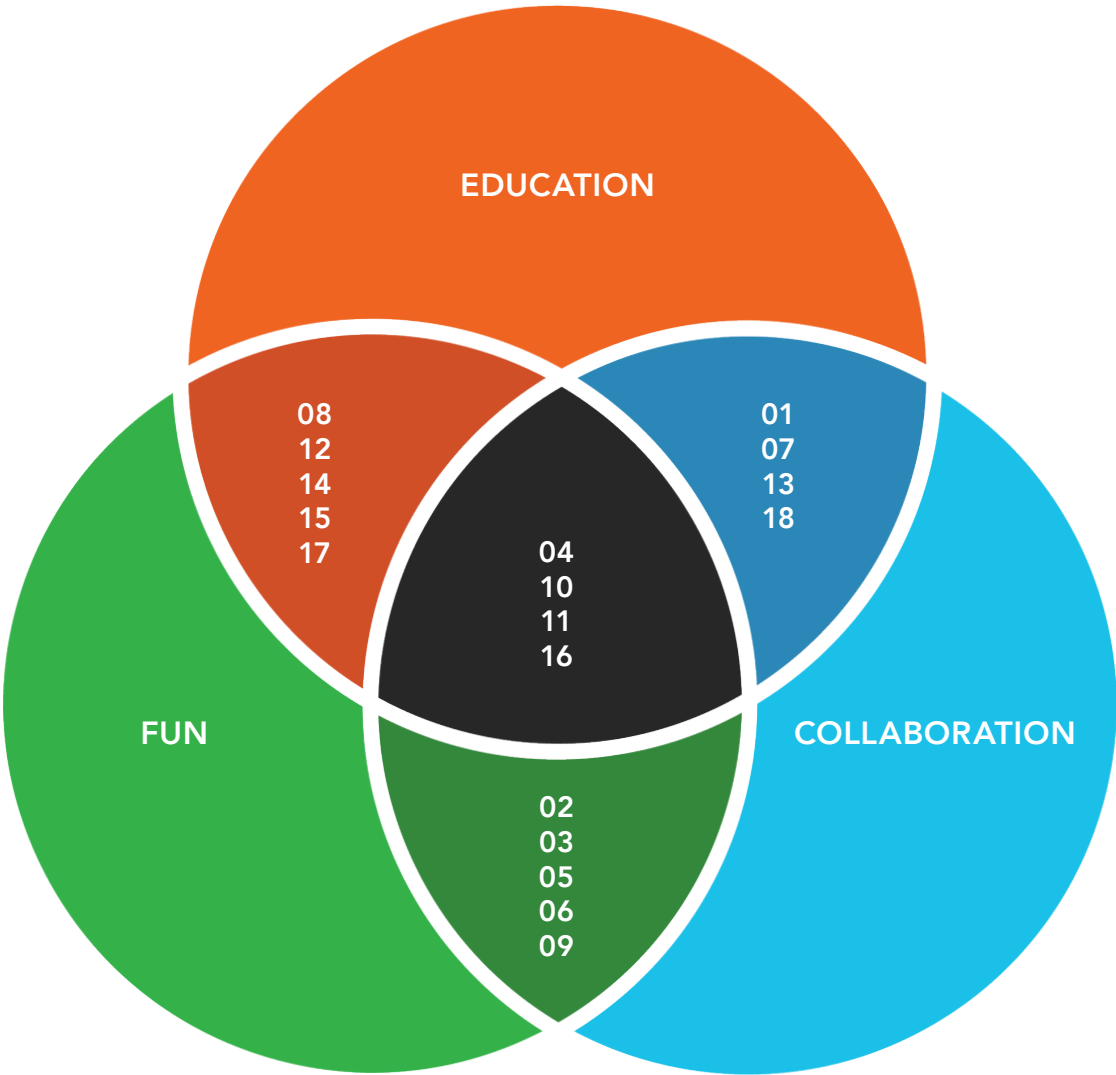


OUR BLUEPRINT FOR CREATIVE BUILDING OPPORTUNITIES

Our visual charts outline Erector’s expansion from classic construction sets to a brand synonymous with education, collaboration, and fun. This diagram serves as a clear guide for our audience and partners, showcasing our commitment to education, collaboration, and fun.



