



IAM AWESOME HOLDINGS PTY LTD · SEEWOMA GROUP

# Business Plan

Building a globally-recognised family brand that inspires millions of children — across eight interconnected profit centres powered by proprietary IP and adaptive intelligence.

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## SECTION 1

# The Company

IAM Awesome Holdings Pty Ltd is a family entertainment, technology, education and consumer-products company powered by proprietary intellectual property.

The iam Awesome Movement is a multi-platform storytelling, learning and entertainment ecosystem designed to inspire children to believe in who they see in the mirror — a positive solution to the negative impacts of social media. Our brand purpose merges ed-tech, entertainment, experiential learning, merchandise and AI-driven personal development into one scalable global IP.

### Vision

Inspiring kids to believe in who they see in the mirror — supporting parents to courageously connect with their children through the Hero's Journey, while guiding kids to overcome their challenges and create the greatest story ever told: their own.

### Mission

To collaborate with AI and creative mediums to develop "inspired learning models" — removing the voice-of-authority "teach and preach" model and replacing it with inspiration, so every child can discover and develop their own moral compass.

**The operating philosophy:** *"Profit is the engine that allows purpose to scale. The greater the profit, the greater the capacity to create lasting impact."* Profits reinvest into the community to fund challenges and competitions that discover the next generation's ideas from within.

## The framework — 14 Pillars

Two universal human energies — **courageous action** and **reflection** — expressed as fourteen Pillars, each spelling AWESOME:

### 7 PILLARS OF ACTION

Adventure · Wisdom · Explore · Strategy ·  
Originality · Mastery · Excellence

### 7 PILLARS OF REFLECTION

Authenticity · Willpower · Empathy · Self-Worth ·  
Optimism · Mindfulness · Emotional Resilience

**The Rule of 3:** sold in packs of three — keep one ("I matter"), give one to a friend who deserves it ("I see you"), gift one to a friend who needs reminding ("I believe in you"). A movement disguised as merchandise, and a built-in referral mechanic.

## SECTION 2

# The Problem – Why Now

A generation is being harvested for its attention. The damage is measured, litigated and legislated – creating the largest opening in children’s media in a generation.

**~\$1.4T**

Civil penalties US state AGs seek from Meta (Aug 2026 trial)

**-15pts**

OECD PISA 2022 maths decline – unprecedented

**2x**

Depression/anxiety risk for teens on social media >3 hrs/day (US Surgeon General)

**Under-16**

Banned from social media in Australia since Dec 2025

## The reckoning has reached the courts

42 attorneys-general sued Meta in October 2023 alleging knowingly addictive design; 2,000+ personal-injury and school-district suits are consolidated in federal MDL 3047; and a New Mexico jury awarded **\$375M** against Meta in March 2026 – the first state trial win. Meta’s own leaked research showed it knew Instagram worsened body image for **1 in 3 teenage girls**. *The ~\$1.4T is a disputed pre-trial demand for statutory penalties (COPPA + consumer protection), not an awarded “mental damages” judgment – cited accurately.*

## Attention and confidence are measurably declining

US 13-year-olds reading for pleasure “almost every day” fell from 27% (2012) to 14% (2023); UK reading enjoyment hit its lowest on record in 2024. In Australia, **~1 in 2** young people report high psychological distress (headspace), and the Weet-Bix “Feed the Belief” study of 27,000 students found optimism **collapses from 84% to 60%** across the school years. That confidence gap is the exact whitespace Iam Awesome fills.

## Regulation has turned in our favour

Australia’s under-16 ban (in force, penalties to ~A\$49.5M), 30+ US states with phone-free schools, the EU Digital Services Act and the UK Online Safety Act all converge on one premise – unrestricted social media harms kids – clearing the field for parent-approved, developmental alternatives.

## SECTION 3

# The Solution – Inspired Learning

We don't fight the screen. We outgrow it.

Using AI, we discover each child's innate talents, natural inclinations and genuine interests, then build a bespoke learning environment that adapts to *them*. The child who thinks in pictures learns differently from the child who thinks in stories. We don't force children into a system – we build the system around the child. Through this, children build their own moral compass, understand how they learn, and face their true potential.

