



KIDS ACTIVE MEDIA 'POPIN' ADVENTURES

NOVEMBER 2025 [C] KAMEDIA

Brickfield Business Centre
📍 Thornwood, Epping, Essex CM16 6NB UK



Transforming Early Years Education Through
Magical Learning
Adventures



THE OPPORTUNITY

"The only children's media brand that transforms screen time into adventure time while supporting complete school readiness"

1 MARKET SIZE & GROWTH

- UK Early Years Education Market: £5.6 billion annually, with 96% of eligible children accessing funded places
- UK Toy Industry: £3.4 billion annually with consistent 3.4% growth
- Educational Toy Segment: £850 million, growing 15% annually
- Early Years Foundation Stage (EYFS): 1.3 million children aged 2-6 requiring school readiness support
- Parent Investment: Average £1,200 - 2,400 annually per child on educational resources
- Digital Learning Growth: Children's educational streaming content up 65% since 2020

2

THE PROBLEM WE SOLVE

- Parents struggle to find screen time that's both educational AND genuinely entertaining
- Educators need content that aligns with EYFS curriculum and transfers to real-world learning
- Children consume 2.5 hours of digital content daily, but 80% lacks educational value
- Gap in market: No UK-produced content combining outdoor learning, character development, and comprehensive EYFS curriculum coverage
- Gender limitation: Most educational characters appeal primarily to one gender, limiting market reach



THE SOLUTION



Unique Value

Our Integrated Ecosystem

- POPIN Magazine (Established Foundation - 3,000+ circulation)
- YouTube Animation Series (Digital Growth Engine)
- Live-Action TV Content (Premium Brand Builder)
- Interactive Magical Theatre Adventures (Educational Entertainment)
- Pop-Up Adventure Shops (Direct-to-Consumer Revenue)
- Exclusive Toy & Book Lines (High-Margin Products)
- Third-Party Licensing (Scalable Revenue Stream)
- Educational Partnerships (B2B Revenue & Credibility)

Competitive Advantages

- Established Brand Foundation: 3,000+ monthly POPIN magazine circulation with proven retail presence (Waitrose, Sainsbury's, Martins)
- Comprehensive EYFS Coverage: Unlike single-subject competitors (Numberblocks/Alphablocks), we cover the entire curriculum
- Practitioner Partnership Model: Content developed with early years educators ensures authentic educational value
- Unisex Character Design: Characters appeal equally to boys and girls, doubling potential market reach
- Exclusive Distribution Control: No third-party retail dilution - maintain brand experience and profit margins
- High-Volume, Accessible Pricing: 30-40% markup strategy (below typical 30-50%) drives significant sales volumes
- Multi-Platform Synergy: Each channel reinforces and promotes others

PROVEN MARKET VALIDATION

Strong Foundation Evidence

- POPIN Magazine: Successfully distributed through major UK retailers for 12+ months
- Character Recognition: 6 established, market-tested characters (Gillie & Friends, SkipinRoo, Boko The Book Bear, Marvellous Mr Jangles, Maths With Sam, YOYO Alphabet Dino)
- Educational Credibility: Developed in partnership with early years professionals
- Retail Validation: Proven shelf space in premium family-focused retailers
- Parent Trust: Established readership demonstrates market demand for educational character content

Competitive Advantages

- 87% of parents want more educational screen content that encourages outdoor play and real-world application
- 72% of early years practitioners struggle to find curriculum-aligned digital resources covering social-emotional development
- YouTube demand: "Phonics for kids" and "maths for children" generate 50M+ monthly searches
- Post-pandemic growth: Outdoor learning content demand increased 340% since 2020
- Gender inclusivity: Parents increasingly seek unisex educational content that engages all children equally

Comparable Success Stories

- Hey Duggee: £200M+ global revenue from similar outdoor learning concept
- Bluey: Generated £1.5B+ revenue across platforms from family-focused content
- CoComelon: 176M YouTube subscribers proving massive demand for educational animation
- EYFS Market: Established curriculum framework creates structured, sustainable demand



COMPREHENSIVE BUSINESS MODEL & REVENUE STREAMS

1

Multiple Revenue Channels

- 1. Digital Content (25% of projected revenue)
- YouTube monetization: Ad revenue, sponsorships, educational partnerships
- Streaming licensing: Netflix, Amazon Prime, Independent Channels
- Educational platform licensing: Schools, learning apps, digital libraries

2

Traditional Media (20% of projected revenue)

- TV broadcast licensing: International sales
- Format licensing: International adaptations and co-productions
- Syndication rights: Global distribution partnerships

3

Consumer Products & Retail (40% of projected revenue)

- Pop-up adventure shops: Direct-to-consumer exclusive products with 60-70% margins
- Exclusive toy lines: Character-based educational toys with unisex appeal
- Publishing expansion: Books, activity guides, educational materials
- Enhanced magazine circulation: Content integration drives subscription growth

4

Licensing & Partnerships (10% of projected revenue)

- Third-party retail licensing: Supermarkets, John Lewis, Waterstones
- International licensing: Character IP licensing for global markets
- Educational partnerships: Schools, nurseries, learning centers

5

Experiences & Services (5% of projected revenue)

- Interactive magical theatre productions: 40-minute immersive educational adventures
- Franchise opportunities: Licensed pop-up locations and international expansion



POP-UP ADVENTURE SHOPS

RETAIL INNOVATION – MAGICAL SHOPPING EXPERIENCES

MAGICAL SHOPPING EXPERIENCES

Phase 1

Immersive, Exclusive Product Lines with Educational Focus

- Character World Creation: Each shop designed as a living POPIN character universe
- Interactive Learning Demonstrations: Children experience educational benefits before purchase
- Character Meet & Greets: Trained performers bring magazine/animation characters to life
 - EYFS Adventure Challenges: In-store educational games linked to curriculum objectives
 - Family Photo Opportunities: Instagram-worthy moments encouraging social sharing

Examples

Premium Character Plushies (70% margin)

- Gillie & Friends Adventure Set: £24.99 retail (£7.50 cost) - Outdoor learning focus
- Maths With Sam Counting Companion: £19.99 retail (£6.00 cost) - Numeracy development
- YOYO Alphabet Dino: £22.99 retail (£6.90 cost) - Phonics and literacy
- Boko Reading Bear with Mini Books: £27.99 retail (£8.40 cost) - Reading development

Educational Toy Collections (60% margin):

- Sam's Mathematical Treasure Kit: £34.99 retail (£14.00 cost) - EYFS numeracy objectives
- YOYO's Phonics Adventure Pack: £29.99 retail (£12.00 cost) - Communication & language
- Gillie's Outdoor Discovery Set: £39.99 retail (£16.00 cost) - Understanding the world
- Complete Character Learning Library: £44.99 retail (£18.00 cost) - Literacy development



