



cubo

**Toys that
grow with
your child**

Play for Good

**Good for the Planet
Good for the Children
Good for your Homes**

OUR FOUNDER

the GENIUS of
PLAY

Play Ambassador




Preschool co-Founder

Guardian
Childcare & Education



Preschool Educator



Mother



The Toy Industry is a

\$90B industry

We learned that the toy industry is not saturated - **16% growth during pandemic**

Rise in homeschooling this 2023 from 15% to 25%

Toy trends:
STEM, SEL, and Green Toys

SOURCE: HOW THE PANDEMIC CHANGED THE TOYS BUSINESS AND LATEST TRENDS IN TOYS, FORBES, 2021



TRANSFORM TO SUSTAINABLE INDUSTRY

THE OPPORTUNITY

THE PROBLEM

36M TONNES OF TOYS GOES TO WASTE EVERY YEAR

The toys industry is the most **plastic** intensive industry.



90%
of these toys are made of plastic

60%
are not being played with

35%
are forgotten

80%
are thrown to the landfill, ocean, bins

SOURCE: THE GLOBAL TOY MARKET REPORT, CIRCANA 2022

OUR CUSTOMER PERSONA

MILLENIAL MOMS
age 27-42
with kids 0-5 year old
in developed markets



2.6M
moms
in the US

SOURCE:
Meta, 2023

**Empowered
Activitists**

**Raving fans of
eco-friendly brands**

MOST MAGNETIC BOXES FOCUS ON COGNITIVE SKILLS OR SINGLE SEL VARIANT

\$21



JANOD

French brand,
Cognitive
skills

\$25



DJECO

French brand,
Cognitive
skills

\$27



MIDEER

China brand,
cognitive
skills

\$45



DARDA CAT

Successful
Kickstarter,
only 1 SEL box

\$26



SEL OTHERS
Single variant
focus on
emotion or
mindfulness

WE'RE MULTI-USE: LEARNING SEL CONCEPTS AND PRACTICE THEM

AVERAGE \$30 BOX - SINGLE-USE SOLID BOX OR MULTI-USE PLYWOOD BOX



\$48

**KIDS
CONCEPT**

**Single-use,
timber box**



\$40

PLANTOYS

**Single-use,
timber box**



\$26

QTOYS

**Single-use,
timber box**



\$40

**JANOD, DJECO,
TENDERLEAF**

**Single-use,
timber box**



\$25-35

AMAZON

**Up to 8-in-1
modular,
plywood box**

WHAT'S MISSING? NO CLEAR LEARNING ROADMAP TO MEET MILESTONES

COMPETITIVE MATRIX

Educational toys are single-use and bulky.
How about toys that takes less space yet high value?

LEARNING BOXES



To design toys at par on quality and price as what is offered out there.

WOODEN ACTIVITY BOXES

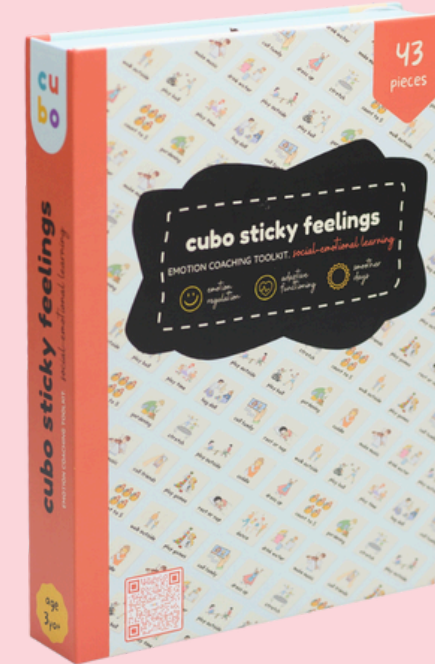




cuboo

We help conscious parents move away from **single-use (plastic) toys** through our multi-usable range.

OUR SOLUTION



CUBO STICKY RANGE

Preschoolers 3+
COMPETENCE IN MENTAL, EMOTIONAL, AND SOCIAL HEALTH



CUBO STICKY SCHEDULES

Montessori Routine Cards

Age: 3+ | **MSRP \$24.99**

63 pieces

Size: 26.6 × 18.8 × 3.8 cm



CUBO STICKY FEELINGS

Emotion Coaching Toolkit

Age: 3+ | **MSRP \$24.99**

43 pieces

Size: 26.6 × 18.8 × 3.8 cm

2-in-1 Feature:
Magnetic Board
Matching Board



2-in-1 Feature:
Magnetic Board
Matching Board



CUBO MONTESSORI BOX

A **modular** box that grows w/ your child, meeting critical early skills from 0-5 years

