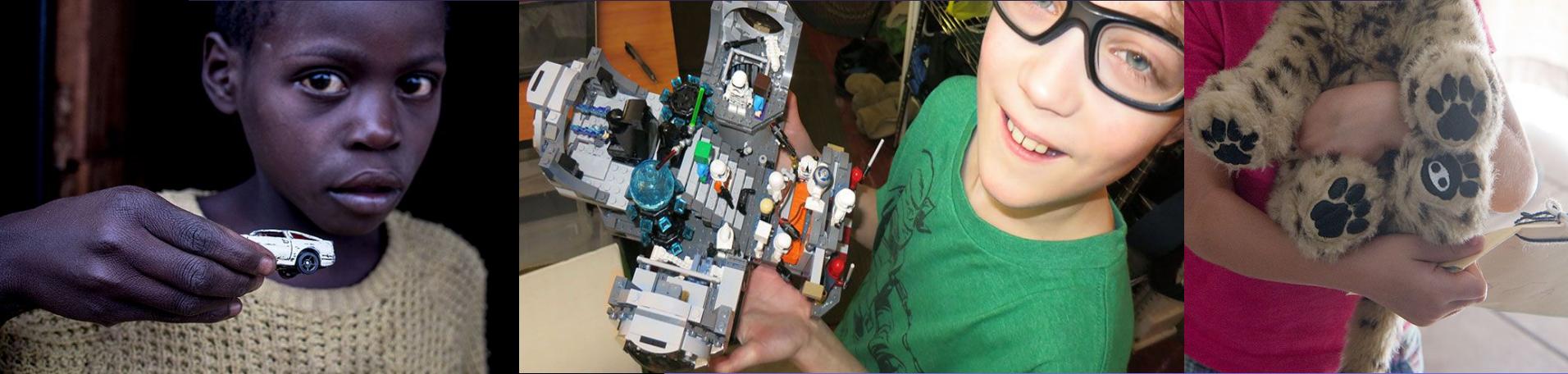
## Wastage

Increasing number of toys cause substantial damage to our environment





## BRIDGING THE CHILDHOOD CAPITALISM



**Samantha Sharma**

<b>Age</b>	33 years old
<b>Gender</b>	Female
<b>Studies</b>	Fine Arts
<b>Job</b>	Photographer
<b>Salary</b>	₹60K - ₹75K
<b>Location</b>	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

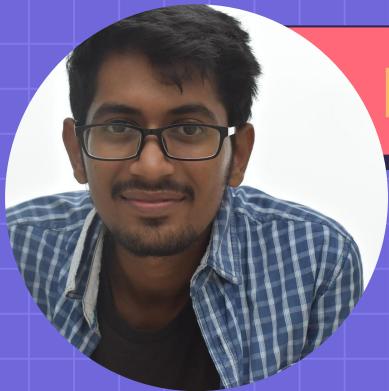
## Frustrations

- 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



**Sahul Mishra**

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

# 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."

## 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

"Buying second hand saves me loads of money."

## 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."

The background of the image is a vibrant, abstract illustration of a child's room. Two children are visible: one sitting on a bed in the background and another kneeling on the floor in the center, surrounded by a chaotic pile of colorful toys, books, and household items. The room features white walls, a blue door, and shelves filled with books and toys.

# CURTAIL WASTE THROUGH CIRCULARITY AND REDUCING PARENTAL PRESSURE

# What is Giggles?

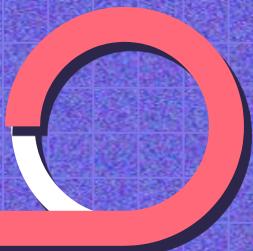
Giggles is an expanding and **vibrant online market** where people can not only buy *preloved toys* but sell their unused toys at excellent value.

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 products, and also products made from sustainable materials.



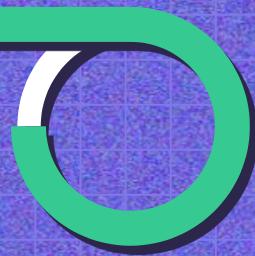
By enabling kids to earn, save, spend on their toys, and get rewarded for good behavior, giggles aim to teach the value of hard-working and introduce kids to financial literacy at an early age while building good habits that sustain them over their lifetime.



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.



