

ID CARD

• COURSE

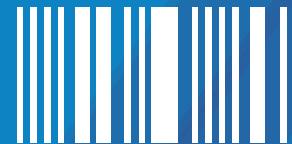
SoE

• TRACK

Edu-Tech and
Sustainability

• ROLL NO.

2021352



Giggles

A TOY-CONSIGNMENT APP

Planting Smiles, Growing Giggles,
and Harvesting Love





THE PEOPLE BEHIND IT



Shivam Dwivedi

**"Marketing Guy Who Understands A
Little Bit of Everything"
The Man Behind Giggles**

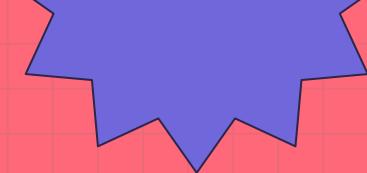
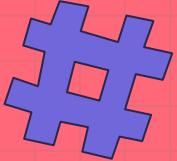
B.Tech 2025
Computer Science + Design
IIIT DELHI

Lead and Chief Marketing Officer - ECell, IIITD
Organiser / Volunteer - Harvard's HPAIR conf.

THE WORLD'S SO SAD

- # Mass Illiteracy
- # Unemployment
- # Systematic oppression
- # War
- # Genocide
- # Racism
- # Sexism
- # Income inequality
- # Homelessness
- # Food wastage
- # Climate change
- # People are seeking moral wisdom from Katy Perry's lyrics
- # Companies are capitalizing on the most animalistic impulses of the public





@dwivedijishivam PRESENTS

GIGGLES

A TOY-CONSIGNMENT APP

Planting smiles, growing giggles, and
harvesting love



GIGGLES

A FEW EYE-OPENERS ABOUT TOYS

CREATING INDIA'S TOY STORY

Indian Toys Industry is estimated to be \$1.5 bn making up 0.5% of global market share. The toys industry in India has the potential to grow to \$2-3 bn by 2024. The Indian toy industry is only 0.5% of the global industry size indicating a large potential growth opportunity. The domestic toy demand is forecasted to grow at 10-15% against the global average of 5%.

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.





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

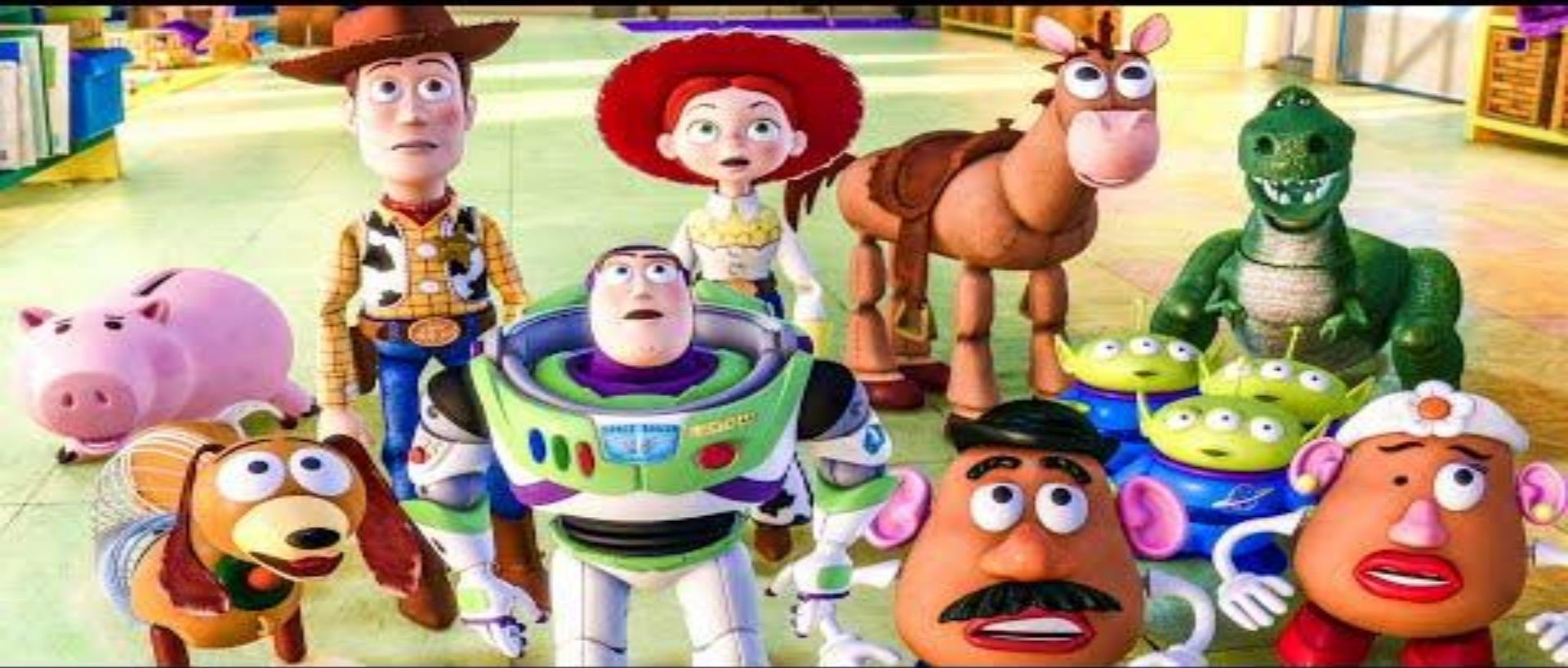
Marie Kondo tells us that 'the best way to choose what to keep and what to throw away is to take each item in one's hand and ask: "Does this spark joy?" If it does, keep it. If not, dispose of it.'



