

24 Watts Special Purpose Vehicle - Investment Opportunity

At 24 Watts, we believe that the stories children engage with today will define the culture, empathy, and values of tomorrow. Yet the current landscape is saturated with fleeting content, fragmented attention, and IP built for momentary clicks rather than lasting connection. We're solving this with a next-generation model: one that integrates purpose-driven storytelling, digital intelligence, and cross-platform scalability to build enduring franchises that families trust and the market demands.

We are raising **\$6.54 million** via a capital call under the existing **Brand Development I** special purpose vehicle (SPV) managed by **Piedmont Private Equity**. This structure enables both current and new investors to participate without the need for re-papering. Proceeds will fund three core initiatives: the acquisition of Driver Studio's digital intelligence engine and content assets, the retirement of preferred equity to rebalance the cap table, and the operational scaling of our most promising properties.

We're not guessing where the future is headed—we're aligned with the signals. From growing co-viewing trends among families to retailer demand for IP-backed toy lines, to the scarcity of emotionally intelligent franchises in kids' media, the market has never been more ready for what 24 Watts is offering. This is an opportunity to invest in more than just content. It's a bet on cultural relevance, operational leverage, and long-term brand equity.

Why Now: Market Opportunity

We are at a cultural and commercial inflection point in children's media. While the volume of content has exploded, emotional depth, developmental value, and brand longevity have sharply declined. Parents are overwhelmed, children are overstimulated, and retailers are left without trusted, IP-backed franchises to anchor consumer products. This gap between attention and intention is the opportunity—and 24 Watts is built to bridge it.

Structural Shifts in the Market

A generational shift is underway in how children consume and internalize content:

- **Kids now stream 5.5+ hours of content daily**, but retention is shallow and brand affinity fragmented.
- **63% of parents are dissatisfied** with the emotional and ethical quality of children's content.
- **71% of parents actively seek shows** that teach empathy, kindness, and creativity—yet supply is limited.
- **Retailers increasingly demand toy and product lines** backed by emotionally resonant IP with digital traction.
- **Streamers are prioritizing evergreen content** that retains subscribers and supports brand-safe viewing.

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At the same time, legacy media companies are struggling to adapt. Consolidation has constrained innovation. Platform algorithms reward quick hits, not quality. And the few standout brands that do emerge—like *Bluey*, *Cocomelon*, and *Paw Patrol*—highlight just how scarce durable, cross-generational IP has become.

The Underserved White Space

A meaningful gap exists: modern family franchises that resonate with children, reflect parental values, and extend seamlessly across digital, physical, and experiential channels. Most studios still separate storytelling from commercial execution—developing shows first, and monetizing later (if at all). This backward approach often misses the window to build durable economic value.

24 Watts reverses this logic. Our model embeds emotional connection, format flexibility, and monetization potential from day one. We see character not just as narrative—but as a platform.

Massive Market, Fragmented Supply

The children’s content and licensing ecosystem is large and expanding:

1. **Total Addressable Market (TAM):** \$130B+ by 2026 (includes family media, toys, books, education, and live events).
2. **Serviceable Addressable Market (SAM):** \$6B (English-language media and merchandise focused on ages 2–10).
3. **Serviceable Obtainable Market (SOM):** \$100M+ by 2029, focused on high-margin IP-led monetization in the U.S., Canada, UK, and Australia.

Notable comps reinforce the scale of opportunity:

- *Moonbug* acquired by Candle Media for **\$3B** (2021)
- *eOne* acquired by Hasbro for **\$4B** (2019)
- *Peanuts* (41% stake) acquired by WildBrain for **\$345M** (2017)
- *SmartStudy* (Pinkfong/Baby Shark) IPO in **2025** at a **\$500M+** valuation

Additionally, media consolidation and industry layoffs have created a rare window for IP acquisition and creator partnership. High-quality children’s brands are trading at **below-market multiples**, and creators are increasingly seeking strategic platforms, not just publishing deals.

