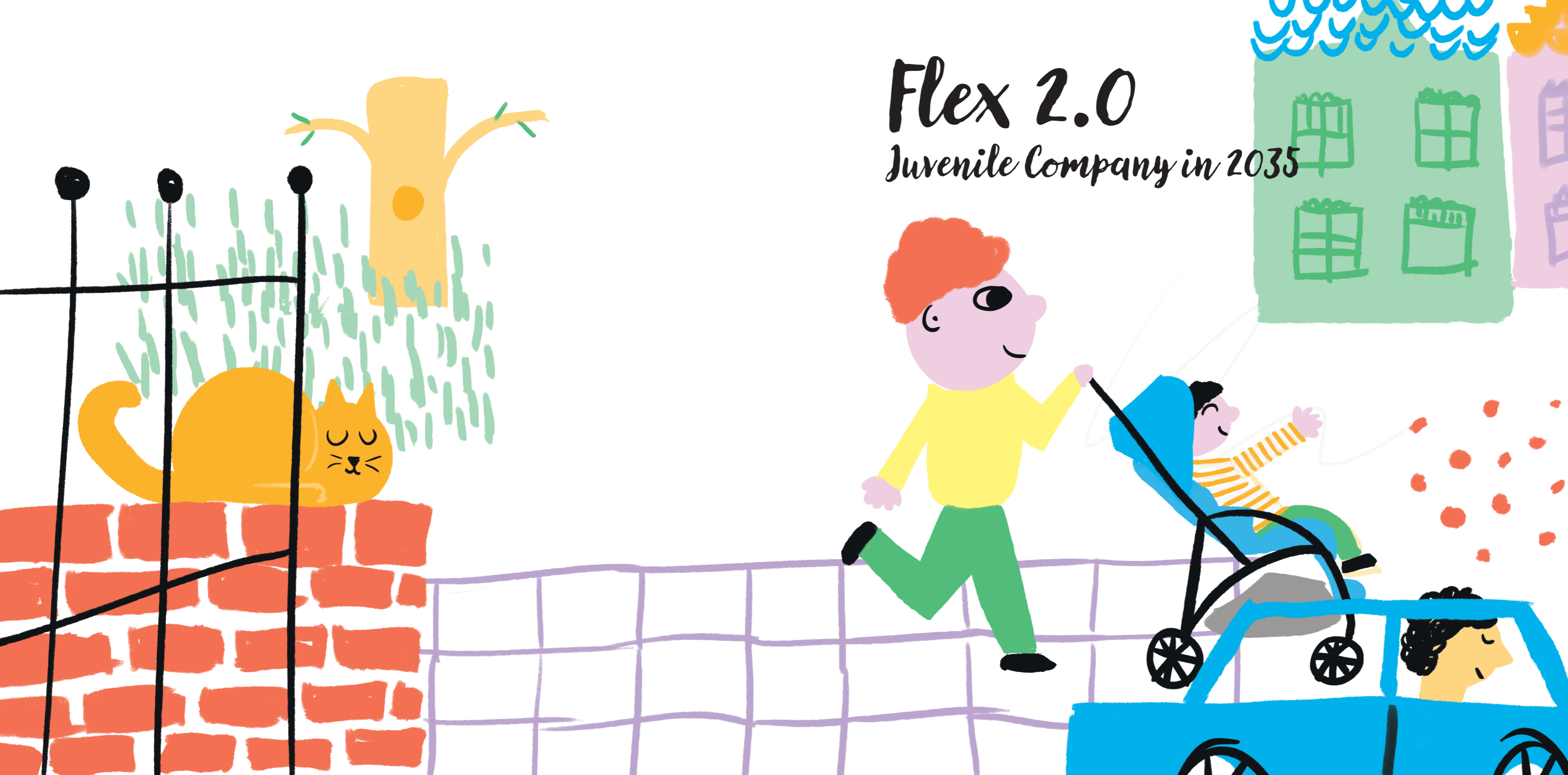


Flex 2.0

Juvenile Company in 2035



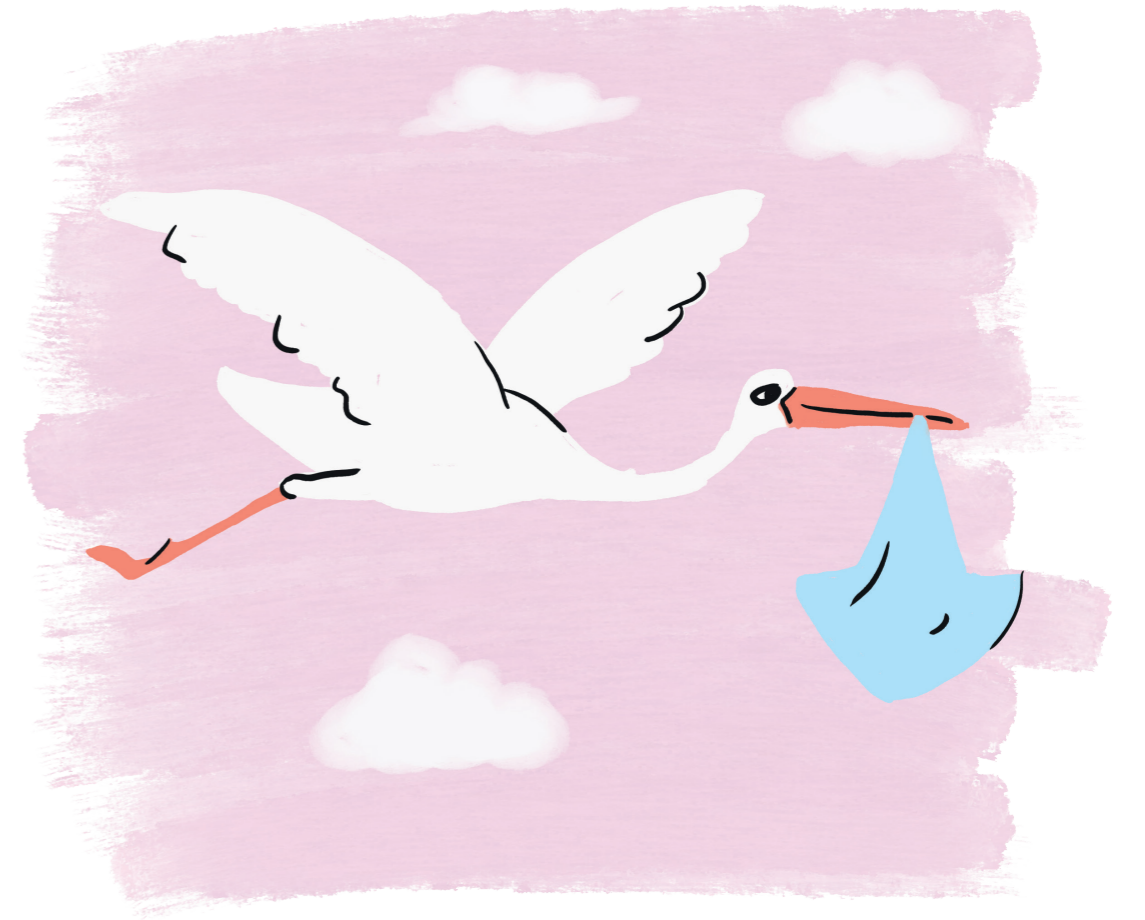
In 2035, Juvenile Company's circular business model has made them a true industry pioneer: the first juvenile company to be climate positive. The company no longer just sells products, but enters into long term relationships with parents. Juvenile Company actively aids parents in developing their children into curious little people by explicitly targeting their changing needs over the course of the early developmental stages. Individual stroller models have largely been phased out in favour of a new, fully modular product system. Parents access personalised configurations based on their needs, enabling them to enjoy parenthood in their own way.

This children's book tells a story of what this relationship between Juvenile Company and parents could look like in the future.

Meet Johannes and Lena!
They live together in a small town in Germany.