PRODUCTS

		EDUCATION	COLLABORATION	FUN
CONSTRUCT A PLAYGROUND	PRO002	■ ■ ■ ■ ■	■ ■ ■ ■ ■	■ ■ ■ ■ ■
TIME CAPSULES	PRO008	■ ■ ■	■ ■ ■ ■ ■	■ ■ ■ ■ ■
CHALLENGE BOX	PRO012	■ ■ ■ ■ ■	■ ■ ■ ■ ■	■ ■ ■ ■ ■
ENGINEERING MASTERY SERIES	PRO015	■ ■ ■ ■ ■	■ ■ ■ ■ ■	■ ■ ■ ■ ■
ACTS OF INNOVATION	PRO016	■ ■ ■ ■ ■	■ ■ ■ ■ ■	■ ■ ■ ■ ■
EXPEDITION MAGAZINE	PRO017	■ ■ ■ ■ ■	■ ■ ■ ■ ■	■ ■ ■ ■ ■

SERVICES

BLUEPRINT WORKSHOPS	SER001	■ ■ ■ ■ ■	■ ■ ■ ■ ■	■ ■ ■ ■ ■
MENTORSHIP PROGRAM	SER007	■ ■ ■ ■ ■	■ ■ ■ ■ ■	■ ■ ■ ■ ■
ENGINEERING CLUB	SER013	■ ■ ■	■ ■ ■ ■ ■	■ ■ ■ ■ ■

ENVIRONMENTS

MOBILE LAB EXPEDITION	ENV009	■ ■ ■	■ ■ ■ ■ ■	■ ■ ■ ■ ■
-----------------------	--------	-------	-----------	-----------

EXPERIENCES

INNOVATION BATTLES	EXP003	■ ■ ■ ■ ■	■ ■ ■ ■ ■	■ ■ ■ ■ ■
URBAN CANVAS DESIGN	EXP014	■ ■ ■ ■ ■	■ ■ ■ ■ ■	■ ■ ■ ■ ■

EVENTS

ENGINEERING CAMP	EVE005	■ ■ ■ ■ ■	■ ■ ■ ■ ■	■ ■ ■ ■ ■
HOBBY AND INNOVATION FAIR	EVE010	■ ■ ■	■ ■ ■ ■ ■	■ ■ ■ ■ ■
LITTLE ENGINEERS	EVE018	■ ■ ■ ■ ■	■ ■ ■ ■ ■	■ ■ ■ ■ ■

COLLABORATION

INNOVATION HUBS	COLL006	■ ■ ■ ■ ■	■ ■ ■ ■ ■	■ ■ ■ ■ ■
-----------------	---------	-----------	-----------	-----------

EDUCATION

EDUCATOR LABS	EDU004	■ ■ ■ ■ ■	■ ■ ■ ■ ■	■ ■ ■ ■ ■
ENGINEERING SCHOLARSHIP	EDU011	■ ■ ■ ■ ■	■ ■ ■ ■ ■	■ ■ ■ ■ ■

A blurred background image of a construction site. In the foreground, a sharp image of a plant with green leaves and a thin stem with small white flowers is visible. In the background, a worker in an orange safety vest is standing near a white car. The scene is brightly lit, suggesting a sunny day.

BUILDING A NEW PATH

As part of Erector's rebranding, we're embarking on a transformative journey to expand our offerings and impact. Inspired by real-world companies' success stories, we're exploring new horizons. Erector's unique approach to growth includes innovative projects, educational initiatives, and cutting-edge technology, all while staying true to our legacy of education, collaboration, and fun.



BUILDING A NEW PATH

As part of Erector's rebranding, we're embarking on a transformative journey to expand our offerings and impact. Inspired by real-world companies' success stories, we're exploring new horizons. Erector's unique approach to growth includes innovative projects, educational initiatives, and cutting-edge technology, all while staying true to our legacy of education, collaboration, and fun.

ERECTOR

Where your blueprint becomes your footprint

Erector Design & Construct Studios is a unique service that bridges the gap between imagination and tangibility. Participants engage in hands-on sessions, conceptualizing and designing their very own Erector structures. These workshops not only teach the principles of design and construction but also offer the resources to bring these designs to life—be it through 3D printing or traditional Erector set assembly.

