**About Cubo Toys**

**Cubo Toys** offer a range of educational toys for children 0-5 years that teach future and lifelong skills. The products are teacher-curated and developmentally appropriate to grow from birth to preschool years. Our point of difference is the **modular or multi usable design** of our toys with at least 2 to 4 different ways to play for each kit.

**Problem We are Solving**

Young parents with kids under 5 years old who are looking to cut down on toy purchases and move away from single-use plastic toys. With the ever-changing needs of babies to toddlers to preschoolers, there is high waste in toys such as being broken, worn out, no longer fun, or challenging. With 90% of toys being made of plastic and 80% of those being thrown in the landfill, a toy that grows with the child over several years has been our starting point for all toy concepts.

**Talking Points -** We talk all things early parenting, early learning, and sustainability, as follows:

**Sustainability:** Toy waste in landfill or ocean, using single-use versus multifunctional toys

* [Honeycomber's Eco Friendly Hacks](https://thehoneycombers.com/hong-kong/eco-friendly-hacks-entrepreneurs-hong-kong/)
* [Honey Kids Asia's Easy Eco Friendly Choices](https://honeykidsasia.com/eco-friendly-parenting-life-hacks/)
* [Handprint x Cubo Toys Preserves Marine Life](https://handprint.tech/cubotoys/)

**Learning**: Championing play-based learning, developmentally appropriate toys

* [Genius of Play's 7 Ways to Raise an Engineer](https://www.thegeniusofplay.org/genius/expert-advice/articles/7-ways-to-raise-an-engineer-from-preschool-years)
* [Women of Colour Founders Network's Championing Play-based Learning](https://thewomenofcolourfoundersnetwork.com/2023/05/16/championing-our-children-to-learn-through-play)

**Wellbeing:** Post pandemic impact to children, using social emotional learning tools

* [Honey Kids Asia's Mental Wellness for Kids](https://honeykidsasia.com/kids-mental-health-teaching-resilience-and-coping-strategies/)
* [Honeycomber's Mental Wellness Tips for Entrepreneurs](https://thehoneycombers.com/hong-kong/mental-wellness-tips-entrepreneurs-hong-kong/)

**Products**: Back-to-school Gift Guide, Wellness Months, Accredited / Montessori / Preschool Toys

* [The Toybook - New Specialty Toy Feature](https://issuu.com/toybook/docs/5-23/50)
* [23 Baby and Toddler Gifts for Any Occasion](https://homebusinessmag.com/lifestyles/baby-toddler-gifts-perfect-celebration/)
* [EdPlay's ASTRA Trade Show Feature](https://edplay.com/e-newsletter-archives/edplay-e-newsletter-june-2023/)
* [Good Play Guide's Accreditation](https://www.goodplayguide.com/reviews/cubo-sticky-schedules/)

**Founder**: Filipino representation in the toy industry, play expert advice, mum of preschoolers

* [Honeycomber's Entrepreneurs We Love](https://thehoneycombers.com/hong-kong/how-i-get-it-done-karen-villard/)
* [The Toy Coach Showcase - Founder Feature](https://www.youtube.com/watch?v=_oUVLh6CspI)
* [FemFounder Series](https://www.femfounder.co/femfounderstories/making-it-in-the-toy-industry-as-a-preschool-educator-and-mom-of-two-with-karen-villard)

**Contact and Socials**

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**Pinterest**: <https://www.pinterest.com/cubotoys> | **YT**: <https://www.youtube.com/cubo_toys>

**Linkedin**: <https://www.linkedin.com/company/cubotoys>