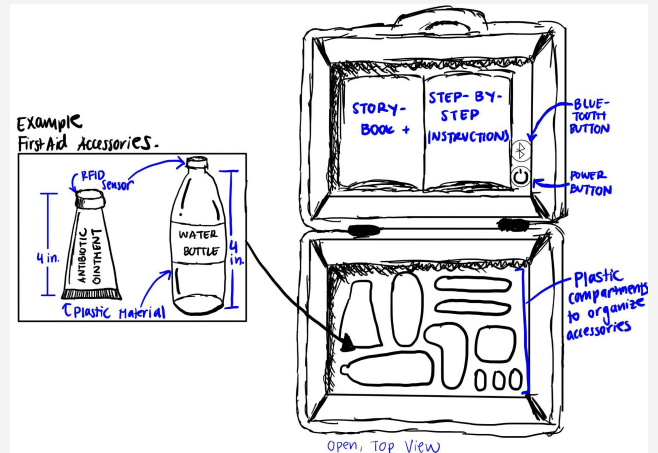
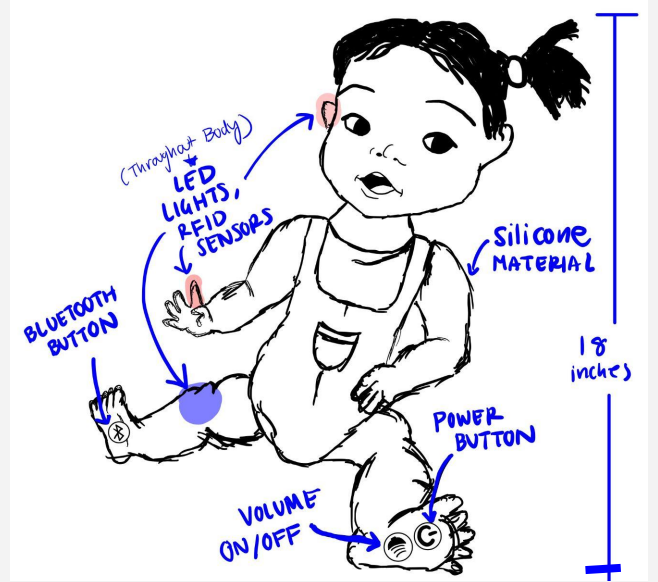


Key Benefits

- Durability for children
- Interactive learning using chip technology
- Easy to use with simple instructions
- Multi-topic general First-Aid training
- Providing both entertainment and education

A3T3 Concept Overview

This product is a bundle of a silicone interactive first aid education doll, plastic first aid accessories, and a smart storybook within a first aid kit. Designed for kids 5-7, the doll connects to the storybook to synchronize the presentation of simple and common first aid issues. LED lights in the doll will light up red or blue to indicate ailments. Using RFID technology on the doll and the first aid accessories, the doll will be able to detect if the child has applied the correct treatment.



UPDATED A3T3 Segmentation Tree

Price: \$75

2

- I. Outdoorsy
- II. Health Conscious
- III. Risk Tolerance
- IV. Parent age group
- V. Parents who work many hours
- VI. Parents owns First Aid Kits
- VII. Parents with multiple children
- VIII. Frequency of toy purchase
- IX. Parents who have adventurous children
- X. Two working parents
- XI. Parents who value physical activity

Households with Income > \$35k with at least one kid between 3-8 y.o.

8.78M HH

Parents who believe in the need of first aid training (93%)

8.17M HH

Parents who do not believe in the need of first aid training (7%)

614.6K HH



Physically Active Children (83%)

6.78M HH

Physically Inactive Children (17%)

1.39 HH



Have Purchased Educational Toys (70%)

4.75M HH





Have not purchased Educational Toys (30%)

2.03M HH



A3T3 Segmentation Grid

3

	Target Segment (Previous Purchasers of Educational Toys)	Non-Target Segment (Not Risk Averse)	Non-Target Segment (Non-College Education Parent)	Non-Target Segment (Non-Educational toys)
Segment name	"The Educators"	"Adventure Seekers"	"Entrepreneurs"	"Work Less, Play Hard"
Image of Identified target consumer				
Segment size	2.79M HH	4.33M HH	3.07M HH	1.20M HH
Demographics	Households with Income > \$35k with kids under 12 y/o	Households with Income > \$35k with kids under 12 y/o	Households with Income > \$35k with kids under 12 y/o	Households with Income > \$35k with kids under 12 y/o
Psychographics	risk averse, health conscious, emphasize kids education	high risk tolerance, adventurous	focus less on children education	health unconscious, focus less on children education
Max. retail price segment will pay	\$100.00	\$65.00	\$40.00	\$40.00

