

grOH! Playrooms

E-DESIGN

SERVICE OVERVIEWS

LET'S GROH! TOGETHER

EVERYTHING YOU NEED TO KNOW ABOUT
E-DESIGN CLASSIC, E-DESIGN PLUS
AND E-DESIGN PREMIUM





E-DESIGN

SERVICES AT A GLANCE

E-Design Classic

This option is designed for families needing a balanced **playroom foundation** with commercially available products!

Your E-Design Includes...

- Comprehensive Educational, Organized, & Aesthetic grOH! Design
- 1:1 Design Kick Off Meeting
- Signature Intake Materials & Design Quiz
- Educational Floor Plan
- Mood Board & Aesthetic Inspiration
- 2D Wall Elevations
- 3D Room Renderings
- Personalized Interactive Design Presentation
- Clickable Shopping List
- Personalized Educational Context on Features
- Complete grOH! Playrooms Guide
- Complete grOH! Organizational Guide

This service requires ZERO construction!
It's great for bedrooms or nurseries!
Renter-friendly options available

\$2,700

[LEARN MORE!](#)

E-Design Plus

BEST VALUE!

This option is designed for families wanting to incorporate **active play** into their design!

Everything in E-Design, AND...

- Gross Motor Zone: One wall or corner/ area of the room
- Comprehensive educational explanation of features displayed in 2D Elevations
- Gross Motor Products Ordering Guide
- Gross Motor Installation Guide
- Design Revision: Up to 5 Product Swaps
- Optional 2nd meeting after delivery

Gross Motor Zones can include:

- Climbing Walls & Holds
- Monkey Bars
- Climbing Ropes/Ladders
- Swings
- Safety Mats
- Foam Pit

(Pipe Climbers & Slides not available in this service)

**Installation of Gross Motor Features should be completed by a licensed, experienced General Contractor*

\$3,900

[LEARN MORE!](#)

E-Design Premium

MOST POPULAR!

This option is designed for families wanting to incorporate **active play AND a built-in feature** into their playroom: fort, tiny house, reading nook, grOH-my!

Everything in E-Design Plus, AND...

- 1:1 Concept Design Meeting to gain feedback on the direction of your design, including floor plan layouts
- Built-In feature incorporated into your design
- Holistic gross motor integration throughout your design
- Gross Motor Elements not available in E-Design PLUS: Pipe Climbers & Slides
- Gross Motor Products Ordering Guide
- Gross Motor Installation Guide
- Design Revision & Fine-tune: Up to 2 Hrs
- Optional 3rd meeting after delivery

**Totally custom features require your Project Management and Installation by a licensed, experienced General Contractor*

\$7,600

[LEARN MORE!](#)

Click Learn More to go to that service description!

E-DESIGN



SERVICES COMPARED

WHAT'S INCLUDED!	E-DESIGN CLASSIC	E-DESIGN PLUS	E-DESIGN PREMIUM
Complete Educational, Organizational, Aesthetic grOH! Design	DEFINITELY!	YOU GOT IT!	ABSOLUTELY!
Personalized, Interactive Design Presentation Deliverable	✓	✓	✓
Clickable Shopping List	✓	✓	✓
Educational Floor Plan for Your Space	✓	✓	✓
Mood Board & Aesthetic Inspiration	✓	✓	✓
2D Wall Elevations of Your Space	✓	✓	✓
3D Room Renderings of Your Space	✓	✓	✓
grOH! Playrooms Guide	✓	✓	✓
grOH! Organizational Guide	✓	✓	✓
1:1 Design Meeting	1 MEETING	1 MEETING	3 MEETINGS
Gross Motor Design		ZONE	HOLISTIC INTEGRATION
Design Revisions		5 PRODUCT SWAPS (VIA EMAIL)	2 HOURS
Custom Built-in Feature			READING NOOK/FORT TINY HOUSE/ETC.
Budget Management			INVESTMENT RANGE BASED ON SCOPE
THERE'S A PERFECT E-DESIGN SERVICE FOR EACH UNIQUE FAMILY!	\$2,700 LET'S PLAY!	\$3,900 LET'S CLIMB!	\$7,600 LET'S GROH!

