

**ThinkFun Game Club
Strategy Goals
October, 2007**

Goals to be Achieved by Jan 31, 2008, before Toy Fair

Sell or give away all of Game Club Kits first generation by Jan 31, 2008. This represents about 3000 individual kits, about \$500K if we sold full price. Revenue goal not specified, we need more information about purchasing cycles. My understanding is that we are entering an industry that is slow to accept new ideas, but very loyal once you are accepted.

Understand that there are three major channels we will sell through: channel distributors, affinity partners like The Math Forum, and direct sales.

- **Define the sales and/or marketing process for each channel and start building tools that resonate, with each of these three channels individually.**
- **Create an explicit strategy to deal with channel conflict and turn this into a good news story.**

Follow up on specific opportunities presented to date with:

- **Drexel Math Forum**
- **Girl Scouts of America**
- **Canadian Boy Scout area leader**
- **Jerry Slocum and Indiana University**
- **Key Curriculum Press**
- **NASCO**
- **Tom Kalinski**

Goal is to move each relationship forward to see how far we can push it, and evaluate what we have learned by January 2008.

Develop feedback mechanism to quickly understand customer objections and to learn what customers really need. We have already discovered the principle that “teachers like free stuff”, and a system is working as we already are getting very specific descriptions of what the obstacles are for Game Club to become accepted in specific schools. Goal: Identify all the objections into their major categories and identify ways to start solving them.

Closely evaluate our current ecommerce system, and create a system for evaluating specific consumer satisfaction experiences. Repair and patch over everything we can for this season. Decide on what system to move to by Jan 31, 2008.

Launch Game Club Home Edition product as our lead new ThinkFun product offerings at the 2008 Toy Fair. Use Game Club Home Edition to promote the school Game Club program and to encourage parents to get more involved generally.

Quickly develop a mini-Game Club product we can sell to teachers at a price they can afford to pay themselves. For \$40, offer four games and a simple to organize-and-run Problem Solving program that teachers can use at classroom stations or centers. This will give customers a chance to give Game Club a test drive and decide themselves how much they are willing to fight to get the full program. Goal: Program up and running, selling this as a product, by mid-November for customers willing to accept draft and prototype materials.

Create sets of "Snap Shot" challenges for each of six Game Club products, and post these onto our Game Club website so teachers can have open access to them. "Snap Shots" are sets of four individual challenges printed together on a page, where all four challenges are demonstrating the same problem solving principle. Create these to be exciting, energy filled opportunities to see inside the mind of a puzzle master and learn the tool kit of ideas that these masters use to develop their challenges. Goal: 30 total Snap Shot sheets, 5 each of six different products, posted on the Game Club website by Dec 1.

Organize and formalize program structure for testing new product prototypes in local schools. Focus to be on games for younger players, Kindergarten to 2nd grade, where we can sense a very strong demand. Goal: Four new games prototyped and tested by Jan 31, 2008.

Formalize our structure for managing our Pioneer R&D Partner Schools. Teachers who have been exposed to Game Club love this program, and generally are eager to share their experiences and to help the cause. Process currently is too chaotic, need to bring it under more formal management and set more formal, structured goals. Goal: Set clear and measurable objectives for what we want to achieve with each school, and create a system to reach these objectives. Projects involve success stories, prototype testing, fund raising, parent involvement. Start process of organizing and bringing this under more effective management.

Launch our Social Networking community campaign. Our belief is that the Game Club concept is powerful enough that we can convince communities of people who are in the program to want to join together with a larger community to share ideas for how to make the experience better. Goal: by Dec 31, post a Success Story about each of our five "Five Star Schools" that have agreed to work with us to tell their stories and also to help organize systems for parental permissions and related issues. Goal: to have started inviting other schools to join us by telling their stories, and created first generation instruction manual describing how they can do this in a way that is fun and easy.

Develop the "Puzzles in Education" section of our puzzles.com website into a well organized, open access and free, resource center. The section will feature a selection of good problem solving puzzle questions that teachers can use in their classrooms, and will also be a resource to describe all the programs out in the world that are successfully using puzzles in education. Then, put a link on the puzzles.com home page inviting all teachers and interested parents to this section learn more about puzzles and problem solving.

Goal: Direct traffic to the site and closely monitor behavior traffic patterns to learn about how many people are interested in what types of things. Get ready to start marketing to them once we learn this.

Further define our corporate relationship with non profit groups such as the SNAP Foundation that runs Math Fair, and Center for ScreenTime Awareness, which runs TV Turnoff week. I am on the boards of both organizations.

Video musicals of at least 12 products posted on our website by Dec 1. Understanding of a basic strategy for how to launch them to internet buzz.

Pursue opportunity to have Indiana University launch a formal research project to study the question of whether Game Club activities improve school performance and test scores.

Create new ecommerce division of the company to run internet strategy, IT, and ecommerce.

Begin search for a strong Public Relations firm that can help us launch us onto the national scene when we are ready. Work internally to develop and refine what our story really is, how to shape it so it projects like crazy, make sure that the group we choose works to our vision.