In a little while, it won't just be the two of them anymore! Lena and Johannes are expecting a baby.



Johannes and Lena are excited to be parents...

Through friends they find Juvenile Company, who helps them answer their questions. This makes them feel more confident about what's to come.

... but it's also a bit scary. There are a lot of things they aren't sure about.



A few weeks before little Alexander is born, they need to choose a stroller. But there are so many things to take into account!

Where do we live?
How big is our car?
How many babies do we want?

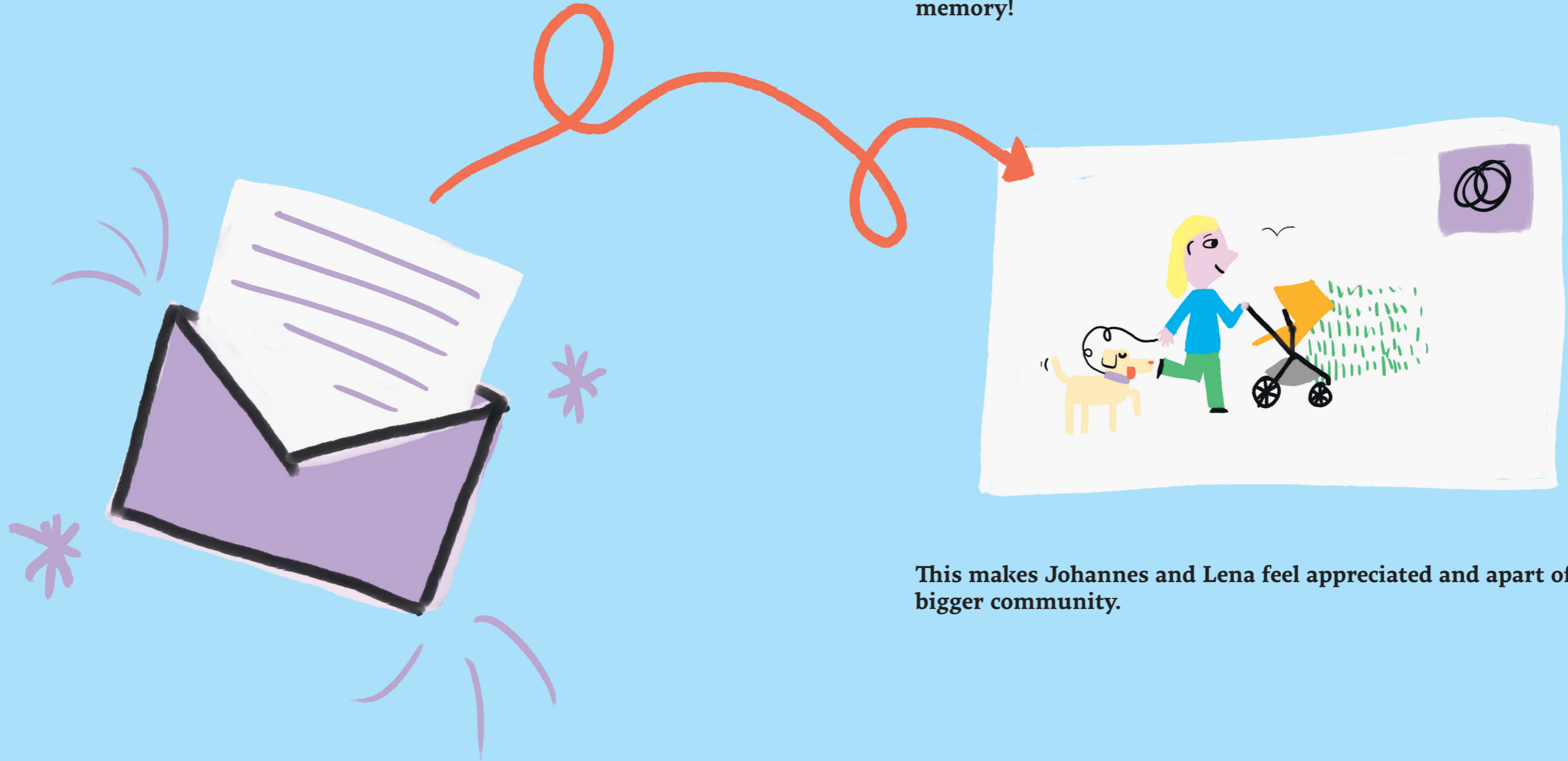


Juvenile Company knows what stroller modules would fit their lifestyle. Together they create the perfect stroller for the first months of little Alexander's life.



