

THEORY OF CHANGE

Student Name: Shivam Dwivedi

Idea Title: Giggles

What is Theory Of Change (ToC) ?

The Theory of Change (ToC) is a comprehensive and systematic approach to create a roadmap for social entrepreneurs to achieve their desired social impact. The ToC approach focuses on identifying the root causes of social issues, developing a theory to address them, and designing and implementing activities that will result in the intended outcomes.

Theory Of Change (ToC) : An Introduction

Giggles is a social entrepreneurship Idea that aims to reduce waste and curtail the high prices of toys while bridging the economic divide in early childhood education.

We believe that there are several fundamental problems in the world that need solving, such as poverty, war, genocide, and social disparity, among others. Giggles aims to solve some of these problems by addressing one of the root causes of waste and environmental degradation caused by toys, as well as bridging the gap between early childhood capitalism and the economic divide created by toys. This report aims to provide a theory of change for Giggles by identifying its long-term goals, backward mapping, identifying basic assumptions, identifying interventions, developing indicators, and writing a narrative to explain the logic of the initiative.

Vision and Goal

The vision and goal of Giggles are to reduce waste and curtail the high prices of toys while bridging the economic divide in early childhood education.

Identifying the Long-Term Goals

Giggles, long-term goals are to reduce the environmental impact of toys, promote circularity, and bridge the economic divide created by toys by providing affordable access to pre-loved toys. The ultimate outcome of Giggles is to create a better planet for future generations by reducing waste and curbing the economic divide created by toys through circularity.

Identifying the Intermediate Outcomes

The intermediate outcomes of Giggles are:

- Increase the availability of affordable and quality toys for all children.
- Reduce waste and promote the reuse of toys.
- Bridge the economic divide in early childhood education.
- To make preloved toys accessible and affordable for everyone

Identifying the Short-Term Outcomes

The short-term outcomes of Giggles are:

- To create an online marketplace for preloved toys.
- To incentivize people to sell their unused toys.
- To make buying preloved toys more convenient and accessible.
- To raise awareness about the environmental and economic impact of toys.
- To create a special community among parents.

Backward Mapping and Connecting Preconditions:

To achieve its long-term goals, Giggles needs to address several preconditions or requirements necessary to achieve those goals. The first precondition is to create a platform that is easy to use, secure, and accessible to people across India. Giggles needs to develop a user-friendly and secure platform that can be accessed by people across the country, regardless of their location or socio-economic status.

The second precondition is to develop a network of sellers who can provide pre-loved and unused toys of high quality. To do this, Giggles needs to develop relationships with individuals, institutions, and businesses that are willing to sell their pre-loved toys on the platform. Giggles needs to ensure that the toys are of high quality, safe, and in good condition to build trust with the buyers.

The third precondition is to develop a network of buyers who are willing to buy pre-loved and unused toys. To achieve this, Giggles needs to create awareness about the benefits of buying pre-loved and unused toys, such as affordability, reducing waste, and promoting

circularity. Giggles needs to build trust with buyers by ensuring that the toys are of high quality, safe, and in good condition.

The fourth precondition is to develop a system for quality control, logistics, and payments. Giggles needs to develop a robust system for quality control, logistics, and payments to ensure that the toys are of high quality, safe, and in good condition, delivered on time, and payments are processed securely.

Identifying Basic Assumptions About the Context

Giggles's basic assumptions about the context are that there is a significant market for cheaper toys, especially educational ones, and people are willing to buy and sell them online. Giggles assumes that people are concerned about the environment and are willing to take steps to reduce waste and promote circularity. Giggles also assumes that there is a need to bridge the economic divide created by toys and provide affordable access to high-quality toys for all children.

Identifying Interventions

Giggles' interventions include developing a user-friendly and secure platform that can be accessed by people across India. The platform will allow sellers to upload information about the toys they want to sell, including pictures, descriptions, and prices. Buyers can browse the platform, select the toys they want to buy, make payments, and have the toys delivered to their doorstep.

The initiative is based on the belief that every toy has a purpose and should be used to its full potential, rather than being discarded and ending up in landfills.

The key intervention that Giggles will perform is the creation of an online marketplace where people can not only buy preloved toys but also sell their unused toys at excellent value. By providing a platform for people to exchange their toys, Giggles is creating a community of like-minded individuals who believe in reducing waste and promoting sustainability.

Giggles also intends to bridge the early childhood capitalism and economic divide created by toys by making educational and fun toys accessible to all children, regardless of their socio-economic background. By introducing the concept of circularity and affordability,

Giggles is creating a win-win situation for everyone involved - the buyers, the sellers, and the environment.

Developing indicators to measure the outcomes to assess the performance of the Initiative

- The number of toys sold and bought through the platform
- The reduction in wastage and landfill waste as a result of Giggles' intervention
- The percentage of the Indian toy market that Giggles captures
- The percentage of sellers and buyers who are satisfied with their experience on the platform
- The number of children who have access to educational and fun toys as a result of Giggles' intervention
- The number of people who are made aware of the importance of circularity and sustainability in the toy market through Giggles' marketing efforts.