There is a big difference between the toys rich people buy and the toys poor people buy, and giggles aims to reduce the economic divide created by the toy industry 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 community of live help 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

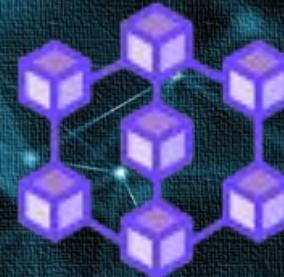
By enabling them to earn, save, spend on their toys, kids will learn crucial money management skills as part of their daily habits.

### Inculcating Good Habits

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

WEB 3.0

BLOCKCHAIN



SOLIDITY

A blurred photograph of a toy store aisle. The shelves are filled with various plush toys, including yellow Pikachu-like creatures, white Domo figures, and other colorful stuffed animals. The shelves are made of wood and have red metal brackets.

# MARKET ASSESSMENT

# Reuse and Sharing

Pivotal to prevent countless toys from becoming waste

01

One of the motivations behind the LEGO® Replay initiative.

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

02

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

03

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

04

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.



# 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

Rent toys instead of  
buying new ones



## 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.



# SERVICE BREAKDOWN

# USER FLOW



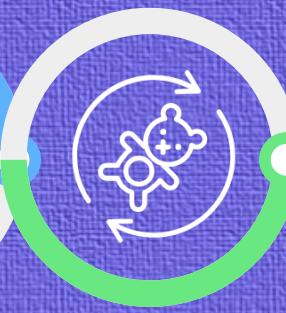
## GIGGLES

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

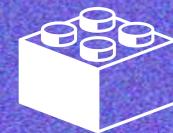
Any user can buy the listed toys using money or in-app currency.  
Once sold, in-app currency will be issued to the previous owner



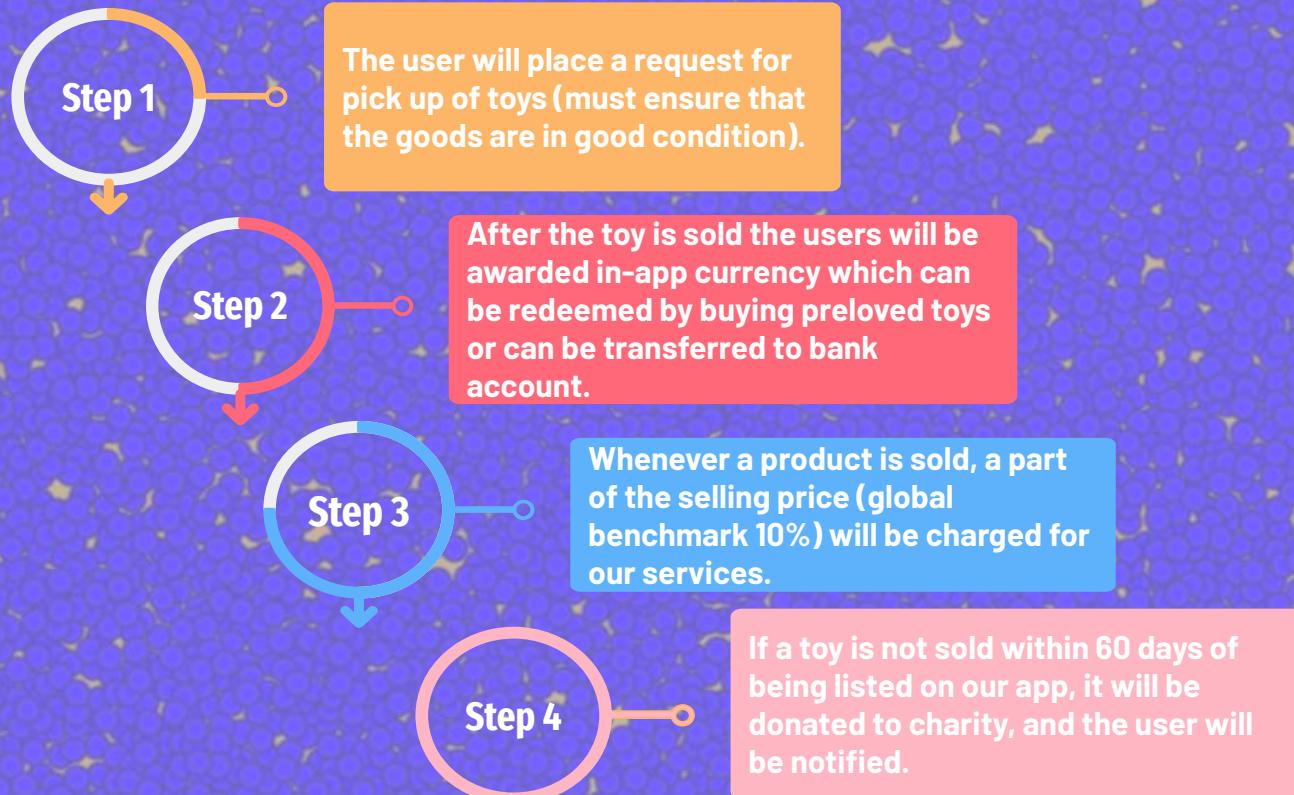
# What are the things the user can sell/buy?

