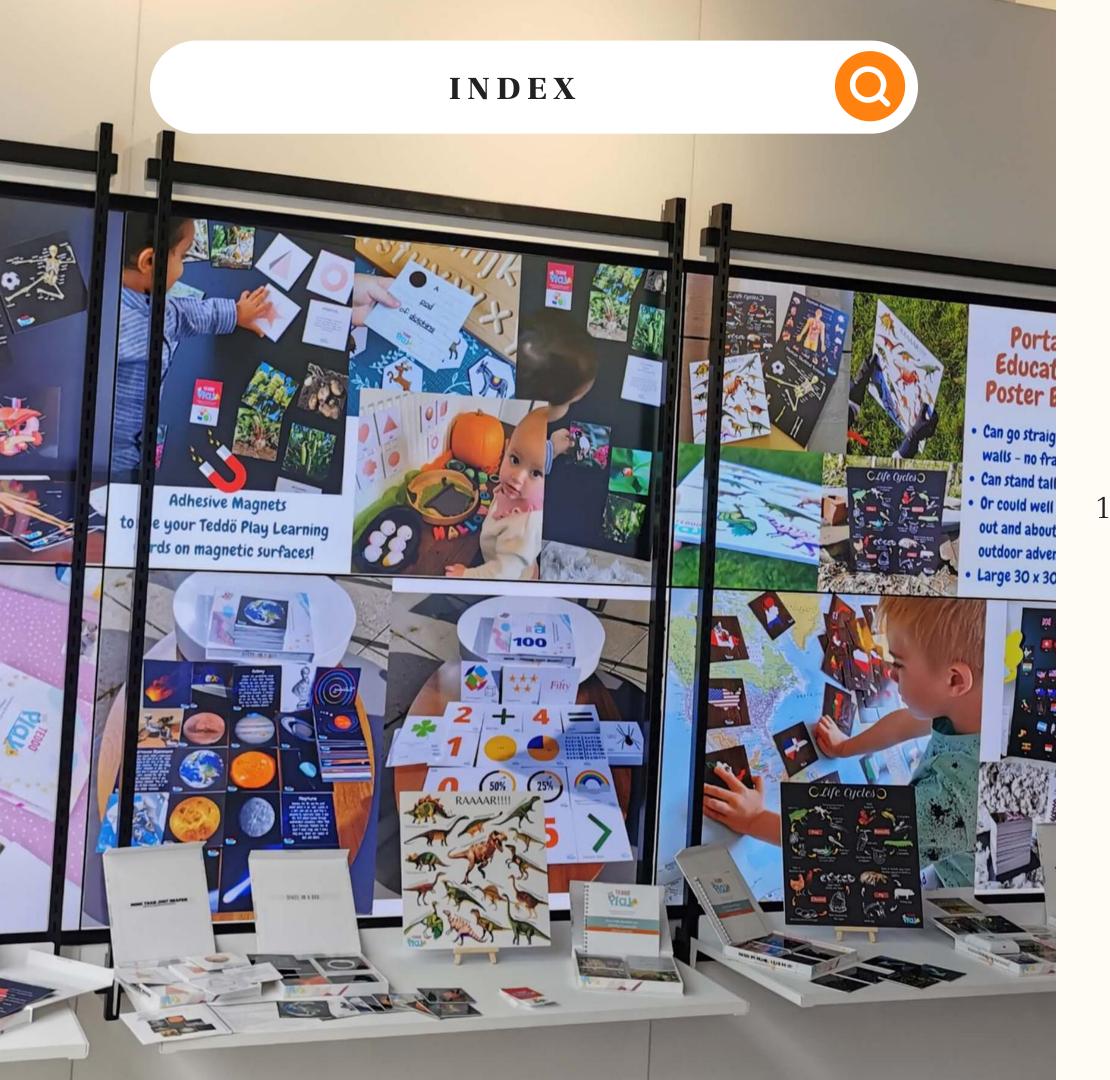
Business Overview



Multi Award-Winning

UK-made Educational Gifts





About Us Science behind our range Our Passion, Our Products 03-04 05-11 Our Work & Contributions to our Society Our Achievements 12a-12b Our Product Range 13-34 What makes our product & our brand special? Feedback from customers Contact Info 39-40

Welcome to Teddö Play!

Hello, I am Keisha, one-third of Teddo Play, the other twothirds being my husband and our son. Together we have created a multi-award-winning range of high-quality playbased learning products for children 2-14 years old (some are even being used by medical students, nurses, subject heads - so age really is no bar!)

We have designed our products keeping longevity in mind such that it is something that can be used alongside children of not only different age groups, varying learning needs and abilities but also something that parents, carers, teachers, educators & families will be able to easily adapt as children grow up and make use of for pretty much their entire academic lives and beyond.





"Play Is The Brain's Favourite Way Of Learning"

Children's brains develop at a rapid rate from 25% when they are born to a whopping 80% by the time they turn 3 and 90%, that is nearly fully grown, by age 5! Play stimulates children's learning abilities by fostering creativity, which builds critical thinking, sparks intellectual curiosity and facilitates learning by doing.

All Teddo Play Learning Sets & Innovative Portable Poster Boards are themed and carefully thought-out with a strong focus on learning through play, making children better and confident communicators whilst contributing significantly to their overall intellectual growth & development as well as to their emotional well-being.

Each set of learning cards has a much deeper learning and conversational element to them to help parents make the most of these early years in providing children with the best possible experiences rich in play and learning and lay a robust foundation for their future whilst also nurturing a lifelong love of knowledge in them.

Our Passion, Our Products

At Teddo Play, we are very passionate about all things learning and education in a playful environment that gives children the time and space to absorb new information all while having a great time, making them naturally want to learn and grow.

Children are often left feeling frustrated after long hours in front of screens with rapidly changing visuals and lack of real conversation with real people. Often times the conflicting, even misleading, information in cartoons and overly imaginative movies & digital games, leave children so confused and irritable.

We wanted to make an effort to solve this universal problem by creating a range of fun & tactile resources that will encourage children and grown-ups to not only spend quality-time with each other but also to equip our children with accurate information and good vocabulary to help them better express themselves. Simple conversations with children play a huge role in shaping their self-esteem and contributing positively to their mental well-being as they grow up into fine individuals.



