

Toddler Trunk

ToddlerTrunk.com is a community of parents who buy, sell, and trade the awesome stuff their kids outgrew.



You choose the best stuff for your kids. Help other families get the best by passing on your pre-loved kids' stuff. The busy mom or dad down the street will appreciate it!



The Story

A Busy Mom...

starts a business to help busy families.

As a savvy shopper and a mom of three, I was overwhelmed with the amount of stuff we had accumulated over the past five years.

Callum, Keifer, and Willa are changing and growing at the speed of light, and boy, do they need and quickly outgrow a lot of stuff. And good stuff, such as that all-powerful ExerSaucer that buys me a trip to the washroom.

So I was faced with the dilemma: *What do I do with my kids' stuff now?*

That's when the idea for [ToddlerTrunk](#) was born.

I didn't feel comfortable using other resale sites. I wanted a safe place to exchange goods and a way to meet

other moms and dads (which isn't easy when you have three little ones!)

So ToddlerTrunk is more than an exchange of goods, it's a community! It's a way for local parents to meet and connect while sharing much-needed kids' stuff.

I hope you'll join us!

- Jennifer Scace, CEO and Co-founder

Values

- **Saving families money** by providing a safe and free site to buy and sell gently used children's items.
- **Helping the environment** by re-using children's items rather than throwing them away.
- **Connecting parents** in local communities.



The Difference

	Use anywhere and on any device	Shop in a safe environment	Socially connected	Intuitive categories that make shopping easy	Earn "Rubies" (Toddler Trunk's currency) to get free items
Toddler Trunk	✓	✓	✓	✓	✓
Craigslist	✓				
Kijiji	✓				
Garage Sale		✓	✓		
Mom-to-Mom Sale		✓	✓		



Features

Rubies

Rubies are ToddlerTrunk's online currency.

By using ToddlerTrunk.com, you earn free Rubies that you can use to buy items on the site. One Ruby has a value of \$10.

You receive free Rubies for the following actions:

- Signing up at ToddlerTrunk.com
= 5 Rubies = **\$50**
- Posting an item for sale
= 2 Rubies = **\$20**
- Signing into the site
= 1 Ruby = **\$10**
- Selling an item for Rubies

Categories

ToddlerTrunk has intuitive categories that make shopping easy. For example, clothes are organized by age, gender, and type.

A Community of Parents

ToddlerTrunk tries to put a face on everyone's profile to create a community of parents in your area.

Users have the option of signing into the site with their Facebook or Twitter accounts, so you have a better chance of knowing if the seller or buyer is a friend, a neighbour, or an acquaintance.

Conversation

Conversation lets you contact other ToddlerTrunk users through the site, which keeps your email address private.

When someone sends you a message on ToddlerTrunk, you receive an email notification.



Press

We're proud to be featured on the following sites:

- [How to Save Money on Kids' Stuff and be Social at the Same Time](#) (Rookie Mom's Survival Guide)
- [ToddlerTrunk Review](#) (The Epic Adventures of a Modern Mom)
- [Featured Startup Pitch: ToddlerTrunk, a social marketplace for Canadian parents](#) (StartUp Beat)
- [ToddlerTrunk: A Market Place for Parents](#) (Laughing Mom)
- [ToddlerTrunk.com Launches in Edmonton and Calgary](#) (PRLog)
- [ToddlerTrunk - Sell, Buy and Trade Kids Stuff](#) (YYZ Bambina)
- [ToddlerTrunk.com, a New Online Marketplace, Launches in Halifax](#) (PRLog)
- [Introducing our Top 13 Online Partners for 2013](#) (momstown)
- [Toddler Trunk - New & Gently Used Items](#) (The Mommy Mix)
- [ToddlerTrunk](#) (My Wee View)
- [Spring Cleaning with Kids Under 5](#) (momstown)



Connect With Us

Feel free to contact us:

Jennifer Scace

Co-founder and CEO

Jennifer@toddlertrunk.com

416-456-0568

Our Site

[ToddlerTrunk .com](http://www.toddlertrunk.com)

(<http://www.toddlertrunk.com/>)

[ToddlerTrunk Blog](http://www.blog.toddlertrunk.com)

(www.blog.toddlertrunk.com)

Amanda Lane

Community Manager

Amanda@toddlertrunk.com

Social Media

[Facebook](https://www.facebook.com/ToddlerTrunk)

(www.facebook.com/ToddlerTrunk)

[Twitter](https://www.twitter.com/ToddlerTrunk)

(www.twitter.com/ToddlerTrunk)

[Pinterest](https://www.pinterest.com/toddlertrunk/)

(www.pinterest.com/toddlertrunk/)