STRATEGIC POP-UP LOCATION MODEL

Phase 2

Proof of Concept (3 locations)

- Premium shopping centers: Westfield, Meadowhall, Trafford Centre
- Target demographics: Families with 2-6 year olds, household income £30,000+
- Duration: 6-week seasonal deployments maximizing school holiday traffic
- Investment per location: £15,000 setup + £25,000 inventory
- Expected revenue: £85,000-£125,000 per 6-week period
- Footfall conversion target: 12-18% of engaged visitors make purchases

Market Expansion (8-12 locations)

- Regional shopping centers: Major UK cities with strong family demographics
- Performance-based permanence: High-performing pop-ups become permanent locations
- Franchise development: Licensed pop-up model for international expansion
- Cross-platform integration: Pop-ups drive YouTube engagement and magazine subscriptions

Retail Ecosystem (15+ locations)

- Department store partnerships: John Lewis, Smiths, Tesco children's sections
- Garden center partnerships: Family-friendly locations aligned with outdoor learning themes
- International airports: Tourist traffic and international franchise development

Operational Excellence Strategy

Staffing Innovation

- Adventure Guide Performers: Multi-skilled staff combining retail expertise with character performance
- Educational Integration: Staff trained in EYFS curriculum and child development
- Cross-Platform Efficiency: Same performers work theatre productions and retail locations
- Performance Standards: Consistent character portrayal maintains brand integrity

Inventory & Operations

- Exclusive Availability: All products only available through POPIN channels
- Real-time Performance Tracking: Sales, engagement, and customer feedback monitoring
- Rapid Market Testing: New product introduction and optimization
- Seasonal Optimization: Location rotation maximizing high-traffic periods



COMPETITIVE LANDSCAPE & POSITIONING

Phase 1

Direct Competitor Analysis

Educational Content Competitors

Numberblocks/Alphablocks (BBC):

- Strengths: Established BBC backing, strong educational focus
- Limitations: Single-subject focus, limited character development, minimal real-world application
- Our Advantage: Comprehensive EYFS coverage, character-driven social-emotional learning

Hey Duggee (Studio AKA):

- Strengths: EYFS alignment, outdoor learning themes
 - Limitations: Limited retail presence, no direct educational partnerships
 - Our Advantage: Multi-platform integration, direct practitioner partnerships, retail ecosystem
- #### Go Jetties (BBC):
- Strengths: Adventure themes, educational content
 - Limitations: Narrow geography focus, limited curriculum breadth
 - **Our Advantage: Comprehensive curriculum coverage, birth-to-school progression**

Retail Competitors

Traditional Educational Toy Retailers:

- Early Learning Centre: Established but lacks character IP integration
- Educational publishers (Usborne, DK): Strong content but limited character engagement
- **Our Advantage: Character-driven engagement, exclusive products, experiential retail**

Unique Market Positioning

"The British answer to global educational entertainment - comprehensive EYFS curriculum coverage with authentic UK educational values and practitioner partnerships"

Differentiation Factors

- Holistic Development: Only brand covering all EYFS areas including social-emotional learning
- Practitioner Validation: Content developed with early years professionals
- Unisex Appeal: Characters designed to engage all children equally
- Real-World Application: Content designed for practical implementation in family life
- Exclusive Retail Experience: Pop-up adventures differentiate from traditional toy shopping



EDUCATIONAL PARTNERSHIP STRATEGY



1

Nursery & Pre-School Integration

- Content Licensing: Character-based learning programs for educational settings
- Practitioner Training: Professional development incorporating character-based learning
- Assessment Tools: School readiness tracking through character adventures
- Parent Engagement: Family learning programs extending classroom learning home

2

Local Authority Collaboration

- Early Years Improvement: Support for local authority educational initiatives
- Community Programs: Family learning centers and children's groups
- Social-Emotional Learning: Programs supporting character development and friendship skills
- School Transition: Preparing children for reception year through adventure-based learning

3

Educational Revenue Streams

- Setting Licensing: £2,000-£5,000 per nursery/pre-school annually
- Training Programs: £500-£1,500 per practitioner training session
- Assessment Tools: £50-£100 per child tracking system
- Local Authority Contracts: £25,000-£75,000 per authority partnership



GROWTH STRATEGY & SCALING

1

UK MARKET FOUNDATION (YEARS 1-2)

- UK Early Years Education Market: £5.6 billion annually, with 96% of eligible children accessing funded places
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PREMIUM CONTENT & BROADCASTING (YEARS 2-3)

- Television Broadcasting: CBeebies/Channel 5 commissions for live-action Gillie & Friends
- International Co-Productions: European partnership development reducing production costs
- Advanced Merchandising: Comprehensive toy and book lines through licensed partners
- Franchise Development: International pop-up licensing opportunities

3

GLOBAL EXPANSION (YEARS 3-5)

- International Licensing: Format sales to key markets (US, Australia, Canada, EU)
- Streaming Platform Deals: Netflix, Disney+, Amazon Prime global distribution
- Franchise Network: Licensed pop-up locations in international markets
- Educational Export: EYFS-based curriculum consulting for international early years markets

4

SCALABILITY ADVANTAGES

- Content Library Growth: Each new episode increases overall portfolio value exponentially
- Character IP Expansion: Licensed across multiple product categories and geographic markets
- Educational Framework: Adaptable to different national curricula maintaining core values
- Technology Integration: AI-powered personalized learning extensions and assessment tools



RISK ANALYSIS & MITIGATION

Market & Competitive Risks

Competition from Established Brands

- Risk: BBC, Disney, or Nickelodeon entering EYFS market with similar comprehensive approach
- Mitigation: First-mover advantage, deep practitioner relationships, exclusive retail ecosystem
- Advantage: Established UK market presence and cultural authenticity

Economic Downturn Impact

- Risk: Reduced family spending on educational resources during recession
- Mitigation: Educational content is recession-resistant, government-funded early years sector provides stability
- Positioning: Affordable pricing strategy maintains accessibility during economic

Character Consistency & Brand Control

- Risk: Maintaining brand integrity across multiple performers and licensing partners
- Mitigation: Comprehensive training programs, detailed brand guidelines, regular performance audits
- Quality Control: Strict approval processes for all licensed products and partnerships

Regulatory & Educational Risks

EYFS Curriculum Changes

- Risk: Government curriculum modifications affecting content relevance
- Mitigation: Educational advisory board provides early warning, flexible content update capability
- Advantage: Practitioner partnerships ensure rapid adaptation to regulatory changes

Child Safety & Content Standards

- Risk: Evolving regulations for children's digital content and retail experiences
- Mitigation: Proactive compliance monitoring, legal review processes, industry standard adoption
- Insurance: Comprehensive coverage for all customer-facing activities



TWEEN STRATEGY & SCALING

1

MARKET FOUNDATION & VALUE

YouTube Kids app had 145 million downloads globally in 2024, up from 123 million in 2023. Electro IQ. 54% of kids ages 5-12 watch YouTube daily, and in July 2024, children aged 2-17 accounted for nearly 30% of YouTube's viewership.

