

1)

Good Morning. Thank you for coming. We are all here today to understand what I have done over the past 4 months in this wonderful Social Entrepreneurship Course, to understand what Giggles is and what we are doing with it !

2)

We are all about that wonderful idea, but the people behind it are important. So here's something to start with.

3)

The world has so many different problems, people.

Twelve percent of the world's population does not have access to clean drinking water. There's pain, war, genocide, racism, sexism, income inequality, social disparity, the other stuff.

And we can't solve everything, be everywhere, all at once. We can't provide food, clothing, and a home to live in to everyone.

4)

So then... now that we understand the context, now that we realize how unfunny the world is... let's do this again with a different perspective. Here is Giggles take on taking away some of the world's sadness from the very foundation.

5)

Now, here are some eye-openers, or shall I call them fundamental truths about toys? Let me break it down for you, one by one.

A baby is born; another one. Another, aww, she's so cute.

Every two seconds, a baby is born in India. What is the first thing that comes to mind when we think of babies and kids? Toys, strollers, cribs, prams, teddy bears, tricycles, right?

The large market size is the primary reason the Indian Toy Industry is so enormous. Let me explain this with an example.

6)

Have you noticed something in recent years? Hamleys® Toy Stores are opening up in every other mall. Why wouldn't they? The toy industry is worth about 100 billion dollars in 2021 and growing. And the rate at which new toys are coming into the market; I mean, seriously, there should be a new show called Keeping Up With the Toys.

7)

In her book, *The Life-Changing Magic of Tidying Up*, 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.

9)

Now, we have all seen *Toy Story*; some of us have seen it more times than we care to admit. What do you think its genre is? Family, Comedy, Adventure, Drama? What if I tell you it's a horror movie? Let's see.

\*Play video\*

(After 5 seconds)

Not unlike Andy, when I moved to college last year, I had to reconsider the destiny of my toys too, and what did I do, nothing. Finally, my mom put them all up in a nice garbage bag and threw them away.

Let's analyze what went wrong in this situation.

- First, my perfectly good toys ended up as waste and caused harm to the environment when they could have been reused.
- Second, I could have gained a few extra bucks for my toys.
- Third, my toys could have brought a smile to some kids' faces.

10)

The question you may ask is, why didn't I sell them on Olx? Because literally, I had ten plus toys, you could take my word for it; I had a very playful childhood. Clicking pictures, writing descriptions, market research, pricing, price negotiation, messaging, and all that is too much work. I digress.

11)

These are the three primary problems we intend to solve at Giggles.

Boredom. Check.

Increasing Prices. You don't have to worry about that.

Wastage. Check.

And there's another reason very close to our hearts. We want to bridge the early childhood capitalism and economic divide created by toys.

12)

These are some notable quotes from our field study. Monica says I want to buy educational toys for my son, but they usually come at a premium cost. With the help of giggles, you will, Monica, and you'll also be saving the environment.

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Let's talk about the solution now. REDUCE CLUTTER AND CURTAIL WASTE THROUGH CIRCULARITY. OR THE REUSE AND SHARING MODEL.

Similar motivations have seen a number of startup businesses in the US and France. It was the idea behind rejuoe that has been reselling used toys from 2012 so far, saving 300 tonnes of toys from Landfills. And in India, we already have a sharing economy; we just need to mainstream the circular economy model for toys because it is the future we must embrace.

What is Giggles ?

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

We aim to build a better planet for future generations by creating the best online kids thrift store with thousands of items on consignment for babies and kids, and thus preventing toys from becoming waste.

14)

You're not picturing this. All right. Let's take a quick walkthrough of our app.

-----App walkthrough on Xcode-----

Coming to the homepage, we have made use of a minimalist theme and user-friendly UI. The toys will be divided into various categories to enable circularity like never before.

Let's talk about how our service works and how we address the pitfalls in Olx we discussed earlier.

What does the seller have to do? Basically, NOTHING. He just has to create a pick-up request, and then our team will do everything from listing it on our site, to photographing the item, sanitation, shipping, you name it.

In exchange for all these services, we will be taking a cut to sustain and grow the business.

The benefit is that it bypasses the raw C2C interaction that results in users indulging in the unnecessary hassle of interacting and negotiating with potential buyers and being prone to scammers. The seller gets to save valuable time and inconvenience of transferring the toy to the buyer.

And what if the buyer doesn't get the product he expected?

Using giggles, he can be assured that the product he receives has gone through rigorous quality checks and is exactly what it seems. Even if he doesn't like the product, there's a seven-day return period. The seller will only receive the payment after the return period is complete.

15)

And that's not all; giggles will have a number of Unique selling points. Parents will have an option to book playdates.

And we know when it comes to keeping themselves entertained, Millennials spend plenty of time on social media, and it's a universal reality that parents love to show chaotic pics of their kids to everyone. Inspired by these real-life events, we have a dedicated community page on our app that aims to allow every parent to easily share their parenting tips and post pictures of their kids. In the process, it dramatically brings the parenting community close together.

We aim to inculcate good habits among children by rewarding good behavior and teaching financial literacy at a young age.

16)

But as Uncle Ben said, with great power comes great responsibility; So, as icing on the cake, we are also protecting the customer data using Solidity by saving it on a decentralized network and taking advantage of the new and upcoming web 3.0!

17 - 23 ) Slides Shuffling and Personal Anecdote in Hindi

24)

There's just one more mystery left to solve. Why did we talk about all of the world's problems. Why did we do that? We can't solve everything. It is because we can't (pointing at us). But we can (pointing at audience). So be brave, be humble, be bold, be sensitive, be badass. That's it from our side. We hope you liked our product. Thank you.