Our Passion, Our Products

Within our range, you'll find many varieties of highly versatile sturdy Visual Learning Sets, Portable Educational Boards & other learning products that help encourage conversations and make grasping and retaining of information easier in children. They help promote knowledge & a deeper understanding of various concepts & subjects to help boost children's IQ levels, build a robust visual memory & instil a natural enthusiasm for learning in them.

UKCA CE Tested, we are entirely & proudly Made in the UK.









Given our passion for education and nurturing a lifelong love of learning in children, there was no doubt that Room to Read® was going to be our first choice of charity to partner with.

In our own small capacity, we support Room to Read in their education and gender equality programs whereby with every sale on our website, we get local language books produced for Room to Read libraries for children from low-income communities across 20 nations.

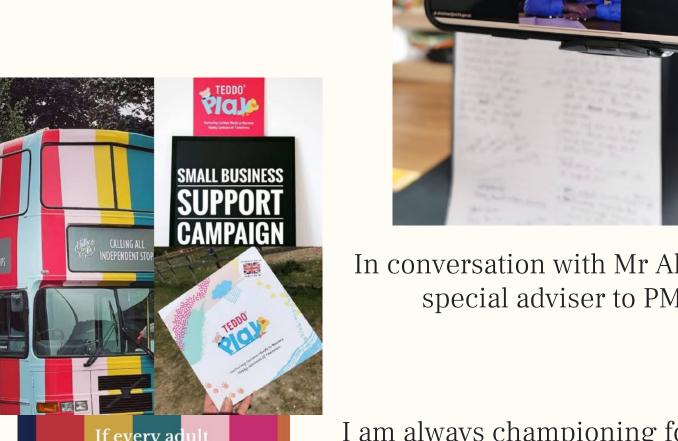








In conversation with Mr Alex Hickman, special adviser to PM No.10



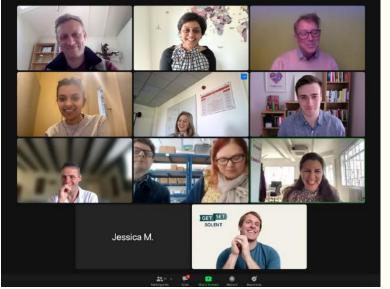
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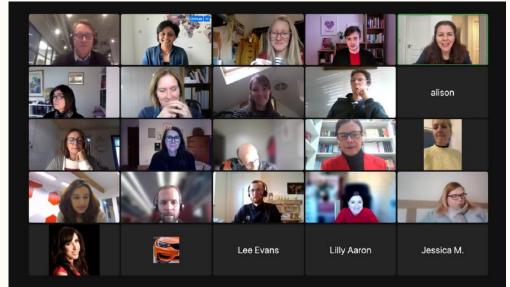
it would a

£12 BILL

to local econd

I am always championing for small businesses. I do my best giving fellow small businesses shout-outs on socials, mentoring and sharing knowledge as well as collaborating and encouraging collaborations within the small business community in general.







Emma Jones CBE Enterprise Nation



I (Keisha) am an active member in a number of small business groups. I am regularly invited for roundtable discussions whereby I love to contribute with my knowledge and experience to help produce briefing papers on key areas of policy for small business owners, policy recommendations to the government and so on.







With Theo Paphitis at the inaugural SBS State of the Nation roundtable

It was a real honour and pleasure to be one of the only 6 businesses from across the UK that Theo Paphitis invited to join him for a roundtable discussion to feed into a piece of research that the Theo Paphitis Retail Group are doing to produce a comprehensive thought-provoking report out in August 2023.

Learn more on my LinkedIn: https://www.linkedin.com/in/keishashah

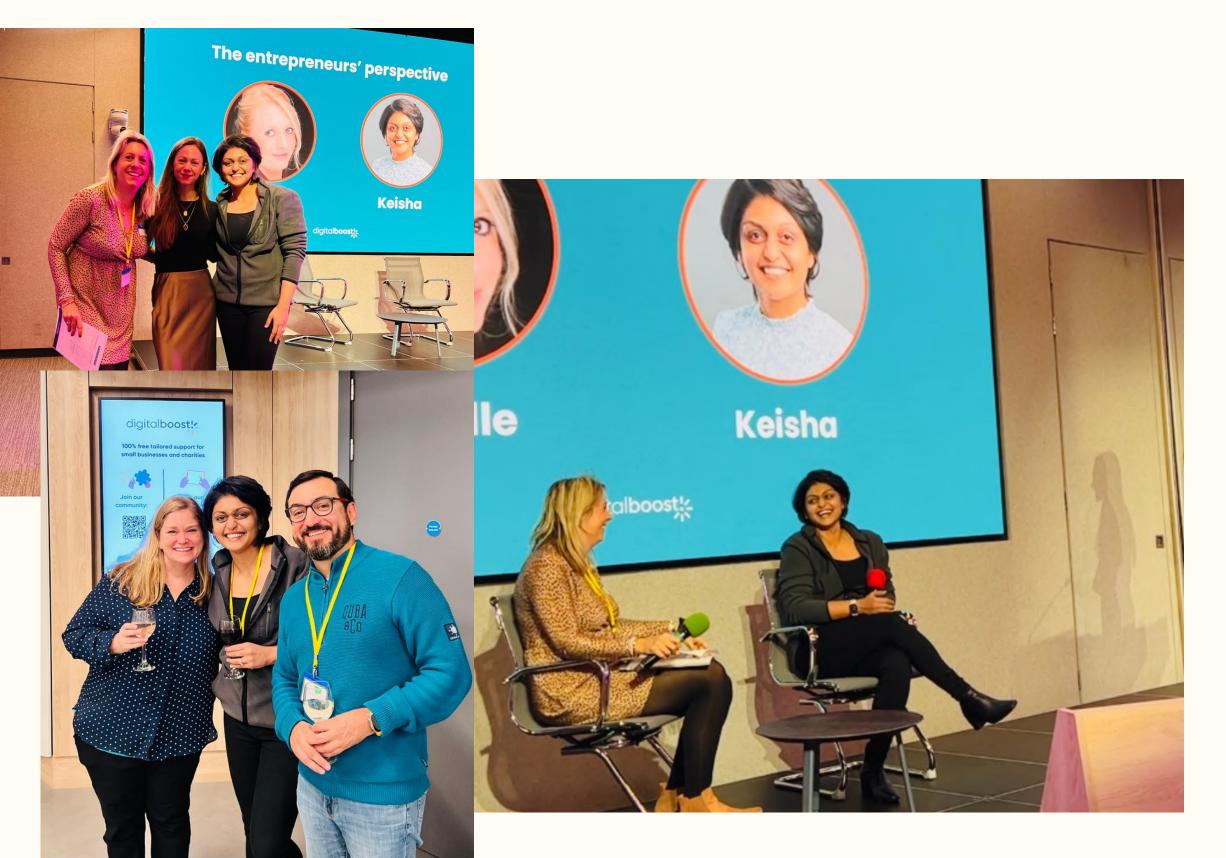




With the Department for Business & Trade and the Cabinet Office at the Old Admiralty Building.

