

Success on the cards for Rasib

An enterprising inventor has managed to mix the skill of playing cards and the luck of board games with the ability to help youngsters improve their word power.

After watching children playing with traditional playing cards Rasib Khan (right) thought of a way that would allow them to learn about spelling and numbers but without the association to gambling.

The result is Alphabet Runner, a game that can be played by two to four people from primary school age, right up to their teens.

He is now receiving assistance from Birmingham Chamber of Commerce and Industry, Business Link and Mustard.uk.com to generate interest among potential customers.



"I wanted to move children away from just playing cards that are associated with gambling and encourage them to make words," he said.

"At the very basic level they can use the cards, which have groups of letters printed on them, to play snap.

"But coupled with the board there are a number

of games that can be played that will test their spelling ability, reasoning and ability to create words. It was when I was designing this game that I realised that most long words are made up of groupings of three or four-letter words.

"This means that as the children get older they can use the small words they have already learnt, put them together to make longer words and so improve their vocabulary."

Richard Stannard, Business Link design, innovation and IPR adviser, said: "Rasib has found a manufacturer and is targeting independent toy shops that find it difficult to compete with the low prices larger stores can charge for Monopoly or Cluedo, but are still looking for innovative products."