

Australian Entrepreneur Kickstarts His Pillow Fort Construction Kits

Perth, Aus. December 3, 2013. With the popular crowd-funding platform Kickstarter now accepting Australian projects, Aussie entrepreneurs are seizing the opportunity, and one Perth-based startup is looking to use the site to transform the way that we think about building forts in our living rooms.

Leveraging the cultural phenomenon around pillow fort construction, Squishy Forts is the world's first "Pillow Fort Construction Kit". Comprised of a set of magnetised, foam construction blocks, Squishy Forts packs away into a designer ottoman case when not in use, camouflaging itself neatly as regular living room furniture.

Inspired by an article in the New York Times which discusses the phenomenon, Squishy Forts creator Ross Currie realised that there was significant market potential centred around the nostalgic activity. But, it wasn't until Currie attended a local event for the popular Startup Weekend that the idea for Squishy Forts was solidified.

"All the teams were doing apps – ours included - and I began to form the idea for something physical, something real that you could hold in your hands. Our team was looking to solve the problem of the 'tablet babysitter' and you're not going to do that by creating another app", he says.

Refining the idea further with a group of entrepreneurship students at the Curtin Graduate School of Business in Western Australia, Ross has developed a prototype and a business plan, and says that Kickstarter is the logical place to turn to in order to fund an initial manufacturing run.

"Kickstarter is not only a great way to overcome the limited funding options available to us in Australia, but it's also a great way to market test the product – if we can't get the funds to do an initial run, then I'm probably better off sticking with my day job!", he says.

Appealing to young and old, Squishy Forts has already raised 10% towards its funding goal, with Kickstarter tracking sites like KickSpy and SideKick predicting a successful project. Squishy Forts is also currently featured on popular websites such as ThisIsWhyImBroke.com, and has gained a substantial following on its Twitter and Facebook pages.

To learn more about Squishy Forts, visit the project's Kickstarter Page at <http://kck.st/1fSsanH> or go directly to www.squishyforts.com

About SquishyForts

Founded in 2013, Squishy Forts is the creator of the world's first Pillow Fort Construction Kit. An idea by Australian Entrepreneur, Ross Currie, Squishy Forts is currently seeking funding on Kickstarter in order to bring the joy, fun and comfort of fort-building to children and adults around the world.

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