

polketti[®]
plushies with pocket powers



founded by young entrepreneurs,
Toni and Sydney Loew

poketti®
plushies with pocket powers

how we began



We launched Poketti LLC after **Sydney's 7th grade entrepreneurial class** at The Girls' Middle School in Palo Alto, California. We were inspired by the entire process of running a company, and convinced our parents (both designers) to turn our idea into a real business.



poketti[®]
plushies with pocket powers

Poketti Plushies with a Pocket have a useful back pocket to hold your phone, notebook, glasses, tooth fairy treats, and other small treasures. Each Poketti character has a unique personality and ambitious life goal to inspire kids. Our simple and modern product design has endless possibilities for new characters and products.

poketti[®]
plushies with pocket powers

po-ket-tee



Inspired by Japanese character design, poketti is **derived from the Japanese word, *poketo*, meaning “pocket.”** In Italian, when pluralizing a masculine noun, the “o” becomes an “i.” So, Poketti means “many pockets.”

poketti[®]
plushies with pocket powers

crowdfunding



We launched a 30-day Kickstarter campaign during summer of 2013 and successfully raised \$20,000 for our initial order of manufacturing Poketti Plushies with a Pocket Series 1 (shown here). Visit our site or search Poketti on Kickstarter to see our stop-motion video.



poketti[®]
plushies with pocket powers

manufacturing

After our successful Kickstarter campaign, we received our first order of **Poketti Plushies with a Pocket** from China. We set out to market our first four characters: Sydney the Penguin, Toni the Bunny, Baxter the Puppy and Roxi the Kitty.

poketti[®]
plushies with pocket powers

trade shows



We launched Poketti to the public at the **San Francisco International Gift Show** in February 2014. Our modern & spirited little booth attracted lots of buyers, including SF MOMA, Cheeky Monkey Toys, and Cavallo Point Mercantile.

poketti.[®]
plushies with pocket powers

direct sales



One of our favorite parts of having a business is **selling directly to our customers**, and seeing their reaction to our products. We sell our plushies every chance we get at festivals, fundraisers, and pop up shops around the Bay Area.

poketti.
plushies with a pocket.

poketti.[®]
plushies with pocket powers

promotions



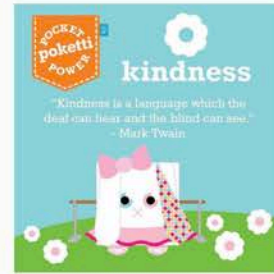
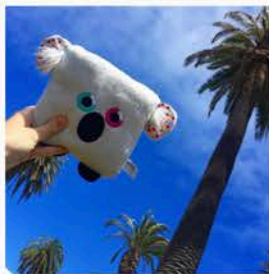
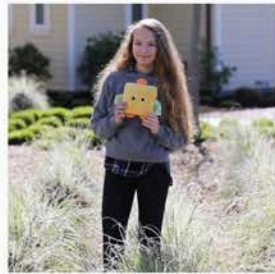
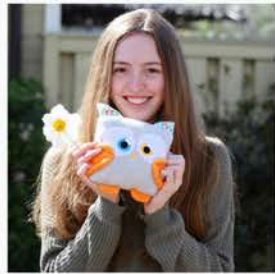
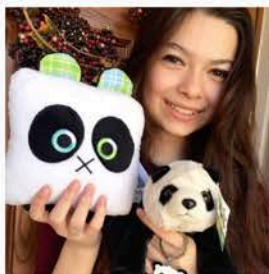
We have a **web series** to inspire other young entrepreneurs and to increase our brand awareness. We have made episodes on how to convince your parents to buy you a Poketti, how to make an elevator pitch, how to maximize social media, and more.

poketti[®]
plushies with pocket powers

social media



@poketti / @pokettiplushies



poketti.
plushies with pocket powers



the **toybook**

best in baby biz
Top Baby & Kids Inventions, Tips & Trends MAGAZINE



WOMEN IN TOYS
TOYS • LICENSING • ENTERTAINMENT



THE HUFFINGTON POST

Harley Finkelstein Chief Editor/Editor at Large SMALL BUSINESS

14-Year-Old Girl Successfully Launches Adorable Pillow Startup

By Sydney Lane, Poketti

I never thought that I would design, manufacture, and sell a stuffed animal on Shopify, especially as a 14-year-old.

I joined The City Middle School's Path ABA, California. It is in the heart of Silicon Valley and gives you the opportunity to focus on the projects that are typically associated with some middle school students, including, technology, and social entrepreneurship.

By 14 years, we have an acceptance of this world as work as easily as being a teenager, design our own products, sell it, and create "profit" and success in a year or two. VC investors, big game awards, all kinds of things, and an actual thing, and we get paid for our work, and it's not just a hobby, it's a business. We're not just a hobby, it's a business. We're not just a hobby, it's a business.



Doing the entrepreneurial project, I realized I was starting much faster, while still making money. I thought, why not then use design to sell business? My goal was to be a designer, but then I saw more people do that. This could be an opportunity for a girl of 14 years. "Pocket" is a Poketti.

GIRLS' LIFE

TRENDING STYLE FITNESS CRUSHES LIFE BOOKS

Get Inspired

Think your classwork can't change your life? Think again



Vol. 111111, Number 13 • July 20, 2013



Local entrepreneurs use Kickstarter to get a foot in the door

From making 15,000 dollars, Palo Alto's use platform for digital artists

Small business owners are using Kickstarter to get a foot in the door. The platform allows entrepreneurs to raise money from a large number of people. It's a great way to get started and build a following. The platform is easy to use and has a large community of supporters. It's a great way to get started and build a following.



Small business owners are using Kickstarter to get a foot in the door. The platform allows entrepreneurs to raise money from a large number of people. It's a great way to get started and build a following. The platform is easy to use and has a large community of supporters. It's a great way to get started and build a following.