It was a real honour and pleasure to be one of the 3 businesses from across the UK to be invited for a roundtable discussion to feed into the DBT's Call for Evidence into the regulatory landscape in the UK as part of the Smarter Regulation programme of regulatory reform.

Learn more on my LinkedIn: https://www.linkedin.com/in/keishashah



At the inaugural full-day Bootcamp organised by Digital Boost in partnership with NatWest Group at the NatWest Conference Centre in the heart of London.

I was delighted to be invited by Digital Boost MD Karen Licurse and her team to be a part of it all! Including starting the day full of activities with me ending up on the stage being interviewed by the lovely Lisa Ardley-Price, Global Co-Chair of the NatWest Gender Network.

Learn more on my LinkedIn: https://www.linkedin.com/in/keishashah



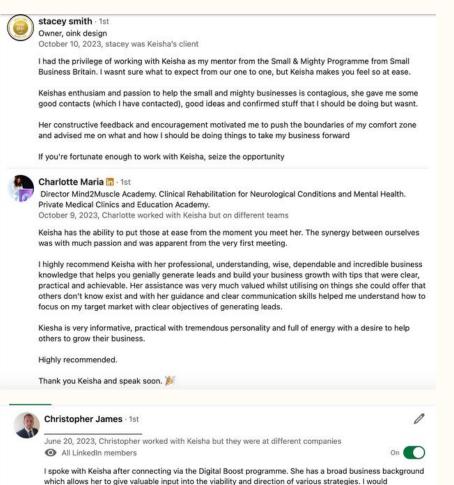
The iconic Small Business
Saturday campaign has just
entered its second decade
and in its 11th year this year
2023, it has chosen <u>Teddo</u>
Play as one of the UK's most
impressive independent
firms.

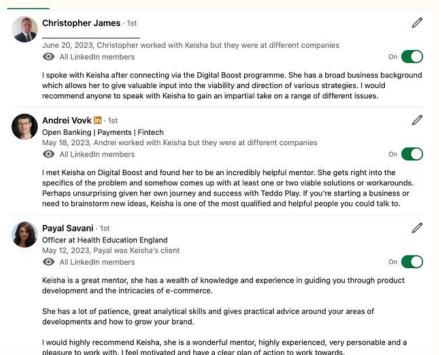


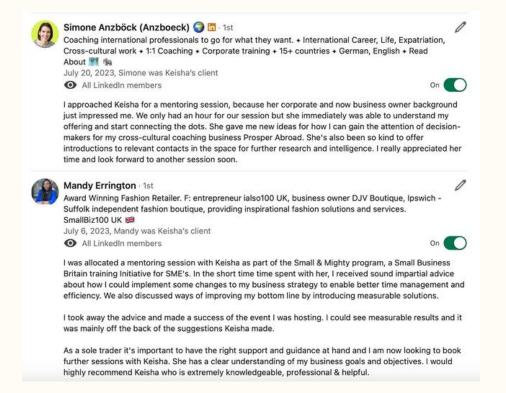
Recognised with the Rising Star award by Small Business Britain

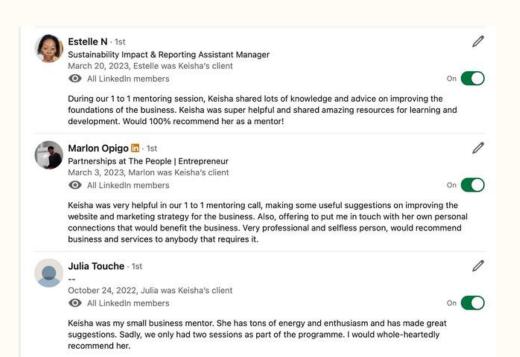


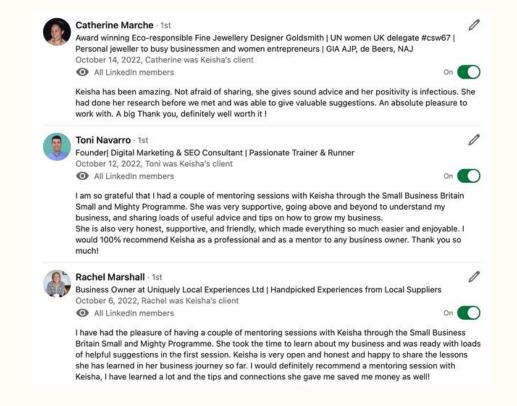
I am an Institute of Leadership and Management (ILM) Level 3 trained business mentor with the Association of Business Mentors. I find it very rewarding to give back to the small business community by voluntarily offering my time to mentor SMEs who are part of the government's Help to Grow Management programme. I am also a business mentor with Small Business Britain's Small & Mighty Programme, Digital Boost, Enterprise Nation and a number of other local & national initiatives.

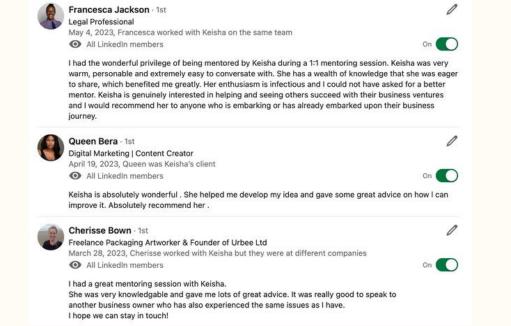














Awards, Recognition, Press & Media



Teddö Play



Best in Children's Development Products





Best in Children's Development Products - UK



Educational Toy
Specialists of the Year

PRESTIGE AWARDS

2023/24 WINNER



Top 100 most impressive independent firms in the UK











Management Today















Most Innovative Children's Product Brand Director (UK): Keisha Shah

Business Woman of the Year Children's Education & Play Category (UK): Keisha Shah



Awards, Recognition, Press & Media



Our small but mighty business has received a number of mentions in national press, heard from the UK Prime Minister's office, been live on TV on BBC News, recognised with industry awards, also by Theo Paphitis as one of his small business winners, making my passion project a multi award-winning business in just under 3 years.