E-DESIGN

DELIVERABLES COMPARED



Zoom in for a closer look!

WHAT'S INCLUDED!	E-DESIGN CLASSIC	E-DESIGN PLUS	E-DESIGN PREMIUM
Aesthetic Inspiration & Color Palette			
3D Renderings	<p>3D RENDERING: RIGHT</p> <p>3D RENDERING: LEFT</p>	<p>3D RENDERING: RIGHT</p> <p>3D RENDERING: LEFT</p> <p><i>Cross Motor Zone</i></p>	<p>3D RENDERING: RIGHT</p> <p>3D RENDERING: LEFT</p> <p><i>Cross Motor & Fort</i></p>
Floor Plan			
2D Wall Elevations			
Incorporated Products with Links	<p>BEAN BAGS</p> <p>Shop WALLA BEGG Color: Pink QTY: 1 Shop LOUNGE BEGG Color: Navy QTY: 1 Shop ORION BEGG Color: Navy QTY: 1</p>	<p>TOY HUB</p> <p>Shop BEGG Color: Multi QTY: 8 Shop WALLA BEGG Color: White/Natural QTY: 1</p>	<p>FORT</p>
Features Listed by Elevation		<p>WALL C FEATURES</p> <ul style="list-style-type: none"> 6 Framed Magnetic Whiteboards 5 Magnetic Peg Boards for Art Storage 5 Engineered Wall Art Panels 8 Cube Toy Hub 	<p>WALL D FEATURES</p> <ul style="list-style-type: none"> Rope Tunnel from Climbing Wall or Monkey Bars to integrate gross motor play throughout the space on the second story of the fort. Monkey Bars: 9 Bars arranged on Walls A & D for access to the Fort & Rope Tunnel Third Level Floor: complete with imagination play on the first level <p>DISCLAIMER: All non-structural and hanging measurements are suggestions and may need to be adjusted based on your space.</p>
Features and Products Explained		<p>WALL C FEATURES: EXPLAINED</p> <p>WALL D FEATURES: EXPLAINED</p>	<p>WALL D FEATURES: EXPLAINED</p> <p>ADDITIONAL & OTHER VALUE PROPOSITIONS</p> <ul style="list-style-type: none"> Shop WALLA BEGG Color: Multi QTY: 1 Shop ORION BEGG Color: Navy QTY: 1 Shop LOUNGE BEGG Color: Navy QTY: 1 Shop WALLA BEGG Color: White/Natural QTY: 1
EACH DELIVERABLE IS SUPER CUSTOMIZED TO EACH FAMILY!	\$2,700 LET'S PLAY!	\$3,900 LET'S CLIMB!	\$7,600 LET'S GROH!



E-DESIGN CLASSIC

SERVICE OVERVIEW

E-Design is intended for families needing a **balanced foundation** for their playroom. Every e-design is DIY-friendly and completed with commercially available products from trusted retailers, some assembly required.

- This service is great for **bedrooms** or **nurseries!**
- **Renter-friendly** options available

everything you need for a purposeful play environment!

ALL E-DESIGN SERVICES INCLUDE:

- Comprehensive Educational, Organized, & Aesthetic grOH! Design
- 1:1 Design Meeting
- Signature grOH! Intake Materials & Design Aesthetic Quiz
- Educational Floor Plan
- Mood Board & Aesthetic Inspiration
- 2D Wall Elevations & 3D Room Renderings
- Personalized Interactive Design Presentation (including clickable shopping links) (Presentations average 75 pages of grOH! guidance)
- Personalized Educational Context on Features
- Complete grOH! Playrooms Guide
- Complete grOH! Organizational Guide

grOH! NOTE:

- Is there a DIY project you're excited about? Feel free to share any goals with your designer, it may be able to incorporate! (One family wanted to refinish a piano in a bold color for their playroom! How fun!)
- All products are sourced from US Based retailers, with an effort to support small and person of color-owned businesses
- The E-Design process assumes starting with a finished space, and does not include design or recommendations for MEP (mechanical, electrical, or plumbing)
- Residential projects only

Product Investment you can anticipate: 4K-8K+

(handyman/trades/raw materials not included)



E-DESIGN CLASSIC

PROCESS OVERVIEW

A **Curated Design** to guide you in your DIY project.