### The characters that inspire

At the core are two anagrammatic guide characters – **Iam Awesome** (courageous action) and **Mia Seewoma** (reflection) – the yin and yang of a lifelong inspired-learning journey. They are story guides, not stereotypes: universal energies available to every child regardless of gender, culture or background. Being awesome is not owned by anyone – it is the ability to believe in yourself and inspire others with your journey.

**The reframe parents feel:** "You can't watch every screen. But you can give a child a voice inside that is louder than the algorithm." That voice says: I matter, I see you, I believe in you.

## SECTION 4

# The Market Opportunity

Iam Awesome sits at the convergence of several large, fast-growing children's markets. We need only a valued slice of several.

Market	Size → forecast	CAGR	Source (firm, year)
SEL — global	\$2.3B → \$27.7B by 2033	26.2%	Grand View (2024)
AI in K-12 education	\$390.8M → \$7.95B by 2033	<b>38.1%</b>	Grand View (2024)
Character/entertainment licensing	\$149.8B (largest category)	~7-10%	Licensing Int'l (2024)
Children's book publishing	\$15.9B → \$24.5B by 2031	6.3%	Verified Mkt Research (2024)
Kids' mental-health & mindfulness apps	~\$20B combined by early 2030s	~15%	Grand View (2024)
Pokémon franchise (comparable)	~\$115B lifetime — #1 media franchise	—	Wikipedia (2025)

## Tailwinds

- **Youth mental-health crisis** — WHO: 1 in 7 aged 10–19 has a mental disorder; child anxiety and depression rising across cohorts.
- **Parental spend & anxiety** — 80% of US parents worry about screen time; parents already spend ~\$731/child/yr on enrichment (52% over \$1,000) — proven willingness to pay for child development.
- **SEL is mainstream** — 83% of US principals report an SEL program; 49 states + DC have supportive policies — a validated institutional channel.
- **Regulation pushing Big Tech from kids** — Australia's ban, UK/EU codes, US KOSA effort.

## The gap / white space

Every large adjacent market is optimised for something IAM deliberately is *not*: edtech chases academic outcomes; SEL is sold to schools as curriculum; wellbeing apps are clinical; kids' entertainment IP is values-neutral. IAM fuses entertainment-grade IP with a developmental payload, direct to families, for **confidence and character** — and applies a Pokémon-style cross-format flywheel to it.

## TAM / SAM / SOM (top-down, estimates)

<b>~\$220B</b> TAM — relevant markets IAM touches	<b>~\$4.2B</b> SAM — AU+US+UK families, 6–12 child (~26M households)	<b>~\$29M</b> SOM — near-term at ~1% penetration (~\$9M at 0.3%)
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Assumptions: ~31.6M children 6–12 across AU+US+UK; blended ~\$160/engaged family/yr (app ~\$120 + book/merch ~\$40); SOM split — 150k app subs (\$18M) + books (\$4.7M) + merch (\$6.5M). Figures are directional estimates, not guarantees.

## SECTION 5

# Competitive Landscape & Moat

The space is real and funded — which validates demand — but fragmented into single-format or single-channel players. None occupies IAM's cross-format, character-led, values-adaptive position.

Competitor	Focus	Scale (verified)	Gap they leave
Big Life Journal	Growth-mindset journals	~\$1.8M rev; 2M+ customers	Print only; no app/AI/IP
Slumberkins	Plush + books	~\$25M raised	Preschool; no adaptive layer
Moshi	Sleep/mindfulness audio	\$12M Series B	Passive; no products/progression
Duolingo (ABC/Max)	Language + AI	~\$748M rev FY24	Academics, not values — <i>the blueprint</i>
ClassDojo	Classroom comms	~\$1.25B valuation	Distribution, not IP/AI
Lovevery / Yoto	Toys / audio subscription	~\$800M / ~\$182M val	Age out below 6-12; no AI/character
Sesame Workshop	Character-IP + SEL	\$170–271M rev	Preschool, broadcast, nonprofit

## Our moat

### 1 • Owned IP

Trademarked characters, copyrighted trilogy, original artwork, the 14-Pillars framework. A beloved character universe can't be fast-followed.

### 2 • Personality-adaptive intelligence

Ethically-gathered personality data mapped to the Pillars — a data moat that compounds with every child.

### 3 • Cross-format flywheel

Eight divisions where each acquires customers for the others — lifetime value a single-product rival can't match.

