



Fact sheet

Company Mission:	Planting the seeds that help children grow
Concept:	The ultimate source for the tools to nurture the young child's physical and intellectual growth, the ecommerce website delivers age appropriate expert recommended toys to customer's doorsteps four times a year accompanied by instructional cards.
Company History:	Founded in the fall of 2006 by former marketing executives Brian Gordon and Patrick Moore , who saw a need for a place where parents can go for information about how toys impact a young child's intellectual and physical growth.
The eBeanstalk toy selection process:	Evaluated by a team of child specialists and a Mother Board consisting of over 500 new moms, each toy has been looked at, played with and selected from 10,000 toys to arrive at 400 of the best developmental toys available.
Children Specialists:	Andrew Eig, PhD. clinical psychologist Deanie Barth , physical therapist Shari Harpaz , speech pathologist Barbara Greenspan , pediatric occupational therapist Gopi K. Palel , special educator
Shipping:	Free of charge
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