



Giggles

A TOY-CONSIGNMENT APP

Planting Smiles, Growing Giggles,
and Harvesting Love



ID CARD

- **COURSE**

SoE

- **TRACK**

Edu-Tech and
Sustainability

- **ROLL NO.**

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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.

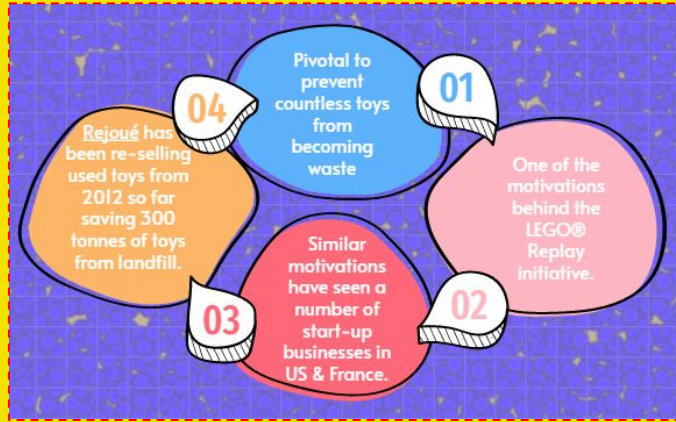
First, my perfectly good toys ended up as waste.

Second, I could have gained a few extra bucks for my toys.

Third, my toys could have brought a smile to some kids' faces.



REUSE AND SHARING



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 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.



Promoting Financial Literacy at Young Age

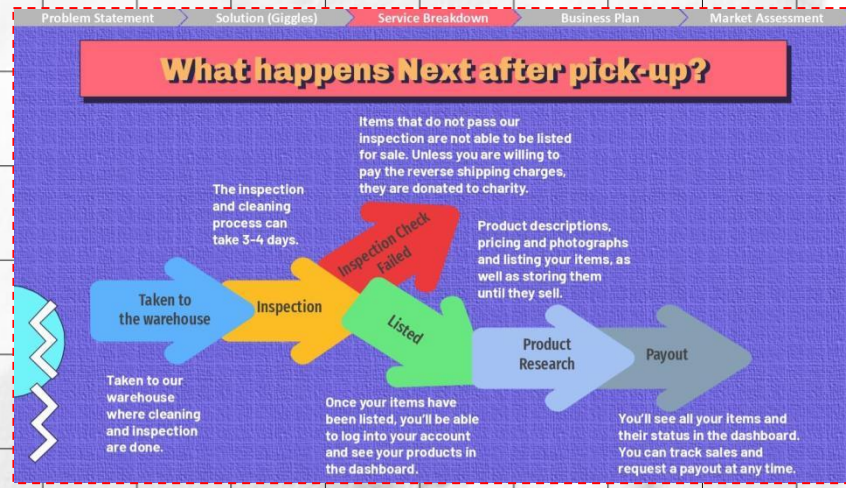
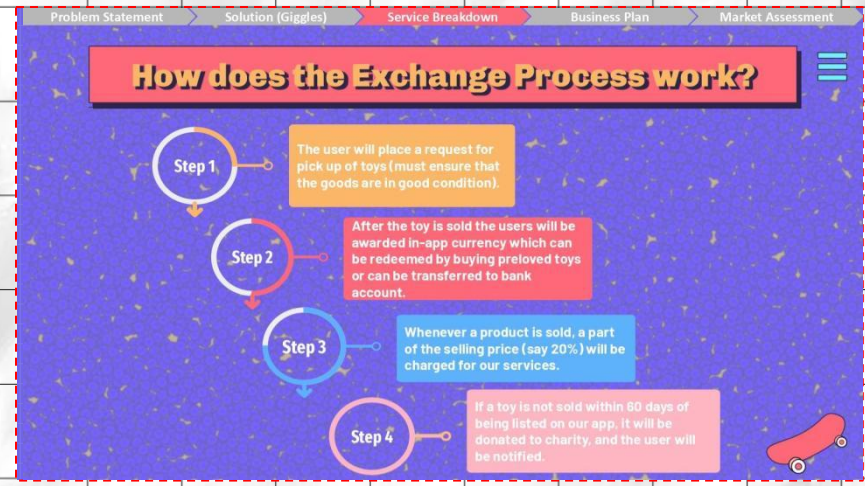
By enabling them to earn, save, and spend on their toys, kids will learn crucial money management skills as part of their daily habits.

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 MISSION 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.



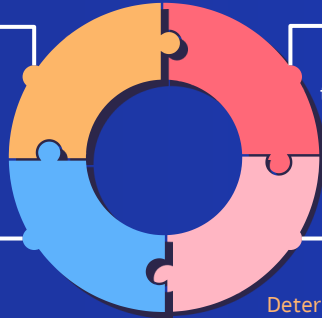
Understanding the Business Model

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

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
- 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 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](#)

COMPETITOR ANALYSIS



OLX

Classified ads portal
Unassured buying and selling



Big Bazaar

Get coupons in
exchange of toys in bulk



Toy Rental Services

Renting toys instead of
buying new ones



Scrap/Junk Dealers

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.

GIGGLES



Thanks for your attention!