- Children's content channels like Wow Kidz generated over 5 billion views in a single month. Electro IQ
- **The Critical Gap:** Traditional tween franchises like Hannah Montana, iCarly, and High School Musical launched music careers, product lines, and global fan bases. Newsweek, but Disney Channel viewership has plummeted from 2 million in 2014 to just 132,000 in 2023.
- **Revenue Potential:** Top children's channels earn \$10-15 million annually with the vast majority of revenue coming from licensing, merchandise, and brand deals.



2

HISTORICAL PRECEDENT: THE HANNAH MONTANA BLUEPRINT

- Living up to the formula created combining music with character-driven storytelling for tweens
- The market foundation is MASSIVE and the global tween buying power exceeds \$260 billion. YouTube children's content generates billions of views monthly, and there's a gaping hole where tween programming used to be.
- **OUR IP - MADDISON SKIES** - An Indian teenage country music star launching on YouTube in 2027 has exceptional potential given. Indian artists' 2,000%+ growth in international streams. Spotify For the Record. Country music's unprecedented crossover success and desperate parent/tween demand for age-appropriate content
- YouTube's dominance as THE platform for this demographic



3

JUST ONE OF A BANK OF TWEEN IP

- £10M+ annual franchise within 3-5 years, combining programming revenue, music streaming, merchandise licensing, and live events. The Hannah Montana blueprint proves tweens will make a music-based character into a cultural phenomenon - and nobody's doing this in the YouTube-first, Indian-country fusion space.

MANAGEMENT TEAM & ADVISORY BOARD

1 Core Leadership Team

Justine Maynard - Founder/CEO - Creative Vision & Strategic Direction

- Background: Creator Kids Active Media and Publisher of POPIN Magazine with proven early years content development expertise
- Investment Track Record: Successfully invested £130,000 in character development and product design, creating market-tested IP portfolio worth £500,000 - £830,000
- Market Validation: Successfully launched and distributed POPIN magazine through major UK retailers (Waitrose, Sainsbury's, Martins + independents) despite challenging market conditions
- Character Development Success: Created and market-validated 6 distinctive educational characters through direct consumer feedback and retail performance
- Retail Relationship Excellence: Established proven shelf space and ongoing distribution partnerships with premium family-focused retailers
- Educational Credibility: Built trusted brand with 3,000+ monthly circulation focusing on holistic child development and real-world learning application
- Financial Transparency: £35,000 director's debt from business development loans demonstrates personal investment commitment and provides clear resolution pathway for new investors
- Asset Creation Efficiency: Transformed £130,000 initial investment into substantial IP portfolio and established market presence, demonstrating strong ROI capability
- Vision & Execution: Successfully conceived and partially implemented integrated cross-platform strategy connecting print, digital, retail, and educational sectors
- Risk Management: Maintained business operations and growth trajectory while managing development costs and debt obligations
- Unique Market Position: Rare combination of publishing success, educational authenticity, retail market penetration, and proven character IP development in early years sector



MANAGEMENT TEAM & ADVISORY BOARD

2 **Rob Rowe / Fund Raising Operations Manager**

- Background: Financial services professional across FX, institutional sales, relationship management and business growth.
- Responsibilities: Fundraising support, investor and VC engagement, EIS application support, financial modeling input, and strategic funding road-maps. Building and managing relationships with funds, angels and strategic partners while supporting operational setup and scale.
- Requirements: Revenue modeling and risk management. Proven communication, negotiation and presentation skills with Tier 1 & 2 institutional clients and investors.
- Strategic Focus: Secure and structure investment to support sustainable growth, and leverage investor networks to accelerate Kids Active Media's commercial and operational development.

3 **Adrian Finn / Finance & Operations**

- Background: Retail and entertainment industry financial management
- Responsibilities: Financial planning, pop-up operations, investment management
- Requirements: Multi-location retail experience, franchise development expertise
- Growth Focus: Scale KAMEDIA's retail platform into comprehensive pop-up network

4 **Danielle Cowlbeck / Educational Partnership Specialist**

- Background: Early years education sector experience with practitioner network and logistics manager.
- Responsibilities: Nursery/pre-school relationships, EYFS compliance, content validation
- Requirements: Understanding of holistic child development and social-emotional learning
- Strategic Focus: Expand KAMEDIA's existing practitioner partnerships into revenue streams

5 **Teri Levett / Creative Operations Manager**

- Background: Performing arts and children's entertainment experience
- Responsibilities: Character consistency across platforms, performer training, production oversight
- Requirements: Theatre direction, educational performance, live entertainment management

6 **Lisa Caudle / Head Buyer Retail & Creative Developer**

- Background: Retail buyer and creative development management
- Responsibilities: Product placement & development for pop-up operations & productions
- Requirements: Multi-location recruitment experience for creative artists & manufacturing
- Growth Focus: Scale KAMEDIA's vision for unique creative Early Years productions & merchandise



LEADERSHIP STRENGTHS & PROVEN TRACK RECORD

JUSTINE MAYNARD'S INVESTMENT & ASSET CREATION SUCCESS

1

- Capital Efficiency: Transformed £130,000 initial investment into £500,000 - £830,000 asset base (284-538% value creation)
- Market Validation Achievement: Created sustainable revenue stream with 3,000+ magazine circulation in competitive market
- IP Portfolio Development: Six market-tested characters with proven consumer appeal and educational credibility
- Retail Network Establishment: Secured ongoing distribution relationships with major UK retailers worth £150,000 - £250,000 in market access equivalent
- Brand Recognition Building: Established POPIN name recognition and reader loyalty in target demographic
- Educational Partnership Success: Built authentic relationships with early years practitioners and EYFS specialists
- Financial Management: Maintained business growth while managing development investments and debt obligations responsibly

