

BALAYANA

August 2026

**Creating Media Content for
Children to Cultivate Wisdom
and Compassion**



Bala means “children” and yana means “path” in Sanskrit. Bala Yana creates pathways for children to encounter wisdom and compassion by developing, curating, and commissioning quality media content that cultivates children’s curiosity and innate goodness.

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WHAT'S THE PROBLEM?

In a culture divided by a compromised media, driven by consumerism, parents and guardians seek tools to help their children make wise choices and evolve with dignity, love, resilience, and agency. More than 24% of the world's population do not identify religiously unaffiliated and have to forge their own path.

Bala Yana's creative team helps parents and educators introduce children to the timeless wisdom of the dharma, encouraging discernment, wakefulness, and empathy. Our educational materials are powered by well-researched, high-quality, scoped and sequenced frameworks that have been informed by classroom teachers, developmental psychologists, and wisdom lineage holders from around the world.

PAIN POINT



SOLUTION





PICTURE THIS

A channel populated with creative, wholesome, entertaining episodes, grounded in research that reinforce children's innate goodness in fun, age-appropriate ways.

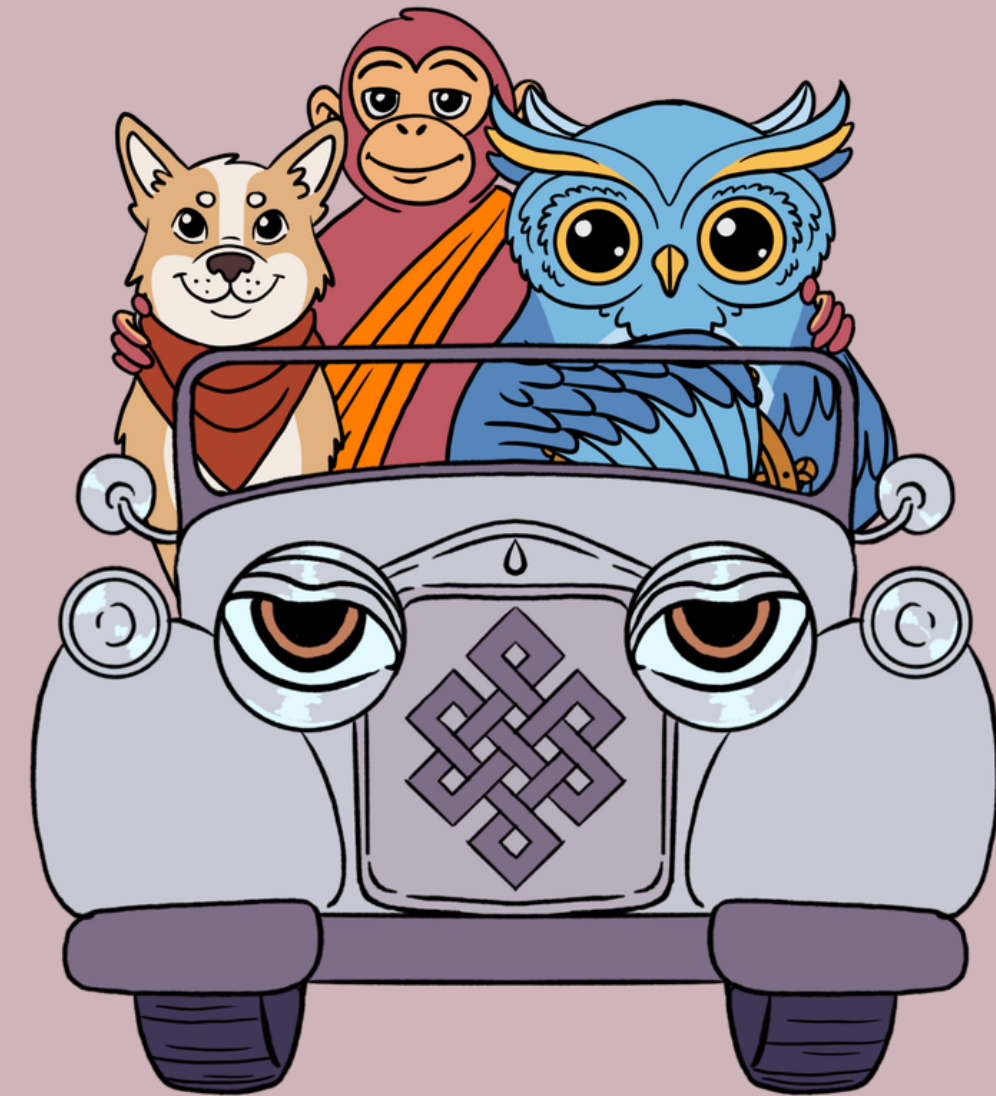
No dogma, maybe some puppies.





