



BRIAN GORDON

eBeanstalk Co-Founder

Co-founder of the online toy retailer, eBeanstalk.com, Gordon has been in marketing his entire career. Born in Ohio, Gordon went to the University of Pennsylvania. After school, he went to work for Procter and Gamble in Brand Management then started along an entrepreneurial path starting a media company called Beyond the Wall. After selling Beyond the Wall to a public company he spent four years working as a partner at Markitecture, a marketing consulting firm before co-founding his own firm, Customer Development Corporation with Patrick Moore in 2005. Moore and Gordon consulted for companies such as ESPN, International Paper and HESS. Having worked across a variety of business categories in both B2B and Direct to Consumer, Pat and Brian have extensive experience in direct to consumer marketing, market sizing and concept testing which helped them launch their new business venture, **eBeanstalk**.

The idea for **eBeanstalk** came to then single Gordon in 2005 when he was looking for a gift for a friend's newborn. Overwhelmed when he went toy shopping, he noticed that everything looked the same and there were thousands of choices. As he and his partner Pat Moore researched the ecommerce toy business, they found there was nowhere on the web to go for someone who was clueless about what toys to buy for young children.

They saw a need for an online source for new parents to find expert recommended toys that were pre-tested and matched to developmental stages.

Over the course of the next two years, they enlisted a team of top notch child specialists who brought a comprehensive developmental approach to the task of toy selection, defining each toy by the stage of a child's cognitive, language, social, physical, and emotional development. They formulated a process of toy selection in which a group of over 500 mothers (called the Mother Board) actually tested each and every toy and provided feedback. They whittled down a pool of 10,000 toys to find the 400 best toys available on the market to feature on the site. And they came up with the unique concept in which every three months during the course of a year, a toy arrives at the customers' doorstep perfectly suited to match the stage of a child's development with customized instructions to get the most out of each toy.

The website, dedicated to providing the tools necessary to promote child development, launched in September of 2006. "The key to a good developmental toy is that while stimulating development, it should still be fun for children to play with. If a child won't play with a toy, that toy won't help develop anything." Gordon has commented."

Response to **eBeanstalk** has been extremely positive with high visitor and repurchase rates. Gordon and Moore have continually updated the site with new features, such as a

message board and gift registry. Recognizing the importance of building relationships with customers, they plan to continue to move the **eBeanstalk** site beyond e-commerce to a site that offers those interested in the development of children a place to come together and “plant the seeds to help children grow”.

Gordon and his wife, Kristy have a six-month-old daughter, Molly. The couple currently resides in Westport, Connecticut.

PATRICK MOORE

eBeanstalk Co-Founder

Co-founder of the online toy retailer **eBeanstalk.com**, Patrick Moore has worked in the field of marketing research and consulting for the past 14 years. He has managed large projects for many different companies in a variety of industries. Past clients include, ESPN, HBO, Holiday Inn, Polo Ralph Lauren and Aeropostale. His expertise lies in the areas of customer segmentation, new product testing and development and demand forecasting.

Patrick spent five years (2000-2005) working as a Senior Partner at Markitecture, a marketing consulting firm specializing in helping clients launch new products, before co-founding Customer Development Corporation (CDC) in the Fall of 2005. His experience in helping clients develop and market new products served him well in the creation and launch of CDC’s first endeavor, **eBeanstalk**.

Recognizing a need for an online source for new parents to find expert recommended toys that were pre-tested and matched to developmental stages, Moore and his business partner, Brian Gordon, spent two years researching and exploring the creation of the company. They enlisted a team of top notch child specialists who brought a comprehensive developmental approach to the task of toy selection, defining each toy by the stage of a child’s cognitive, language, social, physical, and emotional development.

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Patrick received his BA in Economics from the University of Michigan and his MBA from The Stern School of Business at NYU. He currently resides in Norwalk, Connecticut.