When Lena and Johannes receive the stroller modules in the mail, they are surprised to find a postcard! What does it say?

The postcard tells a story! The previous owner of their modules wishes them all the best with their child and shares a happy memory!



This makes Johannes and Lena feel appreciated and apart of a bigger community.

When taking the stroller for a test ride, Johannes discovers they have made a mistake!



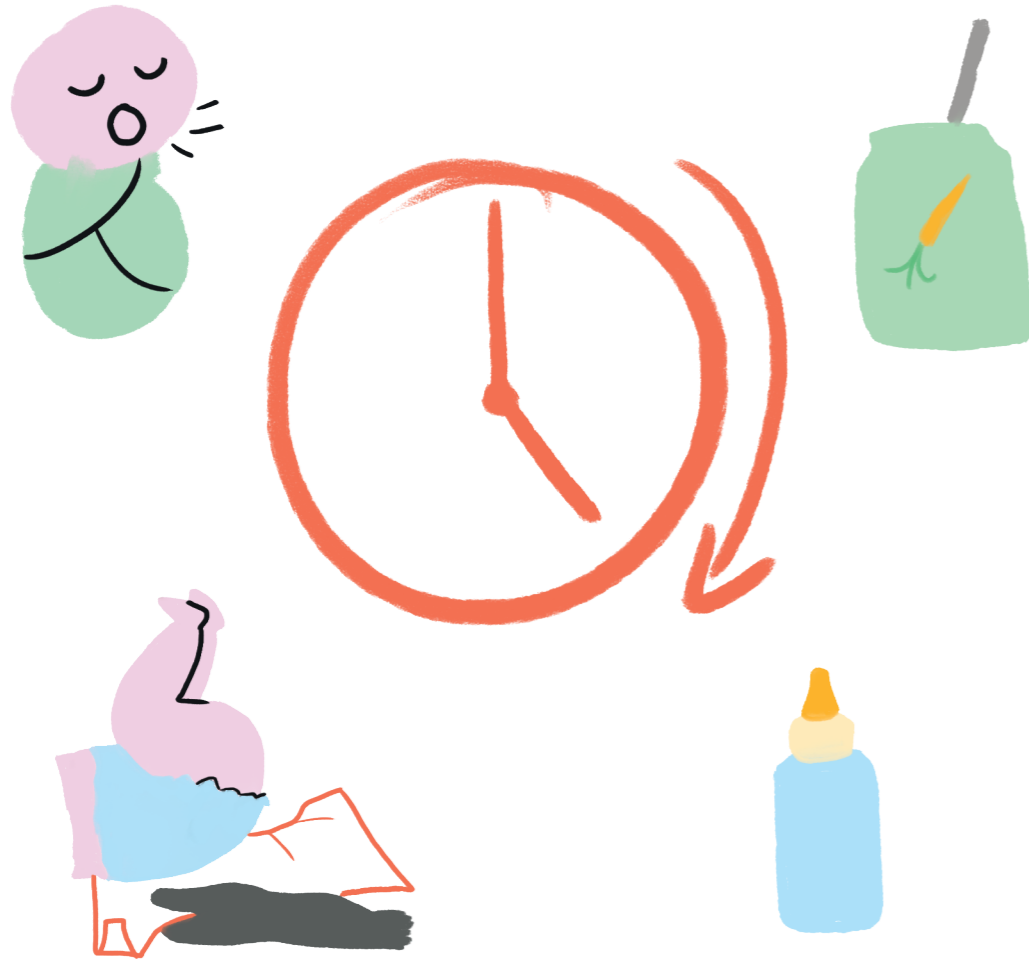
The wheels Lena and Johannes had picked for their configuration get stuck in the wet grass in their garden.

