



Key Partners

- Wood producers
- Designers
- Toy brands commercialising our products
- Magazines/Blogs/Websites for communication
- TV programmes in order to educate about
- Non-profit organisations fighting against plastic consumption/production, and for the children's health and wellbeing



Key Activities

- Development of eco-responsible supply chain
- Communication in order to be heard and desirable for parents and children



Key Resources

- Human Resources (designers, wood producers..)
- Intellectual Resources (intellectual property and partnerships)
- Material Resources (beach wood from France, biomaterials...)



Value Propositions

- Better quality
- Natural and non-toxic materials
- Ecologically and socially sustainable
- Design process user-centred
- Children involved in the design process
- Use of eco-friendly biomaterials (mycelium for instance)



Customer Relationships

- Advertising
- "Earned Media" strategy
- Word-of-mouth among local communities
- Online surveys & after-sale services



Channels

- Internet
- World-wide implanted toy brands
- Local stores
- Local schools



Customer Segments

- Parents or aspiring parents
- Schools
- Any other organisation that may use toys
- Immediate environment (friends, grandparents...)



Cost Structure

- Fixed costs (salary for manufacturers, rent for the office, marketing & communication, energy costs, equipment costs)
- Variable costs (salary of the artists/designers, cost of the raw material, paint costs, accessories, distribution, packaging)



Revenue Streams

- Fundraising after the first advertising phase
- First a local and limited release of toys depending on artists' and children's involvement in the design process
- Then, the production will gradually evolve to a large and global distribution



Social & Environmental Cost

- Use of wood as main material => partnership with wood producers



Social & Environmental Benefit

- Less plastic use, less chemical products released
- Children not exposed to cancerogenic and endocrine disruptors
- Gender neutral toys, local artists and craftsmen valorised