

DESIGN, DEVELOPMENT EVALUATION



FUNdamentals

encourage excellence

Who we are & What we do

FUNdamentals is an innovative, one-stop shop for all things child-related. Established in 2004, we have already made an impact in the toy and nursery industries and are committed to helping anyone who provides a product or service for children maximise the benefits that children will gain from it.

We offer bespoke product development, research, education, and psychological services including:

- product design
- product evaluation
- consultancy
- market research
- psychological product assessments
- product range development for licence-holders
- staff development

...to toy companies and other providers of children's products and services

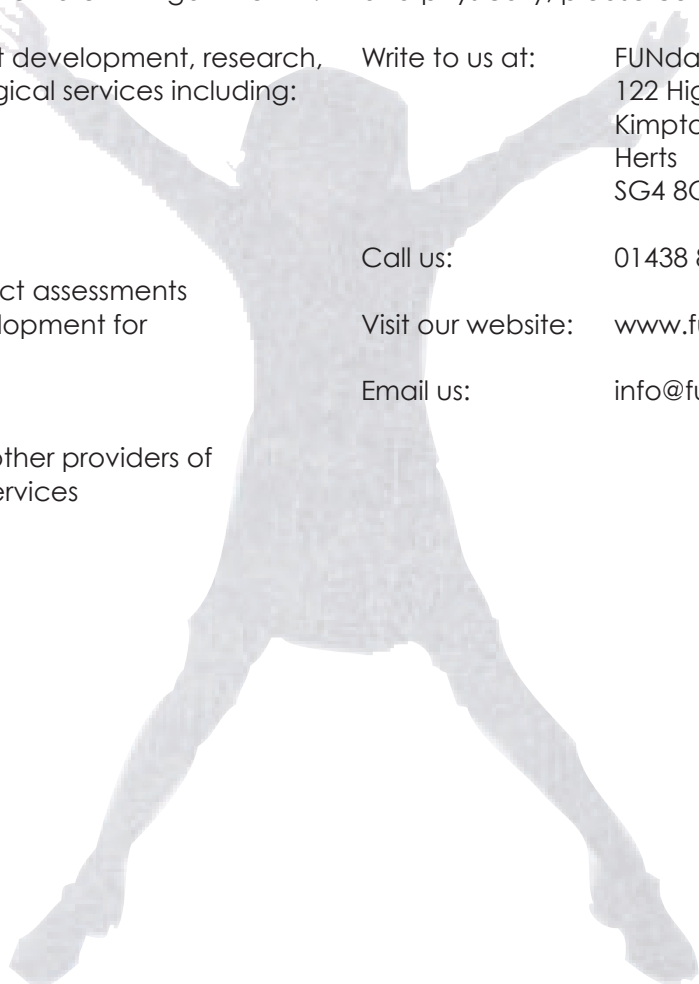
If you would like to learn more about how **FUNdamentals** can help your organization increase its market share by providing high quality products that really appeal to their target market, as well as helping children to develop socially, cognitively, and physically, please contact us.

Write to us at: FUNdamentals
122 High Street
Kimpton
Herts
SG4 8QP

Call us: 01438 831204

Visit our website: www.fundamentalsuk.com

Email us: info@fundamentalsuk.com



Why FUNdamentals?

We understand children. We have experts in a wide range of fields who offer effective and efficient strategies to resolve clients' issues.

We are dedicated to improving children's products and services.

We appreciate the value of providing user-friendly answers without over-burdening you with unnecessary data.

Our bespoke service gives you the quality you require within your budget, as you only pay for the information that you really need.

Our unique approach provides a more holistic view of products and can help ensure that the products will engage and challenge the target audience, resulting in higher sales and improved brand image.

We pride ourselves on our professionalism, enthusiasm, commitment, integrity and flexibility.



Product Design

FUNDamentals' product design offers you the chance to benefit from our creativity and expertise.

Let us work with your design team to bring out the best in them, or simply take on the whole design process for you. We can work to a specific brief or you can let us evaluate your brand and business plan and provide you with a product/product range that will help you reach your goals.

Traditional and innovative board games are a passion for us and we are always happy to take on commissions for them.

Alongside high quality, imaginative games and toys, we are also able to design innovative educational materials and schemes of work.

As with all of our services, our product design can be offered alone or alongside research and evaluation projects. All our services are tailored to meet your needs, offering flexibility and professionalism.



Dr Amanda Gummer with the multi-award winning **My World** Puzzles and games from Gibsons Games.

Product Evaluation

FUNDamentals' product evaluation involves small-scale, focussed analysis to provide insight into particular characteristics.

We combine feedback from end-users and focus groups with input from professionals such as psychologists, teachers and childcare workers. This unique approach enables us to develop an understanding of the strengths and weaknesses of a product quickly and reliably.

FUNDamentals' bespoke service allows you to choose exactly what you want to gain from the evaluation.

You will receive a succinct report providing the key information you need to inform your product development.

This is a particularly suitable option for smaller companies, companies wanting answers to a few specific questions, or those with pressing deadlines who still need reliable research within a tight budget.