BayAreaParent



L.A. Parent



PALO ALTO Pulse

San Jose Mercury News

Just Jared JR.

ideamensch

she owns it
Celebrating, Supporting & Connecting Women Entrepreneurs



MOM FUSE

TEN TO TWENTY



The Chirping Moms

shine on media

MERIDIAN MAGAZINE

@nifty 7777

Freakin' Reviews

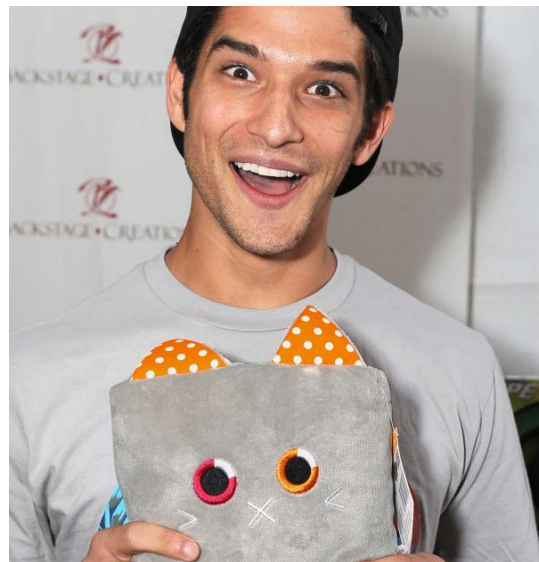
Great freakin' reviews.



Macaroni Kid

poketti.[®]
plushies with pocket powers

backstage at teen + kids choice



poketti.[®]
plushies with pocket powers

poketti confetti app



Our first **Poketti game for the iPhone** is called “poketti confetti” and it’s free on the Apple app store. We are focused on expanding our brand, not only with adorable products, but also by having our characters come to life online to **deepen the connection to our customers.**

poketti.
plushies with pocket powers

charitable giving



NAPPA awards celebrity stuff-a-thon



polketti[®]
plushies with pocket powers

inspiring others



We love teaching other aspiring entrepreneurs how to launch businesses of their own. We speak at middle schools, high schools, alumni events, summer camps, clubs, special events, and more. Sydney also started an Castilleja Entrepreneur Organization (CEO) at our all-girls' high school to encourage more young women to pursue their passions.

poketti.[®]
plushies with pocket powers

awards + recognition



2016 WONDER GIRLS
From Women in Toys



2015 ICON HONOR
for Innovative Branding



2014 Chicago Toy & Game Group
Young Inventor of the Year Finalist



2015 Family
Choice Award



2015 Tillywig
Toy Award



2015 Creative Child Magazine
Top Toy of the Year

poketti.[®]
plushies with pocket powers

ICON
HONORS
CELEBRATING GLOBAL INNOVATION



Poketti received the **2015 Honor for Innovative Branding & Identity** at the prestigious ICON HONORS event sponsored by AmericasMart Atlanta.

polketti[®]
plushies with pocket powers

wonder girls!



Sydney and Toni were named **“Wonder Girls”** at the **Wonder Women Awards Gala** by Women In Toys at NY Toy Fair, February 2016. We met amazing and supportive “women in toys” and our future never felt brighter!

among giants

At Toy Fair 2016 in NYC, our mentor **Genna Rosenberg** of **GennComm** introduced us to **Lisa Shamus** of **Commonwealth Toys**. Our new partnerships enabled us to introduce our product line to major players in the toy industry, and ultimately release Poketti Plushies with Pocket Powers Series2.



poketti.[®]
plushies with pocket powers



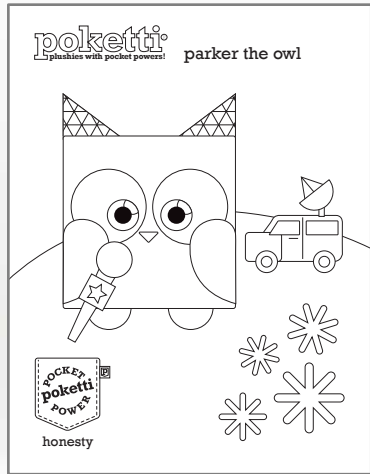
After Toy Fair, Sydney and Toni were invited to pitch Poketti to the **VP of Toys at Walmart** in Bentonville, AK. The hour spent with these experienced mentors was instrumental in developing Poketti Plushies Series2 which capture the lessons learned on our journey so far.

poketti[®]
plushies with pocket powers

introducing series2



smaller. brighter. cuter. smarter. Poketti Plushies with Pocket Powers Series2 includes eight new characters with unique personalities, ambitious life goals, gender-neutral names, and positive Pocket Powers such as confidence, strength, & kindness.



Poketti Pocket Powers are positive character traits such as curiosity, strength, and confidence, that empower kids to take on new challenges, think of others, and work hard to reach their goals. Along with stickers in the pocket, we continue to develop **online activities and downloads** to inspire and teach kids to be their best.



poketti[®]
plushies with pocket powers



poketti vision

» **showtime:** animated series that inspires and entertains kids in a meaningful way

bedtime: plush pillows, sleeping bags, pajamas, journals, bedding, blankets

playtime: plushies, games, apps, activity books, trading cards, vinyl figures, comics

schooltime: notebooks, pens, pencils, erasers, backpacks, watches, pencil cases, lunch boxes, phone cases, stationery

partytime: plates, cups, bags, invitations, decorations, plush minis

learning-time: engaging curriculum that encourages kids to find their passion and teaches basic entrepreneurial skills

poketti.[®]
plushies with pocket powers



thank you!
Sydney & Toni Loew
www.poketti.com