24 WAYS TO PLAY IN 8 COLLECTIBLE KITS



STARTER KIT

Object Permanence Box

Age: 6m+ | **MSRP \$39.99**

9 pieces

Size: 13 x 13 x 13 cm

3 Ways to Play:

Ball Drop
Half Lid



Ball Drop
Full Lid



Coin
Drop

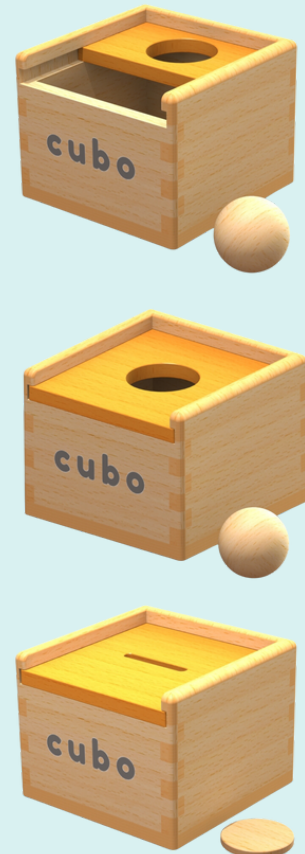


SUPPORTS MILESTONES FROM BABIES TO PRESCHOOL

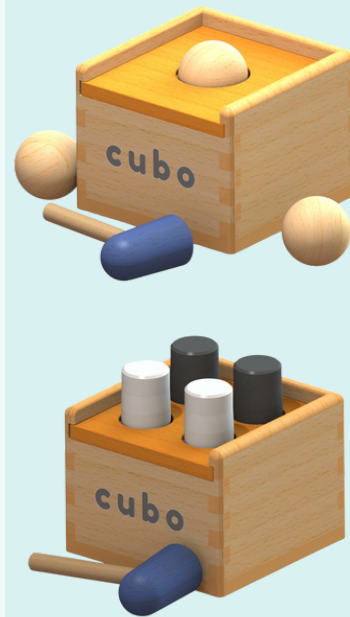
Cubo Montessori Box

COMES WITH 1 MODULAR BOX WITH 24 WAYS TO PLAY CURATED IN 8 KITS

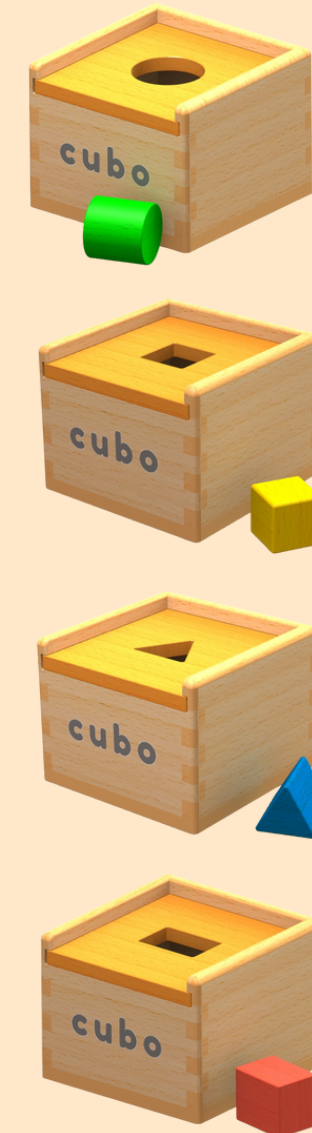
STARTER
3in1 KIT



SMASH
2in1 KIT



SHAPE
4in1 KIT



CUBO MONTESSORI BOX - 8 KITS

Babies 0-18m

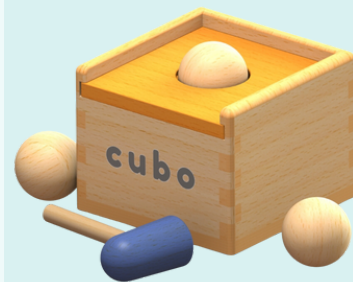
CIRCULAR REACTIONS

STARTER 3in1 KIT



SMASH 2in1 KIT

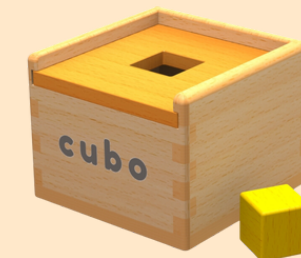
COMING
SOON



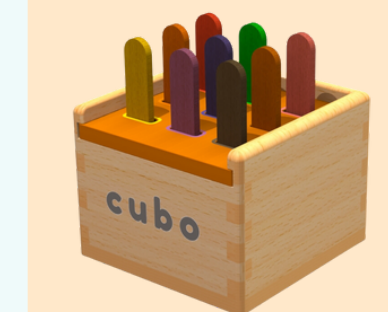
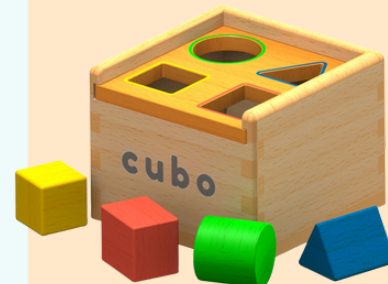
Toddlers 18-36m

EARLY MATHS

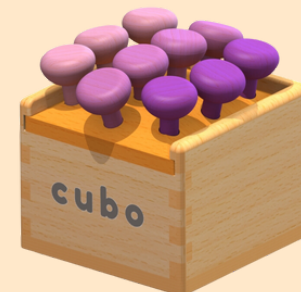