CONTENT FOR CONTENTMENT

Relying on science-based research and thousands of years of study and contemplation, Bala Yana's new and curated material is deeply thought through while maintaining an irreverent and joyful tone. We start with the child's experience - playing, learning new things, having fun. The morals come along for the ride.

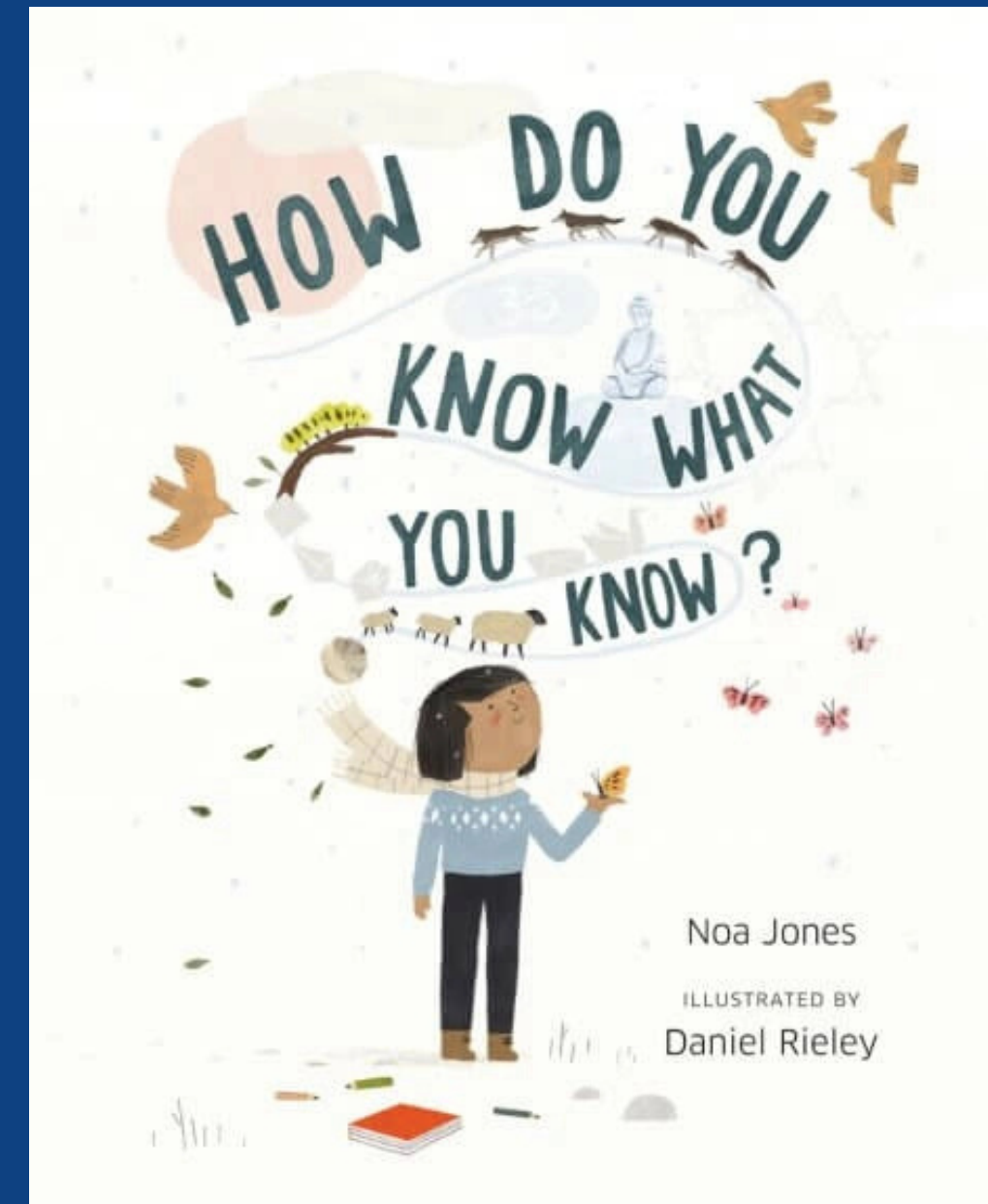


“Being wise is the driving force, being kind is the passenger, and morality comes along for the ride.”



