

# OUR PRODUCT



MEandMine

Designed by educators, pediatricians, and psychologists, MEandMine is all about creating a read-build-play experience that makes a child's journey of self-discovery the most fun, mind-blowing and inspiring hands-on adventure. Our educational play kits are designed to inspire kids ages 3-8 to discover all the marvelous ways their body and emotions work to help them grow.

## READ

### Experience-Based Story

Bring abstract concepts to life with intuitive and playful adventures.

## BUILD

### STEAM-Backed Projects

Merge humanity and social emotional development with tactile explorations.

## PRACTICE

### Imagination-Powered Play

The "in-role" participation is a surefire way to constantly shape healthy habits.

## MEandMine **BODY** Collection



## MEandMine **EMOTION** Collection



## The Best Toy of 2019

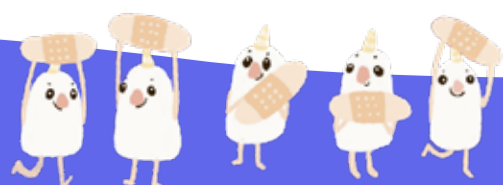
for nurturing a child's intellectual and social-emotional development



# ABOUT US

Started in 2019, MEandMine was founded by a powerhouse of educators, pediatricians, psychologists, toy geeks, and parents in Silicon Valley. Our vision is to inspire a lifelong love of self for every child. We strive to make social-emotional learning accessible and empower kids to discover what they're made of. This helps them face the wild road of life ahead with excitement, confidence, creativity, and resilience.

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Visit us at Booth #4219

# DID YOU KNOW?

The Top 3 Parental Wishes for their Children are...

MEandMine Marketing Research SS=1000, 95%CI

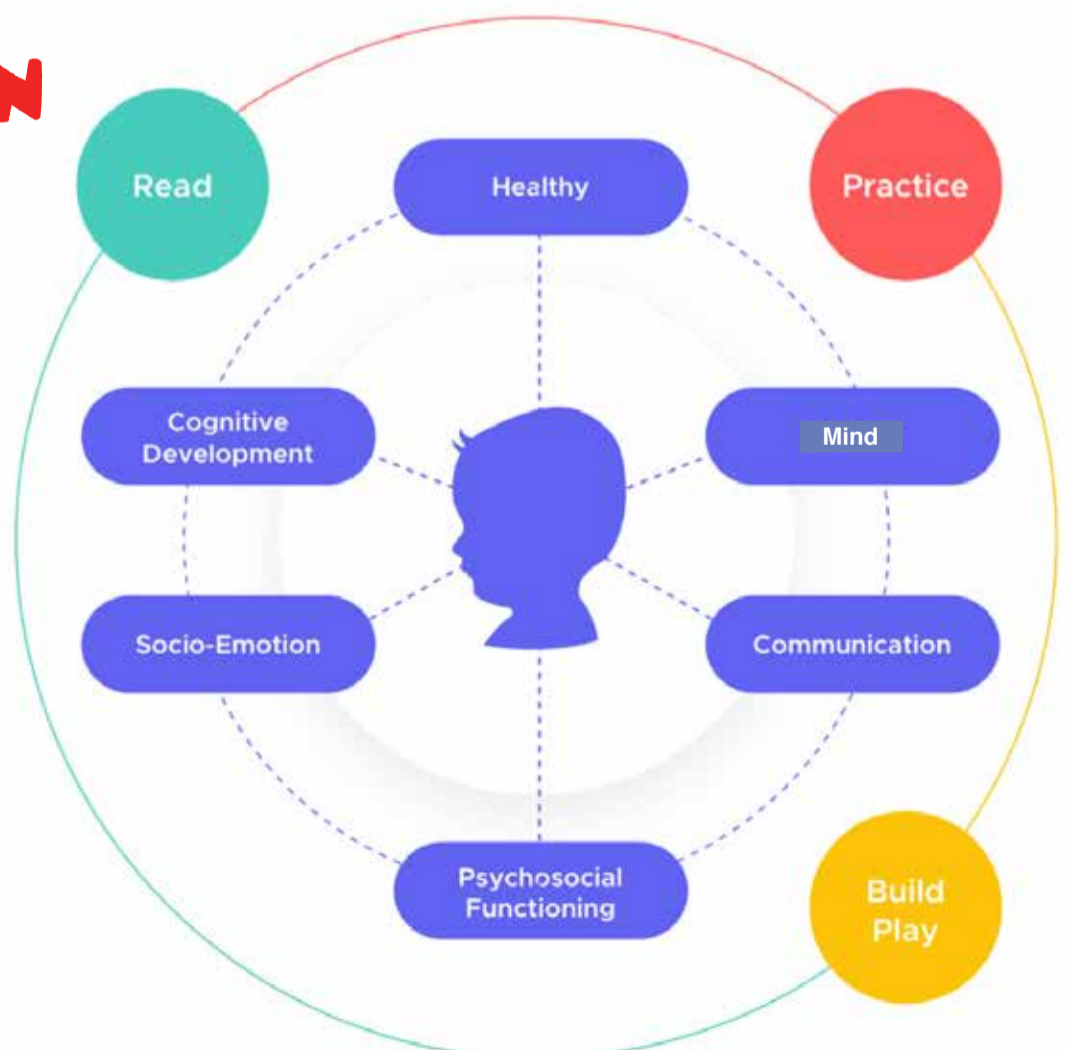


## 3 to 7 years old is the critical age

for their social-emotional development (SEL) to be built into the architecture of their brain.

## OUR INNOVATION

MEandMine is the world's first hands-on adventure that integrates social-emotional learning into STEAM powered tactile explorations for kids in their early years. Our products are designed by educators, pediatricians, and psychologists. We inspire kids to find out what they're made of with a scientifically proven method based on the **Learning Theory by David Kolb** and the Social-Emotional Development Framework by the **Center of Developing Child at Harvard**.







MEandMine

# FOUNDER & CEO ELINOR HUANG



“Hi little ones,

Your day is filled with endless firsts. As I go through all the moments of wows and awes with you, I am always reminded that the most beautiful and complex innovation in the universe is built on one powerful concept, and that is YOU!

As you explore new things, have fun with challenges, make friends with unfamiliar ones, **I hope you discover the magic I see in you!”**

The creation of MEandMine began with Elinor and the power of parental thinking. After a career in healthcare, Elinor observed firsthand the growing mental health problems in young kids. “Our children are growing up in a world where performance is king. Overstimulation is starting at young age, oftentimes with an overwhelming amount of performance-based expectations.”

Elinor started this personal project by chatting with over a thousand parents across the U.S. Although with different backgrounds and various parenting skills, the parents spoken to all had one thing in common. Their deepest hope was for their children to develop a resilient core through a fundamental love of self, healthy life choices, and become not just better students, but better people.

The idea behind MEandMine was crystallized after a conversation with the Center on the Developing Child at Harvard. Elinor is on a mission to make self-discovery and social-emotional development accessible to every kid.

Elinor has years of product experiences in healthcare, consumer, and social impact sectors. Before founding MEandMine, she was the VP of product for doc.ai, the medtech AI startup. Prior to that, she was a global strategic marketing manager at Johnson&Johnson, Stryker, and a product manager at L’Oreal. She also led the UN Millennium project on Child Health at World Vision. Elinor has an MBA from the MIT Sloan School of Business.

