MagikMe – Playground for Everyone

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MagikMe Inclusive Play
Hungary

Inclusive Playgrounds

Feb 23, 2018, 10:30 – 11:10
The organizational background of MagikMe

- The Team: mothers of disabled and non-disabled children (2014)
- Civic engineer and physiotherapist joined the team (2015)
- Manufacturing company contracted (2015)
The essence of MagikMe Inclusive Play: Playground for Everyone

We want to include every child in the playground, regardless of their abilities.

We design playground equipment that is:

➢ Safe for severely disabled children
➢ Can be used without wheelchair
➢ Multi-player, allowing co-play
The innovative aspect

➢ Initiative of involved families

➢ Product development
  o involves physiotherapists and users
  o allows physical contact i.e. usage without wheelchair
  o enables co-play → mutual play experience → social interaction

➢ Community events

of disabled and non-disabled children
The impact created

- 46 playgrounds equipped
- 20+ community events
- Education programs in schools on inclusion
- Ministry to change legislation
- Competition develops own inclusive products
The success factors, life stories

Success factors:

➢ Credibility

➢ Persistance

➢ Huge national media coverage

„Today I can bring my sons to some close-by playgrounds where Aron can play safely. What’s more he can play with his brother or other non-disabled kids on the same equipment, sharing the fun of playing together.”

Eszter, Aron’s mum
Financing issues, sustainability, challenges

- Bootstrapped + £10K crowdfunding
- Sales allow manufacturing by orders
- Product development financed from revenue
- Sustainable if incorporated into a market leading company’s portfolio
- Challenges: find our customers, find market leading company
The next steps

1. EU Reference Points

2. Retailers

3. Market leading company with MagikMe portfolio
Contacts to MagikMe

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MagikMe - Can I Play

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