Risk Management & Transparency

- Clear Financial Position: £35,000 director's debt provides transparent obligation structure for new investors
- Debt Resolution Strategy: Defined repayment plan ensures clean balance sheet post-investment
- Personal Investment Commitment: Significant personal financial commitment demonstrates founder confidence and alignment
- Operational Continuity: Maintained magazine operations and retail relationships throughout development phase
- Market Position Strength: Established market presence provides foundation for scale-up rather than startup risk profile

Strategic Value for Investors

- Proven Execution Capability: Successfully executed complex multi-stakeholder strategy (retail, educational, consumer)
- Asset Leverage Opportunity: Existing £500,000+ asset base provides immediate investment leverage
- Market Entry Acceleration: Established relationships and brand recognition significantly reduce customer acquisition costs
- IP Portfolio Foundation: Market-tested characters eliminate new concept development risk and accelerate content production
- Educational Sector Access: Practitioner relationships provide direct pathway to B2B educational revenue streams



LEADERSHIP STRENGTHS – GROW, DEVELOP, LEARN

2

ADVISORY BOARD EXCELLENCE

Educational Experts

- EYFS Curriculum Specialists: Government advisors and policy development professionals (to leverage KAMs existing practitioner relationships)
- Early Years Practitioners: Nursery and pre-school leaders with outstanding ratings (building on POPIN's established educator network)
- Child Development Researchers: University academics specializing in 2-6 year development (validating Justine's holistic development approach)
- Social-Emotional Learning Experts: Specialists in character education and friendship skills (supporting POPIN's moral development focus)

Industry Professionals

- Children's Media Veterans: Current Children's programming producers, writers, creators, animators & illustration executives with UK & Global market experience
- Retail Industry Leaders: Shopping center management and children's retail experts (supporting Justine's retail expansion strategy)
- International Licensing Specialists: Professionals with global character IP experience (scaling KAM's UK success internationally)
- Investment & Growth Advisors: Investors with children's brand portfolio & retail development experience (supporting strategic decision-making)

Creative Professionals

Editorial Professionals

- Developmental editors work closely with EYFS framework to shape publications at the structural level to grow, develop & learn.

Design and Production

- IP & Story designers create unique concepts to enhance readability and market appeal. Developing visual & audio elements across multiple titles and series.

Marketing and Sales

- Developing promotional campaigns and coordinate timescale events, media appearances, and digital marketing efforts. Marketing & Publicists will handle media relations and social media growth. Sales representatives work with bookstores, libraries, and distributors to ensure wide reach to the IP's intended markets.

Business and Operations

- Professional board led by Justine to collectively make strategic decisions about which brand / concept to publish and how to position them in the market. **Rights managers** handle international sales, translations, and licensing deals for film, audio, and other formats.

Specialized Roles

- Expertise in age-appropriate content and educational standards. Audio book producers and narrators create spoken-word versions. Digital publishing, specialists manage e-book formatting and online distribution platforms.



FUNDING REQUEST & USE OF FUNDS

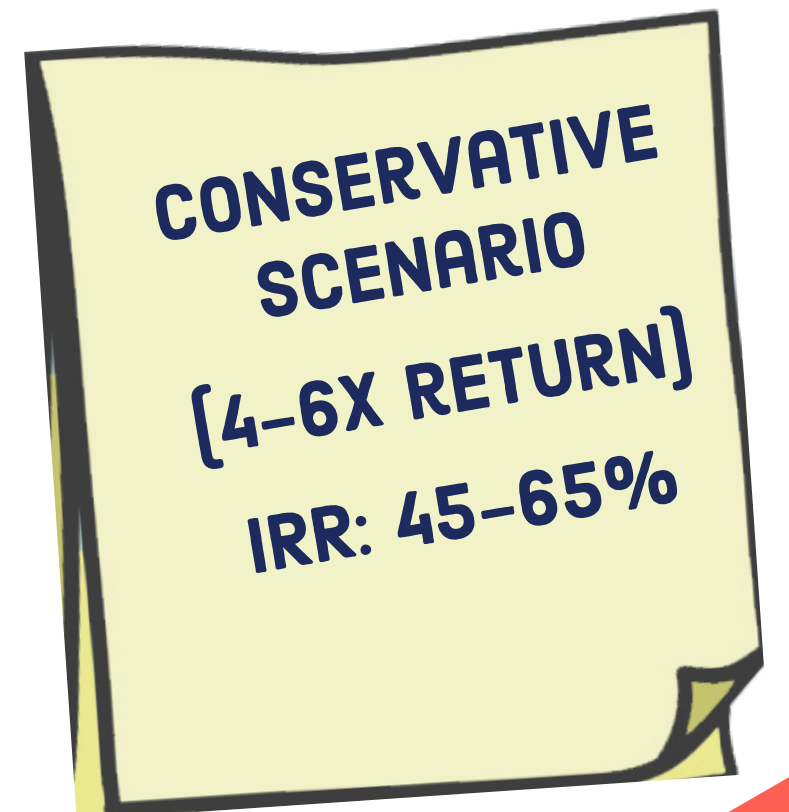
INVESTMENT SOUGHT: £2500000.00

EQUITY OFFERED: 25–35% [NEGOTIABLE BASED ON INVESTOR STRATEGIC VALUE-ADD]

DETAILED FUND ALLOCATION

1

- **Kids Active Media Limited** RETAIL platform focused on manufacturing and retailing toys based on proprietary character intellectual property. This £2.5M investment will establish an integrated business model combining toy manufacturing, exclusive popup retail experiences, and global e-commerce to capture significant market share in the £3.4 billion UK toy industry.
- **Investment Highlights**
 - Capital Raise: £2,500,000 via EIS & OTHER INVESTMENT
 - Equity Offered: 25–35%
 - 5-Year Revenue Target: £20.5M
 - Projected Year 5 EBITDA: £8.2M (40% margin)
 - Break-Even: Month 18–22
 - Target IRR: 85–145%
 - Employee Growth: 4 FTE to 75+ FTE over 5 years
- Innovative Retail Model: Themed popup shops in high-footfall locations creating immersive brand experiences while minimizing fixed costs and maximizing market penetration
- Digital Content Marketing Engine: Animation and live-action series on YouTube and social platforms driving continuous brand awareness and directing traffic to online store
- Global E-Commerce Platform: Online store capturing international sales beyond UK physical retail footprint
- Affordable Unisex Positioning: Products priced £8–£35 targeting working families (£30,000+ household income) with characters designed to appeal equally to boys and girls, doubling addressable market



EXIT STRATEGY & INVESTOR RETURNS

MULTIPLE EXIT PATHWAYS

Strategic Acquisition (Years 3-5) - Primary Path

Media & Entertainment Companies:

