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.

Confidential — prospective investors & partners

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What's inside

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	−15pts	2×	Under-16
Civil penalties US state AGs seek from Meta (Aug 2026 trial)	OECD PISA 2022 maths decline — unprecedented	Depression/anxiety risk for teens on social media >3 hrs/day (US Surgeon General)	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 values-led 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	**38.1%**	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)

~\$220B	~\$4.2B	~\$29M
TAM — relevant markets IAM touches	SAM — AU+US+UK families, 6–12 child (~26M households)	SOM — near-term at ~1% penetration (~\$9M at 0.3%)

Assumptions: ~31.6M children 6–12 across AU+US+UK; blended ~\$160/engaged family/yr; 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 — *the blueprint*
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 ≈ $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 ≈ $480M ARR by 2030.**

A low-dilution capital stack — already mapped

Lever	What it does	Dilutive?
R&D Tax Incentive	~43.5% *refundable* 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.*