## Medium to Higher-end / Standard toys

- Branded toys** like hot wheels, lego, disney, barbies, 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 and puzzle sets
- Remote controlled vehicles** - more skilled personnel required to quality check and refurbish - more cut for us in reselling it.
- Total minimum toy value = **1000 Rs**



# How does the Selling 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)



# BUSINESS PLAN



# BUSINESS MODEL - OVERVIEW



## 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

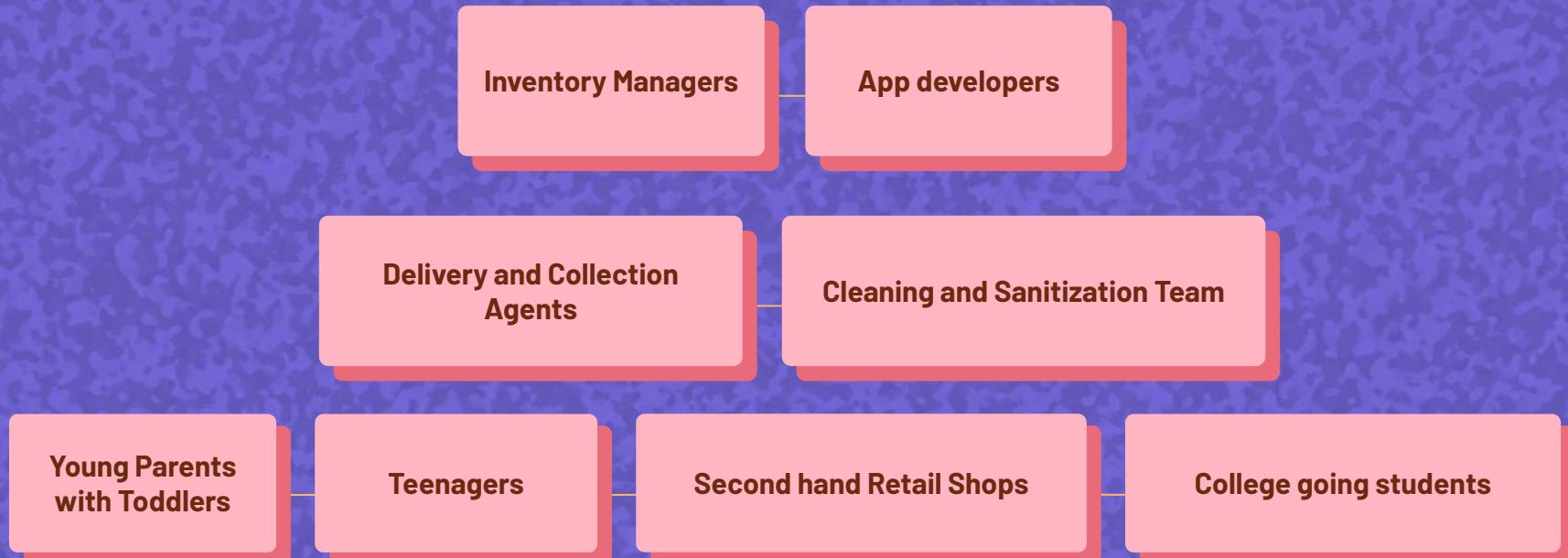
## Cost Structure

- 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

# 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

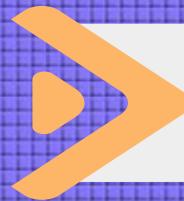
The collections will be free such  
that people do not have a barrier  
to sell their toy

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

# TERMS OF USAGE



We aim to provide our customers with best products and services. For this we will accept products only in good or excellent condition.

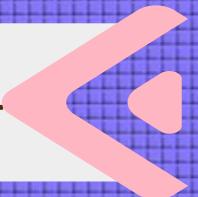
We won't accept toys of less than a minimum value to ensure sustainability



Our app will be restricted to branded and expensive toys to make the evaluation of costs easier.



The listed items on our app will be the seller's property, however, with a bond that if it sells on our app, we will be taking a 10% service fee.



