



# The Big Idea Factory, Inc.

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## About the Big Idea Factory

The Big Idea Factory is a strategic and tactical marketing consultancy focused on identifying and building growth opportunities for small to mid-sized consumer goods companies.

Our services include new concept ideation, brand name development and positioning, product development, sourcing, marketing planning, sales support, license identification and negotiation, as well as all aspects of the product delivery process, including product and packaging design, project planning and management, market research, manufacturing feasibility assessment, and import/testing/regulatory requirements guidance.

To meet the needs of our clients' requirements, the Big Idea Factory staffs each assignment with highly specialized professionals from our network of affiliated independent consultants, and either functions as a retained "outside/inside" team, interfacing daily with company resources, or delivers specific phased projects on a completely outsourced basis.

Established four and a half years ago, the company has experience in the following categories, in branded, licensed and private label goods:

- toys
- activity/arts and crafts
- early learning
- stationery and back to school
- office products
- storage and organization
- home goods and housewares
- senior and mobility assistance
- chocolate and snack/nutrition bars
- seasonal/holiday and party goods

Our present and past clients include Peachtree Playthings, Cra-Z-Art, Leap Year Publishing, Penguin Pens, Better Office Products, A&W Products, PlanAhead, Ennovation Studios, Full Life Products, Fairlandtoy (HK), and Bartons Confectioners.

The President of the Big Idea Factory, Linda El-Fakir, has a 25-year track record creating successful new products and growing established brands. Linda is a successful product designer in her own right. She holds numerous patents, and specializes in working with factories to gear up for production and in solving development and production problems. She has spent extensive time in Asia.

Linda started her career in traditional CPG with L&F Products Division of Eastman Kodak, where she helped launch the first line of cleaning wipes, and worked on flagship brand Lysol Disinfectant Spray. At Colgate-Palmolive, she was responsible for managing the Ajax line of cleaners, Palmolive Automatic Dish Detergent, and then worked in New Products and Technology Transfer. Linda launched her first entrepreneurial venture, Elf Children's Products, in 1993. The company's first product, Castle Blocks, won 2<sup>nd</sup> place in the 1994 Family Fun Toy of the Year contest. After selling that business, Linda held the positions of Vice President of Marketing with Pentech International and Rose Art, and then VP Division Manager, Stationery and Activities and New Business Development with FAB/Starpoint, a leader in children's licensed goods. Linda holds a Bachelor's degree in Product Design and an MBA, both from Cornell University.