



**Producing african dolls using sustainable and eco-friendly materials for African and bi-racial kids to show them the beauty of our African diversity, teach them self-love, enabling them to express more confidence.**



# Our inclusion and sustainability story

The insufficient representation of African diversity in dolls and the lack of dolls made from sustainable (biodegradable) materials led us to crafting a method to improve this





# Target Market



- Women ages 25 – 45
- Average to high income earners
- Educated
- Of African descent
- Lives in Africa and other parts of the world



# Business model

Ready-made Dolls:  
B2C & B2B2C  
(15-inch)



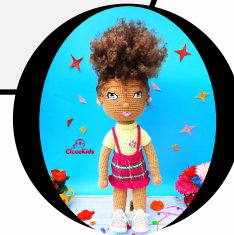
Customized  
Dolls (20-inch)



African Story Books  
& kids Affirmation  
books and Journals



Plush Toys



3D Animated African  
cartoon series & App





# Social impact



Help create stability in the mental health of the girl-child



Partnered with 7 schools in our community to teach the children about self-image and diversity



Empowered 30 women through our skill acquisition programs



Providing employment and training opportunities



Made with sustainable and eco-friendly materials



# Innovation/Value proposition

**Sustainable materials for production**



**Listed on global e-commerce sites**

**Unbreakable, relatable & Washable**

**Inclusion & Diversity: Albinism & Vitiligo Dolls**

**Originality: Africa's first sustainable doll brand**



# Core team members

With a total of 10 years experience in business from several multinationals



Queen Uwabuofu

Founder/  
Creative Director



Annette Obobaifo

Production Lead  
and Manager



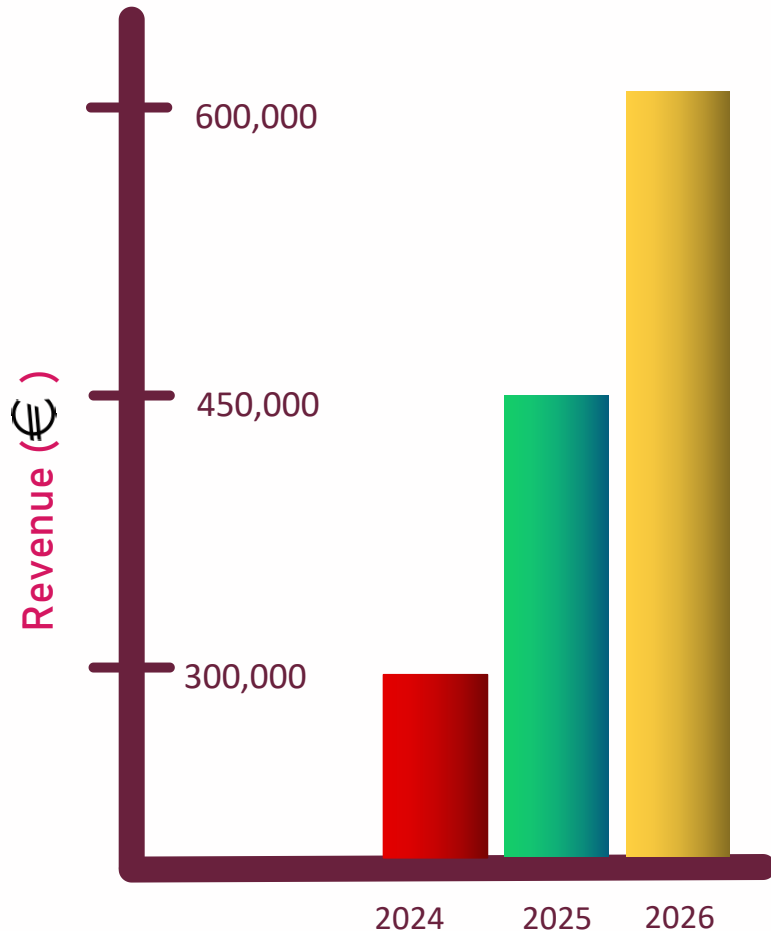
Semilore Bolaji

Production  
Assistant

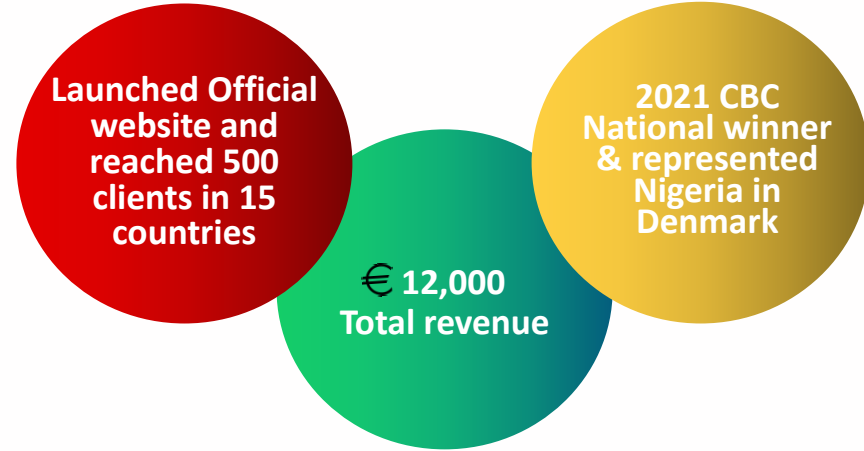


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# Traction

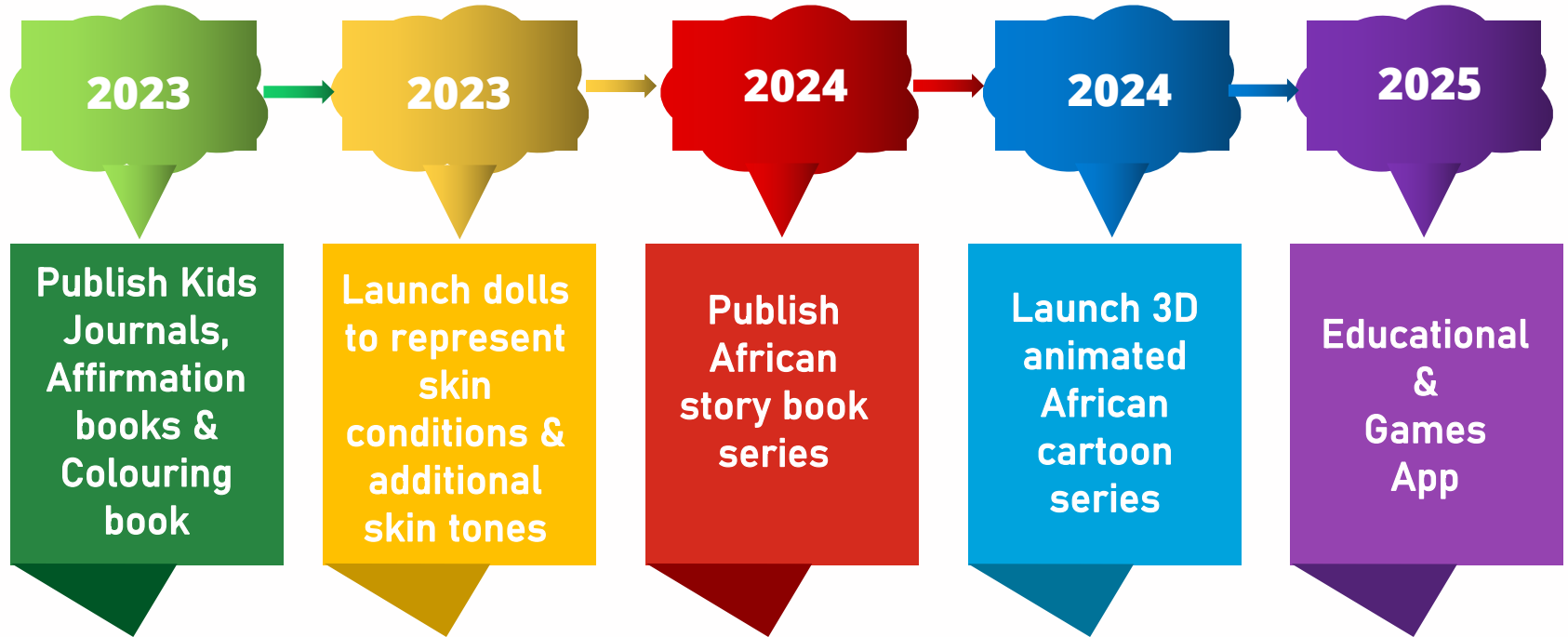


## Media Features & Awards





# Growth Plan





# Ask

€ 200,000

To expand into adjacent market, export, powerful marketing campaign and operations

## Marketing Campaign (45%)

- PR Agency for international markets
- Online campaign to acquire 10,000 new customers

## Expand into adjacent markets (40%)

- B2B2C & Export (ready-made model) to increase revenue by 300%
- African storybook series
- 3D animated cartoon

## Operations (15%)

- Hire 5 staff for increased production

