Gold Rush for Teacher-turned-Entrepreneur

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A former teacher has been celebrating after her educational subscription box business won a Gold award for a second year running. Mysteries in Time was yesterday awarded the title of Best Subscription Box at the MadeForMums Toy Awards 2019, following on from their Gold Award for Best Educational/Learning Toy in last year's Toy Awards.

The MadeForMums Toy Awards celebrate the best children's toys for all ages. Judges were impressed by the excellent value and quality of the winning subscription box. "There is so much in the box to play with… and we love how it inspires their imagination."

Mysteries in Time is an educational history subscription box devised by former primary school teacher Samantha Metcalf, 39. Having combined her passion for history with her educational background, Samantha and her partner created a product that aims to engage children aged 7 to 11 in learning about the past in a fun, interactive way.

Each month, Mysteries in Time subscribers receive a personalised Time Machine packed with high-quality, fun activities introducing a new period in history. Through a combination of fiction, non-fiction, crafts and fun puzzles, children will gain a solid understanding of a different historical time each month, while being inspired to love history.

Having launched from their kitchen table in London in July 2016 and recently relocating to Belfast, the business has gone from strength to strength. They have now shipped thousands of boxes to customers in over 30 countries worldwide, as well as winning several awards and gaining recognition from esteemed business leaders Theo Paphitis and Jacqueline Gold.

"Coming from a teaching background, the world of business was very new to me," says Samantha. "I had never thought in terms of profit margins, cash flow, business growth and marketing before; these were alien concepts for me! Starting a business has been a massive learning curve, but one that I have enjoyed thoroughly. I feel very proud of what we have achieved in a short space of time and we are excited about where we can take the business from here."

Find out more at www.mysteriesintime.co.uk

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