Key Risks and Mitigations

Key Risks -

- **Limited Demand:** There is a possibility that the demand for pre-loved toys may not be high enough to sustain the business.
- **Low Margins:** The margins on the sale of pre-loved toys may be low, which may make it challenging to cover operating costs.
- **Quality of Products:** The quality of pre-loved toys may vary, and there is a risk that some products may be damaged or unsafe.
- **Competition:** There may be competition from other online marketplaces or thrift stores.

Mitigations -

- **Market Research:** Conducting thorough market research to identify the demand for pre-loved toys and the potential target audience can help mitigate the risk of limited demand.
- **Pricing Strategy:** Developing a pricing strategy that takes into account the cost of acquiring the toys, refurbishing them (if necessary), and selling them can help mitigate the risk of low margins.

- **Quality Control:** Implementing strict quality control measures to ensure that all toys sold on the platform meet safety standards can help mitigate the risk of selling damaged or unsafe products.
- **Differentiation:** Identifying a unique selling proposition that differentiates Giggles from other online marketplaces or thrift stores can help mitigate the risk of competition. This could be achieved by focusing on a particular niche or by providing exceptional customer service.

Determining the necessary actions to achieve the Short-Term Outcomes

- **Create an online marketplace for preloved toys**

Giggles will develop an online platform where people can buy and sell preloved toys. The platform will be user-friendly, safe, and secure. It will allow sellers to upload pictures and descriptions of their toys, set prices, and communicate with buyers. It will also allow buyers to search for toys by category, age, and price.

- **Incentivize people to sell their unused toys:**

Giggles will incentivize people to sell their unused toys by offering fair prices, convenient pick-up and drop-off options, and a hassle-free selling process. The platform will also offer rewards and discounts to frequent sellers.

- **Make buying preloved toys more convenient and accessible:**

Giggles will make buying preloved toys more convenient and accessible by offering a wide range of toys at affordable prices, free delivery, and a seamless checkout process. The platform will also provide a buyer protection program and a 7-day return policy.

- **Raise awareness about the environmental and economic impact of toys:**

Giggles will raise awareness about the environmental and economic impact of toys through social media campaigns, blog posts, and educational materials. The platform will highlight the benefits of buying and selling preloved toys, such as reducing waste, saving money, and promoting sustainability.

- Create a sense of community among parents :

Giggles will create a sense of community among parents by organizing events, contests, and social media campaigns. The platform will also encourage parents to leave feedback and reviews, share their stories, and connect with each other.

- Partnering with NGOs

Partnering with local NGOs to donate toys to underprivileged children in the community.

Outcome of the activities : Achieving Short-Term Goals and Intermediate Outcomes

The activities mentioned above will help Giggles achieve its intermediate outcomes, which, in turn, will contribute to the long-term outcome of a circular economy model for toys in India. By creating an online marketplace for preloved toys, Giggles will reduce the amount of waste generated by the toy industry and promote the reuse of toys. By providing affordable and quality toys, Giggles will bridge the economic divide in early childhood education. Additionally, by partnering with local NGOs, Giggles will ensure that underprivileged children have access to educational toys.

A CES (Context, Enterprise, Strategy) planning triangle summary for Giggles

- Context:
 - High demand for toys and baby products in India, driven by large and growing population of children.
 - Large amount of toy waste generated annually, contributing to environmental harm.
 - Potential for circular economy model for toys to reduce waste and provide affordable options for families.
- Enterprise:
 - Giggles is an online marketplace for buying and selling preloved toys and baby products.
 - Mission is to reduce waste, provide affordable options for families, and bridge the economic divide created by toys.
 - Target market is parents and families with young children, as well as individuals looking to sell unused toys.

- Strategy:
 - Build a user-friendly online platform for buying and selling preloved toys and baby products.
 - Offer competitive pricing for sellers and affordable options for buyers.
 - Partner with local charities and organizations to donate toys to children in need.
 - Conduct outreach and education on the benefits of the circular economy model for toys and the importance of reducing waste.

A Narrative behind the logic of the Initiative

The logic behind Giggles is simple yet powerful. The world has so many problems, and it is impossible to solve them all at once. However, by focusing on one issue at a time and creating a community of like-minded individuals who believe in sustainability and circularity, we can make a significant difference.

The Indian toy market is a massive industry, and with the increasing number of babies being born every year, the demand for toys is only going to grow. However, this demand also creates a significant amount of waste, with millions of toys ending up in landfills every year. This waste not only harms the environment but also leads to the loss of perfectly good toys that could have been used by other children.

Giggles aims to solve this problem by introducing the concept of circularity in the Indian toy market. By creating an online marketplace where people can buy and sell preloved toys, Giggles is promoting sustainability and reducing waste. This not only benefits the environment but also makes educational and fun toys accessible to all children, regardless of their socio-economic background.