Our product evaluation service can be used alone or combined with any of the other services we offer.

testimonial

“We have worked with Dr. Gummer on more than one occasion; she helped out with our recent brand review and evaluation, has carried out market research on our behalf, and is currently helping to develop a new product range. Not only does she understand the market really well, she is extremely creative and full of ideas about how to improve products ensuring they are appropriate

for their audience. Her obvious strength is her knowledge of child development, but she is also adept at understanding commercial aspects. Always on the end of the phone, she has been a valuable support to Gibsons and we wouldn't hesitate to recommend her.”

- Kate Armitage, Gibsons Games

Consultancy

Flexibility is a key theme throughout **FUNDamentals** and our consultancy service offers you the ultimate in flexibility by allowing us to tailor our service precisely to your needs.

So how does it work?

All initial consultations are free and can be carried out in person or over the phone.

During the first meeting, a consultant will discuss your needs, and find out as much as possible about what, when, how and why you are looking for consultancy. The more we know, the more we can help.

Subject to mutual consent, the consultant you meet will remain your project manager and will draw up a plan detailing how **FUNDamentals** can be of most assistance to your company.



Once the action plan is agreed, he/she will contact the relevant experts who will work together to provide you with the information and advice that you need.

Your project manager will act as a link between you and the experts and ensure that everything runs smoothly, to time and to budget.

testimonial ● Amanda's research is thorough, balanced and provides invaluable insights into how our products are perceived by both adults and children. We particularly admire how she is able to present complex scientific thinking in a practical way that we can use to improve our new and existing products. ●

- Rob Trup, Fiesta Crafts

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Market Research

Have you ever...

- wondered why a product you thought would fly off the shelves didn't take off?
- had reservations about a product you've agreed to take on, only to have those reservations proven expensively correct?
- wanted to branch out with new product lines but haven't had the confidence to take the risk?

Everyone knows that good market research helps you to make the most of gaps in the market, exploit current trends and avoid costly mistakes.

You can't afford to be without it, but how can you be sure you're getting the information you need, within your budget?

Lies, Damn Lies and Statistics?

Exactly our feeling.

Insightful interpretation of results from small sample groups that have been studied using age-appropriate techniques in a natural environment is more likely to provide valuable information than larger, expensive number crunching.



Sample sizes needed to produce statistically significant findings are enormous and beyond the budget and requirements of most toy organizations. In order to avoid expensive mistakes, a quick insightful evaluation of a product by well-qualified, experienced researchers will provide you with all the information you need to move product development forward with confidence.

testimonial Amanda was briefed on the hoof for an exciting new project to research non-consumers based on the "blue ocean" theory. Amanda devised a research programme that fulfilled our expectations, in a tight schedule and tight budget. ☺

- Dawn Cody, Innovations Resource Director
& HR Partner, Egmont International.

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Psychological Assessments

Good market research can tell you a lot about how a product or service will be perceived but how do you find out...

- whether the toy is developmentally appropriate?
- whether the social, physical and cognitive skills required are generally present in the target market?
- whether the toy is accessible to children with special educational needs
- how the product or service's repeat-play value could be enhanced?
- the educational value of the product or service?
- the effect of gender bias on play behaviour with this product or service?

A psychological assessment of a product or service by **FUNDamentals** will greatly enhance your understanding of the toy by enabling you to answer the above questions with confidence. You will then be able to see how a particular product or service complements the rest of your range and improves upon those products or services already available in the shops.

This understanding can be turned into a successful marketing strategy and prevent what should be a popular product or service from 'missing its mark'. Your resulting increased market share will be based on a reputation for quality products/service and enhanced brand image.

FUNDamentals' psychological assessment is valuable alone, but can also form part of our product evaluation, market research or product range development services for a more comprehensive insight into the strengths and weaknesses of particular products/services.

testimonial

“...Dr. Gummer was employed by the V&A Museum of Childhood as a consultant child psychologist to find out whether the Museum's displays are effectively communicating their intended learning outputs (key messages) to visiting audiences and to explore ways of engaging visitors more meaningfully to enhance the value placed on the visit by visitors. It was a pleasure working with Dr. Gummer,

who was professional and knowledgeable, as well as personable. The key benefit of working with Fundamentals for the Museum was in gaining an objective study with findings and recommendations that support the Museum's existing view. I would happily recommend Amanda and Fundamentals...”

- **Stephen Nicholls, Exhibition Manager**
Museum of Childhood.

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Range Development for Licence Holders

FUNDamentals offers a comprehensive product range development service to companies currently holding or bidding for licenses.

A well designed product range will...

- Contain products which appeal to different groups within the target market
- Be easily identifiable with the licensed programme or character
- Increase your chances of obtaining additional licenses.

FUNDamentals' expertise lies in our understanding of children: their development, their play and the challenges facing them. This allows us to design products and ranges that exploit the particular characteristics of different age groups and thus produce stimulating, age-appropriate, developmentally relevant toys.

Our tailor-made service...