NOA JONES

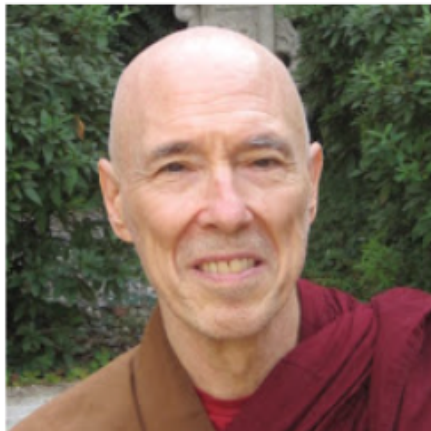
I am an educator, children's book author, and school founder with 30 years of experience studying with some of today's greatest living Buddhist masters. In 2018, I founded an award winning independent Buddhist elementary school in Upstate New York. I have an MEd from the University of Pennsylvania's Graduate School of Education and have developed education projects throughout the US and Asia.



2024 NAPPA AWARD WINNER
PENGUIN RANDOM HOUSE 2023



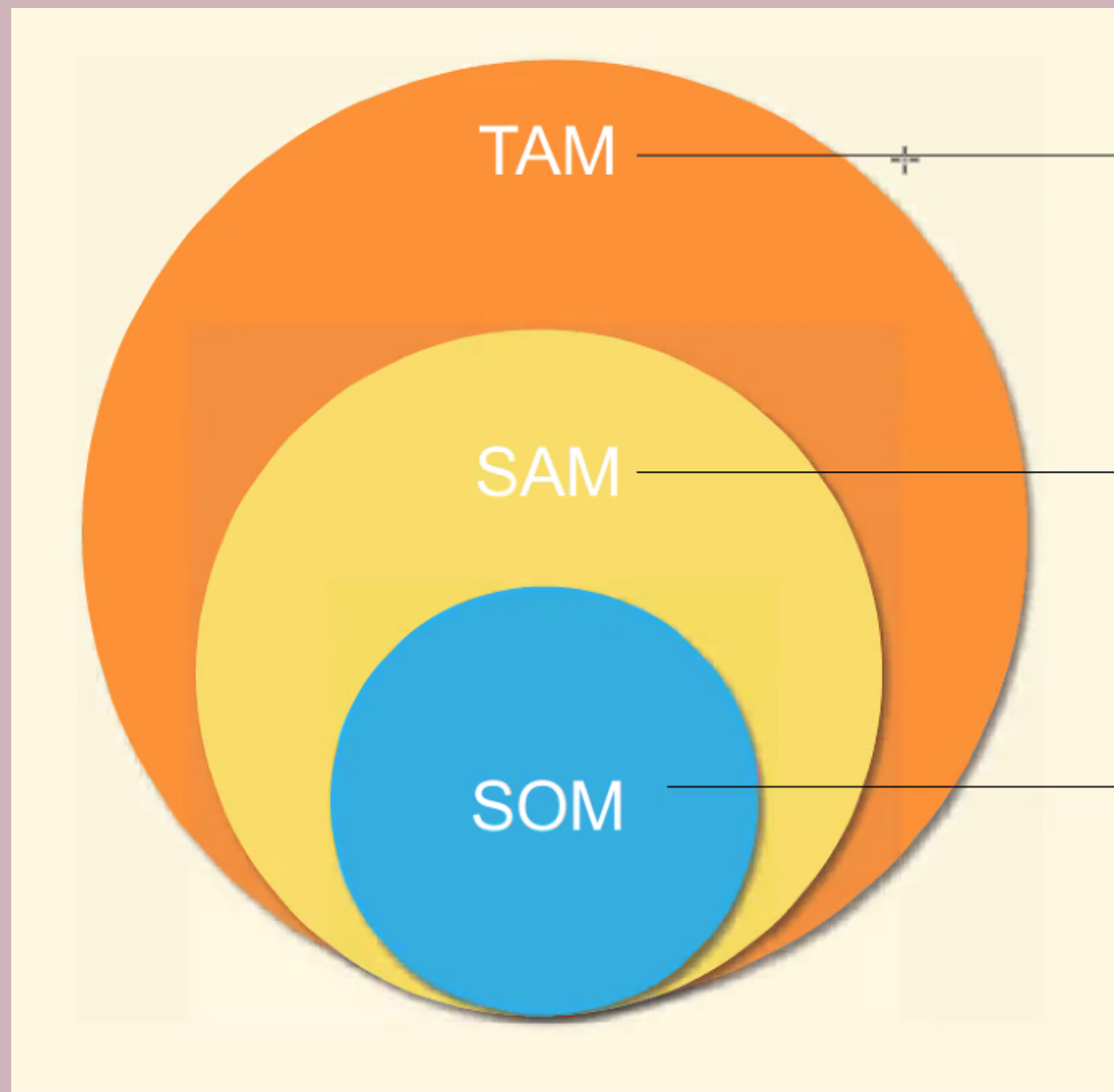
ADVISORS AND DEVELOPERS



TALENT/HOSTS



MARKET



Total Available Market

Families with children consuming content on youtube

Serviceable Addressable Market

Families seeking values-based educational content for their children

Serviceable Obtainable Market

Religiously unaffiliated or Buddhist parents/guardians of elementary aged students seeking educational content for their children

(Pew Research)

	BuddhaNet	Windows Into Buddhism	Britanica	Youtube	Bala Yana
Video Content					
Ecumenical Nondenominational Inclusive					
Comprehensive/ Well Researched					
Entertaining					
Easy to Navigate					

There is a tremendous amount of content available, it just needs to be organized, translated, and curated.



DOMAINS

Each themed “episode” has a balance of the proven-to-please **5 Domains of Learning framework.**

Each domain is connected to an element, a learning domain, a color, and a correlating guiding principle. These can go deep or be used as a simple organizing structure. They help guide our approach to teaching and learning to ensure a balanced experience for all learning styles.

Humanities

Arts

Logic and Reason

Embodiment

Contemplative Practices



For Example:

- A story that highlights a particular culture, including a hero story, language, food, clothing and/or ritual
- An art project
- A teaching, concept, or puzzle that supports critical thinking
- A song and/or a gesture or dance
- A mindful moment

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Logic and Reason

Embodiment

Contemplative

Practices

THEMES

Impermanence
Taking Your Seat
Finding Refuge
Lineage
Wakefulness
Cause and Effect
Interconnection
Harmony
The Unseen World
Grief
this list can grow!

INQUIRY

Each theme has a guiding question, for example:

IMPERMANENCE:
Does anything ever stay the same?



