



CASE STUDY

COUNTRY OF ORIGIN

Italy

FOUNDED DATE

April 2012

LAST FUNDING DATE

June 2019

FUNDING STAGE

Seed

TOTAL FUNDING

\$3M

HIGHLIGHTS

Author of Rebel Girls: most-funded children's book in Kickstarter history and New York Times Best Seller

FOUNDING TEAM



Elena Favilli
Co-founder & CEO

Elena Favilli is the Founder and CEO of Timbuktu Labs. She works at the intersections of publishing, design, and technology.



Francesca Cavallo
Co-founder & COO

Social designer, prizewinner writer, educator and stage director. Serial social entrepreneur, startupper. Co-founder of Timbuktu Magazine, the first iPad magazine for children and the first project to bring the best methods of education to the consumer market.

DESCRIPTION

Timbuktu Labs, also known as the creator of Rebel Girls, makes mobile toys for creative learning. We promote imagination as a tool to discover the world.

All our products are designed in Milan and developed in San Francisco. We are part of 500 startups. We won Best Design at LAUNCH Education and Kids 2012. We've been nominated 2012 Best Italian Startup.

We've been featured several times by Apple in the US Top 5 Education.

OUR CONTRIBUTION

The US adventure of Timbuktu Labs began when the two female co-founders, Elena Favilli and Francesca Cavallo, joined the Mind the Bridge Startup School in March 2012. Packed with energy and incredible creativity, they started out their business as an iPad magazine for kids and parents, and they expanded it as far as to work with several brands to identify emerging trends and needs and design strategies through validated family research. Their vision brought them to several accomplishments – here's just a few: Timbuktu Magazine won of the Best Design Award at LAUNCH Education and Kids 2012 and was the winner of Best Children's Magazine of the Year at the Digital Magazine Awards 2013. For the 2014 Bordeaux Biennale of Architecture, Timbuktu designed an interactive playground for children. It was awarded with the 1st Special Mention as a leading example of how new technologies can be implemented in traditional game play mechanics to drive social innovation. But here come the best: The 2 books of the series "Good night stories for Rebel Girls" are the 2 most funded books in crowdfunding history, and they were both in the New York Times top 5 Best sellers list – something never seen before!!