1 INTAKE FORMS

You complete an extensive intake form about your hopes, dream, and goals for your project. You submit kiddo interviews (either written or videoed), a Pinterest board link, room photos and video, and a detailed floor plan sketch. We also show you how to measure your space for our Rendering Artist to render your space!

2 DESIGN MEETING

We have a 60 minute design meeting through a Virtual Meeting Platform where we review your Intake Materials, grOH!'s Aesthetic Quiz and your Pinterest board. We'll work together to determine your priorities about educational features and design aesthetic for the space. We will email you our meeting notes to confirm direction and project scope.

3 DESIGN DELIVERY

grOH! incorporates your preferences and creates your design! We make all of your product and material selections. About eight weeks after your Design Meeting, we email your Interactive Design Presentation to you.



Your design plan straight to your inbox!



Need to compare services? [Click Here!](#)



E-DESIGN PLUS

SERVICE OVERVIEW

E-Design Plus is intended for families wanting to add **active elements** to their **balanced foundation** for their playroom.

ALL E-DESIGN SERVICES INCLUDE

- Comprehensive Educational, Organized, & Aesthetic grOH! Design
- 1:1 Design Meeting
- Signature grOH! Intake Materials & Design Aesthetic Quiz
- Educational Floor Plan
- Mood Board & Aesthetic Inspiration
- 2D Wall Elevations & 3D Room Renderings
- Personalized Interactive Design Presentation (including clickable shopping links) (Presentations average 75 pages of grOH! guidance)
- Personalized Educational Context on Features
- Complete grOH! Playrooms Guide
- Complete grOH! Organizational Guide

E-DESIGN PLUS ALSO INCLUDES

- **Gross Motor Zone:** One wall or corner/ area of the room
- Comprehensive educational explanation of features and design elements displayed in your 2D Elevations
- Gross Motor Products Ordering Guide
- Gross Motor Installation Guide
- Design Revision: Up to 5 Product Swaps
- Optional **2nd Meeting:** 1:1 20 minute call after E-Design Plus delivery
 - Note: This meeting is intended to talk through product swap preferences

grOH! NOTE:

- All products are sourced from US Based retailers, with an effort to support small and person of color-owned businesses
- The E-Design process assumes starting with a finished space, and does not include design or recommendations for MEP (mechanical, electrical, or plumbing)
- Residential projects only

Product Investment you can anticipate 8K-15K+

(contractor/trades/raw materials not included)

E-DESIGN PLUS



PROCESS OVERVIEW

Balanced Design plans full of active elements

1 INTAKE FORMS

You complete an extensive intake form about your hopes, dream, and goals for your project. You submit kiddo interviews (either written or videoed), a Pinterest board link, room photos and video, and a floor plan sketch...Don't worry, we also show you how to measure your space for our Rendering Artist to render your space!

2 DESIGN MEETING

We have a 60 minute design meeting through a Virtual Meeting Platform where we review your Intake Materials, grOH!'s Aesthetic Quiz and your Pinterest board. We'll work together to determine your priorities about educational features and design aesthetic for the space. We will email you our meeting notes to confirm direction and project scope.

3 DESIGN DELIVERY

grOH! incorporates your preferences and creates your design! We make all of your product and material selections. About eight weeks after your Design Meeting, we email your Interactive Design Presentation to you.

4 OPTIONAL PRODUCT SWAPS

14 days after your design is delivered,



Still Puzzled? [Click Here to Compare Services!](#)



Everything you need to implement your active playroom!

E-DESIGN PREMIUM

SERVICE OVERVIEW

This option is designed for families wanting to have a holistic and balanced play environment by incorporating **gross motor elements** and a **built-in feature** into their playroom. Built in features could be a fort, tiny house, reading nook, grOH-my!