All our Learning Resources are highly engaging & interactive that naturally encourage free conversations and enriching of vocabulary & knowledge in kids, making them a loved resource across children (and adults!) of all ages.



As seen on:

BBC News, Management Today, Daily Mail, City A.M., The London Economic, Metro News, The Guardian, Business MK, Fresh Business Thinking.

Recognised as:

- the 'Best In Children's Development Products' by the England Prestige Awards,
- the 'Most Innovative Children's Product Brand Director (UK)' by the Influential BusinessWoman Awards 2021'
- Business Woman of the Year 2022 (Children's Education & Play Category)' by the Influential BusinessWoman Awards 2022
- the 'Best in Children's Development Products UK' by the Global Excellence Awards 2022
- Former Dragon from Dragon's Den and Entrepreneur, Theo Paphitis as one of his Small Business Winners
- Educational Toy Specialists of the Year 2023-2024 across London & South East England by the England Prestige Awards
 - Top 100 most impressive independent firms in the UK SmallBiz100



PERFECT TO USE ACROSS SIBLINGS, COUSINS, FRIENDS - CHILDREN OF DIFFERENT AGES, NEEDS & ABILITIES

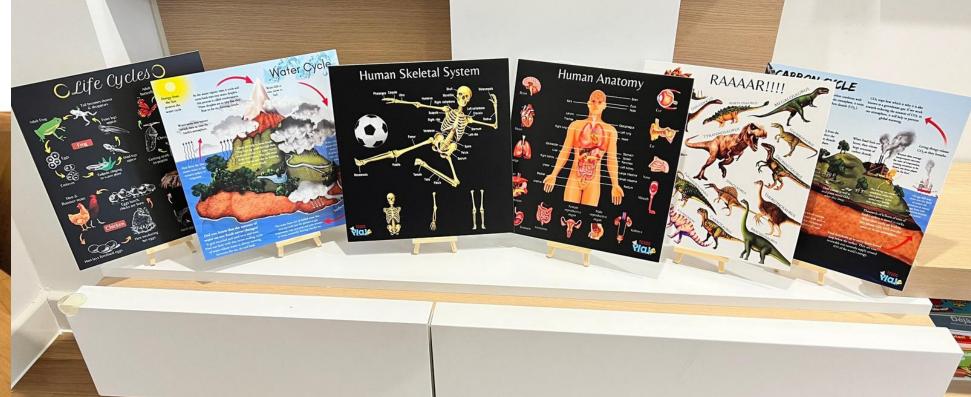




Our Product Line

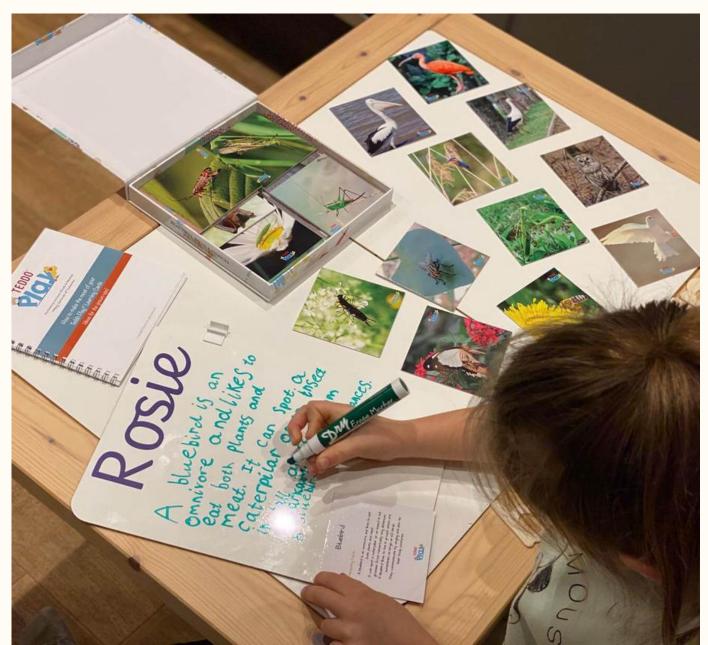
- Versatile Educational Learning
 Sets Big & Small Packs
- Innovative Portable Educational Poster Boards









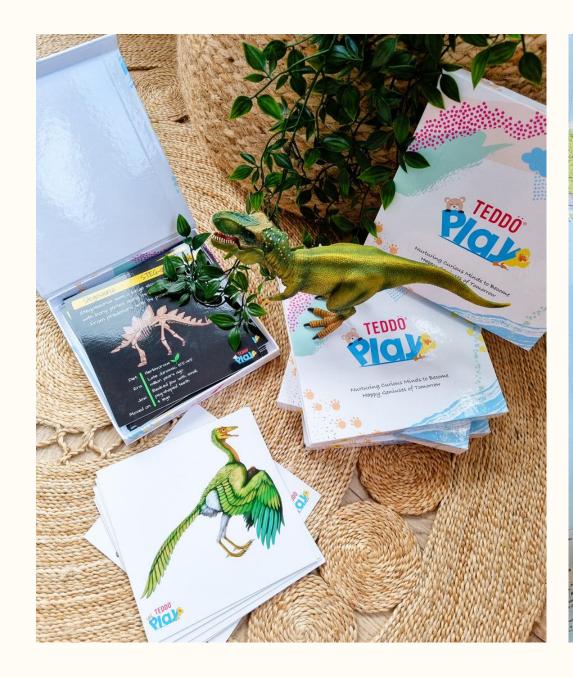


Where Our Food Grows? (Lesser-known Facts Edition)

Animals & their Young (Vocabulary Builder - Literacy Edition)

Beautiful Birds & Insects from around the World (Lesser-known Facts Edition)







Dinos - From Flesh to Bones (Collector's Edition)

Popular Countries of the World

Maths - Possibilities Aplenty!

