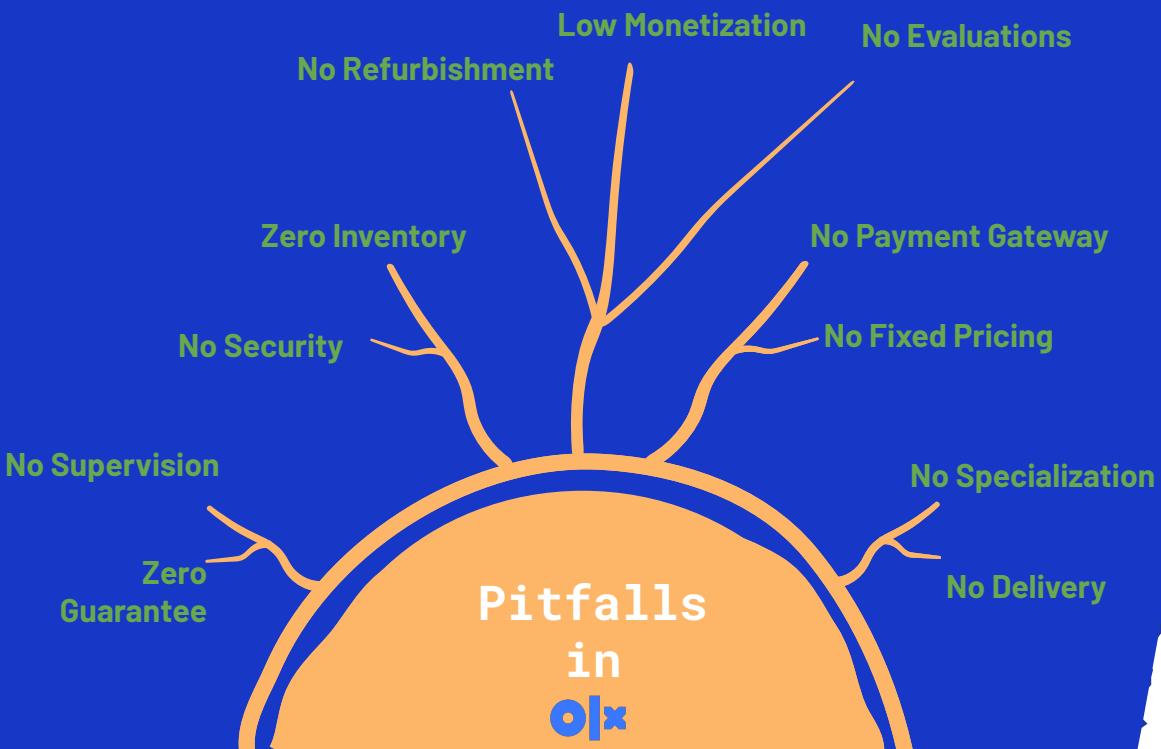


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BUT WITH MORE THAN TWO BILLION TONNES OF WASTE BEING SENT TO LANDFILLS BY HOUSEHOLDS ANNUALLY, HOW WE DISPOSE OF THE THINGS WE ONCE LOVED IS OF UTMOST IMPORTANCE.