Gen Alpha Is Different

Gen Alpha is the first cohort to be **digitally native from birth**, emotionally literate, and brand-aware by age five. They are growing up in a hybrid physical-digital world, with higher exposure

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to storytelling formats and an expectation for interaction, diversity, and purpose. Their influence on family purchasing decisions—and brand longevity—is massive.

The companies that earn their attention today will earn their trust tomorrow. And the brands that do this with values, creativity, and scale will define the next generation of family entertainment.

Company Overview

Name: 24 Watts, Inc.

Founded: 2020

Headquarters: Atlanta, Georgia (Trilith Studios Campus)

Legal Structure: Delaware C-Corp

CEO: Jim Berney (Former Sony Pictures / VFX Executive)

At 24 Watts, we believe the stories children engage with today will shape the emotional and cultural foundation of the future. We're not chasing algorithmic virality or reacting to short-term content cycles. Instead, we're intentionally building enduring, character-first franchises engineered for emotional connection, multi-format scalability, and long-term monetization.

We've designed the company from the ground up as a vertically integrated IP incubator—developing emotionally resonant, values-driven children's content that is purpose-built for cross-platform expansion. From YouTube series to toys, from books to broadcast, each of our properties is constructed not just for storytelling, but for community, commerce, and cultural relevance.

Our differentiation lies in a four-pillar strategy:

1. Purpose-Built IP Incubator

We develop and acquire emotionally resonant properties with strong visual identity and modular storytelling formats. Each IP is crafted to evolve across streaming, publishing, gaming, toys, and live experiences.

2. Digital Intelligence at the Core

Our creative decisions are informed by real-time data, allowing us to validate ideas early, iterate quickly, and reduce risk. This enables us to prioritize concepts that already demonstrate traction before committing scaled capital.

3. Scaled Production Infrastructure

Through our operational partnership with Trilith Studios—one of North America's most advanced production environments—we unlock world-class execution at a cost and speed advantage few studios at our stage can claim.

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4. Franchise Flywheel Model

Our IP is designed to seed fan communities, which in turn drive sustained engagement across licensing, publishing, education, and merchandise. This creates an ecosystem where each story becomes an engine for long-term value creation.

Our strategic backers—Bay Point Media, Piedmont Private Equity, and Trilith Ventures—recognized the value of this integrated approach early. Their support has enabled us to restructure, refine, and build a company ready to scale with discipline and ambition.

What sets 24 Watts apart isn't just our creative vision or production access—it's our alignment across every function of the business. From development to distribution, every decision ladders up to a unified strategy: build deeply loved characters, embed them in values-rich stories, and scale them through a multi-channel, multi-year monetization engine.

While others chase attention, we're building trust. While others aim for hits, we're engineering brands. And while others react to what platforms want, we're designing for what families need.

Today, with foundational IP in-market, an active acquisition pipeline, and a clear execution roadmap, 24 Watts is positioned to define a new category of family-first, data-enabled, values-driven entertainment.

Franchise & Platform Portfolio

At 24 Watts, our IP portfolio is structured to deliver both immediate monetization and long-term franchise value. We have strategically developed, acquired, and partnered on a slate of properties that align with our core principles: emotional resonance, values-driven narratives, modular format flexibility, and global scalability. Our portfolio is designed not just for viewership—but for participation, community-building, and cross-platform revenue.

1. Owned Properties

Moon and Me

Originally created by Andrew Davenport (*Teletubbies*, *In the Night Garden*), *Moon and Me* is a uniquely gentle bedtime franchise targeting children aged 2–5. With over 50 episodes of existing content and a presence on YouTube and streaming platforms, the IP blends soothing storytelling with imaginative visuals that invite expansion into books, plush toys, and nighttime rituals. This brand holds exceptional licensing potential in the sleep-time and mindfulness categories.

