

# POP-UP FESTIVAL

## Tech Attack Facts



Babies need 3 things the most: to have their senses stimulated, to be fed and to be made to feel safe

Babies really only experience 2 emotional states: calm and stress

Toddlers are starting to be able to feel more emotions but they don't know how to recognize and regulate them yet

Tweens spend a lot of time thinking about themselves

Tweens really want to do what feels good

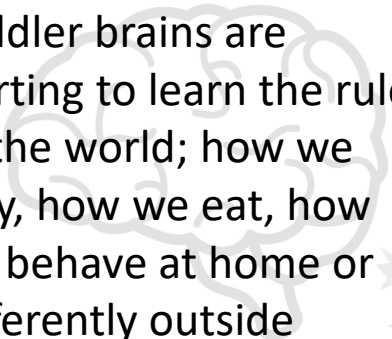

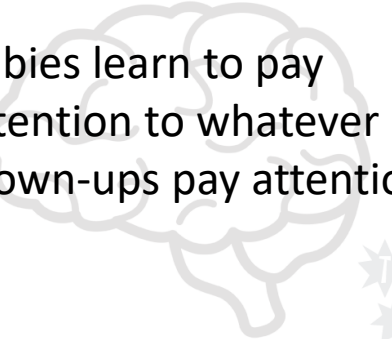

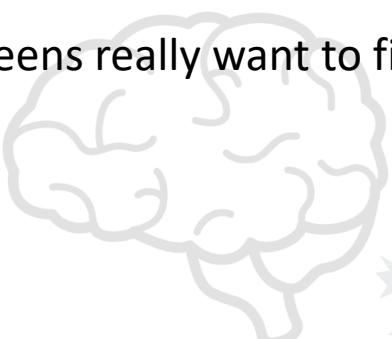

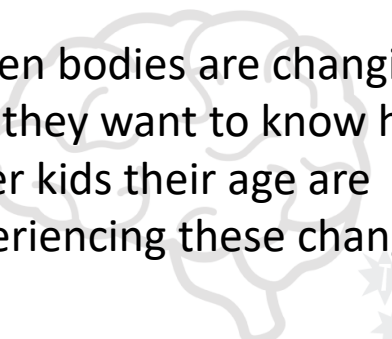

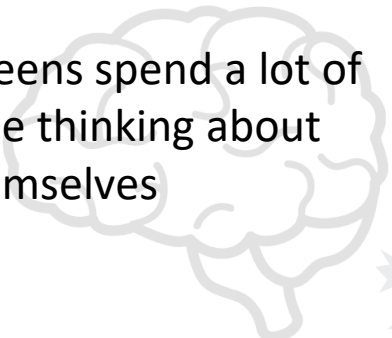