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



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

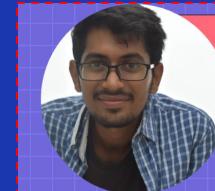
- Spending time with family
- Being outdoors
- Being Prepared
- Wants to do everything for her daughter

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



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?

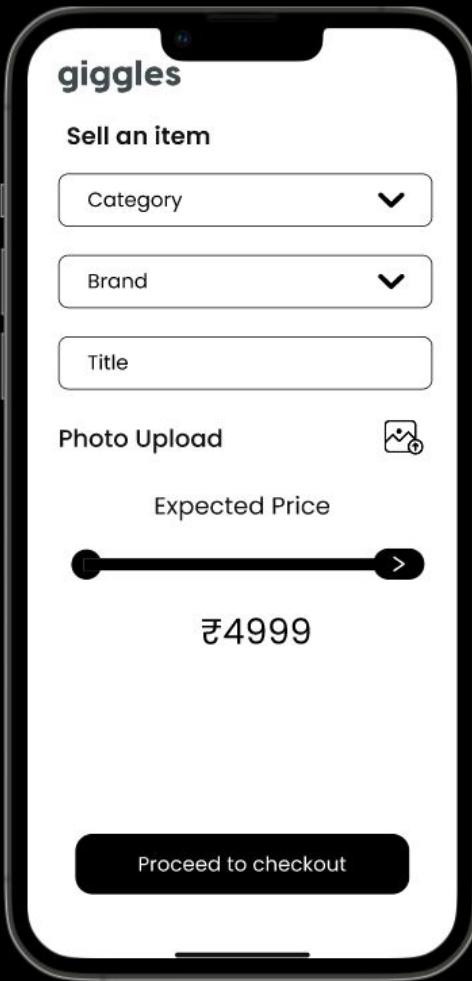
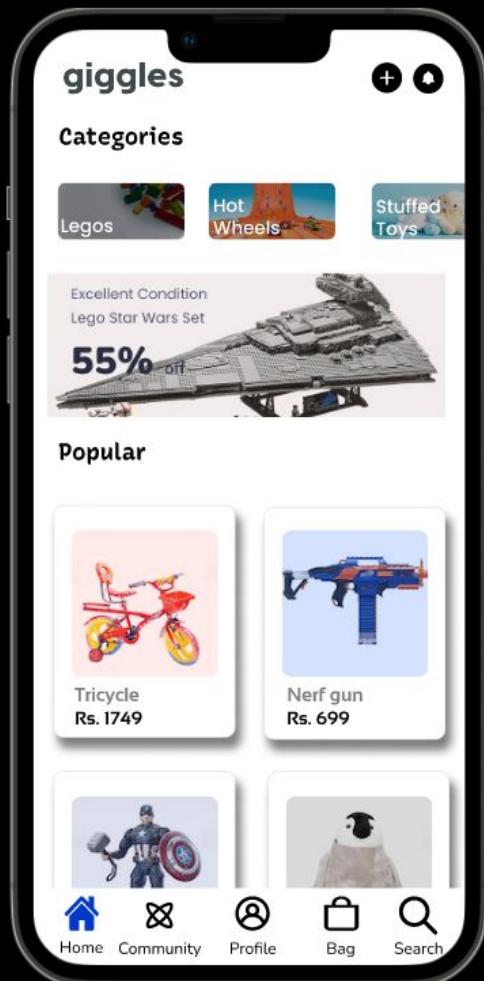


GIGGLES

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.



Categories
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

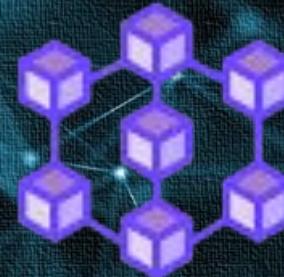
By rewarding good behavior kids will learn the value of hard-work, while building good lifelong habits.

