

The Success Factor:

Learn from St. Louis' Most Innovative & Exciting Companies



BETH DANIELS Around the Table

When Beth Daniels quit her job in the occupational therapy department at Washington University to take care of her ill son, she observed a trend. Families were so busy that the dinner table was becoming a thing of the past.

So in 2006, Daniels created a portable conversation game to encourage interaction among families who are on the go.

Today her company's offerings include Family Talk, her original game for parents and children; Buddy Talk, for elementary school kids; Teen Talk; and Grandparent Talk, for children and their grandparents. Around the Table also

offers iPhone applications, and Daniels is planning Spanish versions as well.

"There are endless possibilities with the game," says Daniels. "I am amazed to find out how the games are being used: icebreakers at school, family night at prisons and teaching verbal communication."

Her goal is to make her games attractive to next tier toy companies, but it's challenging. "We're still a small shop," she says. "Managing all the aspects of a rapidly growing business is difficult. We are building an infrastructure for growth."

THE SUCCESS FACTOR COMPANIES

Around the Table
The Rise To The Top
Yurtopia
Virtual Nerd
LangLearner
The Blessing Basket Project