Cozmo & Friends

Born from the viral success of the Cozmo robot (originally by Anki), *Cozmo & Friends* expands the lovable AI character into an animated universe. With 90M+ YouTube views and a built-in fanbase across families and STEM educators, the property blends entertainment with early tech

literacy. The toy is now owned by Digital Dream Labs, and our partnership includes IP extension rights. *Cozmo & Friends* is being developed as a digitally native, education-forward brand with publishing, edtech, and DTC potential.

2. Partnered Properties via Driver Studios

Our strategic alignment with Driver Studios allows us to bring existing, high-engagement IP into our ecosystem, accelerating monetization while leveraging existing digital audiences:

- **Cool School** – 1.3M+ YouTube subscribers and hundreds of millions of views; a flagship brand for early learners featuring dynamic, interactive stories that teach core concepts through play.
- **Ms. Booksy** – A breakout character within the *Cool School* universe, Ms. Booksy combines literacy, humor, and empowerment for girls aged 4–8, offering strong licensing and publishing crossover.
- **The Blahs** – A quirky, music-infused brand promoting emotional intelligence, creativity, and fun—ideal for expanding into sound-based games, music experiences, and animation.
- **Super Sema** – Africa’s first animated superhero series, backed by the Obama Foundation and Kukua. 24 Watts supports platform development and strategic expansion. The brand is a unique opportunity to scale a globally diverse IP that celebrates STEM, leadership, and Afro-futurism.

3. Infrastructure Assets

Driver Studios (Acquisition Candidate)

Driver’s proprietary data tools and content testing frameworks give us early signal intelligence on digital traction, engagement patterns, and format testing. The pending acquisition integrates audience development, ad ops, and brand-safe distribution under one roof, making our entire pipeline smarter, leaner, and faster.

Distribution Platform via Brinx.TV

Our white-labeled partnership with Brinx.TV allows us to bypass traditional streaming gatekeepers and own the consumer relationship directly. With built-in live video, gamification, and commerce capabilities, this platform opens new paths for monetization while supporting fan-led engagement loops across our IP catalog.

Production Infrastructure via Trilith Studios

With direct access to Trilith Studios’ sound stages, backlots, post-production, and talent pipeline, we enjoy executional scale that few early-stage studios can claim. This infrastructure unlocks cinematic-quality visual storytelling across formats—at startup velocity.

Each asset in our portfolio supports the flywheel: attracting new audiences, seeding communities, and unlocking monetization across channels. Unlike traditional studios that place content bets and hope for virality, 24 Watts builds each brand to operate as a scalable system from the start—with insights, infrastructure, and intentionality baked in.

Team

At the heart of 24 Watts is a leadership team that blends creative excellence with operational rigor. Our strength lies not just in storytelling—but in knowing how to build systems that turn stories into scalable brands.

Jim Berney – Chief Executive Officer

Jim is a world-class creative executive and seasoned operator with over 25 years in visual effects and franchise storytelling. As a senior VFX supervisor for Sony Pictures Imageworks, Jim led production on iconic films including *The Lord of the Rings*, *The Chronicles of Narnia*, *Green Lantern*, and *Men in Black*. He understands how to translate big vision into executable, high-quality content across platforms—and how to lead creative teams at scale. Under his leadership, 24 Watts has evolved from an early-stage studio into a values-led franchise incubator with commercial momentum.

Scott Weitz – Strategic Partner (Driver Studios)

Scott is the CEO of Driver Studios, a leader in brand-safe children’s content with decades of experience in advertising, data optimization, and digital production. His expertise in scaling direct-to-consumer content and data-backed audience engagement strategies makes him a critical partner in the next chapter of 24 Watts. His company’s alignment with 24 Watts—both creatively and operationally—has enabled a seamless integration path and access to proven IP. As part of our proposed acquisition, Scott’s continued leadership will ensure continuity of performance and further accelerate our go-to-market engine.