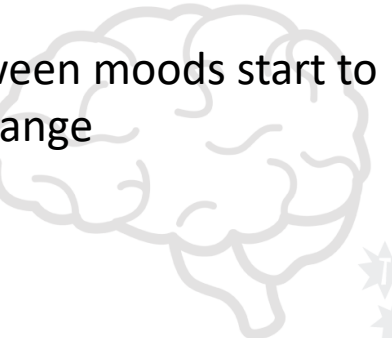

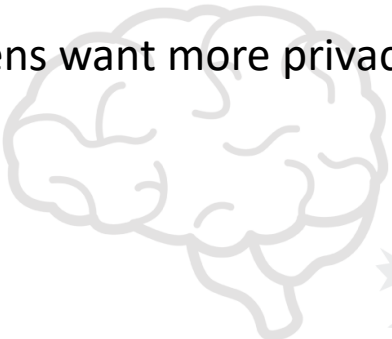

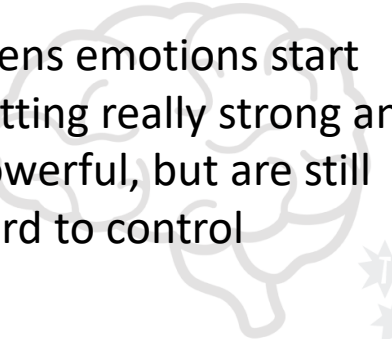

Tweens are learning to focus and pay attention

Tween are testing out their independence

Tweens want their parents to start giving them more responsibilities

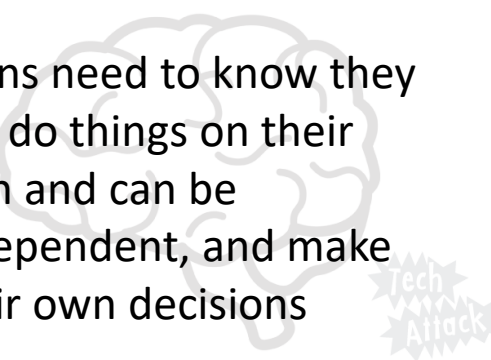
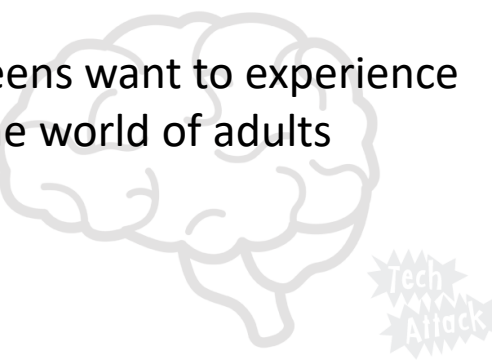
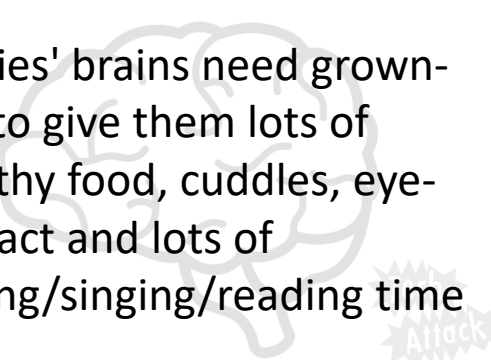
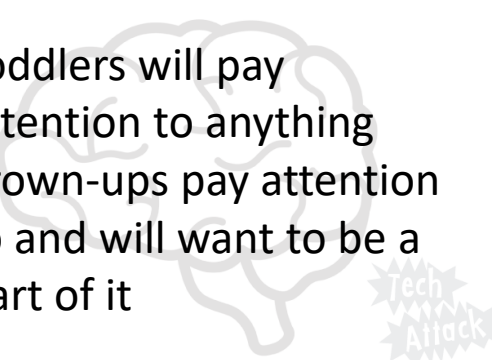
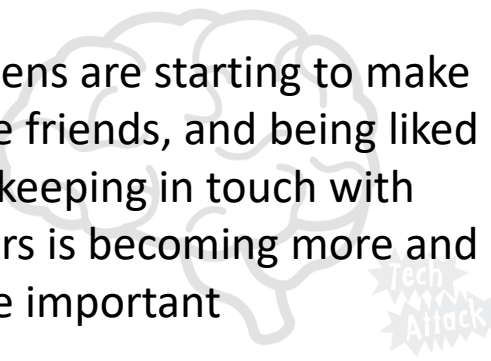
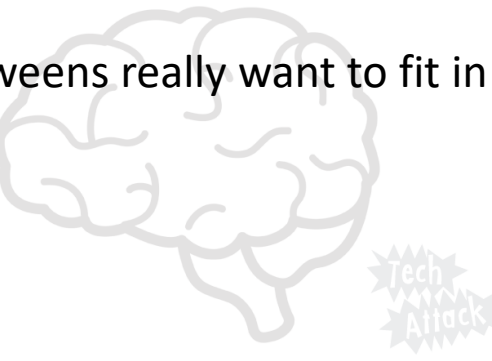
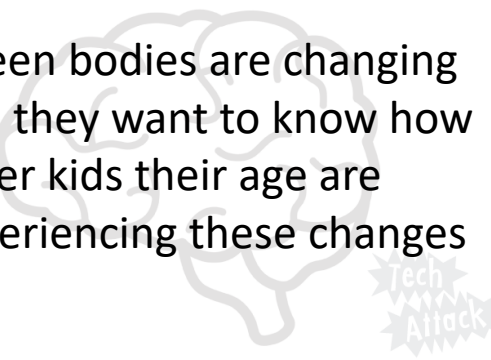
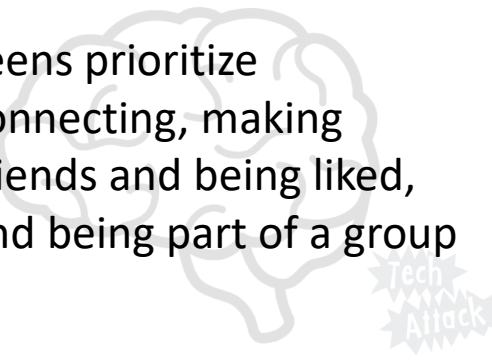
## Tech Attack Facts



