

SOCIAL ENTREPRENEURSHIP – IDEA (V1)**Student Name:** Shivam Dwivedi**Year:** 2023**Idea Title:** Giggles**Product / Service / Real / Virtual / Other** - Service, Real and Virtual

Description – 100 words

At Giggles, we believe that every child deserves to have access to quality toys that encourage imagination and creativity, without putting a strain on their parents' wallets or the environment. Giggles aims to solve three main problems: boredom, increasing prices, and wastage, while bridging the early childhood capitalism and economic divide created by toys. Giggles aims to prevent toys from becoming waste and build a better planet for future generations. The platform employs a circular economy model, reducing clutter and curbing waste, and addressing the issues of increasing toy prices and environmental harm. By building an online marketplace, Giggles enables people to sell their unused toys and buy preloved toys at excellent value, preventing them from becoming waste.

What social problem does it solve? 50 words. Please include which SDG it best fits in.

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. We aim 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. We also believe that every child deserves to have access to quality toys that encourage imagination and creativity, without putting a strain on their parents' wallets or the environment.

SDGs -> 4 - Quality Education; 13 - Climate Action

Target Segment – Who will benefit from your idea and Who will be the customer for your product

The target segment for Giggles is parents, caregivers, and anyone who has unused or preloved toys to sell. Additionally, our product will benefit families who are looking to buy quality toys at a more affordable price, while also contributing to reducing waste and promoting sustainability. Our focus is on early childhood, which includes babies and kids up to the age of 14. We aim to bridge the economic divide created by toys and provide access to educational and developmental toys to all children, regardless of their socioeconomic background.

USP for Target Segment – Why will they buy it

The Unique Selling Proposition (USP) of Giggles for its target segment is that it provides an affordable and sustainable solution to their toy needs. Parents and caretakers can buy pre-loved toys at a fraction of the original price and also sell their unused toys to earn some extra money while reducing waste. By providing a platform for circularity, Giggles addresses the concerns of increasing toy prices, wastage, and environmental impact. Additionally, Giggles also caters to parents who want to buy educational toys for their children but usually come at a premium cost. Therefore, Giggles not only provides an affordable solution but also promotes education and learning through its selection of toys. Overall, Giggles' USP for its target segment is the combination of affordability, sustainability, and education.