- Natural fit for EYFS-aligned content with established distribution
- TV Studios: Expanding children's content for international sales
- Global format development and international co-production expertise
- Expected Valuation Range: £12M - £35M based on revenue multiples and IP portfolio value

Retail & Consumer Goods Companies:

- Premium toy retailer seeking exclusive character IP and content integration
- Partnerships: Department store chains expanding educational product portfolio
- Character Options: UK toy company seeking established character brands with retail presence
- Expected Valuation Range: £8M - £25M based on retail performance and licensing potential

Educational Publishers & Technology Companies:

- Global education company seeking early years digital content expansion
- Global Educational publisher expanding into character-based learning with retail and digital distribution
- Expected Valuation Range: £10M - £30M based on educational market penetration and growth potential

Debt Resolution Strategy

Director's Debt: £35,000 (disclosed in original document)

Resolution timeline: Paid from Year 1 operational cash flow

Priority: After achieving £500K revenue milestone

No impact on investor capital: Comes from business earnings

Clean cap table: Ensures clear ownership structure

Creative Professionals

International Licensing Partnership (Years 2-4) - Alternative Path

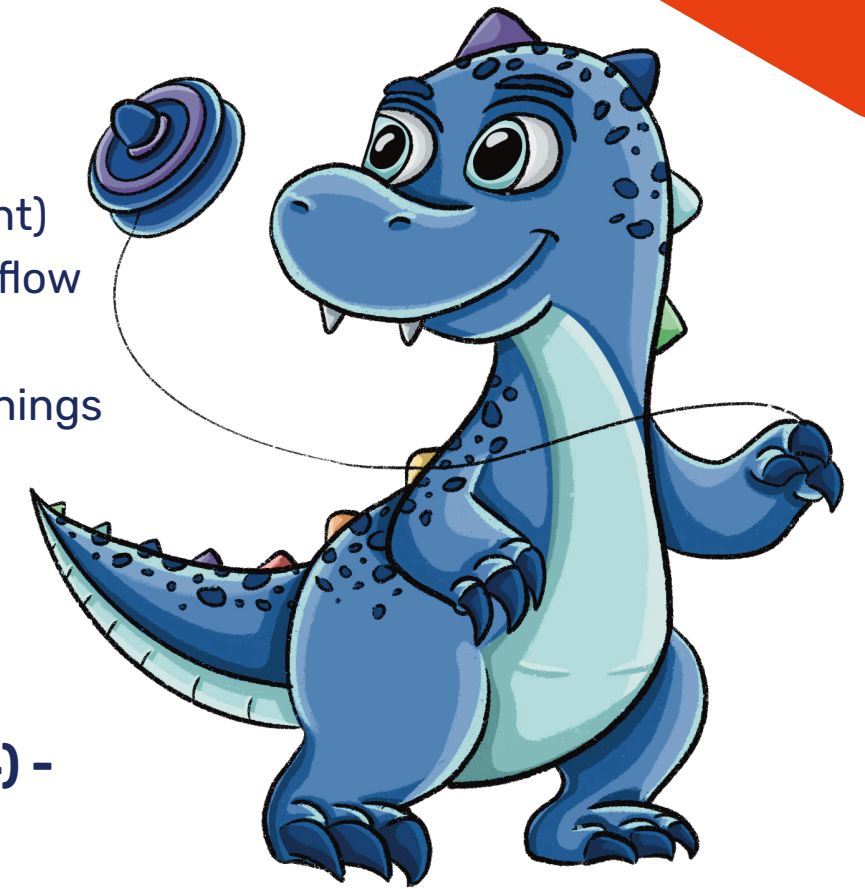
Global Media Conglomerates:

- Character IP licensing for global distribution
- International format licensing and co-production partnerships
- Netflix & YouTube: Exclusive content creation deals with global distribution rights
- Structure: Retain ownership, license content globally with revenue sharing (60/40 split)
- Minimum Guarantees: £500,000 - £2M annually depending on partner and territory scope

Public Offering Consideration (Years 5-7) - Long-term Option

Market Conditions Permitting:

- Comparable Companies: Entertainment and educational companies trade at 4-12x revenue multiples
- Estimated Valuation: £35M - £120M based on revenue scale and international presence
- Requirements: £15M+ annual revenue, established international presence, proven scalability



