

1. **WHAT** = Educational cartoons which show kids worldwide “How To” build things & creatively solve problems;
2. **WHY** = Over 1 Billion 5-15 year olds worldwide need Play-that-Matters;
3. **HOW** = Mass media distribution via newspaper syndication, Radio-Read-Along, Web, Cola distribution network;
4. **OPEN** = For-vs-Non-Profit? Scaling? Formal schooling vs informal extracurriculars?