A3T3 Segmentation Grid





4

	Target Segment (Previous Purchasers of Educational Toys)	Non-Target Segment (Not Risk Averse)	Non-Target Segment (Non-College Education Parent)	Non-Target Segment (Non-Educational toys)
Key Influencers	Children, doctors, parenting magazines, other parents, experiential teaching methods	Children, peers/other parents, school system, experiential teaching methods	Children, school system, peers/other parents, experiential teaching methods	Children, school system, peers/other parents, experiential teaching methods
Key Product Attributes & Benefits Sought by Segment	First Aid training Educational Toys	Non-First Aid Related Adventurous Toys	Less focused on educational toys Child entertainment is focused	Non-educational Child entertainment rather than educational
Segment's Information Sources	Interviews <u>Pew Research</u> <u>US Bureau</u> <u>Parent's Choice Foundation</u>	<u>Pew Research</u>	<u>US Bureau</u>	<u>Parent's Choice Foundation</u>
Best Distribution Outlets to Reach Segment	Online Toy Retailers Children Educational Stores book Stores	Online Toy Retailers	Online Toy Retailers	Online Toy Retailers

A3T3 Interview Synthesis

01	Children need to learn how to properly clean wounds using band-aids, necessary additional materials if required, call 911, and seek adult help; these are all scenarios the doll will take the child through.
02	Products within the educational toy space must be high quality, easy to use and understandable; the doll is made of high quality silicone and uses visual aids for easy learning.
03	The product would be of value because children would not need to rely on the parents' time for teaching; The doll is able to tell the child if they have given the correct treatment or not through the changing LED lights.
04	Parents who are risk-averse are willing to pay \$40-50 given the product's level of complexity.
05	Product should be able to relay information simply for young children who might not be able to read, so we will incorporate many images in the storybooks.
06	The product should relay back to the user whether the appropriate steps are conducted, in other words, an interactive check system. The LED lights will act as the check system.

Full Segmentation Grid

	Target Segment	Non-Target Segment	Non-Target Segment	Non-Target Segment
Segment name	"Health and Education, First!"	"Health is Wealth"	"Indoor Safety Parents"	"The Fun Parents"
Image of Identified target consumer				
Segment size	6.76M HH	2.89M HH	1.99M HH	0.84M HH
Demographics	Households with Income > \$35k with kids under 6-11 y/o	Households with Income > \$35k with kids under 6-11 y/o	Households with Income > \$35k with kids under 6-11 y/o	Households with Income > \$35k with kids under 6-11 y/o
Psychographics	Values first aid training, with physically active children, and have purchased educational toys in the past	Values first aid training, with physically active children, and have NOT purchased educational toys in the past	Believes in the need of first aid and children are physically inactive	Do not believe in the need of first aid training
Max. retail price segment will pay	\$180.00	\$150.00	\$100.00	\$50.00

	Target Segment ("Health and Education, First!")	Non-Target Segment ("Health is Wealth")	Non-Target Segment ("Indoor Safety Parents")	Non-Target Segment ("The Fun Parents")
Key Influencers	Children, medical professionals, parenting magazines, health or educational magazines	Children, other moms, parenting magazines, health and educational magazines, TV ads	Children, other moms, parenting magazines, educational magazines	Children, other moms
Other Products Segment Buys	Toys for their children, First aid kit, Books and educational workbooks	Toys for their children, First aid kit, Outdoor equipment	First aid kit, TV, Board Games,	Entertainment based toys
Key Product Attributes & Benefits Sought by Segment	Exposure to first aid topics to limit room fear of doctors, hands on, interactivity, STEAM educational elements, high quality materials, durability	Affordable Price, Product Appearance, Innovative functions, durability	High quality materials, ease of cleaning toy, durability	Hours of entertainment, high quality materials, durability, Creativity
Segment's Information Sources	Parenting blogs, educational magazines, educators, medical professionals, peers	Educational magazines, educators, medical professionals, peers	Social Media, TV ads, medical professionals	Social Media, peers
Best Distribution Outlets to Reach Segment	Online, Toy Retailers, Children Educational Stores, Bookstores	Online, Toy Retailers	Online, Toy Retailers	Online, Toy Retailers

Summary of Research and Interviews

Online Research

- Trend: Toys gained popularity during the pandemic as parents sought screen alternatives while stuck at home
- Increased interest in educational toys with a stronger preference for tech-based solutions
- Best-selling educational toy in the U.S: ThinkFun Gravity Maze Marble Run Brain Game

Social Media Listening

- For the past 5 years, First Aid Education trends upward seasonally during December
- Social Media mentions spike during World First Aid Day on the the second Saturday of Sept each year
- Extremely Low Social Media Visibility for First Aid Educational Toys

Consumer Interviews

- Demand prevalent for first aid simulation products.
- Step-by-step guidance is essential.
- Useful and attractive.
- Simplicity is a priority.
- Stay calm while encountering first-aid scenarios a must.