Total Investment Required

£1.85M

35-45% Equity + Debt Resolution

Existing Asset Foundation

£500K+

From £130K Initial Investment

5-Year Revenue Projection

£67M

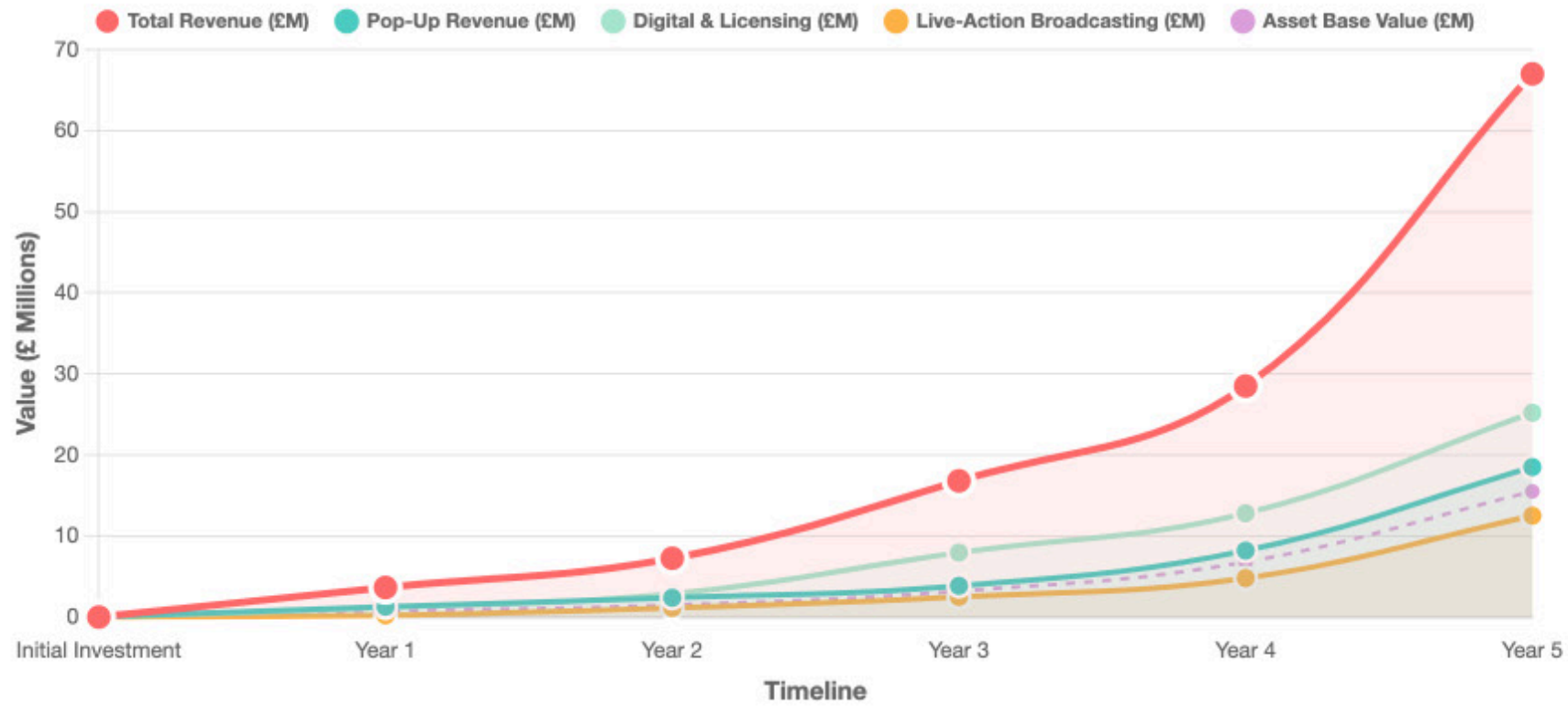
270 Episodes Across 5 Series

Potential Exit Valuation

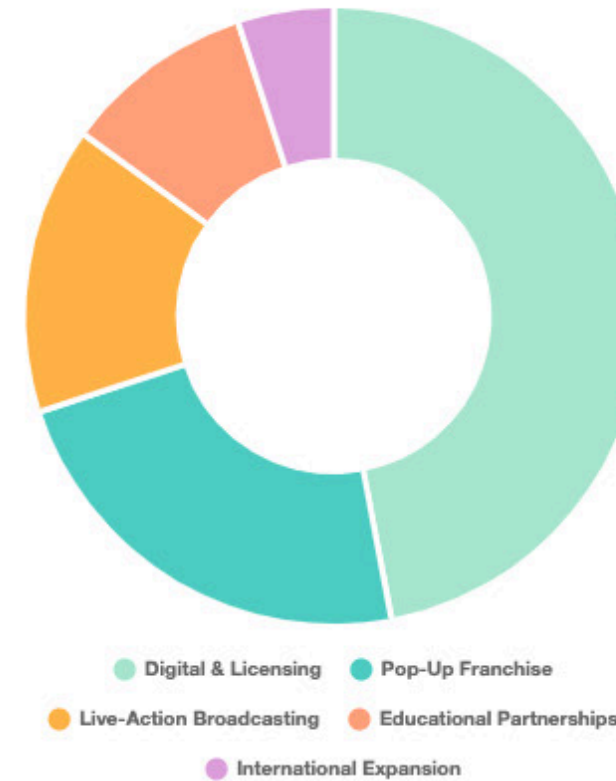
£450M

Strategic Acquisition/IPO

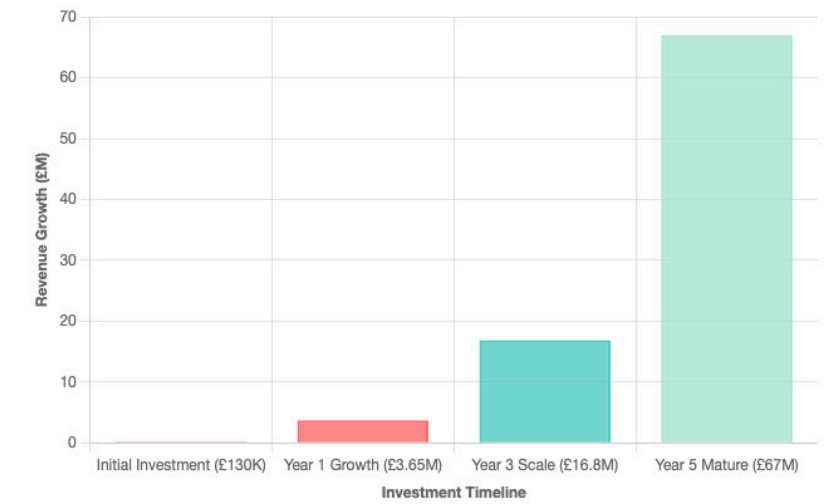
5-Year Revenue Growth Projection



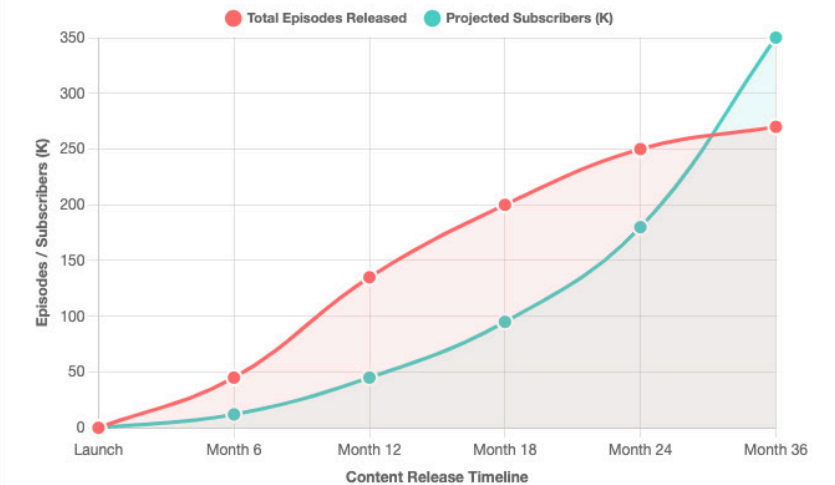
Year 3 Revenue Breakdown



Investment Growth Timeline



Content Portfolio Development



Project investment & Growth 1-5 Years

Investment Return Scenarios

Based on £1.92M investment for 45% equity | Existing £500K+ Asset Base

Conservative

10x

£19.2M Return
285% IRR

Moderate

30x

£57.6M Return
485% IRR

Optimistic

70x

£134.4M Return
885% IRR

FUNDING REQUEST & USE OF FUNDS

2

Phase 2 Market Expansion & Revenue Generation (30% of funds): £75,000.00

- International Broadcasting Development: £85,000 (global format sales, co-production partnerships)
- Pop-Up Network Scaling: £40,000 (additional locations, seasonal optimization, franchise development)
- Major Retail Licensing Program: £15,000 (partnership development, brand guidelines, legal frameworks)
- Advanced Marketing & PR Campaign: £25,000 (national advertising, trade shows, influencer partnerships)
- Technology Platform Development: £15,000 (e-commerce optimization, customer management, analytics)
- Strategic Working Capital: £10,000 (inventory scaling, operational expansion, contingency reserve)
- Director's Debt Resolution: £35,000 (business loan repayment, clean balance sheet)