<p>Toddler brains are starting to learn the rules of the world; how we play, how we eat, how we behave at home or differently outside</p>  	<p>Babies learn to pay attention to whatever grown-ups pay attention to</p>  
<p>Twens really want to fit in</p>  	<p>Tween bodies are changing and they want to know how other kids their age are experiencing these changes too</p>  
<p>Twens spend a lot of time thinking about themselves</p>  	<p>Tween moods start to change</p>  
<p>Teens want more privacy</p>  	<p>Teens emotions start getting really strong and powerful, but are still hard to control</p>  

## Tech Attack Facts



<p>Teens need to know they can do things on their own and can be independent, and make their own decisions</p> 	<p>Teens want to experience the world of adults</p> 
<p>Babies' brains need grown-ups to give them lots of healthy food, cuddles, eye-contact and lots of talking/singing/reading time</p> 	<p>Toddlers will pay attention to anything grown-ups pay attention to and will want to be a part of it</p> 
<p>Twens are starting to make more friends, and being liked and keeping in touch with others is becoming more and more important</p> 	<p>Twens really want to fit in</p> 
<p>Twen bodies are changing and they want to know how other kids their age are experiencing these changes too</p> 	<p>Teens prioritize connecting, making friends and being liked, and being part of a group</p> 

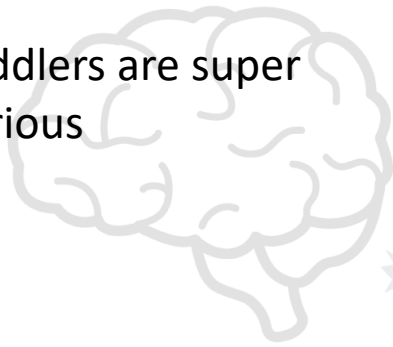


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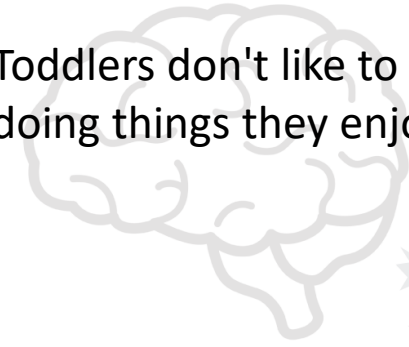
## Tech Attack Facts



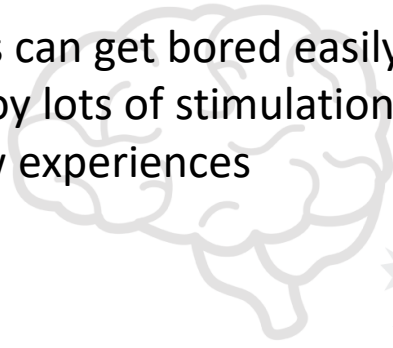
Toddlers are super curious



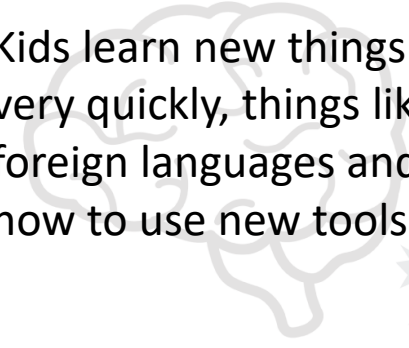
Toddlers don't like to stop doing things they enjoy



