



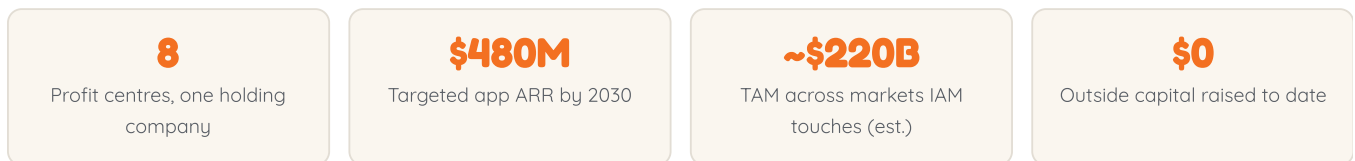
IAM AWESOME HOLDINGS PTY LTD · SEEWOMA GROUP

# Executive Summary

A children's inspired-learning ecosystem — books, an AI personal-development app, products, media and a future education platform — built to help kids believe in who they see in the mirror.

## The antidote to the attention economy – already built.

Iam Awesome Movement is a family entertainment, technology and education company powered by proprietary intellectual property. Around two guide characters and a 14-Pillar framework, it delivers a Hero's-Journey experience for children aged 6–12 across **eight interconnected profit centres** – from a published book trilogy to a personality-adaptive AI app. It exists to answer a crisis that is now measured, litigated and legislated: a generation harvested for its attention. We are seeking a strategic investor who brings capital **and** coaching to take equity in the holding company before any division reaches commercial scale.



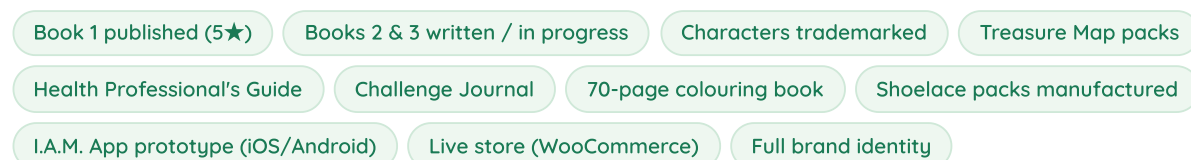
### The problem – why now

The most valuable companies on earth engineer products to capture children's attention, and the damage is now on the public record. US state attorneys-general are seeking **up to ~\$1.4 trillion** in civil penalties from Meta over child-safety claims (trial August 2026); a New Mexico jury already awarded **\$375M** against Meta in March 2026. OECD PISA 2022 recorded an unprecedented **~15-point** fall in maths scores; the US Surgeon General warns that heavy social-media use **doubles** teens' depression/anxiety risk. And regulation has turned decisively: **Australia's under-16 social-media ban** has been in force since December 2025 – making the parent, unambiguously, the buyer of positive alternatives.

### The solution & the gap

Iam Awesome replaces the "teach and preach" voice of authority with *Inspired Learning* – using AI to meet each child where they are and build learning around them. The market gap is stark: edtech chases academic tutoring; SEL is sold to schools as curriculum; wellbeing apps are generic. **No competitor combines character IP + personality-adaptive AI + physical products + a Hero's-Journey narrative for confidence.** The Pokémon franchise proved a single kids' IP can compound to ~\$115B across exactly these formats – IAM applies that flywheel to *character and confidence*.

### Traction – before a dollar of outside investment



This is a company with assets built and products created – so investment funds **acceleration, not invention.**

### The eight divisions

#	Division	Role in the flywheel	Comparable
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1	Awesome Publishing & Character IP	Creates the IP that fuels everything	Disney · Scholastic · Mattel
2	Awesome Courses & Parent Programs	High-margin recurring revenue	Big Life Journal
3	E-Commerce — Iam Awesome	Products that advertise the brand (Rule of 3)	TOMS model
4	E-Commerce — See-Woma Girl	Doubles the audience with a girls' brand	Girl-empowerment brands
5	Awesome Media — Festival of Courage	User-generated content → future IP	Youth film festivals
6	I.A.M. App — The Game of Life	The recurring-revenue engine & value driver	Duolingo (~\$748M rev)
7	WA-SEE-MO Entertainment Universe	Collectibles franchise — the big upside	The Pokémon Company · Nintendo
8	Awesome Learning — Inspired Learning AI Platform	Turns us into a technology company	Education-AI SaaS

## The market

SEL (global) is forecast to grow to **\$27.7B by 2033 (26% CAGR)**; AI-in-K-12 is the fastest-growing adjacent segment at **38% CAGR**; character/entertainment licensing was **\$149.8B in 2024**. Our top-down funnel: **~\$220B TAM** → **~\$4.2B SAM** (English-speaking AU+US+UK families with a 6-12 child) → **~\$29M SOM** near-term at ~1% household penetration (~\$9M at a conservative 0.3%). *All TAM/SAM/SOM figures are top-down estimates with stated assumptions; market figures cite firm + year.*

## The ask

Equity in **IAM Awesome Holdings Pty Ltd** for a partner offering capital and mentorship — a single position with exposure across all eight divisions and the compounding between them. A low-dilution funding stack (R&D refundable rebate ~43.5%, ESIC investor offset, sector grants, rewards crowdfunding) is already mapped, so capital is matched by non-dilutive leverage. **What is rarest, and most wanted, is guidance:** a coaching investor who has launched and scaled a consumer or kids' brand before.

**Next step:** a 30-minute conversation and the full Business Plan, Investor Proposal, Competitor Analysis and Market & Gap Report — all available on request or at the project's landing site.