

High Potential Initiatives Profiles

1 Accelerator

European Pioneers



2 Project and Organization

TobyRich
TobyRich GmbH



2.1 Country

Germany

2.2 Project Abstract

TobyRich intends to disrupt the traditional toy industry. Its gadgets are technologically more advanced than any other toy in that price segment (average of 50 EUR) but still not as expensive or complicated to use like model-making or RC hobby device. Standard remote controls are replaced by universal smartphones and individual control apps. By utilizing the smartphone power and adding sensors to our toys, they become intelligent. TobyRich also adds computer gaming features, combining the best of both worlds.

2.3 Sector

Consumer leisure/gaming

2.4 Target Market

B2C

2.5 Business Model

SMART CITY SOLUTION	NO
CLOUD SOLUTION	NO
SOCIAL MEDIA SOLUTION	NO
MOBILE SOLUTION	YES
BIG DATA/ANALYTICS SOLUTION	NO
IOT	YES

2.6 Website

www.tobyrich.com