***Did you know?** Incorporating features such as a fort allows for integrated play and expanded un-zoned thinking for kiddos!*

ALL E-DESIGN SERVICES INCLUDE

- Comprehensive Educational, Organized, & Aesthetic grOH! Design
- 1:1 Design Meeting
- Signature grOH! Intake Materials & Design Aesthetic Quiz
- Educational Floor Plan
- Mood Board & Aesthetic Inspiration
- 2D Wall Elevations & 3D Room Renderings
- Personalized Interactive Design Presentation (including clickable shopping links)
- Personalized Educational Context on Features
- Complete grOH! Playrooms Guide
- Complete grOH! Organizational Guide

Presentations average 75 pages of grOH! guidance!



E-DESIGN PREMIUM ALSO INCLUDES

- 1:1 Concept Design Meeting to gain feedback on the direction of your design!
- **Built-In feature incorporated into your design.** This could include a fort, a playhouse, or reading nook
- **Holistic gross motor integration throughout your design**
- Comprehensive educational explanation of features and design elements displayed in your 2D Elevations
- Gross Motor Products Ordering Guides
- Gross Motor Installation Guide
- Design Revision & Fine-tune: Up to 2 Hours
- Optional **3rd Meeting**: 1:1 20 minute call after E-Design Premium delivery
 - For example, this meeting can be used for a product swap conversation or an installation consult



MORE E-DESIGN PREMIUM INFORMATION ON NEXT PAGE!

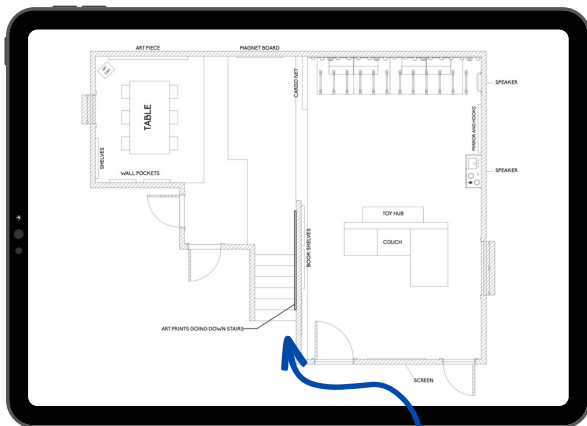
E-DESIGN PREMIUM

SERVICE OVERVIEW

grOH! NOTE:

- Totally custom features require your **Project Management and Installation** by a licensed, experienced General Contractor
- This service is also great for bedrooms wanting totally unique elements!
- All products are sourced from US Based retailers, with an effort to support small and person of color-owned businesses
- The E-Design process assumes starting with a finished space, and does not include design or recommendations for MEP (mechanical, electrical, or plumbing)
- Residential projects only

Epic built-in bunk beds, anyone?



*Concept Design
Floor plan*



*Final Design
Rendering*

Product Investment you can anticipate 10K-20K+

(contractor/trades/raw materials not included)

E-DESIGN PREMIUM

PROCESS OVERVIEW

Comprehensive Design plans full of active elements

1 **INTAKE FORMS**

You complete an extensive intake form about your hopes, dream, and goals for your project. You submit kiddo interviews (either written or videoed), a Pinterest board link, room photos and video, and a floor plan sketch...Don't worry, we also show you how to measure your space for our Rendering Artist to render your space!

2 **KICK OFF MEETING**

At the Kick Off, we create your project timeline together, and then dive head-first into your design. We review our aesthetic quiz, Pinterest boards, and determine design priorities and features for your space.

3 **DESIGN CONCEPT**

Our grOH! Design Team gets to work on your Educational and Aesthetic Design Concept. We hold multiple braintrusts to organize, style, and imagine your new space. About three weeks after your Kick Off, we present your Design Concept to you. You'll see the holistic vision for your space, review the concepts for your custom features, and share your feedback to further clarify the direction of your design.