Together, Jim and Scott form the core of a team uniquely qualified to execute on 24 Watts’ vision: combining top-tier creative leadership with cutting-edge digital strategy. They are supported by a growing bench of production talent, educators, platform specialists, and strategic advisors—all aligned around the shared goal of building culturally meaningful, commercially scalable, and emotionally intelligent IP.

Strategic Plan

24 Watts stands at a pivotal inflection point. With the foundation laid—team, infrastructure, and IP pipeline—the next phase is about focused execution and strategic acceleration. Our roadmap is designed to unlock monetization from priority properties, integrate critical capabilities via acquisition, and operationalize our flywheel across channels.

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1. Monetize Existing IP Across Formats

We will prioritize activation of six core properties—**Moon and Me**, **Cozmo & Friends**, **Cool School**, **Ms. Booksy**, **The Blahs**, and **Super Sema**—each with proven brand recognition, built-in audiences, and multi-format potential. These franchises are already seeded across YouTube, with millions of views and favorable engagement. Our next step is structured expansion into consumer products, licensing, digital publishing, and experiential activations.

2. Acquire Driver Studios

This strategic acquisition brings immediate scale. Driver Studios operates a platform with 2.5B+ monthly impressions, a deep library of children’s IP, and proprietary audience development technology. The deal structure has been negotiated to ensure continuity of leadership and integration alignment. This move is not just about IP—it’s about data, reach, and commercialization velocity.

3. Launch a Branded Digital Platform

Through a white-labeled deployment of the Brinx.TV platform, we will launch our own multi-IP, family-focused streaming environment. This gives us a direct-to-audience channel for our franchises, monetized through advertising, commerce, and parent-led educational content. Owning the platform mitigates reliance on third-party algorithms and allows us to build first-party data relationships critical to long-term audience development.

4. Accelerate Productization

Our internal playbook maps each franchise to product potential—starting with toys, books, and digital games, followed by physical experiences and curriculum-aligned education content. Cozmo the robot toy, for example, has existing brand equity and commercial demand; our strategy is to relaunch it with refreshed content and narrative context. Similarly, our storytelling-first IP enables early partnerships with manufacturers, retailers, and educators.

This strategic roadmap is built not just for growth—but for compounding value. Each step is designed to reinforce the next, creating a closed-loop system where content drives engagement, engagement fuels monetization, and monetization funds the creation of more content. With the capital from this raise, 24 Watts will activate this plan, positioning the company as a next-generation franchise incubator with durable infrastructure and enterprise-level upside.

Financial Summary

The financial model for 24 Watts is built on disciplined capital deployment, multiple near-term monetization channels, and a scalable operating structure that allows for high-margin IP

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development. Our approach is designed to generate early returns through licensing and commerce while building long-term enterprise value through recurring revenue streams across content, products, and experiences.

Key Financial Highlights (2025–2029 Forecast)

| | Current | 2026 | 2027 | 2028 | 2029 |
|------------------------------|--------------------|--------------------|---------------------|---------------------|---------------------|
| Revenue | \$78,352 | \$774,767 | \$12,858,486 | \$28,033,929 | \$35,733,259 |
| Cost of Goods | \$60,000 | \$102,000 | \$122,400 | \$244,800 | \$489,600 |
| Cont. Margin | \$18,352 | \$672,767 | \$12,736,086 | 27,789,129 | \$35,243,659 |
| OpEx | \$170,000 | \$896,400 | \$896,400 | \$1,792,800 | \$3,585,600 |
| EBITDA | (\$151,648) | (\$223,633) | \$11,839,686 | \$25,996,329 | \$31,658,059 |
| CapEx | \$9,500 | \$109,500 | \$131,400 | \$157,680 | \$189,216 |
| OFCF | (\$161,148) | (\$333,133) | \$11,708,286 | \$25,838,649 | \$31,468,843 |
| Capital Injection | | \$4,758,100 | | | |
| Investor Distribution | | | \$5,854,143 | \$12,919,325 | \$15,734,422 |
| Acquisition | | \$2,500,000 | | | |
| FCF | (\$161,148) | \$1,924,967 | \$5,854,143 | \$12,919,324 | \$15,734,421 |
| Cash Position* | (\$24,148) | \$1,900,819 | \$7,754,962 | \$20,674,286 | \$36,408,707 |

