

# FORBES NAMES PRIMO TOYS CEO FILIPPO YACOB TO ITS 2017 30 UNDER 30 EUROPE LIST

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Filippo Yacob, CEO of Primo Toys and creator of Cubetto, the award-winning, Montessori-approved coding toy for girls and boys ages 3 and up, has been named to the Forbes magazine 30 Under 30 Europe list, heading the Social Entrepreneurs category for the class of 2017.

The Forbes 30 under 30 lists are compiled annually by Forbes magazine, bringing together 300 of Europe's leading young change makers and innovators from 10 different categories. Yacob shares the 2017 list globally with boldfaced names, such as actress Margot Robbie, olympic gold medalist Michael Phelps, Pulitzer Prize-winning journalist Wesley Lowery, and social media personalities Kylie Jenner and Tyler Oakley.

Cubetto is the only screen-less programming system, powered by a revolutionary coding language made of colourful blocks that lets children write their first computer programs starting from age 3. Cubetto represents a major benchmark in the field of computer programming, as it significantly lowers the age barrier for learning to code by removing the need for literacy.

Technology entrepreneur, Filippo Yacob founded Primo Toys in 2013, with the aim of providing a better way to introduce 21st century skills like computer programming to his 3 year old son. Cubetto was created in 2016, and became the most crowdfunded educational technology invention in Kickstarter history, with a number of awards under its belt including Red Dot, Cannes Lion and Junior Design. Today, Cubetto is enjoyed by curious little minds - and curious adults - in more than 90 countries, and is considered the gold standard in early learning and coding across the world.

Over the last three years, Primo Toys has significantly grown. The company now has operations spanning four continents, manufacturing facilities in South-East Asia, sales and distribution hubs in North America, head offices in Europe, and thousands of customers in more than 90 countries.

"This is an extraordinary honour," said Yacob. "At Primo Toys, we believe that it's crucial for the next generation to understand coding from an early age, and that this can only be achieved through great toys. Cubetto encourages coding through hands-on play - making learning much more enjoyable while also developing logical thinking, sequencing and coding skills."

"We're here to build the best educational toy company in the world, one great toy at a time. Being recognized by Forbes' featuring us on this incredible list gives even more importance to our mission." For more information about Cubetto and Primo Toys, visit [www.primotoys.com/press](http://www.primotoys.com/press).

## About Primo Toys

Primo Toys is here to make coding accessible in early years learning (Age 3 and up) for all children all over the world, and has created the easiest way to introduce computer programming to children. Primo Toys believes that learning time should also be playtime too. Primo Toys makes smart, screen-less coding toys powered by a hands-on programming language. The toys are specifically designed for children in

pre-literate years and provide fun learning for curious minds with big imaginations. Cubetto is Primo Toys' first toy.

Primo Toys was founded by Filippo Yacob (CEO) and Matteo Loglio. Filippo is a designer and entrepreneur, who was inspired by the birth of his son. Matteo is an interaction designer, creative technologist, and visiting lecturer at Central Saint Martins.

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## Videos

Product, What is Cubetto - (<https://www.youtube.com/watch?v=Kp1p2lh2D64>)

Case study, Taylor hughes - (<https://www.youtube.com/watch?v=lywWB1UqnQM>)

Company, About Primo Toys - (<https://www.youtube.com/watch?v=eRUphD8ZIDs&t=12s>)

Testimonial, Randi Zuckerberg - (<https://www.youtube.com/watch?v=OGD3HeivTr8>)