The Blueprint Workshops reinforces our commitment to inspire imaginative minds and ignite innovation by building on the universal language of education, collaboration, and fun by blending traditional building with modern technology to turn creative ideas into real-world structures.

TechShop

While TechShop caters to a broad range of DIY projects, Erector Design & Construct Studios specialize in using Erector sets and related technology, offering a unique blend of traditional and digital construction methods.

ERECTOR

Building Fun, Sustaining Futures

Erector Playgrounds are collaborative events where communities gather to build creative and environmentally-friendly playgrounds using Erector sets. Participants, both young and old, engage in assembling playground structures that utilize renewable energy sources like solar, wind, or water, gaining practical insights into sustainable living.

Construct Playgrounds reinforces our commitment to inspire imaginative minds and ignite innovation by building on the universal language of education, collaboration, and fun by uniting communities to create eco-friendly play spaces that educate and entertain, embedding principles of sustainability and renewable energy in every build.

KaBOOM!

While KaBOOM! Primarily focuses on playground construction for social good, Erector Playgrounds integrate the unique aspect of teaching sustainable living practices and renewable energy use through their building process, offering a blend of environmental education and play.

ERECTOR
INNOVATION
BATTLES

EXP003—EXPERIENCE



CHALLENGE ARENAS

Conquer the build, claim the thrill

DESCRIPTION

Erector Innovation Battles are the ultimate experience for Erector enthusiasts to test their skills in a spirited competition. Set in dynamic arenas, these challenges push creativity to its limits as participants race against the clock to build awe-inspiring structures. It’s a celebration of innovation where the community comes together to share, learn, and witness the power of collaborative engineering.

MISSION FOCUS

Innovation Battles reinforces our commitment to inspire imaginative minds and ignite innovation by building on the universal language of education, collaboration, and fun by challenging builders to push the boundaries of their creativity in exhilarating contests, fostering a spirit of competitive learning and engineering excellence.

SIMILARITIES

FIRST Robotics Competition

DIFFERENTIATORS

While FIRST focuses on robotics, Erector Innovation Battles stand out with their use of Erector sets, offering a unique combination of educational and competitive experiences in engineering and construction.

ERECTOR
EDUCATOR
LABS

EDU004—EDUCATIONAL



STEM INTEGRATION WORKSHOPS

Empowering educators, inspiring students

DESCRIPTION

Erector STEM Integration Workshops are designed to revolutionize the classroom by providing educators with comprehensive training and tools. These labs focus on the integration of Erector sets into a STEM curriculum, offering a hands-on approach to learning that encourages students to explore the principles of science, technology, engineering, and math through interactive construction and problem-solving.

MISSION FOCUS

Our Educator labs reinforces our commitment to inspire imaginative minds and ignite innovation by building on the universal language of education, collaboration, and fun by equipping educators with innovative tools and methods to integrate hands-on construction into STEM learning, sparking curiosity and practical problem-solving skills in students.

SIMILARITIES

Vernier

DIFFERENTIATORS

While Vernier offers a range of science and technology tools, Erector STEM Integration Workshops uniquely incorporate Erector sets into the curriculum, providing a distinctive hands-on learning experience that directly ties in with educational standards.

ERECTOR
ENGINEERING
CAMPS

EVE005—EVENT



CONSTRUCTIVE PLAYGROUNDS

Build, learn, play—the Erector way

DESCRIPTION

Erector Engineering Camps turn spaces into vast construction playgrounds for all ages, where participants build a range of structures with Erector sets, combining fun and learning in engineering and design.

MISSION FOCUS

The Engineering Camps reinforces our commitment to inspire imaginative minds and ignite innovation by building on the universal language of education, collaboration, and fun by creating dynamic environments where participants of all ages can explore and learn the fundamentals of engineering and design through hands-on play with Erector sets.

SIMILARITIES

LEGO Education

DIFFERENTIATORS

While LEGO Education uses its iconic bricks, Erector Engineering Camps focus on Erector sets, providing a unique environment where construction play leads to practical learning and discovery in engineering.