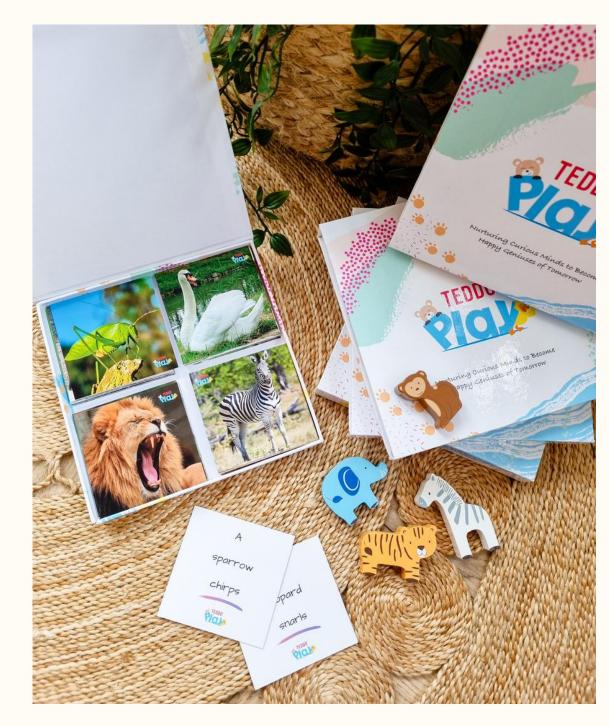




All countries of the world from all continents – Europe, Asia, Africa, N. America, S. America, Australia & Oceania.

A mega set to aid children in extending their locational knowledge and deepening their spatial awareness of the world's countries focusing on the maps and borders/shapes of the countries of the world, including key information on continents, capital cities, languages, currencies and more!





What's the Word for that Sound? (Vocabulary Builder - Literacy Edition)



More Than Just Shapes
2D & 3D Shapes with Facts &
Properties



Names of Groups - Collective Nouns (Vocabulary Builder - Literacy Edition)



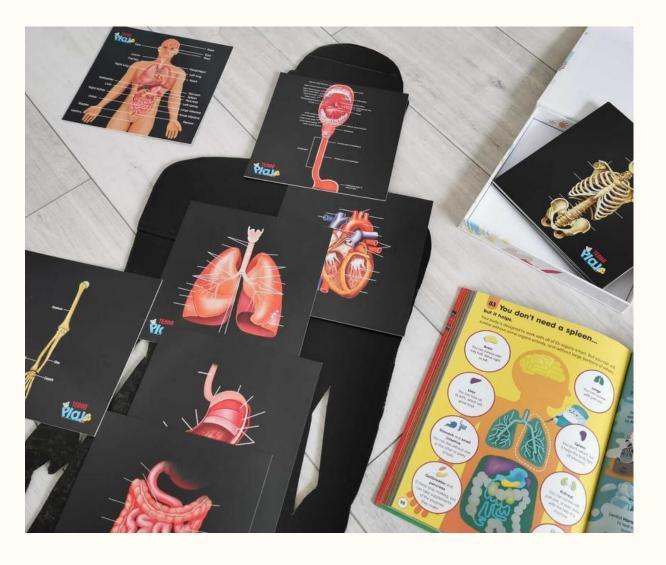




Tickle My Brain (Logic & Brain Workout)

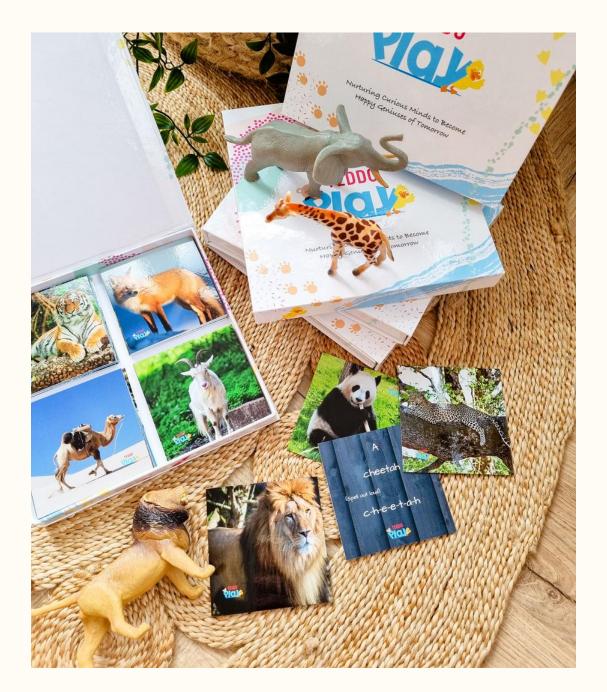




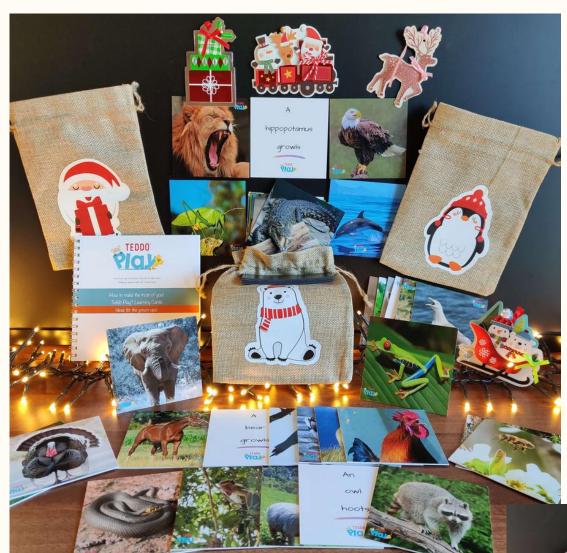


Our Bodies - Inside & Out (Complete Human Anatomy & Skeletal System)





Birds of Prey, Farm Animals, Insects & Wild Animals (Spelling Edition)



Small Educational Gifts /
Christmas Stocking Fillers







Products At A Glance... Portable Boards







Water Cycle & Carbon Cycle Geography Portable Educational Poster Boards



Products At A Glance... Portable Boards

RAAAAR!!
Dinosaurs



Robust professional artboards that can be carried out & about by children, placed on their bedside tables, play tables, can even go on the walls with double-sided tapes. However, the idea is to not put them on walls but rather use it as a tactile learning resource at home or when on the go instead of firing up devices! Waterproof for outdoor play.