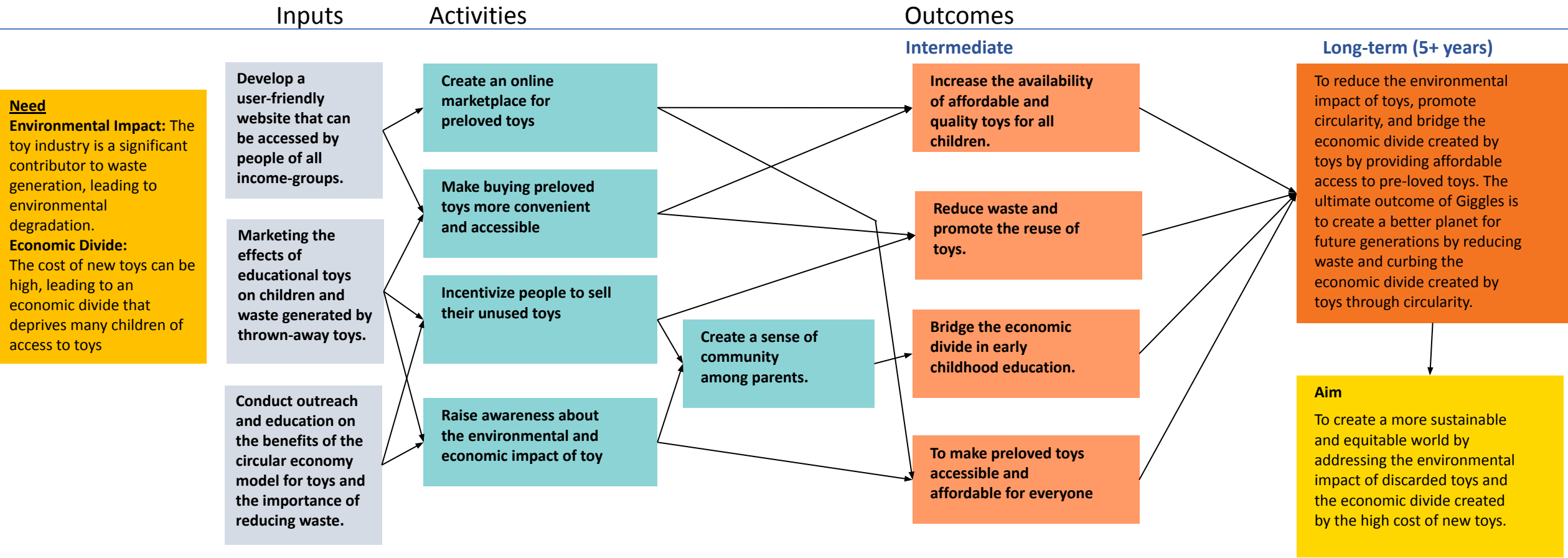
By focusing on reducing waste and promoting circularity, Giggles is creating a community of individuals who believe in creating a better planet for future generations. The initiative's success can be measured through the number of toys sold and bought through the platform, the reduction in landfill waste, the percentage of the Indian toy market captured, and the satisfaction of sellers and buyers.

In conclusion, Giggles is a powerful initiative that has the potential to make a significant impact on the Indian toy market. By promoting sustainability, reducing waste, and making educational and fun toys accessible to all children, Giggles is creating a win-win situation for everyone involved. The initiative's success will depend on the support of the community and the adoption of the circular economy model for toys.

Theory of Change : Conclusion

In conclusion, the Theory of Change that drives Giggles involves identifying the ultimate outcome of creating a better planet for future generations by reducing waste and curbing the economic divide created by toys through circularity, working backwards to determine the necessary actions to achieve that outcome, and outlining the steps required to reach each action. By creating an online marketplace for preloved toys, incentivizing people to sell their unused toys, making buying preloved toys more convenient and accessible, raising awareness about the environmental and economic impact of toys, and creating a sense of community.

Attached to Report : Theory of Change Infographic



Key Assumptions

- 1. Giggles assumes there is a significant market for cheaper toys, especially educational ones.
- 2. Giggles assumes people are willing to buy and sell toys online.
- 3. Giggles assumes people are concerned about the environment and willing to reduce waste.
- 4. Giggles assumes people are willing to promote circularity.
- 5. Giggles assumes there is a need to bridge the economic divide created by toys.
- 6. Giggles assumes there is a need to provide affordable access to high-quality toys for all children.

Risks:

Key Risks: **Limited Demand, Low Margins, Quality of Products, Competition**
Mitigations: **Market Research, Pricing Strategy, Quality Control, Differentiation**
Key risks for Giggles include limited demand, low margins, quality of products, and competition. To mitigate these risks, Giggles can conduct market research, develop a pricing strategy, implement quality control measures, and identify a unique selling proposition to differentiate themselves from competitors.