

Sana Moiz Bootstraps EduSpark into Purpose-Driven Toy Brand

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Driven by her background as a child psychologist and her experience as a parent during the pandemic, Sana Moiz founded EduSpark Toys when she recognised a gap: children surrounded by plastic toys and screens but lacking engaging, developmentally aligned tools for play.

Leveraging her father's century-old woodworking expertise, she began crafting Montessori-inspired wooden toys at home — a small need-based solution that rapidly found resonance in her community and became the brand's turning point.

A Mission Beyond Toys

EduSpark's ethos centres around **purposeful play** — toys that aren't simply for distraction, but that stimulate sensory, cognitive and emotional development. Moiz explains that open-ended, tactile play builds neural connections, attention span and life-skills better than passive screen activities.

The product range spans Montessori tools, STEM kits and pretend-play sets. Each toy is designed with intentionality: whether it's fine motor coordination, problem-solving or social-emotional learning.

Sustainability & Local Craft Meet Modern Needs

Sustainability is deeply woven into EduSpark's design philosophy. Materials like natural wood, child-safe water-based paints and a zero-waste manufacturing mindset are foundational. Moiz remarks that choosing wood wasn't merely aesthetic—"it's natural, durable, biodegradable and just feels right in a child's hands".

The brand also positions Indian-made alternatives actively; with the toy-import dependency in India. EduSpark emphasises local craft and Indian cultural relevance in toys.

Challenges & the Bootstrap Journey

Moiz candidly describes the early challenges of being a first-time founder: no business training, juggling motherhood, production and packaging while building credibility for what many saw as a niche "wooden-toy" idea in a plastic-toy market.

Bootstrapping the company meant facing typical constraints: limited resources, needing to generate revenue early, educate the consumer and build trust without large funding cushions. Yet this also allowed full control and alignment with the brand's values.

The Indian Educational Toy Opportunity

EduSpark enters a favorable tail-wind: the educational toy market in India to grow significantly. Amid rising awareness of holistic development, screen fatigue and sustainability, brands like EduSpark are to capture parental attention. Specifically, Moiz identifies three white spaces: (1) truly **purpose-driven design** (not just labelled “educational”), (2) **eco-friendly, Indian-made** alternatives to imported toys, and (3) **culturally relevant play** (toys reflecting Indian contexts rather than solely Western ones).

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