4-in-1 Life Cycles Amphibian, Insect, Mammal, Bird



Products At A Glance... Portable Boards

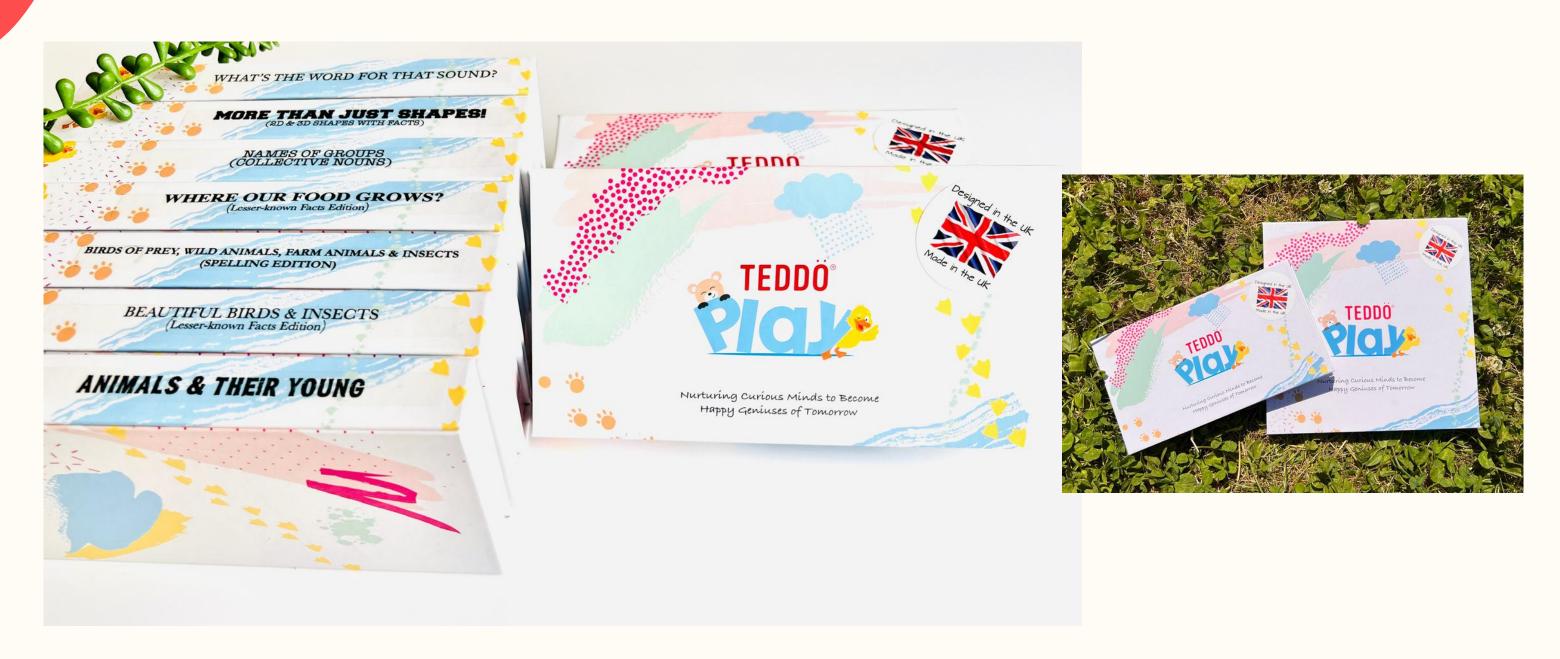




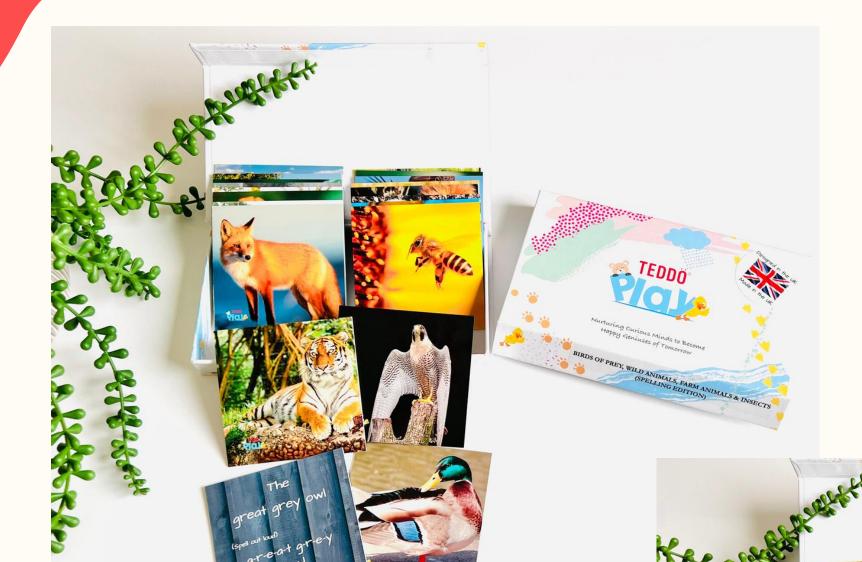
Human Anatomy & Human Skeletal System
Portable Educational Poster Boards



Products At A Glance... Small Packs



MINIs are our new and compact range of themed learning sets making them a very thoughtful gift for children young and old. Covering a variety of learning themes that are in line with school curriculums but also go beyond by sparking intellectual curiosity in children through our playful methods of learning through play & conversations.



Birds of Prey, Farm Animals,
Insects & Wild Animals
(Spelling Edition)
Pack of 20







What's the Word for that Sound (Vocabulary Builder - Literacy Edition) Pack of 20









Beautiful Birds & Insects from around the World (Lesser-known Facts Edition)
Pack of 20









Middle East and GCC Countries Learning Set



Hours of Screen-free Fun for Children of All Ages

Travels, journeys, car rides, flights, restaurants, gardens or indoors - keeps children entertained with tangible learning whilst replacing screen-time with tactile engaging resources that work wonders on their confidence & self-esteem whilst contributing positively to their intellectual and emotional development.



Coming Soon....

A number of new Learning Themes around Sea life, Nature & Environment, History, Financial Literacy & more in the pipeline as well as a complementary range of products and resources which will add to the range



Why our products are awesome

...and what our customers get with every purchase

High quality, made to the highest standards right here in the UK

Robust, durable, long-lasting - children will be able to use them for a number of years

Packed with a lot of educational value such that even after the academic years, it will live on bookshelves in people's homes as a valuable reference resource

Every sale helps us support Room to Read, the international children's education charity, in their gender equality and education programs around the world

Encourages parental involvement and conversations to support children with their mental health, happiness & emotional well-being Multi-award-winning, trusted and recommended by parents, teachers, home educators education professionals, families at large, consistent 5-star reviews

Why our products are awesome

...and what our customers get with every purchase

UKCA / CE Tested

A number of Freebies included with every purchase to provide maximum value to our customers

Every learning pack is supplied with a set of adhesive magnets to sell as an add-on and every portable board is supplied with a wooden tripod stand to sell as an add-on. These are supplied for free to all our B2B customers.

