



A GROUND-FLOOR EQUITY OPPORTUNITY

# Invest in the antidote – and help us launch it.

Equity in IAM Awesome Holdings Pty Ltd for a strategic partner offering capital and coaching, before any of eight divisions reaches commercial scale.

## WHY WE'RE RAISING

# Money we can find. A mentor is rarer.

We are not raising because we're out of options. Several non-dilutive channels are open to us. We are raising to bring aboard someone who has **launched and scaled a consumer or kids' brand before** — a partner whose network, playbook and judgement compress years of trial-and-error into months. Capital is welcome; coaching is the point.

**8**

Profit centres, one holding company

**Built**

Book, IP, app prototype, products

**\$480M**

Targeted app ARR by 2030

**Ground floor**

Pre-commercial-scale entry

## The opportunity in one page

### THE PROBLEM

A measured, litigated, legislated youth attention & mental-health crisis. Regulation makes the parent the buyer of positive alternatives.

### THE GAP

No one combines character IP + adaptive AI + physical products + Hero's-Journey narrative for *confidence*. Everyone else tutors academics or sells single-format SEL.

### THE MODEL

One IP, eight cross-monetising divisions — the Disney/Pokémon flywheel applied to values. ~\$115B proved possible by Pokémon.

### THE TEAM

Creator (IP), Intelligence Lead (moat), Builder (a live SaaS operator), Operator (delivery). Complementary by design.

## Why now

- US state AGs seek **up to ~\$1.4T** from Meta (Aug 2026 trial); a \$375M verdict already landed in New Mexico. The category's incumbents are under legal and political siege.
- Australia's **under-16 social-media ban** is in force — the parent is now the unambiguous buyer, and their anxiety is exactly the territory this brand owns.
- AI-in-K-12 is the fastest-growing adjacent market (**38% CAGR**) — but everyone is building it for grades, not growth.

## What an investor gains

### Equity in the holding company

Exposure across all eight profit centres through a single position — not one product line.

### Ground-floor entry

Before any division reaches commercial revenue — the greatest-upside position, with IP, an app and a team already built.

### A seat at the table

A genuine hand in shaping the direction of a globally-scalable IP — the coaching role we're actively seeking.

### Tax-advantaged upside

ESIC qualification offers investors a 20% offset + CGT exemption (subject to assessment) — improving risk-adjusted returns.

## Use of funds

Priority	What it funds	Why
1 · Productionise the app	Backend proxy, AI-safety guardrails, parental-consent flow	Turns the prototype into a launchable, compliant product
2 · Launch revenue divisions	Publishing (KDP), digital packs, shoelace fulfilment, workshops	Near-term cash + email list, from finished assets
3 · Build the community	Owned parent community, content engine, first paid acquisition tests	The audience every other division converts
4 · Unlock non-dilutive capital	R&D record-keeping, ESIC assessment, grant applications	Makes the investor's capital go further

## The low-dilution stack behind your cheque

Your equity is matched by non-dilutive leverage already mapped: a **~43.5% refundable R&D cash rebate** on the technology build, sector grants (Screen Australia, ACTF, state MVP/Ignite funds), and rewards crowdfunding on finished products. This is a team that has done the homework on how to stretch every dollar.

**What we're asking of you:** a conversation. If the mission and the maths resonate, we'll walk you through the full Business Plan, the working app, and the finished products — and talk about what the right partnership looks like. This is not a donation or a sponsorship. It is an ownership opportunity in an early-stage company with secured IP, eight profit centres and a founding team already executing.

**"The greater the profit, the greater the capacity to create lasting impact."**