Summary of Research and Interviews

Shopper Observations and Retailer Research

- Upon observation, parents filter by the best selling toys feature as children voice wanting the same toys as their peers
- Parents tended to explore online options like Amazon for its convenience
- Additional expansion exists for innovation beyond STEM in this space
- Deloitte reports that the “festive shopper segment” plans to spend 34% more on toys ([Report](#))

Industry Expert Interviews

A Pediatrician's Perspective:

- Marketed towards parents who value STEAM education or parents of children with chronic illnesses
- First Aid is not taught enough in schools and most children learn from their reference groups

A Toy Store Manager's Perspective:

- Trend of toy brands leaning towards being more gender neutral
- Referenced our 2 major competitors

Trade Organizations and Trade Shows

Health and Wellness Expo

Nov.06.2021

Mesa Convention Center, Mesa, USA

The Health and Wellness Expo is the premier venue for your health needs. A one-stop shop for the newest in topics ranging from fitness to workplace wellness to nutrition and even more. The Expo features modern tech solutions and experts who are revolutionizing the health and fitness industry. ([Link](#))



The Toy Organization

The Toy Association was founded in 1916. It is the nonprofit trade association representing and aiding all businesses who specialize in toys and youth entertainment products for kids of all ages. Our organization created North American International Toy Fair and Toy Fair Dallas to support members in reaching their goal of growing their businesses globally ([Link](#))

- Webinars
- Safety Education Program
- Smart Packaging Initiative

Corporate Social Responsibility

1

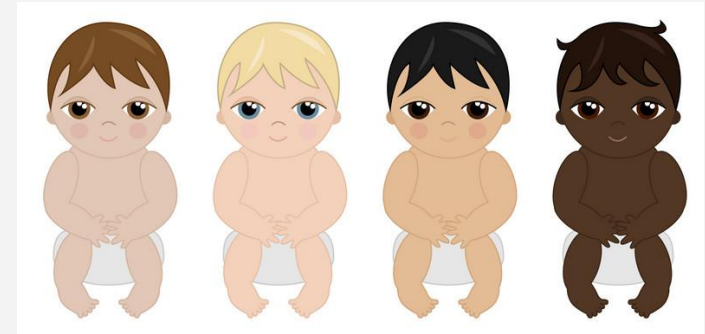
Workshops with Underserved Communities

- Once a month, our firm will partner with **Foster Care organizations**, such as Together We Rise, to put on workshops in Foster Homes.
- During these workshops an educator from our firm will **bring dolls to donate** to all participants and teach First Aid lessons using the doll. For example, how to treat a scrape.
- The children will be able to **further develop these skills after the workshop by continuing to play with the doll.**
- Raising awareness for Children's First Aid Education for Foster Children is especially important to our firm because Foster Children typically do not have parents who will have the time dedicated to teaching them First Aid skills.

2

DEI Representation with Our Dolls

- Underrepresented children often have difficulty finding dolls that look like them.
- With the trend of increased representation in dolls, such as Matell's release of diverse Barbies, our firm would take on a similar initiative.
- Our doll is meant to be played with by children of all genders and ages, therefore all our dolls will be **gender neutral** and we will offer dolls with **four different skin tones**.



Conjoint Analysis Survey

Optimal Product Design

- 18-inch doll, firm material with LED lights as the feedback procedure, priced at \$100

Tradeoffs

- Respondents prefer firm material, which is more expensive so we need to cut costs elsewhere.

Attribute Patterns in Demographic Groups

- No significant difference in preference between men and female
- Between those with few kids (1-2) and those with many (3 or more), few group prefers soft material while many group prefers firm, otherwise similar
- Older Parents (45-75) want firm material and are most willing to pay \$100 while Young Parents (24-44) want to pay \$85 and soft material

Intercept		4.44	Ideal Profile
Price	\$80	0	
	\$100	0.24	\$100
	\$120	-.60	
Feedback	Light	0	Light
	Sound	-0.18	
Size	12 inch	0	18 inches
	18 inch	0.25	
Material	Soft	0	Firm
	Firm	0.11	