- Offers excellent value for money
- Allows you to retain control over the development process whilst benefiting from our expertise
- Ensures that you get exactly what you need in a time-scale to suit you
- Ensures that the final product range will meet the needs of the target audience

testimonial

“We have worked with Amanda and FUNDamentals since 2004 on a variety of projects and have always felt that the service we received was very valuable. By providing insight into, and understanding of, the developmental characteristics of our target markets we have been able to develop well

thought through ranges and plan successful marketing campaigns. As well as evaluating our products, Amanda has been a really useful sounding board for ideas and her efficiency and professionalism make her a real pleasure to work with. We hope to continue to work with FUNDamentals for a long time to come.”

- Lindsay Hardy, Flair plc

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'Encouraging Excellence' Workshops

Understanding your target audience and looking after employees go hand in hand in the toy industry.

FUNDamentals offers a range of workshops for people working with children. These provide a unique opportunity for the toy industry to find out more about their target audience as well as provide their employees support and advice to enable them to optimise performance at work.

Workshops currently available include:

- Child Development
- Understanding children's play
- Parenting workshops
- Family dynamics
- Preparing for parenthood
- Finding your work/life balance
- What Parent-Centred Parenting really means for you.

We are also happy to prepare and deliver tailor-made workshops to suit the needs of you and your employees.



Workshops can be run in house so that your employees don't waste valuable time travelling. Alternatively, individuals are welcome to join any of the general workshops we run.

For a schedule of forthcoming workshops and venues, or to discuss how **FUNDamentals** could help your business by running workshops for you and your employees please email:

info@fundamentalsuk.com,

or call **01438 831204** to discuss your needs.

testimonial

“Amanda has a unique outlook on the role of parents that helps to release them from the pressures and guilt of what they *SHOULD* do and allow them to enjoy the mundane day to day aspects of family life. Both her background in child development and experience as a mother informs

her work and gives her great empathy for parents. She is a pleasure to work with.”

- Kerri Summers, *The Parent Company*

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Director's Profile

Amanda Gummer established **FUNDamentals** in 2004. She has a PhD in Psychology and a Post Graduate Certificate in Higher Education.

Amanda is a member of the British Psychological Society, the National Toy Council and is involved with policy through think tanks and various parliamentary groups. In the past Amanda was also Associate Lecturer in child development with the Open University.

Amanda managed Faust Educational Services in Hong Kong where she designed educational games and schemes of work. Whilst studying for her PhD, Amanda volunteered as a childcare worker in a Woman's refuge where she raised the standard of facilities for children by introducing structured play and innovative, educational games for the children who were not at school.

Having grown up in the toy trade, she has an understanding of the pressures on companies in an increasingly competitive market and, as a mother of two young girls, Amanda also has a real understanding of what parents and children want from products they buy.

She has been designing games and educational materials for over 10 years and is using her experience and qualifications to make **FUNDamentals** the market leader in high quality design, research and consultancy for children's products.

Summary of Benefits

- Increased understanding of target market
- More focussed marketing campaigns
- Enhanced product development
- Improved range cohesion
- More motivated sales team



Contact Details

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Current Projects

We are always designing new products. Below are examples of products currently being designed which we are looking to launch this year.

- A range of sporty games for girls
- Educational jigsaws: a range of jigsaws to help children engage with topics being taught at school (e.g. the weather, chemical reactions, creative writing etc)
- A literacy scheme for pre-school children, a unique approach in tune with government guidelines in which the three literacy skills (reading, writing and comprehension) are used to reinforce each other to help children learn more effectively

- A travel companion: a journal combined with a puzzle book to help children understand more about the places they visit as well as keeping them entertained on the journey
- Garden activity set: a range of high quality garden games for all the family
- Internet treasure hunt: an exciting game that helps young children develop computing skills and safe use of the internet
- Milestone music: a compilation of simple songs to help babies develop key skills

We are always happy to work to a brief, so call us to discuss your requirements.

Organizational Structure

Director: Amanda Gummer

As director Amanda oversees all projects. She is supported by a fantastic group of experts who all subscribe to **FUNDamentals'** ethos of Encouraging Excellence.

- Steph Purvis: Principle Education Consultant (Primary)
- Lisa Morris: Principle Education Consultant (Secondary)
- Georgina Elmes: Nursery Consultant
- Helen McPhun: Music Consultant
- Stuart Nicholas: IT
- Nilesh Mistry: Business Development
- Jo Grant: Marketing
- Ann Coleman: Accounts
- Sarah Harrison: Illustrator (toys and games)
- Dawn Adlam: Illustrator (educational materials)

We also have close links with other organizations including:

- Dinky Dancers
- Jammy Rascals
- Kimpton Monkeys Toddler Group
- Kimpton Community Playgroup
- Kimpton Primary School
- Nicholas Agencies
- Onslow St. Audrey's Secondary School
- The Open University

Who help us to deliver the best possible service to our clients.

If you would like to work with **FUNDamentals**, please contact Amanda at **amanda@fundamentalsonline.co.uk**, or by phone **01438 831204**.