Capital Efficiency:

- Lean team structure with core operational staff supported by freelance production and creator partnerships
- Studio costs held low through in-kind support and preferential terms with Trilith Studios
- Minimal paid user acquisition costs due to embedded audiences in YouTube and retail distribution

These forecasts are grounded in conservative adoption curves and market comparables, including performance data from similar family entertainment franchises (Moonbug, eOne, Super Sema). Our revenue projections reflect licensed distribution, physical and digital product rollouts, and platform-based monetization. Conservative assumptions have been applied to pricing, inventory turns, and retail velocity to reflect current macroeconomic conditions.

The combination of embedded infrastructure (Trilith), built-in audience (Driver IP), and diversified monetization across touchpoints makes 24 Watts a rare asset: operationally lean, strategically expansive, and financially accretive.

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Funding Required & Use of Funds

To execute our strategic plan, we are raising **\$6.54 million** through a capital call on the Brand Development I Special Purpose Vehicle (SPV), under Piedmont Private Equity. This SPV structure allows existing and new investors to participate without re-papering and accelerates the deployment of capital into a highly time-sensitive opportunity.

This fundraiser is intentionally designed to do three things:

1. **Level the playing field for all shareholders** by addressing legacy preference stack dynamics.
2. **Acquire and integrate Driver Studio**, a proven data intelligence and content partner with a massive digital footprint.
3. **Fund the execution of our multi-IP growth roadmap** including content production, platform distribution, and licensing expansion.

Use of Funds

| Category | Allocation | Purpose |
|---------------------------|----------------|---|
| Preferred Equity Takeout | \$1.80M | Resets early liquidation stack; ensures equitable upside across syndicate |
| Driver Studio Acquisition | \$2.50M | Secures YouTube network, data platform, content team, and creative pipeline |
| Working Capital / Runway | \$2.24M | Funds 18-24 months of operations: IP dev, GTM, staffing, and licensing |
| Total | \$6.54M | |

1. Preferred Equity Takeout – \$1.8M

To align all investors around a clean, unified cap table moving forward, this portion of the raise will be used to buy out the preferred equity of early investors. These investors entered under different assumptions and pre-restructured models. Cleaning up this stack is essential to:

- Ensure equitable upside participation going forward.
- Prevent future friction at exit or downstream financing.
- Give new and existing investors clarity and fairness in governance.

Piedmont Private Equity is fully aligned on this approach and will remain a key partner post-takeout, enabling a smooth transition and cleaner long-term strategic flexibility.

2. Driver Studio Acquisition – \$2.5M

Driver Studio is a content and data engine that brings:

- Over 2.5B monthly impressions across kids & family digital platforms.

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- Proprietary YouTube and AVOD distribution infrastructure.
- Proven IP including *Cool School*, *Ms. Booksy*, *Super Sema*, and *The Blahs*.
- A white-labeled, brand-safe content recommendation engine built for direct monetization.

This acquisition gives us immediate reach, monetization velocity, and embedded analytics capabilities. Rather than building this infrastructure from scratch, we are acquiring a mature system with built-in scale and upside.

3. Operating Capital – \$2.24M

The remaining funds will be deployed to accelerate:

- Content production for Moon & Me, Cozmo & Friends, and newly acquired IP.
- Licensing development across toys, books, and educational products.
- Digital and live distribution partnerships.
- Key team hires across brand partnerships, product, and growth.

These funds bridge us through the next 18–24 months, covering the development and commercialization of six priority franchises. By front-loading this execution capital, we aim to hit revenue scale milestones that position us for institutional follow-on funding or strategic acquisition by 2026.