TOPIC

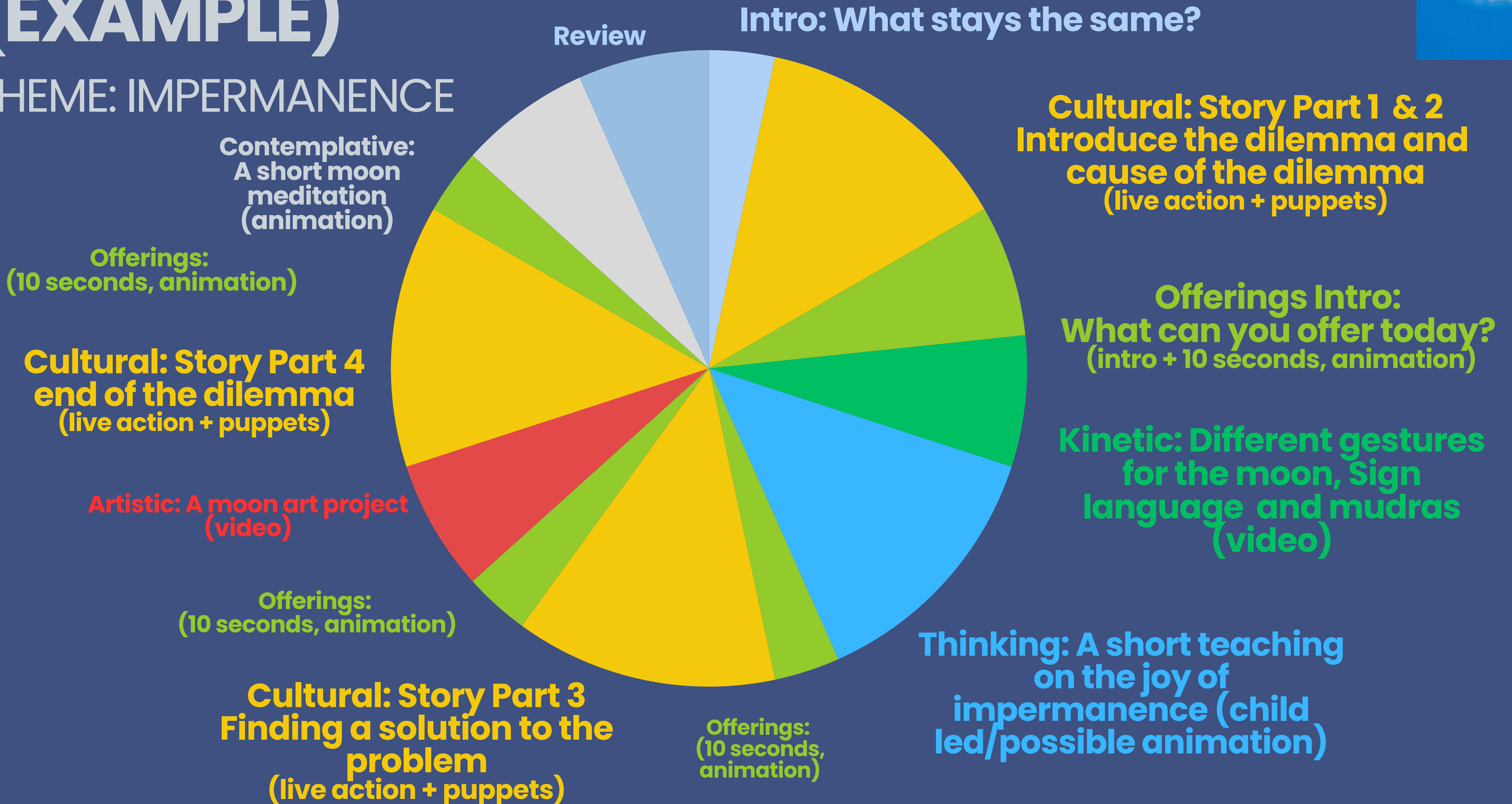
Each inquiry is partnered with with a topic such as:

THE MOON

30 MINUTE MOON EPISODE (EXAMPLE)



THEME: IMPERMANENCE



MOON EPISODE

THEME: IMPERMANENCE

Curated and newly created content
pulled together around a theme



a short teaching on the
joy of impermanence



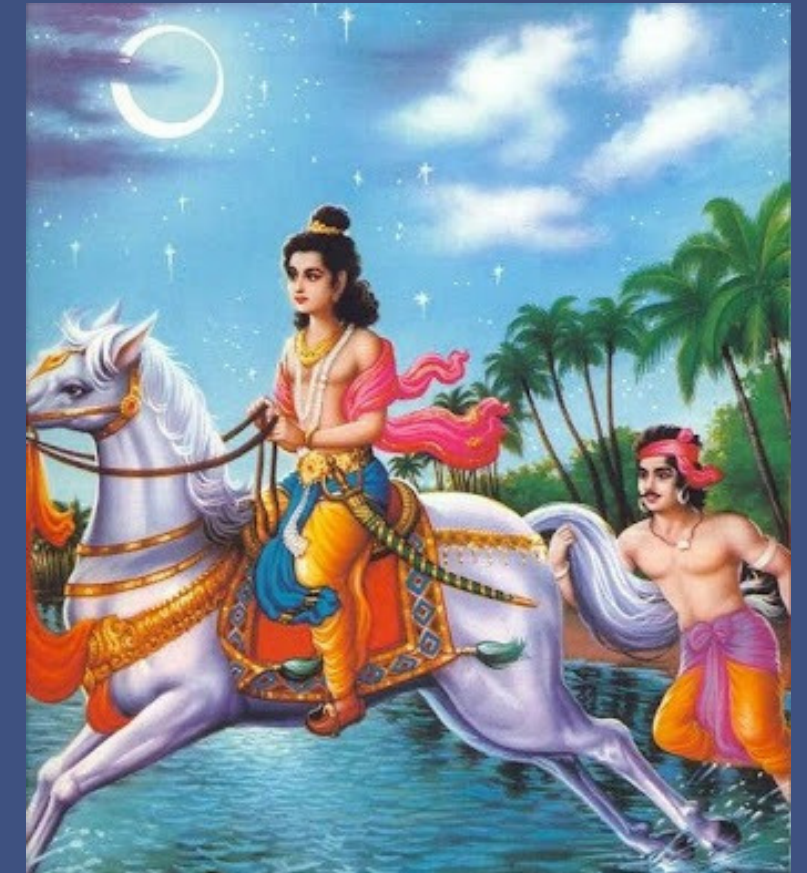
a short moon
meditation



The mudra or gesture
for moon



a moon art project



The story of Prince
Siddhartha escaping the
palace

Learn to say moon
in Chinese





A DIFFERENT APPROACH



Animation by Ligature



Children like to laugh, play, explore, experience, engage. They don't want to be told how to feel or behave. We believe good conduct can be cultivated through wisdom, understanding how the world works, how we are all connected, how the emotions function, helps children make wise choices. And that can do that while having fun. Bala Yana doesn't shy away from some of the hard topics like death, since everything is impermanent, we look at how change is a part of life, something to be curious about, not something to be afraid of.



Animation by Claire Farman

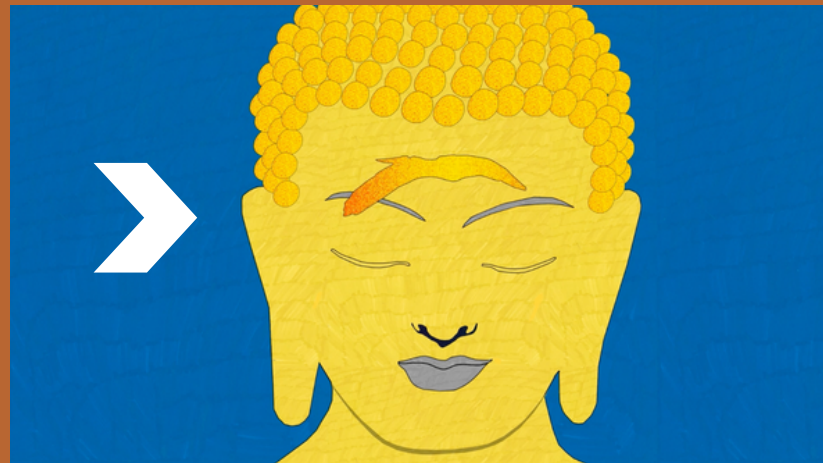
watch!



VIDEO EXAMPLES

As founding Communications Director for Khyentse Foundation, a US-based philanthropic organization I wrote and produced, sometimes edited institutional videos, established channels, and oversaw translations into multiple languages.