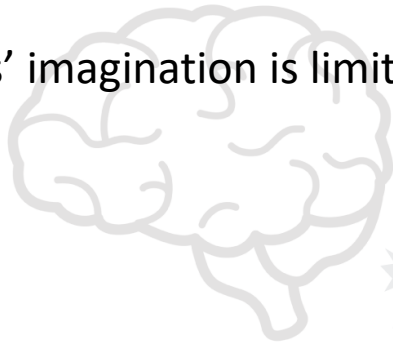
Kids can get bored easily and enjoy lots of stimulation and new experiences



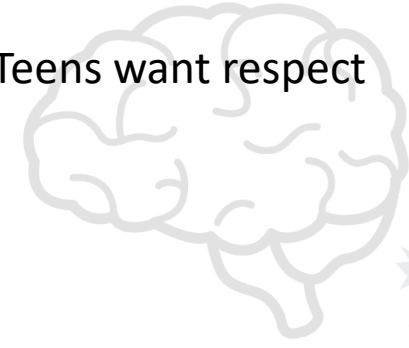
Kids learn new things very quickly, things like foreign languages and how to use new tools



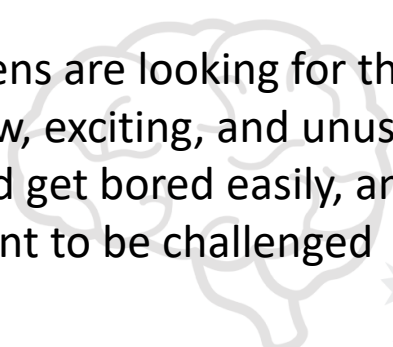
Kids' imagination is limitless



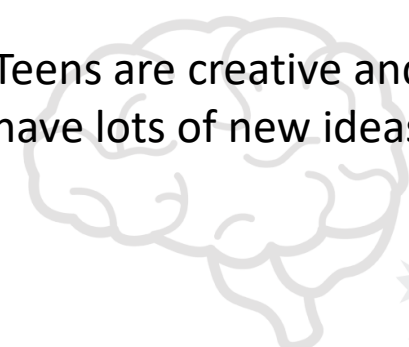
Teens want respect



Teens are looking for the new, exciting, and unusual, and get bored easily, and want to be challenged



Teens are creative and have lots of new ideas





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## Tech Attack Facts



Babies are born with 100 billion neurons - that's the same as the number of stars in the Milky Way!

Baby's 100B neurons will help them learn to speak, feel things on their skin, know hunger, develop sense of smell and sight.

Babies' brains need grown ups to give them lots of healthy food, cuddles, eye-contact and lots of talking/singing/reading time





# POP-UP FESTIVAL

## Tech Attack Attacks



Youtube unboxing video  
of new lip color

SnapStories from friends

Easy order next day Amazon  
delivery

Get better sleep and  
mindfulness with 3 min  
guided meditations

Join millions of Fab4U users  
to create a healthier, happier  
life. Fab4U helps increase  
your energy, get focused,  
lose weight, and build  
healthy habits

SWEAT fast track your  
journey to bikini body  
confidence and train your  
way to your best life

Splash Math - we make  
math fun and engaging -  
used by over 30 million kids  
to boost confidence and  
increase scores in math

Use your imagination to  
create your own world and  
play together with friends in  
this funtown where everyday  
adventures are infinite!



# POP-UP FESTIVAL

## Tech Attack Attacks



You have friends around the world, you just haven't met them yet. Stay with amazing locals, make lifelong friends, connect online

Discover the coolest places around the world recommended by experts and friends you trust.

Join the latest community with 325k+ people who are changing the world, content is updated 24/7 by team with 2mil monthly visitors

Smartyants has preschool favorites, 1500 episodes, kids can go on learning adventures. Totally safe! No Ads. Ever!

