



Fact Sheet

- Founded: September 2011
- Founder, CEO: Ayah Bdeir
- Flagship Product: littleBits Starter Kit
- Ages: 8+
- Headquarters: Greenwich Village, NYC
- Employees: 22
- Bits made to date: 35
- Number of kits: 4
- Countries sold to: 61
- Funding: Seed Round, 9/2011 (\$850K); Series A Round, 07/2012 (\$3.65M)
- Investors and Partners: True Ventures, O'Reilly Alpha Tech, Khosla Ventures, PCH International, Lerer Ventures, Joi Ito, Nicholas Negroponte, Joanne Wilson, Jeffrey Walker, Fadi Ghandour, Taha Mikati, Jason Port, Josh Spear, Salah Chamma
- Awards and Honors:
 - Editor's Choice Award 2013 (Children's Technology Review)
 - KAPi Award for Best Technology Toy 2013 (Living in Digital Times and Children's Technology Review)
 - Academics' Choice Brain Toy Award (Academics' Choice)
 - National Parenting Publication Awards (Parenthood.com)
 - Parent Tested, Parent Approved Awards (PTPA Media)
 - Dr. Toy's Best Children's Products 2012 (Dr. Toy)
 - Best Tech Toys of 2012 (Best Toys Guide)
 - New Educational Toys for 2012 (Best Toys Guide)
 - The STEMmy Award 2012 (Wired: GeekMom)
 - Best of Toy Fair 2012 (Popular Science)
 - Educator's Choice Award 2012 (NYC Maker Faire)
 - TED2012 Fellowship, TED2013 Senior Fellowship (TED.com)

Milestones

- 1/2008: Ayah Bdeir creates first littleBits prototype at Eyebeam
- 1/2009: Ayah Bdeir delivers invited talk at TEI Conference in Cambridge, UK and publishes "Electronics As Material" academic paper (littleBits blog)
- 4/30/2009: littleBits exhibits early prototypes at Eyebeam in solo exhibit "Electronics As Material" (littleBits blog)
- 4/17/2010: Ayah Bdeir organizes the first "Opening Hardware Workshop" at Eyebeam, which gives rise to the Open Hardware Definition (Eyebeam)
- 9/23/2010: Ayah Bdeir and Alicia Gibb co-found the Open Hardware Summit, the world's first conference on Open Source Hardware (Open Hardware Summit)
- 4/2011: Ayah Bdeir launches Open Hardware logo competition and community selects winner by popular vote (link)
- 7/2011 - 11/2011: littleBits is featured in MoMA's "Talk to Me" exhibition (MoMA)
- 9/1/2011: littleBits receives seed funding led by investors including tech and open source hardware pioneers Joi Ito and Nicholas Negroponte (littleBits blog)
- 9/17/2011: First Starter Kit is sold at World Maker Faire NYC
- 10/18/2011: MoMA acquires littleBits for its permanent collection
- 2/27/2012: Ayah Bdeir delivers TED Talk about littleBits and the future of play (TED.com)
- 7/18/2012: littleBits receives Series A funding led by True Ventures and announces manufacturing partnership with PCH International (littleBits blog)
- 9/10/2012: littleBits moves to new Greenwich Village office
- 11/20/2012: littleBits releases version 0.3 and the Limited Edition Holiday Kit (littleBits blog)
- 2/26/2013: littleBits reveals the Special Edition Kit for the TED Conference
- 4/1/2013: littleBits begins installation for the "littleBits Make Big Things Happen" window displays at the Midtown and SoHo Design Stores (littleBits.cc/MoMAstore)