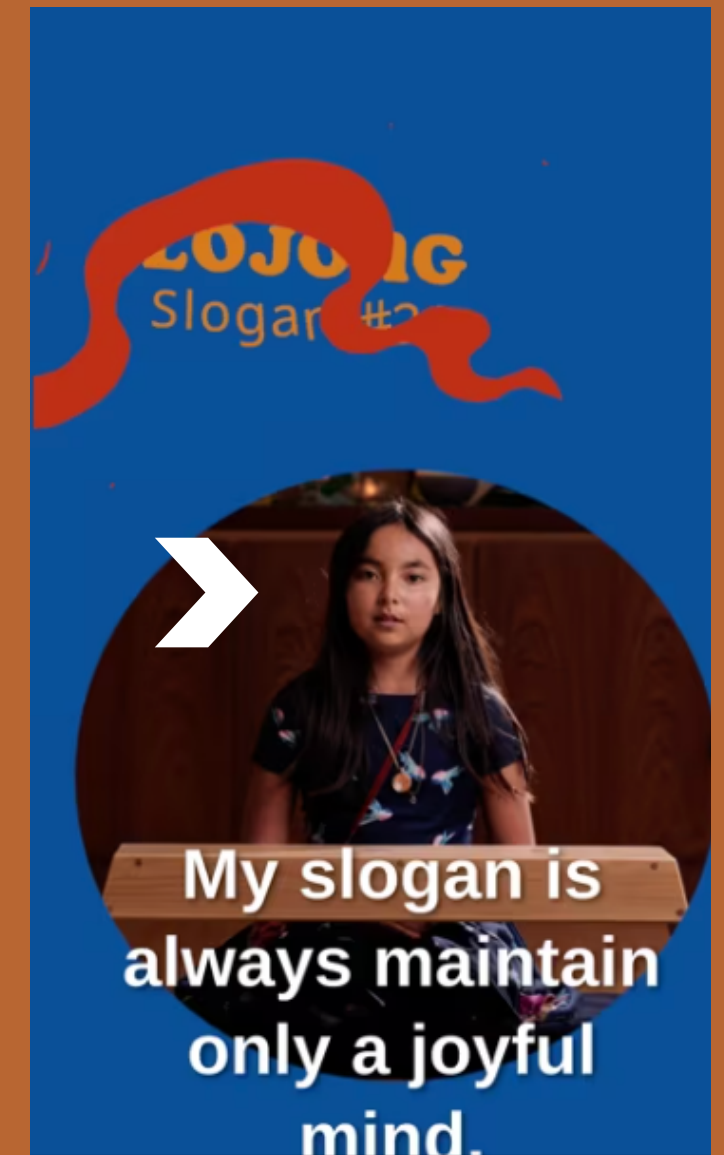
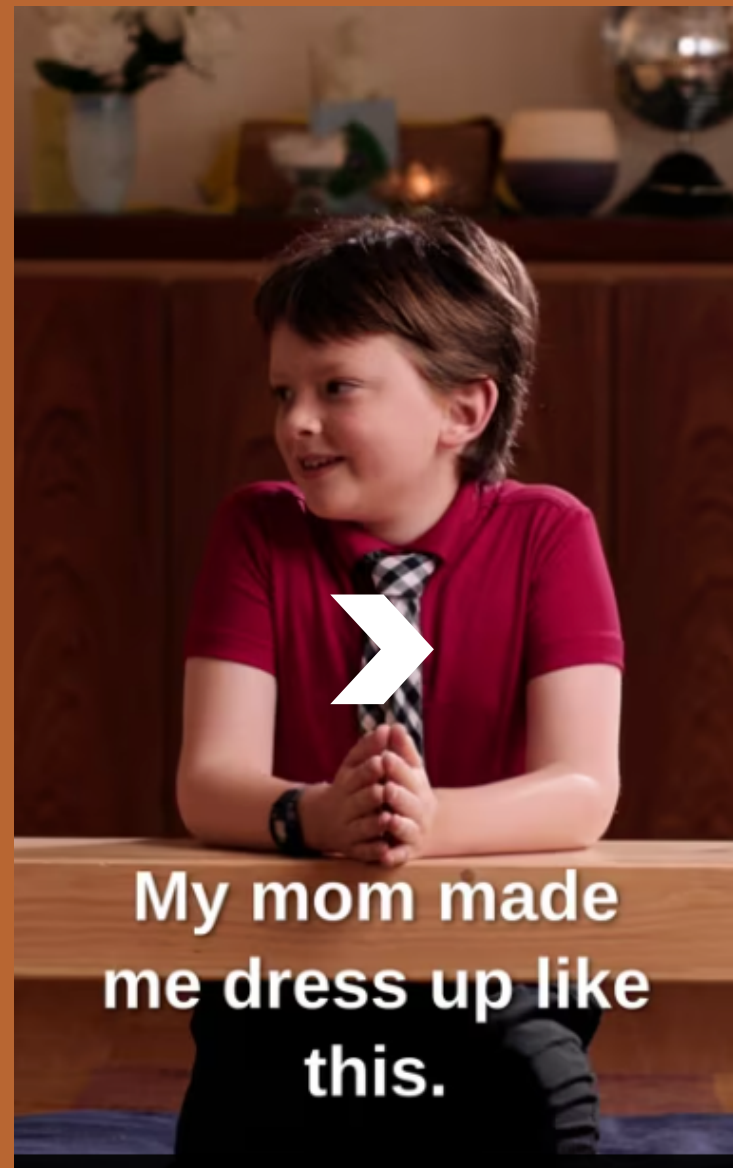
Evergreen Institutional Videos



watch!

CHILD LED WISDOM

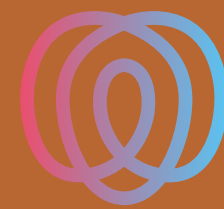
During the Rites of Passage program at The Middle Way School, an independent elementary school in Upstate New York, we took a page from the Bar Mitzvah playbook. Children memorized Lojong Slogans and taught them back to their community.



THE ASK

Bala Yana seeks seed funding and community to create 6 pilot episodes for a public access TV channel in NYC (MNN) that delivers Bala Yana content to families who wish to introduce core values to their children.

THANK YOU



**Let's make the world a better place by
cultivating critical thinkers who are guided by
love, generosity, and wisdom.**