4 **DESIGN DELIVERY**

grOH! incorporates your feedback and finalizes your design direction and features. We make all of your product and material selections. 6-8 weeks after your Design Concept Meeting, we email your Interactive Design Presentation to you.

5 **OPTIONAL REVISIONS**

During your Kick Off, we will schedule a revisions meeting for after your design delivery. If you would like have this call, your designer hears your feedback and together you prioritize goals that can be completed in the allotted 2 hours of revisions included with this service. For example, a set of revisions that can take place in this amount of time are: a color swap on your built-in feature, 5 product swaps, and/or incorporating a small floor plan shift.



[Click Here to review all of grOH's E-Design Services!](#)



PLAYROOM FEATURES

GROH! FAVORITES

Our goal is to create a well-rounded space for **everyone** to enjoy. Let this list of tried-and-true playroom features inspire you to dream big, play often, and get ready to grOH! together! Noted here are **average costs** for products and materials.

\$ <\$100

\$ \$ \$100 - \$500

\$ \$ \$ \$500 - \$800

\$ \$ \$ \$ >\$1000

FOR MOVERS

- \$ Swings (2)
- \$ Climbing Rope (2)
- \$ \$ Monkey Bars (20)
- \$ \$ \$ Landing Mat (1)
- \$ \$ \$ Climbing Holds
- \$ \$ \$ \$ Climbing Panels (6)
- \$ \$ \$ \$ Foam Pit (1)
- \$ \$ \$ \$ Cheer Mat Flooring

FOR BOOKWORMS

- \$ \$ Library
- \$ \$ Book Shelves
- \$ \$ Reading Nook

FOR SENSORY SEEKERS

- \$ \$ Sensory Play Table
- \$ \$ \$ Sensory Panels

FOR STORYTELLERS

- \$ Costume Hooks
- \$ Wall Baskets
- \$ \$ Mirror
- \$ \$ Play Kitchen (1)

FOR PLAYERS

- \$ \$ Toy Hub
- \$ \$ Toy Hub Bins

FOR ARTISTS

- \$ \$ Table
- \$ \$ Chairs
- \$ \$ Vertical Art Storage
- \$ \$ Gallery Wall
- \$ \$ Art Materials Stock

FOR BUILDERS

- \$ Magnet Board (<24"x24")
- \$ \$ Magnet Board (>24"x24")
- \$ \$ Magnet Toys
- \$ \$ \$ Magnetic Ball Run
- \$ \$ \$ LEGO Wall
- \$ \$ \$ \$ Wall Light Bright

FOR FOUNDATION

- \$ \$ Wall Art
- \$ \$ Paint
- \$ \$ \$ Wallpaper
- \$ \$ \$ Lighting Fixtures
- \$ \$ \$ Organization & Storage



GROH! E-DESIGN

IS E-DESIGN RIGHT FOR YOUR FAMILY?

BENEFITS

Choose the level of service that is right for your family and your needs!

No guesswork! Provides you with a cohesive design rooted in educational principles.

Easy-to-implement! You have a complete plan to set up your space, including ordering and installation guides!

Opportunities for feedback with E-Design Plus and E-Design Premium.

Lower investment than Bespoke Design.

Personalized explanations for each design decision through both educational and aesthetic lenses.

LIMITATIONS

Requires your time and/or resources to outsource implementation.

Requires your time and knowledge for on-site project management and troubleshooting.

Does not include innovations (like Bespoke Design) for total one-of-a-kind features.

Does not include design or recommendations for MEP (mechanical, electrical, or plumbing).

Limited to off-the-shelf wall treatments (e.g wallpaper and paint) Does not include Custom Mural (like Bespoke Design).

Does not include signature grOH! organizational system implementation throughout the home.

*Feeling Limited?
Check out a grOH!
Bespoke Design here!*





WE CAN'T WAIT TO HEAR FROM YOU!

CONTACT US FOR A GROH! E-DESIGN
OF YOUR VERY OWN!

 @grohplayrooms

 anne@grohplayrooms.com

 grohplayrooms.com

Let's groOH! together

-Anne

