We're reinventing girlhood as we know it.”

If stubborn conviction is the hallmark of a successful entrepreneur, then Debbie Sterling is destined for greatness. As she builds a multimedia empire around “GoldieBlox,” she is proving that persistence is the key to turning around an industry that was on the verge of losing control of its little girls.

Sterling, a former engineer at Stanford University, embarked on research into the gender gap in STEM. She became convinced that the root of the problem lay in childhood, when girls are steered toward princess toys while boys are given construction sets. Her GoldieBlox construction sets teach engineering skills using a storytelling technique that appeals to girls. In books accompanying the sets, the ever-curious “Goldie” solves problems by devising simple machines. The toy industry wasn’t receptive to Sterling’s prototypes. “Everyone I spoke to told me even though it was a noble cause, it would never go mainstream and it wouldn’t sell because boys like building and girls like dolls—and that you can’t fight nature,” she says.

After tapping her own savings and raising a seed round, Sterling had to fight to provide an offering in the way kids expect. “The way kids play today, it’s rare they’ll fall in love with a toy,” Sterling says. “They fall in love with characters and brands and stories, and they want to play the story. Year after year, the most popular toys are tied to an entertainment property. Big brands in the toy space have the digital experience, the physical toy experience, and the content—the shows and cartoons—that help her and her team move rapidly from concept to execution.”

Sterling is sidestepping the traditional model for selling toys, in which a small group of big manufacturers, networks and retailers use shows and advertisements to push the latest trinket. Instead, online media and sales platforms enable a small, young company like GoldieBlox to market quality content and products to a potentially limitless audience.

“Our content has a mission: to nurture the next generation of girls to get into science and math,” she says. “We’re inspiring Makers and showing them how to make. Products stem from that, but they do so in a natural and organic way.”

By Richard Sine
PHOTO BY CRAIG LEE

PROFILES IN INNOVATION
An interview with Debbie Sterling
Chief Officer of Fun! GoldieBlox

In 2015, GoldieBlox founded in 2009 by Debbie Sterling, became the first startup to succeed in teaching girls about STEM. The company is on track to break even in 2017, and has raised over $15 million in venture capital. GoldieBlox has sold over 1 million units in just 6 months.

Building a Founder-Friendly Board

In 2015, GoldieBlox founded a women-owned company with a mission to inspire girls to pursue STEM careers. As CEO, Debbie Sterling is passionate about empowering girls to pursue their dreams.

GoldieBlox is a toy and media company that creates educational toys and videos to help girls learn about science, technology, engineering, and math. The company has won numerous awards, including the National Parenting Product of the Year Award and the Amazon Best Seller Award.

GoldieBlox’s success is due in part to its founder-oriented approach to business. The company’s founder, Debbie Sterling, is committed to creating a culture that values her input and ensures her voice is heard.

GoldieBlox’s board of directors includes an experienced executive, a venture capitalist, and a former CMO of a major toy company. As a result, GoldieBlox has a balance of perspectives that helps drive the company’s growth and success.

As CEO, Debbie Sterling is committed to building a founder-friendly board that values her input and ensures her voice is heard.

GoldieBlox is an example of how founder-driven companies can thrive in today’s economy.

In 2015, GoldieBlox founded in 2009 by Debbie Sterling, became the first startup to succeed in teaching girls about STEM. The company is on track to break even in 2017, and has raised over $15 million in venture capital. GoldieBlox has sold over 1 million units in just 6 months.

Building a Founder-Friendly Board

In 2015, GoldieBlox founded a women-owned company with a mission to inspire girls to pursue STEM careers. As CEO, Debbie Sterling is passionate about empowering girls to pursue their dreams.

GoldieBlox is a toy and media company that creates educational toys and videos to help girls learn about science, technology, engineering, and math. The company has won numerous awards, including the National Parenting Product of the Year Award and the Amazon Best Seller Award.

GoldieBlox’s success is due in part to its founder-oriented approach to business. The company’s founder, Debbie Sterling, is committed to creating a culture that values her input and ensures her voice is heard.

GoldieBlox’s board of directors includes an experienced executive, a venture capitalist, and a former CMO of a major toy company. As a result, GoldieBlox has a balance of perspectives that helps drive the company’s growth and success.

As CEO, Debbie Sterling is committed to building a founder-friendly board that values her input and ensures her voice is heard.

GoldieBlox is an example of how founder-driven companies can thrive in today’s economy.

In 2015, GoldieBlox founded in 2009 by Debbie Sterling, became the first startup to succeed in teaching girls about STEM. The company is on track to break even in 2017, and has raised over $15 million in venture capital. GoldieBlox has sold over 1 million units in just 6 months.

