



Piccoli
Horses

Trot to Talk!

Teach kids to talk with
plush horses and fun apps



An interview with Kimberly Rogers

CEO of Piccoli Horses

Congratulations on the launch of Piccoli Horses. In a sentence can you tell us about this company?

We are a technology-based toy company that brings together custom-made, plush toy horses and educational mobile apps.

So you have plush horses and apps. Are the plush horses electronic?

No. They are just stuffed animals that we designed. We put a lot of love into the creation of our horses!

What's the purpose of the horse?

Things like plush toys, dolls and blankets are known by child development experts as transitional objects. They help us feel safe and loved as we grow up.

As a company introducing children to technology, we want children to attach to their horse and not their a mobile phone or tablet. The horse acts as an extension of their family's love.

So the horse does not interact at all with the app?

The app uses a cartoon drawing of the horse. The app also has pictures of kids holding their Piccoli Horses.

How does the app work?

The app is really very simple. The child hears a word and then repeats the word aloud. Listen and repeat. We also incorporate physical movements, like walking and jumping, for gross motor development. For example, the child sees a bear walking and then walks like the bear. We bring together talking and playing to maximize language development for preschool and kindergarteners.

How did you come up with this idea?

It's the result of teaching my son to talk. At age three, he had a seizure and doctors discovered a brain disease, gradual onset hydrocephalus. This required three neurosurgeries. I learned from speech pathologists and occupational therapists that my son would have to learn to play before he could talk. It turns out language development is directly related to physical movement.

If a child stops playing, they stop acquiring language.

How do you get the name Piccoli ?

Piccoli is Italian for little. My grandfather was Italian. The name of our company means little horses.

What if an older child wants one of your horses and doesn't need to use the app?

Our apps are free. Older children always want our horses! Our horses have been bought by children who are 19, 58, and 76 years old.