Small family-run business, direct contact, known for our values & customer service

Proactive support to all our B2B clients with display of products for maximum impact on potential customers, help with photos, videos and other elements to help them drive sales, active involvement in their groups and forums to build trust and credibility with their customers, always on hand to support with joint promotions and collaborations

What our customers say...

Loved by Teachers, Headteachers, Subject Heads, Educational Consultants, Speech & Language Therapists, Play Specialists, Parents & **Families**



10 Jun 2021

WOW!!

I stumbled across teddo on clear pay and was a little sceptical at first as you are, but I ordered just a flash card bundle to start with and was extremely happy with what we received! Being a homeschooling family these are very very handy! There's a lot of love and care into the products especially with how there made and also how there put togeather so that they can all be used as one! Extremely happy with my order and 100% worth the price, and will be ordering a lot more! Very very happy!



28 Oct 2021

What a fab educational resource!

What a fab educational resource!

I ordered a set of Birds and Insects Facts for my children and I'm so impressed with them. The photographs on each flashcard are stunning and the facts on the back of each card are really interesting.

I love that a really broad variety of birds and insects have been included- not just every day ones that children will have come across already. We have already used them in so many different ways- guess who type games, categorising them... the cards even inspired a recent art project. I'm sure we will be investing in more sets in the future!

A beautiful teaching tool!

We found out about this small family fun business on Instagram and instantly fell in love with the product. Fast forward to us making our first purchase and now we

The cards are thick, sturdy and come with beautiful real life images. The facts, information and spellings on the back add the educational feel which is vital when teaching your child at home (even more so during lockdown)

We have used our Teddo cards in lots of play set ups and even on a trip to the zoo where my son matched up his cards to the animals we saw.

The cards also come with a beautiful play guide to aid parents with ideas on how to use each topic but Teddo Play is always on the end of an insta message If you

A top product that will be used in my house for many years to come.

 $\star \star \star \star \star \star$

Brilliant educational FUN!!!

I recently purchased the Flags & Countries Teddo Cards for my 10 and 7 year old boys! Wow! They are amazing!

Fantastic quality, brilliantly designed with great facts on the back.

We've had so much playing with them; grouping them by continent, currency, flag colours etc.

I'll definitely be purchasing some more themes from Teddo! Thank you



The best learning resource hands down.

The best learning resource hands down.

We have the anatomy set and it's amazing. My 5 year old loves learning about they body using these cards and they're so detailed I've learnt a bit too! Sturdy and well made, delivery in good time and fantastic customer service. An easy 5 stars!

 \star \star \star \star

27 Oct 2020

What amazing customer service

What amazing customer service! I was introduced, given a introduction discount code and then when my lovey cards arrived there was a lovely personal note, hand written on the inside of the guide book! What a lovely personal touch. The cards are really strong, durable, and very versatile to utilise in play.

* * * * *

As a certified pediatric nurse and educator I highly recommend this

I ordered the anatomy cards on Teddo Play and I'm so glad I did. I live in the US and they came surprisingly quickly. I thought they would take at least a month because of COVID but they arrived in 6 days! They are beautiful and sturdy and my 6 year old is already obsessed with them. She took the attachable magnets and put them on the cards and hung them on the fridge. As a pediatric nurse and educator, I am impressed. Additionally, the Teddo Play creators are very personable and friendly. Thank you so much, I'll be ordering again.

★ ★ ★ ★ ★ Invited

17 Nov 2019

Teddö Play are a family favourite!

These Teddö Play cards are ideal for some family time. Easy to use, very sturdy and I know will be a family favourite. Amazing value for this wonderful, educational product.

We ordered, WHERE OUR FOOD GROWS?, and my two boys, aged 9 & 6, found this so interesting, with the bright images and all the different fruits & vegetables to see. Finding out which ones grow on trees, underground, on bushes or on a vine, was a good visual for them too.

I would 100% recommend this fabulous product to others.

 \star \star \star \star

3 Jan 2020

We absolutely love our Teddo...

We absolutely love our Teddo educational cards. My little girl loves learning through play and was instantly attracted to the vibrant photographs. It is so lovely to see real photos and it adds so much educational value. As a home educating mummy and an early year's consultant I can't recommend these cards enough. The accompanying educational booklet is so useful to expand and enhance learning and such a useful tool for parents and teachers. The high quality of the cards really jumps out immediately and they are extremely durable for little hands in educational establishments. What a fantastic resouce for children. Well thought out, educational and open ended. We would definitely recommend these products.



11 Oct 2020 ★★★★ ❷ Invited

A fantastic resource

We received the Teddo Play birds and insects cards for my little one and they were fantastically received. My 3 year old and 11 year old have been sitting down together and using them to learn together. Its amazing to watch my older child sit with his brother and discuss the facts found on the cards with my youngest and has become quite a lovely educationally bonding time for them both. We have also been using them in conjunction with our nature journal where my youngest has chosen an insect from the pack that the thinks he may see on a nature walk, and went investigating the local woods for it, return home and draw and discuss our

findings and add the information to our nature journal. Cant wait to buy some

more packs soon! Thank you, a well loved resources in this household!

An amazing resource for your little one

* * * * *

I am so impressed with not just the amount of learning cards you get in a pack but also the quality of the cards themselves.

14 Jan 202

10 Mar 2020

I've had two different boxes so far which are an amazing learning resource for my son who is currently 18 months old. We have been enjoying looking at the real pictures of parents and young ones and shapes and more. Each card also comes with a little fact on the reverse.

I also purchased a pack of magnets so that we can utilise the cards in different

What I love the most is that they will grow with my son and we can enjoy them

There is also a handy playguide included to give you ideas on the best ways to use your cards as well as a beautiful gift box to store them in.

A big thank you to Keisha and her excellent customer service.

★ ★ ★ ★ ★ Solnvited

Learning made fun

I have four Teddo boxes and absolutely love them. They are fantastic quality and you can tell that a lot of time and effort has gone into making these fun and informative for kids. The cards are really robust so I know that they will be used for my daughter and passed on for generations!