They contact Juvenile Company and the next day they can pick up new wheels for their stroller.



Now they're all ready for little Alexander to arrive!

The first months after Alexander is born are very hectic.



Lena is thankful that Juvenile Company helps Alexander sleep so she can have some alone time.



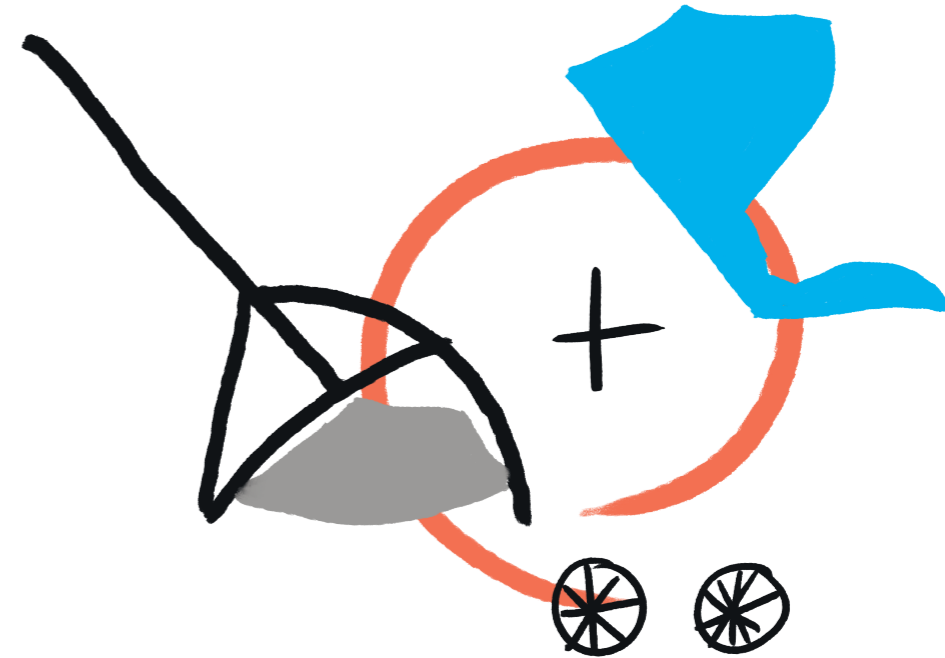
Johannes helps other parents improve their children's sleep by sharing tips through the Juvenile Company Community.



When Alexander grows to the age where he starts exploring the house...



... Lena and Johannes contact Juvenile Company to swap their Comfort modules for Co-Discovery modules.



As they will be moving to Berlin in a few weeks, they make sure the modules are fit for city life.

New to the big city, Lena and Johannes reach out to the Juvenile Company community for things to explore together with little Alexander.



Through the Juvenile Company Community recommendations, Johannes can teach Alexander about his love for nature.



A few weeks later, the family goes on vacation to Italy. The car is so packed that the stroller doesn't fit!



Through Juvenile Company they can loan a vacation-ready stroller from a local Italian baby store. Now the family is ready to explore every nook and cranny!



Alexander is now about a year old and has started walking on his own.



