**Brake2You Mascot Animation & Brand IP Expansion.**

**Positioning Brake2You as the “Disney of Auto Safety” through animated**

**storytelling and scalable character-driven content.**

**Overview**

Brake2You is more than a mobile car care platform—we’re building a brand that

educates, entertains, and earns trust across generations. Using our original mascots,

we’re developing a content ecosystem that merges vehicle safety, STEM learning,

and fun storytelling to establish Brake2You as a household name. This roadmap

outlines our strategy to transform our mascots into high-impact educational media

and IP assets with strong licensing, partnership, and brand equity opportunities.

**Phase 1: Pre-Production & Pilot Testing (2025)**

**Objective:** Lay the foundation for scalable character IP and content production.

• Finalize mascot character development: names, personalities,

backstories, values.

• Create visual identity systems: 2D style guide, animation assets,

motion graphics kit.

• Develop 3–5 short-form pilot episodes (1–2 mins) focused on car

safety, repair basics, and STEM tie-ins.

• Soft launch on YouTube, Instagram Reels, TikTok, and test audience

engagement.

• Establish educational tone: fun, family-safe, rooted in real-world car

care knowledge.

• Begin early outreach to automotive brands, youth STEM nonprofits,

and public safety orgs for collaboration.

**Phase 2: Content Engine & Platform Growth (2026)Objective:** Build recurring engagement, traffic, and early monetization.

• Weekly releases of animated shorts on YouTube Kids and social

1. platforms.
2. demographic appeal.
3. books, quizzes.
4. calendar.
5. traction.

STEM toys.

• Develop bilingual (English/Spanish) versions for broader

• Launch interactive printable materials: safety activity sheets, coloring

• Introduce Brake2You Kids YouTube playlist with regular publishing

• Begin SEO-driven blog content tied to each video’s theme for web

• Test YouTube monetization, affiliate partnerships (child safety seats,

• Collect audience data and feedback to refine character arcs and topics.

**Phase 3: App Development & Licensing Pipeline (2027)**

**Objective:** Expand content control, enhance user retention, and unlock direct

revenue.

• Launch **Brake2You Kids Club App**:

• Cartoon episodes archive

• Interactive games on car safety and repairs

• Parent resources: auto safety tips, service reminders

• Integrate app with Brake2You main platform for family engagement

and booking.

• Begin merchandise prototyping (plush toys, storybooks, safety kits).

• Establish licensing division targeting:

• Toy manufacturers

• Children’s publishers

• STEM curriculum companies

• Pitch content for sponsored classroom bundles with school districts or

education companies.

• Apply for federal and state education grants for safety/STEM

outreach.

**Phase 4: Syndication & National Brand Scale (2028)Objective:** Position Brake2You as a national children’s safety brand with multi-

channel presence.

• Syndicate cartoons to OTT platforms: Roku, Tubi, Amazon Freevee,

Pluto TV

• Expand character storylines into:

• Environmental education (EVs, emissions, recycling)

• AI & future mobility literacy (autonomous cars, sensors, etc.)

• Create long-form animated special (10–20 mins) to serve as IP

anchor.

• Launch branded merchandise line with online and retail presence.

• Partner with public agencies (NHTSA, AAA, local governments) for

safety campaigns.

• Seek partnerships with automakers and family vehicle brands for co-

branded content.

**Investor Opportunity**

This initiative positions Brake2You at the intersection of **education, media, and**

**mobility tech**. The cartoon and mascot strategy is more than brand marketing—it

is:

• **A scalable IP play** with licensing and franchise potential.

• **An educational outreach engine** for CSR and school partnerships.

• **A cross-generational trust-builder**, securing long-term brand loyalty

from families.

• **A media gateway** into tech-driven platforms, family apps, and

learning ecosystems.