My little boy absolutely loves birds, animals and insects so these boxes helps him learn whilst playing. They really support his learning style

I am also leaning lots of new things too! My little boy also loves gardening with his grandad and cooking with the food they grow so the 'where our food grows' set really supports this. I definitely recommend buying these Teddo sets and I can't wait to buy the complete set!

What our customers say...

Over 150 5-star reviews consistently right from day 1

References:

- Trust Pilot: https://uk.trustpilot.com/review/teddoplay.com
- Google: Please type in 'Teddo Play' on Google to view them We love our Teddo Play cards so much!
- Reviews left directly on the Website: https://www.teddo-play.com

I can not rate these cards highly enough, they are the perfect size for little hands to hold, thick so no sharp edges. The pictures are so clear and so beautifully *** placed with so many options for discussions, naming objects, animals, insects, their habitats the list is endless. They are also a delight to turn over and see the We are currently working on building her vocabulary and extending her communication skills by building sentences, asking open ended questions and written word, my granddaughter loves them . raising her interest in words relating to pictures to improve her understanding that Having worked with speech therapists in my past career and Teachers, I would strongly recommend these with no hesitation on so many levels. They meet the written words have meanings. needs for young readers, toddlers, children with additional needs. I will definitely be buying more, the best value for any money spent on resources for a long time . Super well done Teddo Play .

* * * * *

Beautiful! Learning whilst having plenty

We received the Birds & Insect boxset and I was blown away by how we currently owns 5 sets of the Teddo Play cards and honestly I could have them on Instagram by a friend

Beautiful! Learning whilst having plenty

We received the Birds & Insect boxset and I was blown away by how we currently owns 5 sets of the Teddo Play cards and honestly I could have them We received the Birds & Insect boxset and I was big...

Well presented they are. To see my daughters enjoyment & engagem we currently own 5 sets of the Teddo Play cards and honestly I could have them a realistic perception of the animals/food.

They are perfect for toddlers and children to hold and explore using real image.

They are perfect for toddlers and children to hold and explore using real image.

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They are perfect for toddlers and children to hold and explore using real image.

They are perfect for toddlers and children to hold and explore using real image.

* * * * *

Wonderful sets full of leaning and fun

They are perfect for toddlers and children to hold and explore using real imagery They are perfect for toddlers and children to hold and explore using real imagery around them I also love that they are designed and made in the UK too! Wonderful sets full of leaning and fun. So nice to have quality time with my son where I get to see his progress. Recommended!

* * * * *

Absolutely brilliant cards

We love our Teddo Play cards so much!! We have almost collected them all (only 1

set left to get!!) and have made a start on the portable poster board collection - so

These cards are an amazing learning resource for children. My boys are 6 & 3, my

younger son adores all the animal cards, whilst my eldest loves the shapes,

The cards themselves are super sturdy & ideal for little hands. The boards are

fabulous too. I love how they use a real life image, rather than a cartoon type

picture. The magnetic box means you can store them easily & take them out &

about - we often take ours to the woods for example. And the addition of magnets

Absolutely fantastic customer service, kept in touch about when they'd be posted and even saved some for me for until payday so I didn't miss out on the limited edition set. These cards are brilliant and so in detail, I love them and will last years, fantastic quality

\star \star \star \star

14 Feb 2022

Love this product so much!

Excellent product! My space obsessed 6yr old was amazed at the facts included. Recommend to anyone wanting these cards they are an excellent source of

XXXXXX Amazing cards

9 Sep 2020

I absolutely loves these cards the moment I saw them on Instagram and finally got amazing. Great for toddlers and I absolutely loves these cards the moment I saw them on Instagram and finally gord children to hold and explore. Fantastic imagery which is of real things to give round to purchasing some. They are absolutely amazing. Great for toddlers and children a realistic perception of the various animals/food items etc. in the wor children to hold and explore. Fantastic imagery which is of real things to give around then. They are on lovely thick card, and have lovely descriptions on the children a realistic perception of the various animals/food items etc. in the world back to be able to extend learning. I'm currently using the food ones in my kitch. around then. They are on lovely thick card, and have lovely descriptions on the and the children eniov looking at them and discussing the food ones in my kitchen are cards. back to be able to extend learning. I'm currently using the food ones in my kitchen to pretend they have the food on their plates and cooking with them. Great for use and the children enjoy looking at them and discussing the foods, using the cards in imaginative play. I also have the hugs and birds and the children like to match to pretend they have the food on their plates and cooking with them. Great for use with real bugs and birds and the children like to match outs the plates and cooking with them. Great for use was really quick and

Absolutely beautiful products and...

Absolutely beautiful products and fantastic, friendly service. We ordered 2 boxes to start with and they are such high quality. The boxes are really sturdy and I love the magnetic close. The card are a really thick, good quality that will stand up to alot of playing which is great because my son especially plays hard! The photos are stunning and the information is really well thought out. The first time we played with them I even learnt lots. The personal handwritten message in our instruction book was a beautiful addition. If you haven't already you really need to grab some



7 Aug 2021



in imaginative play. I also have the bugs and birds and the children like to match the seller Keisha is fab at being able to answer questions and communicate with. with real bugs they find, especially the ladybird. The delivery was really quick and said at being able to answer questions and communicate with. She has a real passion for her product. Thank you





on the back of the cards means you can use them on a board too, or pop them on Delivery is always fast, packaging great & Keisha is absolutely the loveliest lady. I'm so so glad we found you Teddo Play!!

7 Apr 2020

Such a great product! I have been using these with my son for about two months and he is now 17 months old. He loves them. It is great that the images are of real-life animals as opposed to cartoons or fictional pictures as it seems to aid

far we have the Life Cycles & Dinosaur boards.

I really like that the cards work well across the ages and so will stand the test of time unlike so many educational products. Right now they work to aid name recall and to introduce new words. But later on I see how they can will work as an aid to

teaching the alphabet and for spelling. Thanks so much!

Find us online

Online Store

Email

https://www.teddoplay.com

connect@teddo-play.com

Instagram

https://www.instagram.com/teddo.play

LinkedIn

https://www.linkedin.com/in/keishashah https://www.linkedin.com/company/teddo-play

X

https://www.twitter.com/TeddoPlay

Facebook

https://www.facebook.com/TeddoPlay





Contact details

Please don't hesitate to get in touch for any queries or any further information you might require.

Thank you so much:)

Get in touch

Website

connect@teddo-play.com

https://www.teddoplay.com

Phone number

Keisha Shah: +44 (0) 775 6510 333

