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Pok Pok Raises \$3 Million to Help Raise the Next Generation of Creative Thinkers Through Digital Play

The female-founded edtech startup is pushing the boundaries of play-based learning and moving the kids app industry forward



TORONTO, June 15th, 2022 — [Pok Pok](#), the award-winning, female-founded edtech startup announced the closing of their oversubscribed \$3 million Seed financing to expand their educational, play-based learning experiences for kids. The round was led by [Konvoy](#) with participation from [Initial Capital](#) and angel investors. With this capital raise, Pok Pok is well positioned to enter their next stage of growth.

Existing investors include [Tiny](#), as well as notable angel investors Jon Levy, Co-Founder of [Mastermind Toys](#) and Dax Dasilva, Founder and Executive Chair of Montreal-based tech company [Lightspeed](#), among others.

This financing will allow Pok Pok to continue innovating across their Apple Design Award-winning preschool app [Pok Pok Playroom](#) and beyond, fuelling their mission to help kids grow into empowered, creative, out-of-the-box thinkers. In the next few months, Pok Pok will expand their set of digital toys with the release of multiple expansions and three new toys in the Playroom for kids to keep learning, growing, and staying curious.

“We’re absolutely thrilled by the support of our investors who see the need and incredible potential of redefining digital play for kids,” said Melissa Cash, Co-Founder and CEO of Pok Pok. “The need for trusted, educational and creative digital experiences has never been stronger, especially with such widespread access to screen time among children. At Pok Pok, we truly believe that creativity is one of the most important things we can foster in our children, especially as the world moves towards automation, machine learning and artificial intelligence.”

Josh Chapman, Managing Partner at Konvoy said, "Pok Pok is an exceptional answer to the way young children interact with technology. When we learned about their team’s story, the incredibly unique product they have built, and their vision for the future, we were thrilled to lead their round and be part of their journey."

“The Pok Pok team has the ideal vision, experience, and passion to deliver the next generation of innovative digital toys that kids love,” said Marielle Ednalino, Senior Associate at Initial Capital. “These toys build the skills and confidence in kids that inspire them to step out into the world and shake it up for good.”

To learn more about Pok Pok and their mission to help raise the next generation of creative thinkers, visit <https://playpokpok.com/>.



About Pok Pok

Pok Pok is a Toronto-based startup developing creative, play-based learning experiences for kids. Their team are award-winning toymakers in a digital age who believe that the future is in the hands of the little dreamers and problem-solvers who will someday change the world.

Pok Pok Playroom is an Apple Design Award-winning subscription app for kids 2-6 that sparks creativity, imagination and learning through open-ended play. Kids are encouraged to use their imagination, think outside the box and be creative while exploring an evolving playroom of digital toys. There is no right or wrong, no menus, and no language, so kids are free to explore, learn and experiment at their own pace.

Pok Pok is always on the hunt for like-minded individuals with a creative spark. If you possess curiosity in spades, a healthy dose of ambition and a desire to help shape the next generation of creative thinkers, please reach out to the Pok Pok team to learn about any new opportunities!

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