### 4 • Safety-first AI by design

Curated, non-companion guide built for COPPA and new companion-chatbot laws from day one. Character.AI settled teen-safety suits; Woebot shut down. Compliance *is* the moat.

## SECTION 6

# The Ecosystem – Eight Profit Centres

Each division is profitable independently while increasing customer acquisition and lifetime value across the whole. Sequential by design – each builds the audience, revenue and infrastructure for the next.

### 1 • Awesome Publishing & Character IP

The foundation asset. The Awesome Book Trilogy creates the origin stories. *Books are not the product – they are the customer-acquisition vehicle.* Revenue: book sales, international & translation rights, school editions, character licensing, speaking. **Built:** Book 1 published; Books 2 & 3 written/in progress. Comparables: Disney, Scholastic, Mattel.

### 2 • Awesome Courses & Parent Programs

Parents/teachers are the customer, children the beneficiary. High-margin, globally scalable knowledge products. Revenue: online courses (Mental Fitness), memberships, parent coaching, teacher CPD, juvenile-justice programs, allied-health worksheets. **Built:** Treasure Map to Life packs, Health Professional's Guide, Challenge Journal, colouring book.

### 3 • E-Commerce – Iam Awesome

A lifestyle brand where every product advertises the ecosystem. The Shoelace "Rule of 3" is a referral mechanic in physical form; the "one million packs = three million pairs" Shoelace Challenge is a ready-made corporate CSR campaign. **Built:** shoelace packs manufactured; live store.

### 4 • E-Commerce – See-Woma Girl (Mia)

"For Girls Who Value Their Worth" – a deliberate counter-position to appearance-obsessed markets, built on inner strength and friendship. Revenue: clothing, infinity-symbol jewellery/collectables, friendship collections. Doubles the addressable audience.

### 5 • Awesome Media – Festival of Courage

Australia's first *continuous* film festival: children complete Pillars-of-Courage challenges in the app, then share their courage story as an AI animation. Generates user-generated content at scale, creating future IP and discovering talent. Revenue: sponsorships, streaming, theatre & school-performance licences, royalties.

### 6 • I.A.M. App – The Game of Life

The recurring-revenue engine and primary enterprise-value driver. Adaptive-intelligence copilot turning any goal into a Hero's Journey, with a 90-second AI animation on completion, and collaboration hooks for psychologists/parents/teachers as an early-intervention tool. **Built:** working prototype (iOS/Android) with the 12-stage flow, AI guides, personality framework and four interactive features. **Target: 4M subscriptions by 2030** x ~\$10/mo ≈ \$480M ARR. Blueprint: Duolingo.

### 7 • WA-SEE-MO Entertainment Universe

A Pokémon-style collectibles franchise for values, principles and quests. Revenue: trading cards, digital collectibles, mobile games, animation, toys, licensing, events. Potentially a billion-dollar franchise category – the most scalable asset in the ecosystem. Comparables: The Pokémon Company, Nintendo.

### 8 • Awesome Learning – Inspired Learning AI Platform

The long game: the world's leading adaptive-intelligence platform for child development – an extension of the app that turns an entertainment company into a technology company. Revenue: SaaS licensing, school

subscriptions, government contracts, enterprise licensing. Potentially the most valuable long-term asset.

## SECTION 7

# Business & Revenue Model

### NEAR-TERM CASH

#### Weeks–months

Book sales (KDP), direct digital packs, bulk/fundraiser shoelace orders, paid parent workshops, school author visits.

### RECURRING REVENUE

#### The engine

Course memberships, teacher CPD, app subscriptions. Target 4M subs → ~\$480M ARR by 2030.

### LICENSING & FRANCHISE

#### The upside

Character licensing, WA-SEE-MO collectibles, festival streaming & theatre rights.

### PLATFORM & ENTERPRISE

#### The long game

SaaS licensing, school subscriptions, government contracts.

The compounding logic: a customer acquired cheaply through a book or a shoelace pack becomes an app subscriber, a festival participant, a collector — and a Rule-of-3 referrer. Cross-format lifetime value is the model.

## SECTION 8

# Go-to-Market — Reaching Parents

Since Australia's under-16 ban, the **parent is the buyer**. Our funnel: *Awareness* → *Resonance* → *Community* → *Customer* ("I see this" → "This is me" → "I belong" → "I want this").