ERECTOR
INNOVATION
HUBS

COLL006—COLLABORATION



CO-CREATE SPACES

Collaborate, Innovate, Create

DESCRIPTION

Erector Innovation Hubs are dynamic spaces that bring together startups, students, and innovators to harness the capabilities of Erector technology. These hubs offer essential tools, expert mentorship, and networking opportunities, all designed to spur innovation and transform concepts into tangible creations.

MISSION FOCUS

These Hubs reinforces our commitment to inspire imaginative minds and ignite innovation by building on the universal language of education, collaboration, and fun by providing a platform where creativity meets practicality, enabling a diverse community of thinkers and makers to converge, collaborate, and transform their visionary ideas into reality using Erector technology.

SIMILARITIES

WeWork Labs

DIFFERENTIATORS

While WeWork Labs supports a broad range of startups and innovators, Erector Innovation Hubs uniquely utilize Erector set technology as a primary tool, creating a specialized environment for hands-on creativity and engineering-focused innovation.

ERECTOR
MENTORSHIP
PROGRAM

SER007—SERVICE



MASTER BUILDERS

Mentoring tomorrow’s innovators through expert guidance

DESCRIPTION

The Erector Master Builders program connects young builders with expert mentors for project-based learning, skill development, and insights into professional design, culminating in a community showcase.

MISSION FOCUS

The Master Builder reinforces our commitment to inspire imaginative minds and ignite innovation by building on the universal language of education, collaboration, and fun by fostering a mentoring environment where young innovators learn from experts, enhancing their skills in design and engineering through practical Erector set projects and community engagement.

SIMILARITIES

FIRST (For Inspiration and Recognition of Science and Technology)

DIFFERENTIATORS

While FIRST covers a broad spectrum of STEM activities, the Erector Master Builders program is unique in its focus on using Erector sets. It emphasizes hands-on building and design, offering a unique blend of tactile learning and creative engineering.

ERECTOR
TIME
CAPSULES

PRO008—PRODUCT



ERACRAFT KITS

Build and preserve memories with historical Erector sets.

DESCRIPTION

EraCraft Kits, themed around different historical eras like the Victorian Age and Space Age, combine history lessons with building challenges, each set including a booklet on the era’s technology and design.

MISSION FOCUS

The Epoch Kits reinforces our commitment to inspire imaginative minds and ignite innovation by building on the universal language of education, collaboration, and fun by merging the excitement of building with enriching historical insights, allowing users to explore and appreciate different eras through interactive construction and educational content.

SIMILARITIES

LabX

DIFFERENTIATORS

While LabX provides a wide array of science and technology activities, EraCraft Kits uniquely blend history lessons with hands-on building challenges using Erector sets, offering a nostalgic journey through different historical eras while fostering an appreciation for their technological advancements.

ERECTOR
MOBILE LABS
EXPEDITION

ENV009—ENVIRONMENT



HANDS-ON STEM

Bringing STEM discovery to every community

DESCRIPTION

Erector Expedition is a fleet of mobile labs that travel to schools and community centers, especially in underprivileged areas, to provide hands-on STEM education. These labs are equipped with Erector sets and other educational materials, offering workshops that inspire and educate students in engineering principles, physics, and robotics.

MISSION FOCUS

Mobile Labs reinforces our commitment to inspire imaginative minds and ignite innovation by building on the universal language of education, collaboration, and fun by bringing interactive and accessible STEM learning directly to communities, sparking curiosity and knowledge in science and engineering among students everywhere, regardless of their background.

SIMILARITIES

Labster

DIFFERENTIATORS

While Labster’s approach is digital and doesn’t involve physical mobile labs like Erector Expedition, they share a common mission of increasing access to STEM education in various communities.

ERECTOR
HOBBY AND
INNOVATION FAIR

EVE010—EVENT



HOBBY AND INNOVATION FAIR

A celebration of creativity and engineering at the premier building fair.

DESCRIPTION

The Erector Global Construct Fest celebrates creativity and innovation, uniting Erector enthusiasts in a showcase of engineering and collaborative building.

MISSION FOCUS

The Erector Global Construct Fest reinforces our commitment to inspire imaginative minds and ignite innovation by building on the universal language of education, collaboration, and fun by creating a vibrant gathering space for builders of all ages to share their passion, showcase their skills, and engage in collaborative engineering and design challenges.

