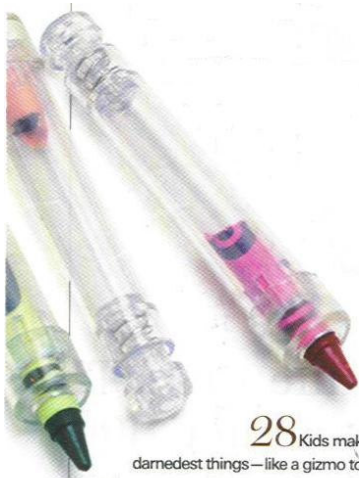
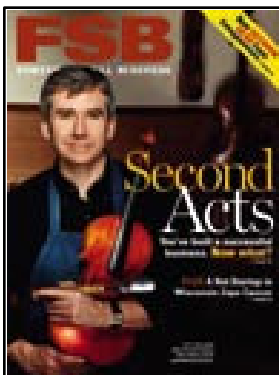


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28 Kids make the darnedest things—like a gizmo to hold broken crayons. Can they make a profit too?

[PART
ONE]

Look, Mom, I'm Rich!

IT BEGAN WITH A UNIQUE PLASTIC gizmo for holding broken crayons, rigged up by Norman Goldstein's 11-year-old daughter, Cassidy. The Crayon Holder, to be rolled out in toy and stationery stores this spring, became the launching pad—and launching patent—for By Kids for Kids, the first company devoted exclusively to placing children's inventions on store shelves. So far the outfit, based in Stamford, Conn., has signed on seven inventors, including 15-year-old Austin Meggitt, whose Glove and Battie Cad-

die holds a baseball, bat, and glove on the front of a bike, and Ole Anderson, 16, who built a skateboard with shock absorbers. "The creativity of kids is boundless," says Daniel Gwartz, 37, chief operating officer, "but selling a good idea is a difficult process if you're an adult, much less a kid." BKFK, which takes a standard 25% to 30% of royalties, will hold national competitions and launch a website this spring so kids can submit their ideas. —NINA SOVICH



Teen inventor Meggitt's Glove and Battie Caddie is the latest BKFK discovery.