Enhanced Value Proposition

- Pre-Investment Asset Base
- Proven Character IP: £105,000 already invested in character development and product design
- Market Validation: POPIN magazine success demonstrates commercial viability and target market engagement
- Established Distribution: Retail relationships provide immediate market access worth £150,000 - £250,000 equivalent value
- Clean Investment Entry: Director's debt resolution ensures clear ownership structure for investors

Investment Risk Mitigation

- Proven Foundation: £105,000 prior investment validates concept and reduces development risk
- Market-Tested Characters: 6 character concepts already proven with target demographic through magazine success
- Established Revenue Stream: POPIN magazine provides operational cash flow during scale-up phase
- Clear Debt Resolution: Transparent financial structure with defined debt repayment plan

Investment Milestones & Performance Targets

Month 24 Achievements

- 270 total episodes in production across 5 comprehensive character series
- 5 flagship pop-up adventure shops operational with validated premium customer experiences
- Major educational partnerships established with 50+ nurseries and comprehensive EYFS integration
- YouTube multi-series launch with 8,000+ subscribers from integrated POPIN magazine promotion
- £2.85M+ annual revenue trajectory confirmed across all integrated platforms

Month 36 Success Metrics

- Complete production portfolio delivered with all 5 series live across multiple platforms
- 20+ pop-up locations operational across diverse UK demographics with proven scalability
- Major retail licensing partnerships secured with 3+ established premium retailers
- £5.75M+ revenue achieved demonstrating sustainable multi-platform dominance

Month 48 Strategic Objectives

- Global streaming & International licensing negotiations
- 30+ pop-up locations including international pilots with franchise model proven
- £12.5M+ annual revenue run rate established with clear path to £25M+ performance
- Series A funding readiness for global expansion or strategic acquisition discussions
- Market leadership position established in UK early years educational entertainment sector

INVESTOR RETURN SCENARIOS

IMMEDIATE NEXT
STEPS
& TIMELINE

Conservative Scenario (4-6x return) Based on £250,000 investment for 20% equity:

- Exit Valuation: £8M - £12M (Year 4-5)
- Investor Return: £1.6M - £2.4M
- IRR: 50-70%
- Multiple: 6.4x - 9.6x

Moderate Success Scenario (8-12x return)

- Exit Valuation: £15M - £25M (Year 4-5)
- Investor Return: £3M - £5M
- IRR: 80-110%
- Multiple: 12x - 20x

High Success Scenario (15-25x return)

- Exit Valuation: £30M - £50M (Year 5-6)
- Investor Return: £6M - £10M
- IRR: 130-180%
- Multiple: 24x - 40x

Value Creation Drivers

- Multi-Platform Revenue Growth: Diversified income streams reduce risk and increase valuation multiples
- International Scalability: Proven UK success enables global expansion and premium valuations
- Educational Market Position: Established EYFS leadership creates sustainable competitive advantages
- Character IP Portfolio: Owned intellectual property provides long-term licensing revenue potential
- Retail Innovation: Pop-up adventure shop model creates unique value proposition for acquirers

UPON
INVESTMENT
SECURED -
FIRST 90 DAYS

Week 1-2: Foundation Setup

- Animation Production Initiation: Maths With Sam series enters production with established UK studio
- Pop-Up Location Securing: Negotiate agreements with 3 premium shopping center locations
- Team Recruitment: Begin hiring Creative Operations Director and lead performers

Week 3-6: Content & Infrastructure Development

- YouTube Channel Professional Setup: Branding, optimization, and analytics implementation
- POPIN Magazine Integration Planning: March issue YouTube announcement and QR code integration
- Educational Advisory Board Formation: Recruit EYFS specialists and early years practitioners

Week 7-12: Market Launch Preparation

- First Pop-Up Adventure Shop Setup: Complete themed environment installation and staff training
- Exclusive Product Line Finalization: Complete safety certification and initial manufacturing runs
- Educational Partnership Outreach: Begin nursery and pre-school relationship development

