

# BabbaBox Fact Sheet

JANUARY 26, 2012

## BabbaBox

A series of monthly child engagement activities, stories and adventures designed for children 3 to 7 years old and their parents. Delivered to members each month, the box has four components:

- **Create:** Several craft projects that are easy for parents and kids to do together. Projects reflect and reinforce the theme of the box and include all instructions, background information and building/craft materials needed for completion.
- **Explore:** Activities and a tool or instrument -- such as a bug catcher, camera or binoculars -- for kids and parents to use together to learn more about the box theme.
- **Story Tell:** Book selected from dozens of award-winning children's volumes. Subject matter of the book matches the theme of the box
- **Connect:** Downloads to quality children's apps, games and activities online, offering extended play and deeper exploration of the theme

## Sample box contents:

### September: Insects:

- **Create:** materials and instructions to make a butterfly magnet, a ladybug keychain and a clay ant picture holder
- **Explore:** a magnifying bug catcher
- **Story Tell:** Earl the Earthworm, the story of Earl as he explores his surroundings and learns about the importance of connecting with nature
- **Connect:** Paint My Wings, kids paint virtual butterflies on screen, listen as butterflies identify the colors and take a snapshot of their art

### January: Sun, Moon & Stars:

- **Create:** materials and instruction to create a constellation photo frame and a paper-mâché moon nightlight
- **Explore:** binoculars and a lunar calendar for a month-long experiment as children track the phases of the moon
- **Story Tell:** Twinkle, Star of the Week a picture book tells the story of Twinkle Star and the members of Mrs. Sun's class. The book offers a sympathetic portrait of overcoming disappointment and discovering personal talents.
- **Connect:** Twinkle, Twinkle Little Star Preschool Storybook: This sing and play along piano sparks a child's love of learning and musical creativity.

## Jessica Kim

Company founder and CEO Jessica Kim is an entrepreneur. But she wants you to know that she's more than that: She's a mom and a wife too. Just like all other moms, she's doing her best to balance it all.



**BabbaCo**  
by Jessica Kim

Jessica started her first business from her dorm room at Brown University during her sophomore year. She called the business Jessica's Wonders and baked and sold banana bread at campus hot spots. By the time she graduated two years later, Jessica's Wonders was backed by investors and distributed throughout the East Coast. She sold her shares in the company for \$1 million dollars.

That experience fostered Jessica interest in business and led her to enroll in Northwestern University's Kellogg School of Management. She earned her MBA in 2005 and was hired as a brand manager for Kraft Foods, where she spent three years.

When Jessica had her first child, she returned to her entrepreneurial roots and dove into the parenting industry. She founded BabbaCo in 2008 and initially created baby products that she felt were missing from the market. Those included the BabbaCover car seat cover and BabbaMat play mats. The products were sold in more than 1,000 mass retailers and baby boutiques.

Through BabbaCo, Jessica developed a strong connection to her customers, who told her that they were looking for quality engagement activities to do with their children. That and her own desire to find quality child engagement activities led Jessica to develop the BabbaBox, which launched in September 2011. Sold by subscription, the BabbaBox allows Jessica and BabbaCo to be in close touch with her members – parents like her.

### **BabbaCo**

BabbaCo, maker of the BabbaBox, began in 2008 to provide simple, functional products to answer parents' needs. The company manufactured and marketed the BabbaCover, a stylish baby carrier cover to shield little ones from the elements, and other infant products sold through mass merchandisers and baby specialty shops. In the fall of 2011, BabbaCo introduced the BabbaBox, a subscription membership service born of parents' desire for quality engagement activities for their children and the company's interest in connecting directly with their customers.