# 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

# Financials



**Valuation of Giggles: INR 13.54 Crores**

## Key Assumptions:

- ❑ Target market size of 1.16 Bn that consists of high-end toy market compatible with internet shopping
- ❑ An average market growth of 13% is anticipated in the initial which later comes down to 7%
- ❑ In 2022, a market penetration of 2% is assumed which steadily grows to 30% by 2032
- ❑ Warehousing cost of INR 15,000 per month per warehouse is assumed in the initial years
- ❑ Of the total revenue, a marketing cost of 80% is assumed initially which steadily reduces to 10% by 2032

Revenue & Cost projections in INR Cr.



**Ask: INR 1.3 Cr for 10% equity**

# 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.

# 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

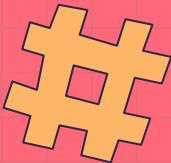
- ❑ Soven Parker

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

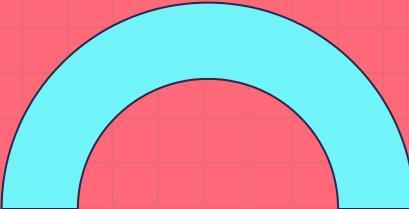
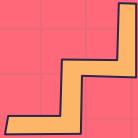
- ❑ Sarfraz Arshad

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!

# CUSTOMERS



## Exchangers ■

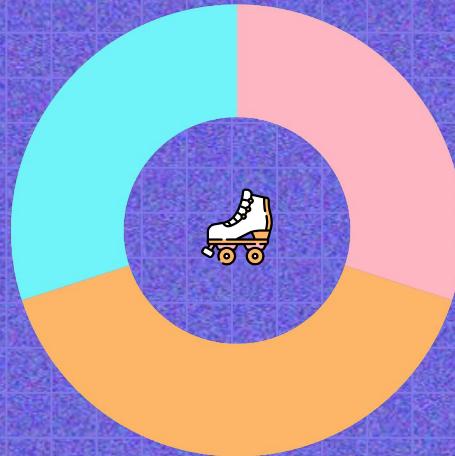
Users who want to sell their used toys in exchange of other preloved toys

## Sellers ■

Users who want to sell their used toys in exchange for money

## Buyers ■

Users who want to buy preloved toys at excellent prices



■ 30%

■ 40%

■ 30%

# SWOT ANALYSIS



**S**

**W**

**O**

**T**

## Strengths

- Unique business model
- Easy availability of products with quality assurance
- Rich ads with beautiful images

## Weaknesses

- Competition from offline market
- Technology oriented
- Fake requests for toy pickup

## Opportunities

- Expansion to other categories
- Toy donation to NGOs
- Increase in offline channel to advertise

## Threats

- Offline stores like Big Bazaar
- Classified ad services like Olx & Quikr

# 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

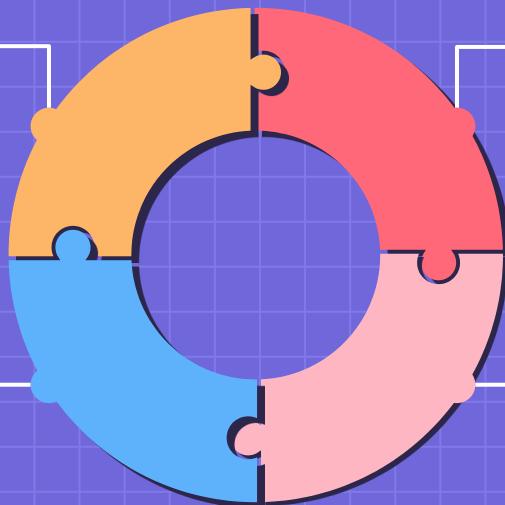
Buyers will buy **quality assured preloved toys** listed by us

## 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



- Inventory based Model
- Inflow of items from the Sellers
- Need to have something in the inventory for each category in the beginning for traction.

- Money inflow from the 10% cut which we will get after the product listed in our app will be sold to a buyer
- This will be our primary source of revenue used to sustain the business.

- The user will be engaged in the process of toy exchange even after the toy sale
- We will first issue them the in-app currency with which they can easily make a purchase for another toy
- Sellers will become buyer after a sale.

- The user will also have an option to bail out by transferring in-app currency to bank account or redeem them for amazon gift cards.
- For the ones who would want to get rid of their toys and not engage in the cycle of toy exchanging.

# SERVICE BLUEPRINT



Visible Actions

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