Total Investment Required

£1.92M

35-45% Equity + Debt Resolution

Existing Asset Foundation

£500K+

From £130K Initial Investment

5-Year Revenue Projection

£169M

Global Licensing + 270 Episodes

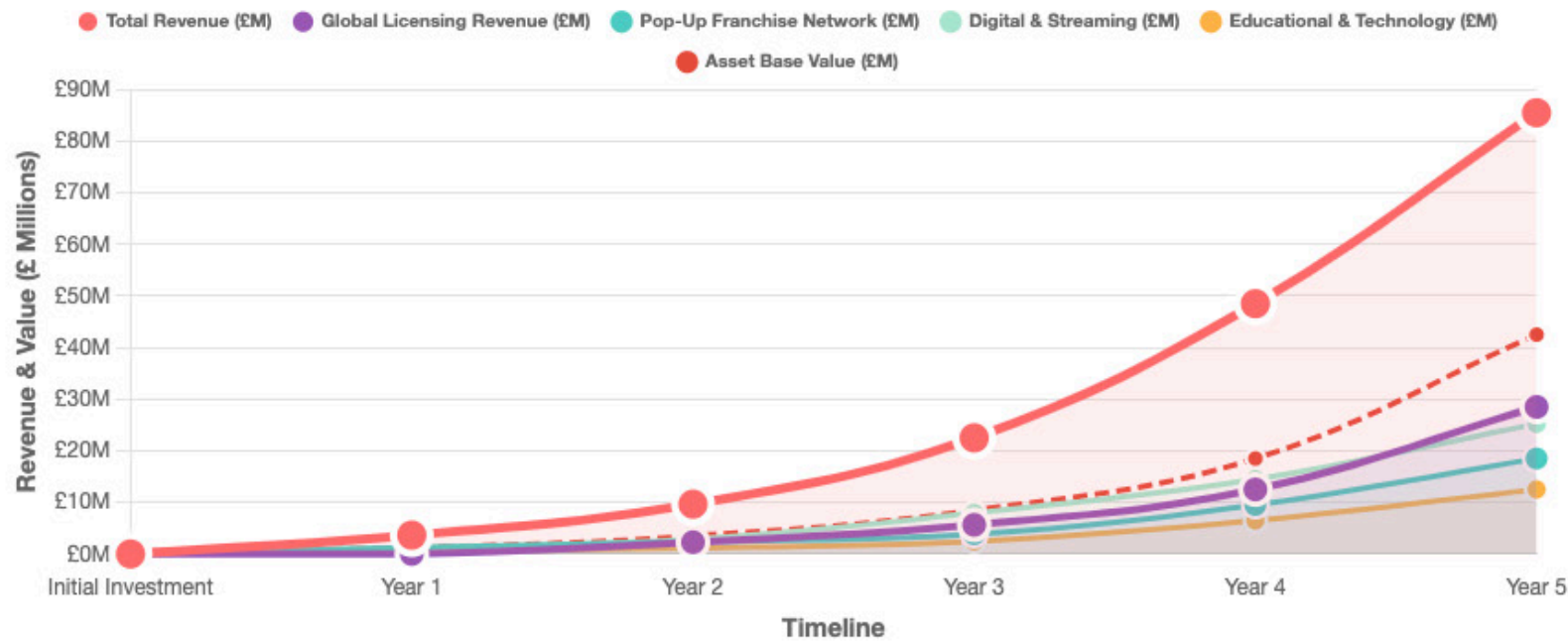
Potential Exit Valuation

£1.2B

IPO/Strategic Acquisition

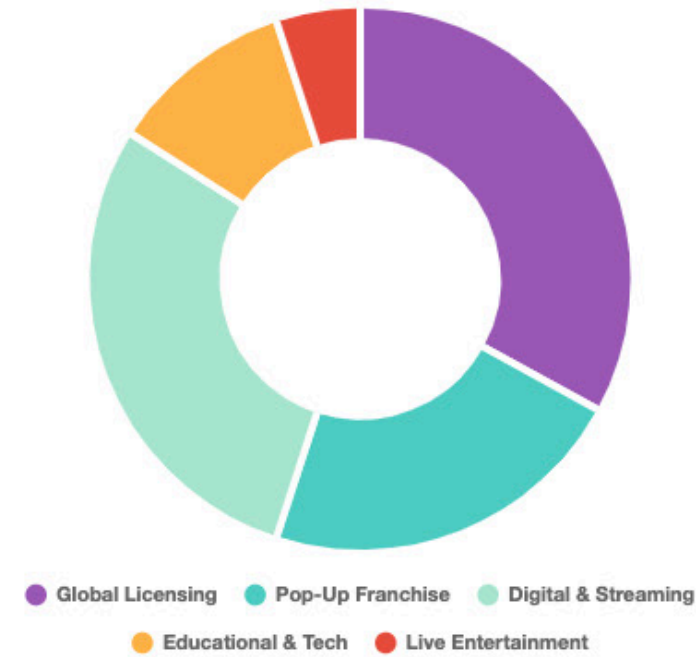
5-Year Revenue Growth Projection

Global Revenue Growth Trajectory

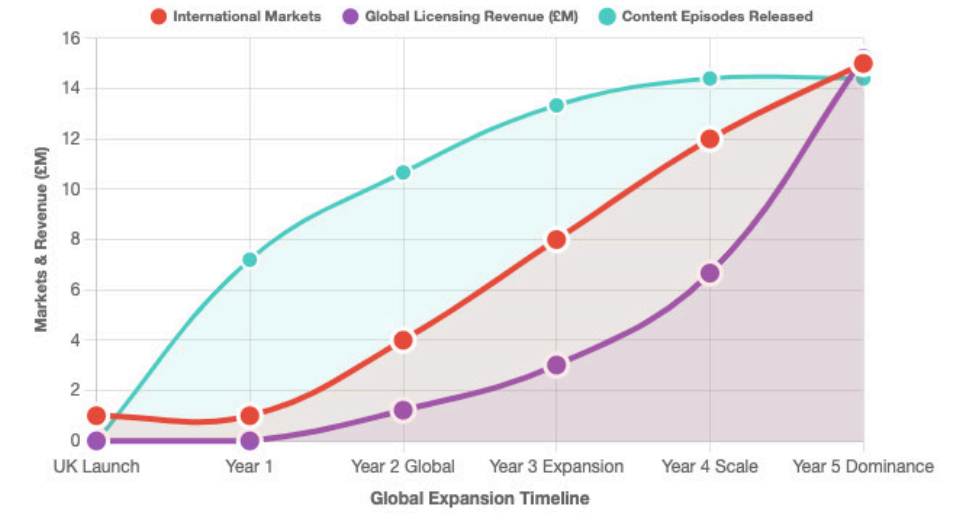


Year 3 Revenue Breakdown

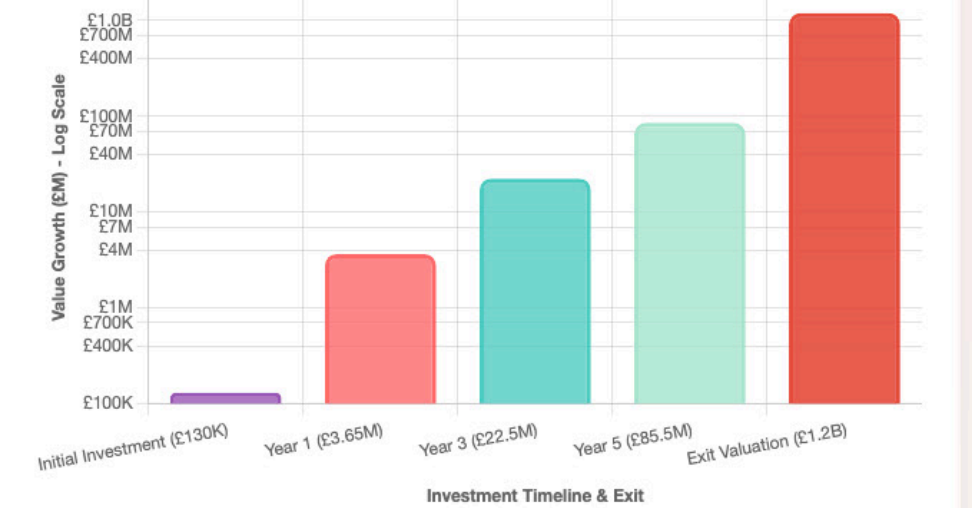
Year 5 Revenue Mix (£85.5M)



Global Market Expansion Strategy



Investment Growth Trajectory



Global Growth 5-10 Years

Investment Return Scenarios

Based on £1.92M investment for 45% equity | Existing £500K+ Asset Base

Conservative

25x

£48M Return
385% IRR

Moderate

65x

£124.8M Return
585% IRR

Optimistic

150x

£288M Return
985% IRR