This capital raise is not a speculative bet—it is a structured, high-conviction investment into a business with demonstrated traction, clear market timing, and institutional-grade alignment. By addressing historical cap table challenges, acquiring a scaled content engine, and funding core operations, we are setting the stage for outsized returns with risk intelligently managed.

Risk & Mitigation

No early-stage opportunity is without risk. However, at 24 Watts, we have designed our strategy and structure to actively anticipate, absorb, and mitigate the core risks that typically derail media and IP ventures. Below are the primary risks we face and the deliberate mechanisms we’ve put in place to reduce exposure and protect investor capital.

1. Content Risk

Risk: Audiences may not connect with new IP, limiting monetization or platform traction.

Mitigation: We reduce creative risk through data-led development. Our partnership with Driver Studio enables real-time feedback loops, early audience testing, and format iteration—validating appeal before full-scale investment. We also prioritize modular content formats (short-form, digital-first) that offer faster signals at lower cost.

2. Execution Risk

Risk: Scaling production and brand extensions could exceed timelines or budgets.

Mitigation: Our deep operational relationship with Trilith Studios provides access to world-class production talent and infrastructure, shortening time-to-market and improving cost control. We also limit execution risk by focusing on a prioritized slate of six high-confidence properties with pre-existing traction.

3. Distribution Risk

Risk: Failure to secure broad platform access or favorable licensing terms.

Mitigation: Through Driver Studio, we inherit relationships with major AVOD and SVOD platforms, including a proprietary, brand-safe YouTube distribution network reaching millions of viewers monthly. This allows for both first-party and white-label content launches, reducing dependence on external gatekeepers.

4. Cap Table & Governance Risk

Risk: Misalignment or friction between investor classes may limit flexibility or create exit friction.

Mitigation: The current raise includes a \$1.8M buyout of early preferred equity, simplifying the stack and aligning all stakeholders under one cap table. This ensures governance clarity, cleaner future rounds, and streamlined decision-making.

5. Market Timing & Competition

Risk: Shifts in audience preferences or increased competition could compress margins or erode growth.

Mitigation: The children's content market is massive (\$130B TAM) and growing. We are positioned not to chase trends but to meet enduring needs: emotionally intelligent, parent-trusted, multi-platform storytelling. Our model—blending creative IP with integrated monetization—is designed to thrive amid industry shifts, not depend on any one channel or format.

We are not blind to the risks—but we are not static in the face of them either. Our team, infrastructure, and investor partners bring experience from Disney, Sony, and YouTube—organizations that have faced and overcome these very challenges. With a disciplined approach and built-in safeguards, we are entering this next chapter from a position of clarity and confidence.

The Invitation

We believe this is a rare alignment of timing, strategy, and structural readiness. The groundwork has been laid—portfolio IP developed, partnerships forged, distribution and data pipelines secured, and capital efficiency unlocked through Trilith Studios and Driver Studio. What's needed now is the fuel to scale.

This \$6.54 million raise is not just a capital call—it's a strategic inflection point. With investor alignment, creative clarity, and operational capability in place, the opportunity is to accelerate a model built for resilience and upside in a rapidly evolving media landscape. It's not about betting on one show—it's about activating a platform that can continuously create, refine, and expand a slate of meaningful, monetizable family-first IP.

What's in it for Investors

- **Clear Upside Path:** Our hybrid model combines the near-term monetization of known IP with the long-term compounding power of original franchise development.
- **Strategic Structure:** Investment is made via Brand Development I, a clean, established special purpose vehicle under Piedmont Private Equity—removing complexity and streamlining participation.
- **Competitive Advantage:** With assets, infrastructure, and talent already secured, investor capital goes straight to growth—not to speculative validation.
- **Cultural Relevance:** You're not just investing in content. You're investing in the future values of a generation—and the stories that will define them.

This isn't a passive capital deployment. It's a chance to back a new playbook for family media—one that builds equity in hearts and wallets alike.

We welcome your partnership as we scale thoughtfully, strategically, and with shared purpose.