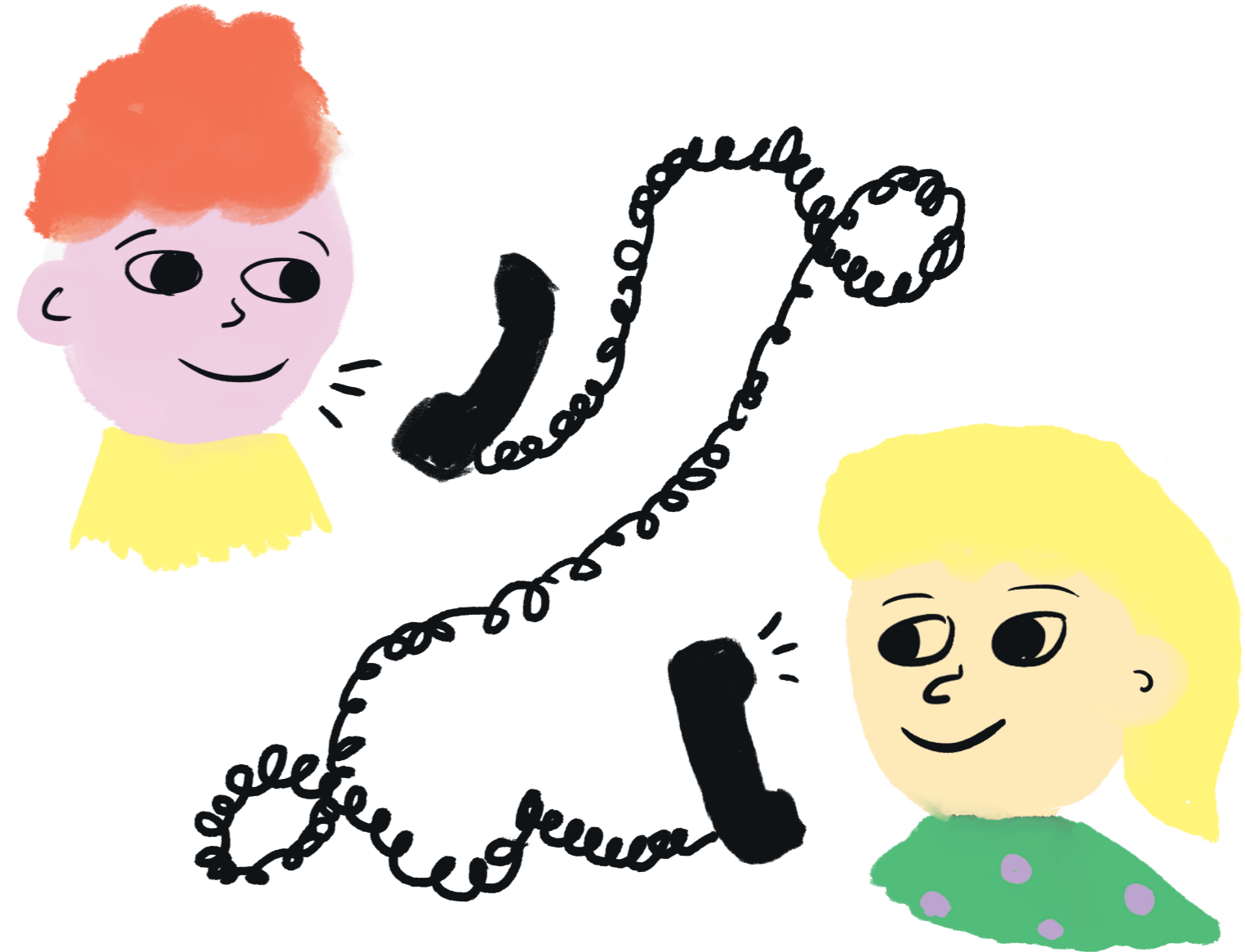
Juvenile Company themed walks and membership discounts helps the family go to lots of different places so Alexander can learn about new things. Lena and Johannes help Alexander to learn how to do things on his own, but they are always there to help him feel confident and not too scared.



When Alexander learns how to do things by himself, he doesn't need to use the stroller as much. The stroller feels a bit sad because he likes to help children explore the world and learn new things.



Lena calls Juvenile Company so the stroller can go to a new home.



The family shares their favourite memory with the stroller for the new owners to enjoy.



The stroller continues its life with a new family!

This booklet is one of the outcomes of a master thesis research for the faculty of Industrial Design Engineering at the Delft University of Technology. This research was done by Gijs Rempt, in collaboration with the TU Delft, Juvenile Company and Livework Studio.

For more information, please refer to the Juvenile Company Next department.