SIMILARITIES

Maker Faire

DIFFERENTIATORS

Unlike Maker Faire, which typically hosts large-scale events, Erector Expedition takes a more community-focused approach. Instead of waiting for individuals to come to an event, Erector Expedition brings STEM discovery directly to schools and community centers in a carnival type setting.

ERECTOR

ENGINEERING SCHOLARSHIPS

EDU011—EDUCATIONAL

EDUCATION INITIATIVE

Empowering Future Engineers and Designers.

DESCRIPTION

The Erector Engineering Scholarships program supports talented high school and college students in engineering and design with financial aid and professional mentorship.

MISSION FOCUS

Erector Engineering Scholarships Program reinforces our commitment to inspire imaginative minds and ignite innovation by building on the universal language of education, collaboration, and fun by providing aspiring engineers and designers with the necessary financial support and professional guidance to excel in their educational and career pursuits, fostering a new generation of innovators and problem-solvers.

SIMILARITIES

FIRST Robotics

DIFFERENTIATORS

While FIRST Robotics focuses primarily on robotics competitions, Erector Engineering Scholarships take a broader approach. We uniquely combine financial support with industry mentorship, equipping students with both resources and real-world exposure to thrive in engineering and design fields.

ERECTOR

CHALLENGE BOX

PRO012—PRODUCT

MONTHLY BOX SUBSCRIPTION

Open Creativity, One Box at a Time.

DESCRIPTION

A monthly subscription service delivering unique Erector set projects, complete with components, tools, and instructions, varying from mechanical to eco-friendly designs. Subscribers also get access to an exclusive online community for sharing creations and participating in contests.

MISSION FOCUS

The Erector Challenge Box service reinforces our commitment to inspire imaginative minds and ignite innovation by building on the universal language of education, collaboration, and fun by delivering a new adventure in creativity and engineering each month, encouraging continuous learning and community connection through diverse and engaging Erector set projects.

SIMILARITIES

KiwiCo

DIFFERENTIATORS

Unlike KiwiCo, the Erector Challenge Box provides exclusive Erector set projects each month, featuring mechanical and eco-friendly designs. Subscribers also access an online community for sharing and contests.

ERECTOR

ENGINEERING CLUB

ENV013—ENVIRONMENT

AFTER SCHOOL PROGRAM

This is a club for kids aged 8-14 to have fun and learn with Erector sets.

DESCRIPTION

An after-school club where kids can learn about engineering and building. They'll use Erector sets to create projects, learn how things work, and even compete in friendly competitions. Each session is led by teachers and engineers, making sure it's educational but also a lot of fun.

MISSION FOCUS

The Afterschool Engineering Club reinforces our commitment to inspire imaginative minds and ignite innovation by building on the universal language of education, collaboration, and fun by creating a nurturing space where kids can explore the wonders of engineering and building, developing their skills and creativity through hands-on projects and collaborative challenges with Erector sets.

SIMILARITIES

VEX Robotics

DIFFERENTIATORS

While VEX Robotics emphasizes certain aspects of STEM education, the After School Program stands out by focusing on Erector sets, offering participants a tangible experience with real tools and components. This hands-on approach provides kids aged 8-14 with a deeper understanding of real-world building and engineering concepts, distinguishing it from other educational programs.

ERECTOR

URBAN CANVAS DESIGN

EXP014—EXPERIENCE

AR CITY BUILDING GAME

An app that transforms urban spaces into a canvas for digital architecture and augmented reality (AR).

DESCRIPTION

The Urban Canvas Design App lets kids design virtual Erector set structures in real city scapes using augmented reality, blending the real and virtual for creative play.

MISSION FOCUS

Urban Canvas Design reinforces our commitment to inspire imaginative minds and ignite innovation by building on the universal language of education, collaboration, and fun by transforming urban environments into interactive playgrounds where imagination and technology converge, allowing users to create and interact with virtual Erector set structures in real-world settings.

SIMILARITIES

Tinkercad

DIFFERENTIATORS

While Tinkercad offers a platform for digital design and modeling, the Urban Canvas Design App distinguishes itself by seamlessly integrating Erector sets with augmented reality (AR) technology.