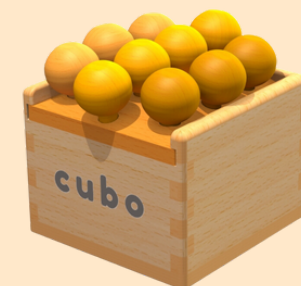
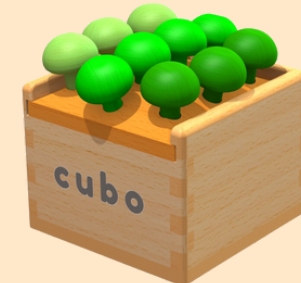
SHAPE 4in1 KIT



COLOR 3in1 KIT



PATTERN 3in1 KIT



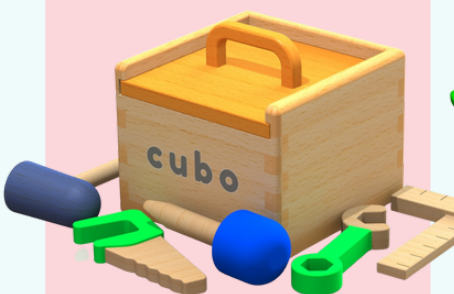
Preschoolers 3-5y

COMPETENCE IN CULTURE, SOCIAL, ECOLOGY

MARKET 3in1 KIT



NEIGHBOR 4in1 KIT



NATURE 2in1 KIT



BRAND MILESTONES

Play Expertise



Media Features



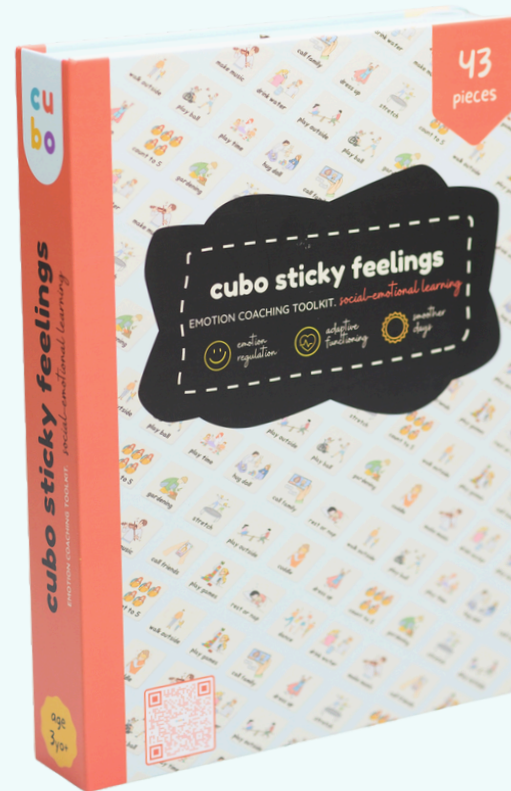
Awards Won



Trade



OUR MILESTONES IN Q1 2024



**Green Product
Award Nominee 24**

OUR PRESENCE

Current Online



@cerqular



amazon



GLOBAL SISTERS

Implementation - US Marketplaces

Walmart



ToysRUS

COMING SOON

EXCHANGE
ARMY & AIR FORCE EXCHANGE SERVICE

KOHL'S



MAISONETTE

★ macy's



Walgreens

Ongoing

edamama™

BABY CENTRAL

Singapore - Sales Rep

CONTACT US



skype: kar.villard



www.cubotoys.com



impact@cubotoys.com



@cubotoys @cubo_toys



France