- **Owned community** — a brand-owned "Iam Awesome Parents" Facebook Group + Page (not spamming others'), value-first (80/20), leading with the two highest-leverage pain points: the confidence/"believe in the mirror" message and the screen-time-guilt reframe.
- **On-the-ground** — parents gather around kids' sport, arts, faith and school communities; Shoelace Challenge activations, market stalls, school author visits (Book Week).
- **Content engine** — "Did You Know" validation, "What If" reframes, character stories, Pillar-of-the-week, challenge prompts; short-form video (Reels-first, cross-posted to TikTok) for reach.
- **Built-in referral** — the Rule of 3 is a sharing mechanic in the product itself.

## SECTION 9

# The Founding Team

### FOUNDER & CREATOR

#### Damon McDonald

Former documentary filmmaker who spent six years travelling by motorbike collecting stories. Created the entire IP universe and authored the trilogy. Trademark owner. Wealth Dynamics Creator · ENFP.

### APP & PERSONALITY INTELLIGENCE LEAD

#### Clare

Deep expertise in personality profiling (Myers-Briggs, Wealth Dynamics, Human Design). Leads the app build and architects the intelligence layer – the defensible moat.

### TECHNOLOGY & INFRASTRUCTURE

#### Marc

Full-stack developer who built the I.A.M. App prototype and web infrastructure; runs a live commercial SaaS product. Turns vision into shipping technology.

### DIRECTION & OPERATIONS

#### Supriya

Directs delivery and prioritisation, reviews UX/quality, leads parent-outreach strategy – ensures things ship.

Deliberately complementary: vision, intelligence, execution and operations. The single gap the team seeks to fill is an experienced operator-investor who has launched and scaled before.

## SECTION 10

# Financial Targets & Funding Strategy

The near-term engine (Divisions 1-3) generates revenue from finished products in weeks, building the audience and cash that de-risk the high-value technology plays (Divisions 6 & 8). Headline long-range target: the app alone at **4M subscribers × ~\$10/mo ≈ \$480M ARR by 2030.**

### A low-dilution capital stack – already mapped

Lever	What it does	Dilutive?
R&D Tax Incentive	~43.5% <i>refundable</i> cash rebate on the app/LLM build, paid pre-revenue	No
ESIC status	20% investor tax offset + CGT exemption – makes angel cheques attractive	Enables equity
Screen Australia / ACTF / state grants	Fund the screen-IP & festival divisions	No
Rewards crowdfunding (Pozible/Kickstarter)	Pre-sell finished products; raise cash + build audience	No
Strategic equity (this raise)	Capital + coaching in the holding company	Yes

*Grant amounts, deadlines and eligibility move quickly and depend on the company's state of registration; figures are indicative and to be confirmed with an adviser.*

## SECTION 11

# Risks & Mitigations

Risk	Mitigation
AI safety / regulation for kids	Curated, non-companion AI behind a backend proxy; COPPA + companion-chatbot compliance from day one. Treated as a moat.
Breadth / focus (8 divisions)	Sequenced launch; revenue-ready Divisions 1-3 fund the app before the franchise plays.
Distribution to parents	Owned community + under-16 ban makes parents the buyer; Rule-of-3 referral built in.
Team is technical, not commercial-scale	Exactly the gap the strategic coaching investor fills.
Prototype-to-production gap	Backend proxy, parental-consent flow and store hardening are the first funded work.

## SECTION 12

# Roadmap & The Ask

### 0-6 MONTHS

#### Prove revenue

Books on KDP, digital packs, bulk shoelaces, paid workshops, owned community; front-load AI safety.

### 6-12 MONTHS

#### Launch subscription

Ship the app with the personality engine to a warm audience; launch memberships; secure R&D rebate & ESIC.

### 12-18 MONTHS

#### Scale & franchise

Grow subscriptions; pilot the Festival; prototype WA-SEE-MO; position for a larger raise on traction.

**The ask:** equity in IAM Awesome Holdings for a partner offering capital *and* coaching — one position, exposure across all eight divisions, entered before commercial scale. We want a mentor who will help us sequence the launch, avoid the classic mistakes, and open doors. *Guidance is the gap.*