

# ULECEkids heatable toys

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# Our team

Little sister Anna - user experience,  
product tester;

Big sister Luīza - designer;

Mom Agnese - communication and  
finances;

Ilze - seamstress and mom of 3;

Antra - accountant.

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# What is a heatable toy?



LITTLE STAR and the WHALE are handmade organic heating pads with grape seed filling to soothe colic baby from birth up to 8 month

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The BUNNY and the MOUSE are microwavable cuddly toys with cherry pit hot pack inside for children from 1 to 7 years

# How it all started?

June, 2018

# Graduation work



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**R-D-M-V**  
RĪGAS DIZAINA UN MAKSĻAS VIDUSSKOLA

September, 2018

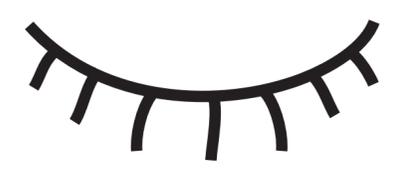
3rd place in the annual design award contest by Latvian Designer Society in category "Product design"

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September, 2018

A brand ULECE is born.  
Our concept – heatable  
toys for kids.



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October, 2018

# First prototypes and sketches



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December, 2018

Products ready for customer testing



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March, 2019

# Introducing anti-colic toys collection for newborns

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August, 2019

Presenting business idea to Jelgavas novads in the annual business contest.

And success! 3000 EUR prize won to develop business.



November, 2019

With Jelgavas novads help,  
we created a unique quality  
packaging



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April, 2020

And we got beautiful  
instruction manuals



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May, 2020

And we visited Māmiņu klubs for an interview

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**Thanks to Jelgavas novads, we have grown from dreaming of 'what ifs' to full family business ready to expand.**

Today

We are in 11 shops –

8 shops in Latvia

2 shops in Germany

1 shop in Switzerland

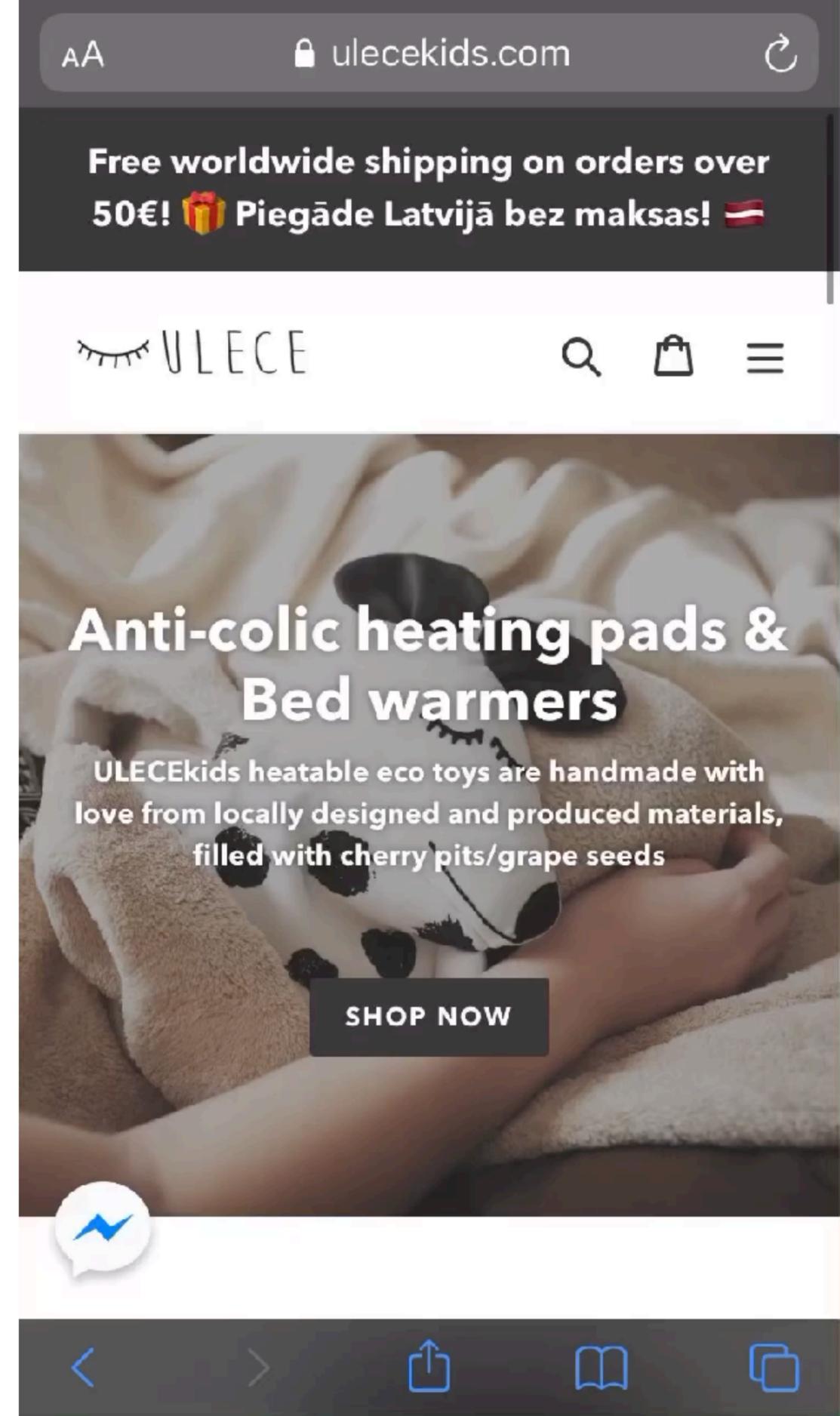
And 1 official distributor in  
LT and EE



Today

Recently we launched our website [ulecekids.com](https://ulecekids.com)

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Today

We founded company  
LTD ULECE

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Future plans

Be a part of LIAA Business  
Incubator in Riga

Export to Netherlands,  
Norway

Open office

New products

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Thank you! Any questions?