Building a Founder-Friendly Board

In 2015, GoldieBlox founded a women-owned company with a mission to inspire girls to pursue STEM careers. As CEO, Debbie Sterling is passionate about empowering girls to pursue their dreams.

GoldieBlox is a toy and media company that creates educational toys and videos to help girls learn about science, technology, engineering, and math. The company has won numerous awards, including the National Parenting Product of the Year Award and the Amazon Best Seller Award.

GoldieBlox’s success is due in part to its founder-oriented approach to business. The company’s founder, Debbie Sterling, is committed to creating a culture that values her input and ensures her voice is heard.

GoldieBlox’s board of directors includes an experienced executive, a venture capitalist, and a former CMO of a major toy company. As a result, GoldieBlox has a balance of perspectives that helps drive the company’s growth and success.

As CEO, Debbie Sterling is committed to building a founder-friendly board that values her input and ensures her voice is heard.

GoldieBlox is an example of how founder-driven companies can thrive in today’s economy.

In 2015, GoldieBlox founded in 2009 by Debbie Sterling, became the first startup to succeed in teaching girls about STEM. The company is on track to break even in 2017, and has raised over $15 million in venture capital. GoldieBlox has sold over 1 million units in just 6 months.

Building a Founder-Friendly Board

In 2015, GoldieBlox founded a women-owned company with a mission to inspire girls to pursue STEM careers. As CEO, Debbie Sterling is passionate about empowering girls to pursue their dreams.

GoldieBlox is a toy and media company that creates educational toys and videos to help girls learn about science, technology, engineering, and math. The company has won numerous awards, including the National Parenting Product of the Year Award and the Amazon Best Seller Award.

GoldieBlox’s success is due in part to its founder-oriented approach to business. The company’s founder, Debbie Sterling, is committed to creating a culture that values her input and ensures her voice is heard.

GoldieBlox’s board of directors includes an experienced executive, a venture capitalist, and a former CMO of a major toy company. As a result, GoldieBlox has a balance of perspectives that helps drive the company’s growth and success.

As CEO, Debbie Sterling is committed to building a founder-friendly board that values her input and ensures her voice is heard.

GoldieBlox is an example of how founder-driven companies can thrive in today’s economy.

In 2015, GoldieBlox founded in 2009 by Debbie Sterling, became the first startup to succeed in teaching girls about STEM. The company is on track to break even in 2017, and has raised over $15 million in venture capital. GoldieBlox has sold over 1 million units in just 6 months.

Building a Founder-Friendly Board

In 2015, GoldieBlox founded a women-owned company with a mission to inspire girls to pursue STEM careers. As CEO, Debbie Sterling is passionate about empowering girls to pursue their dreams.

GoldieBlox is a toy and media company that creates educational toys and videos to help girls learn about science, technology, engineering, and math. The company has won numerous awards, including the National Parenting Product of the Year Award and the Amazon Best Seller Award.

GoldieBlox’s success is due in part to its founder-oriented approach to business. The company’s founder, Debbie Sterling, is committed to creating a culture that values her input and ensures her voice is heard.

GoldieBlox’s board of directors includes an experienced executive, a venture capitalist, and a former CMO of a major toy company. As a result, GoldieBlox has a balance of perspectives that helps drive the company’s growth and success.

As CEO, Debbie Sterling is committed to building a founder-friendly board that values her input and ensures her voice is heard.

GoldieBlox is an example of how founder-driven companies can thrive in today’s economy.

In 2015, GoldieBlox founded in 2009 by Debbie Sterling, became the first startup to succeed in teaching girls about STEM. The company is on track to break even in 2017, and has raised over $15 million in venture capital. GoldieBlox has sold over 1 million units in just 6 months.

Building a Founder-Friendly Board

In 2015, GoldieBlox founded a women-owned company with a mission to inspire girls to pursue STEM careers. As CEO, Debbie Sterling is passionate about empowering girls to pursue their dreams.

GoldieBlox is a toy and media company that creates educational toys and videos to help girls learn about science, technology, engineering, and math. The company has won numerous awards, including the National Parenting Product of the Year Award and the Amazon Best Seller Award.

GoldieBlox’s success is due in part to its founder-oriented approach to business. The company’s founder, Debbie Sterling, is committed to creating a culture that values her input and ensures her voice is heard.

GoldieBlox’s board of directors includes an experienced executive, a venture capitalist, and a former CMO of a major toy company. As a result, GoldieBlox has a balance of perspectives that helps drive the company’s growth and success.

As CEO, Debbie Sterling is committed to building a founder-friend