MISSION

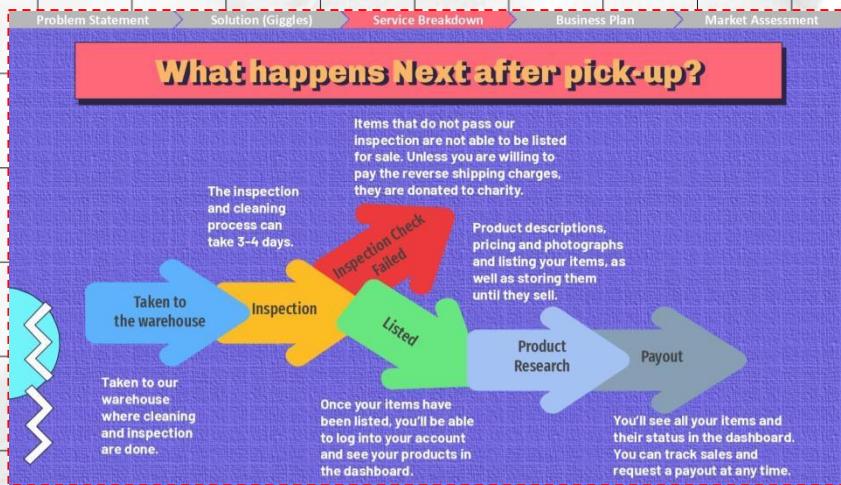
1. Giggles strive to reduce the impact of plastic waste with a selection of excellent condition toys and kid's gear.
2. By enabling kids to earn, save, spend on their toys, and get rewarded for good behavior, giggles aim to teach the value of hard-working and introduce kids to financial literacy at an 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.

WEB 3.0

BLOCKCHAIN



SOLIDITY



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

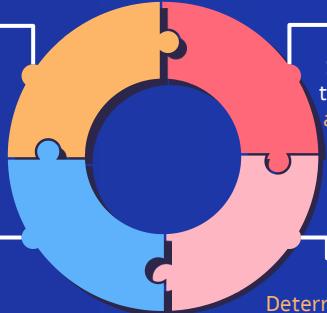
Buyers will buy quality assured preloved toys listed by us

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 - 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
- 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



Customer Segments

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

Channels

- Distribution channel with key partners
- Paid ads via social media channels

Cost Structure

- Warehousing cost for the toys
- Transportation costs for the toys
- Initial inventory cost
- Other operating costs such as app development, human resources, marketing, etc.

Revenue Streams

- Money inflow from the 10-15% cut which we will get after the product listed on our app will be sold to a buyer

BUSINESS MODEL CANVAS



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 80% of these sales stream from online channels (parallel to data obtained from Hamleys). Leading to an available market size of 31.46 Mn

**Forecasted Market growth (CAGR) -
12.66%**



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

Sources: Toys that pollute the environment – Kindora | Toys & Games – India Statista Market Forecast | The Toys Market in India: Industry Trends, Share, Size. (globenewswire.com)

COMPETITOR ANALYSIS



Classified ads portal
Unassured buying and selling



Big Bazaar
Get coupons in exchange of toys in bulk



Toy Rental Services



Scrap/Junk Dealers

Renting toys instead of buying new ones

Selling their toys as scrap to local dealers

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.

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

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.



PEOPLE I TALKED TO



❑ **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.





How are toys related to education?



Why Educational Toys Are Important to a Child's Development

In [Educational](#) by Educational Playcare / November 29, 2018 / [Leave a Comment](#)

How Legos and blocks help make your child smarter

CTY researcher looks at spatial skills learned through play

[Parent's Academy](#) > [Developmental Milestones](#) > [Child Development](#) > Why Toys are Important for Child Development

Why Toys are Important for Child Development

THE BENEFITS OF TOYS IN CHILDREN'S EDUCATION AND DEVELOPMENT ARE ENDLESS.

Furthers Cognitive Development

Improves Gross and Fine Motor Skills

Fosters Imagination and Creativity

Increases Senses

Promotes Language and Communication Skills

Emotional Support and Enhanced Empathy

The *Expanding role of **TOYS** in **EDUCATION** and **PARENTING***

Educational Toys as a Growth Driver

Play and toys have always acted as a catalyst to get children excited to learn, engage, and participate. Educational toys are important as they can help increase IQ and motor control, develop social and emotional intelligence, better concentration, and enhance creativity and other soft skills. Even before COVID, parents showed increasing interest in educational toys. This year, they are emerging as a life-saver to parents who feel overwhelmed and unqualified to properly ensure the quality of at-home education and balance school time with play time.

From “Toy-Makers” To “Edu-Tainment Providers”

In addition, toy brands should also try to educate the parents about the benefits of educational toys. Although kids strongly influence what kind of toys they get, it is ultimately up to the parents to make the purchase. Therefore, it is essential to clearly communicate to parents via packaging and brand messaging what kids can learn by playing with your products and why their kids need to learn those skills or knowledge.

And many more...



GIGGLES



Thanks for your attention!