

TAGPLUS Narrative

Toy Makers Face a Challenge

Every new toy that a toy maker creates represents millions of dollars in R&D costs, but that investment doesn't guarantee success. They simply don't have enough information on how kids actually play with toys, how often they play with them, and how they combine toys in creative ways. Parents spend \$357 per year on toys, but many of them sit unused on a shelf.

At the same time, there's a new challenge to large toy companies like Mattel, Lego and Hasbro, as digital competitors grab and keep kids' attention with new versions of apps that are just a \$2 download away. (TagHive's founder, Pankaj, has found that his 10-year-old son often chooses to play with free apps over physical toys.) Kids aged 7 to 11 have about six hours of free time at home every day. Half of that time is now spent in front of a screen.

Toy makers need data about how kids play in order to develop toys that kids absolutely love.

Toy makers need a way to keep kids and parents bought into a specific brand or line of toys.

And toy makers need to increase the speed of development so they can stay ahead of nimble digital content creators and differentiate their own toys from other manufacturers.

TagPLUS is the Solution

For kids, TagPLUS makes playtime more fun and creative. For toy makers, TagPLUS is a window into how kids actually play with toys and a channel to communicate directly with kids and parents.

TagPLUS has three parts:

*** Smart Tag for Kids**

Comes in the box with a toy and allows kids one-button access to the TagPLUS App, and the ability to navigate through the app simply. It also allows them to combine two toys by bumping tags together. Tags have bold and colorful designs that make kids say "wow!". Designs can be customized to match any toy.

*** TagPLUS App for Kids and Parents**

A free download for tablets and smartphones, the highly visual app (and COPPA-compliant) allows kids to share their creations, get inspirations, and keep up with updates from the toy maker. (New patent-pending features are on the horizon and we can share them with toy makers under mutual NDA.) The TagPLUS App does not collect any personal information and kids don't even have to log in. The content changes to match the tag for every individual toy.

*** Toy Maker Dashboard**

Toy makers can push out updates to the TagPLUS app, including manuals, inspiring project ideas and advertisements. At the same time they can gather fully anonymized data on how often kids play with toys and how they combine them in new and interesting ways.

Toy makers can add TagPLUS to a toy for a low cost during our launch promotional period. This gives them access to a full range of benefits including data about how kids play, increased customer loyalty and repeat purchases, and a faster development cycle for toys kids will truly love. The marketing benefits far outweigh the cost.

Toy makers can begin implementing TagPLUS immediately with no internal software or hardware development required. The team at Tag Hive, the company that makes TagPLUS, can help customize the TagPLUS App for any toy, making it as unique and engaging as the toy itself.



TAGHIVE

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