

Product Development

New Product Presentation – 2004 Product Line

May 14, 2003

Section 1

Learning Products that have a place in the education market as well as our normal retail channels

The commitment to change from Binary Arts to ThinkFun was more than just a cosmetic name change. When we decided to move to ThinkFun, we agreed that with this, we would put a large stake in the ground to claim the territory of “Mind Challenging Games.” Beyond this, the James Group set the challenge to me personally to build a reputation as an industry expert on the topic of play as it relates to cognitive development and on how fun and games can help with children’s education and with larger problem solving and imagination building skills, as well as self esteem building, etc.

In the work that I’ve been doing over the past year or so, I am coming to see the promise of this. We have very good distribution in the upscale toy market and in stores that are devoted to carrying creative learning products, but, as identified by the James Group, we don’t have a clear message that we carry with these products. The ThinkFun launch goal is to bring this new message to our retail customers, and through them to the consumer market. A major goal of this section of our new product introductions will be to create a range of products that are both fun and appealing, and that push the envelope on demonstrating our commitment to this principle that games can help children grow as well as to enjoy.

There’s still a lot of work to be done to develop the message. For the sake of the meeting, though, let me put forth an early stage concept message. This isn’t something that we’ll necessarily deliver to our retail audience, but it’s an underlying message that we can use to generate media coverage and buzz across the education market and across opinion makers and trend watchers in general.

ThinkFun stands for a new way of engaging with learning; to start, we’re focused on math education, though we’ll be tackling English and Language Arts and the Sciences as well as the concept rolls out.

We believe in a new kind of math... PS Math. PS Math stands for “Practical Sense” Math, and also for “Problem Solving” Math. In time, it’ll hopefully stand for Public School Math; and for now, if you just think, “P.S., Math is Fun”, that’ll get you started.

Why PS Math? Because, in real life, math isn’t some esoteric set of equations that only nerds are interested in. PS Math teaches you about problem solving and decision making in your everyday life. It helps you imagine spatial relationships, to see patterns in events

taking place around you. It helps you with personal finances and budgeting, with time allocation. It makes you more competent to deal with you and your family's health care, with cooking, with almost everything in your life. PS Math is like language; you don't need to be an expert, but you do have to be competent and confident with it if you plan to lead a productive, rewarding life.

PS Math isn't an alternative to math as it's taught today in schools. Rather, it's an overlay... it's fun, it's play, that intentionally matches up with standards based and helps make it more relevant and palatable. At ThinkFun, we believe in Standards of Learning. SOL's, both at State level and now those being developed by the federal government, are a method ensuring that kids learn all the basics, and learn them well. Hallejulah! Our message is, that these basics are indeed important, but they can be learned as part of a larger whole, and they can be fun to learn. We don't teach math, we offer games that have PS math. And PS, Math is fun!

ThinkFun is nearly unique as a toy and game company in that we build from this profound, powerful understanding while building games that are beautifully designed and universally fun to play. And, in concert with our new name, our new product line is taking this theme to an entirely new level.