

MILLO

A Friend to Hug and Learn With

A personalized educational product that turns a child's drawing into a plush companion connected to digital learning content.

ROLE Concept originator and creative lead within a university team project

MILLO

A Friend to Hug

STRATEGY

A personalized learning companion

CHALLENGE

Parents want meaningful educational play, but many products are standardized, screen-heavy and unable to sustain emotional engagement.

CORE IDEA

Transform a child's own drawing into a physical character that appears in digital lessons, combining emotional attachment, creativity and structured learning.



Mariam Barbakadze, 4 Years Old



Mariam's MILLO

Product concept with commercial depth

Branding x Packaging

Branding

- Brand tested: name, logo, slogan, colors
- Personality: caring, trustworthy, creative
- Evaluated: trust & recommendation intent

Packaging

- Eco-friendly box + child's name
- QR instruction card inside
- Evaluated: gift value & perceived quality



WHAT THE PROJECT DEMONSTRATES

- Originated the MILLO product idea and shaped its central value proposition.
- Developed target-market, competitor and market-potential analysis with the team.
- Built pricing, direct-sales, creator promotion, social advertising and email concepts.
- Explored costs, break-even, test marketing and recurring digital-content revenue.

Academic team project. Role statements describe Megi's contribution.