



Mindful Media

We're building the first clinically-validated media platform that delivers preventive mental health care to children and families at scale—designed to work where families already are.

We've partnered with the world's top behavioral health researchers and have guaranteed distribution into 1 million family households.

What This Deck Covers:

Slides 1–3 → Why does this matter?

Slides 4–11 → What exactly is this solution, and does it work?

Slides 12–13 → Is the market big enough?

Slides 14–17 → How does the ecosystem function—and how is it different?

Slides 18–19 → Why now & Join Us

Slides 20–26 → Appendix – Unit Economics, Ethical AI, Impact Roadmap, Team Members, Co-Pro Model



THE SCREEN TIME DILEMMA MEETS THE MENTAL HEALTH CRISES

- Children spend 6+ hours daily on screens—technology today is designed to capture attention, not support wellbeing.
- This reshapes their brains faster than the systems built to support them.
- 1 in 5 children now experience a mental health disorder—yet 50% never receive treatment due to access, cost, and stigma barriers.
- Pediatric mental health ER visits increased 40% in the past decade due to rising rates of anxiety, depression, loneliness, suicidal ideation, etc.

We can't eliminate screens. But we can redesign what happens during screen time.



A HEALTHCARE REALITY THE TREATMENT SYSTEM IS BROKEN

- Traditional mental health care is reactive, expensive, and inaccessible for most.
- 6-12 month wait for child therapist.
- \$200-\$300 per session x 20+ sessions.
- Stigma prevents families from seeking help until crisis point.
- Insurance coverage is limited; out-of-pocket costs are prohibitive.

***Traditional mental health care can't scale to meet the need.
We need prevention, not just treatment.***



WHAT IF ...

SCREEN TIME COULD BE THE SOLUTION?

The reality: Families already spend hours daily with media. What if we could transform those hours into:

- Moments of connection between parents and children.
- Skill-building for emotional regulation and empathy.
- Preventive mental health support that feels like play.
- A system that scales to reach every family.

This is the largest untapped prevention opportunity in mental health



THE SOLUTION



**Mindful
Media**

We're the world's first streaming platform designed to deliver preventative mental health support through interactive media and ethical technology.

We transform passive screen time into active mental health interventions that are experiential and fun—validated by leading pediatric researchers and delivered through the apps and devices families already use.

We've created the infrastructure to deliver what healthcare systems desperately need: scalable, engaging, evidence-based preventive mental health care that reaches families before problems become crises.

Public Media meets Public Health—at the scale and engagement level only media can achieve.



DESIGNED FOR CO-VIEWING TURNING SCREEN TIME INTO SHARED TIME



Our technology turns passive viewing into playful, real-world engagement.

With a simple QR scan, any show becomes interactive—no mobile app required. Built to work on any device.

Families can access gamified activities that strengthen bonds, build skills, spark joy, and create healthier habits:

- 🎨 Drawing prompts for creative expression
- 🔎 Scavenger hunts to spark divergent thinking
- 🧠 Trivia & word games to improve cognitive function
- 🤸 Movement-based games that build regulation
- 💬 Conversation starters that develop EQ
- 📖 Off-screen engagement with books & toys

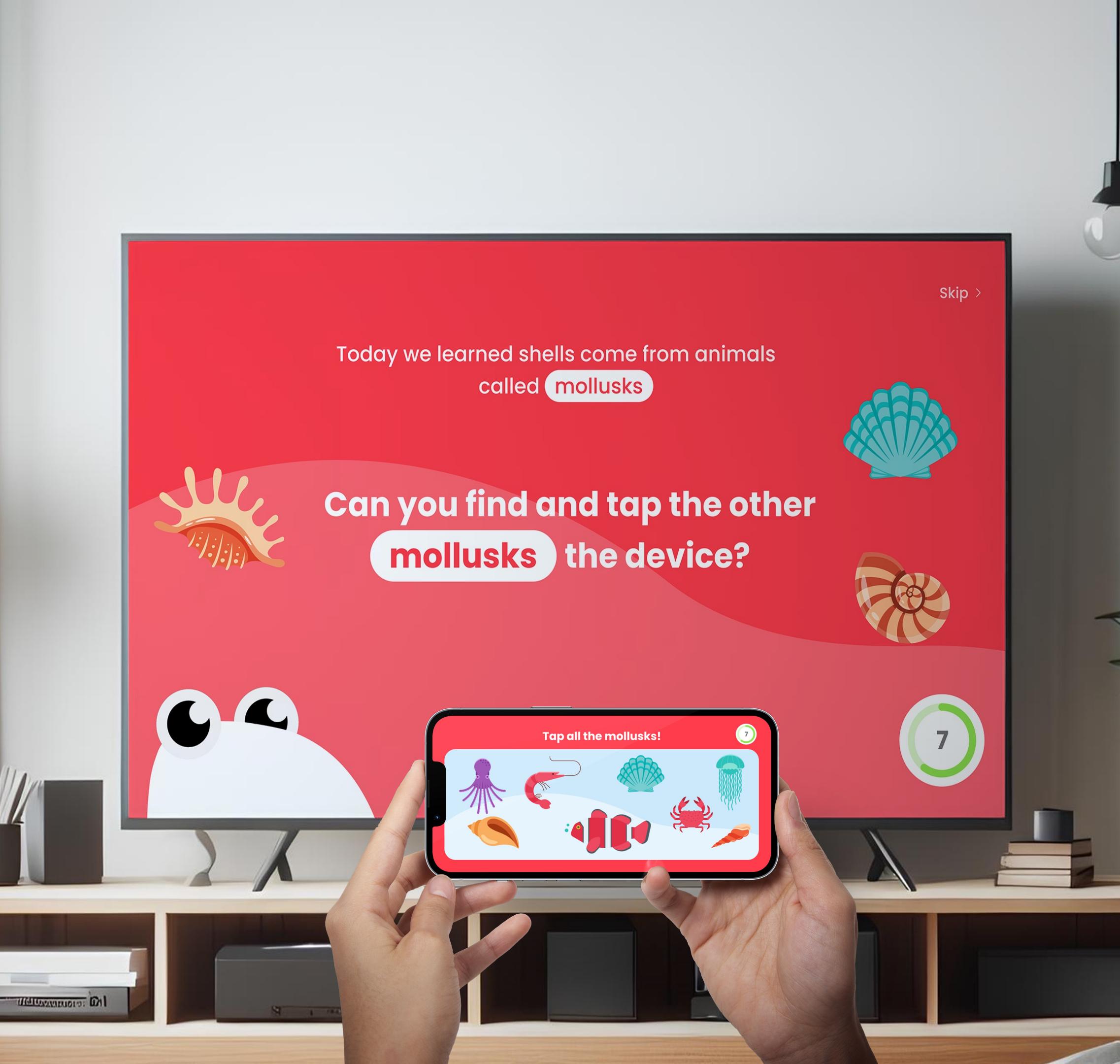
Each interaction is designed using principles from mentalization-based therapy, attachment theory, and evidence-based parenting interventions.



Reinforce learning through retrieval practice.

Clinical Skill: Working memory and information processing—key cognitive functions for emotional regulation.

Every activity maps to specific mental health protective factors identified in pediatric research.



Foster empathy through caregiver-child dialogue.

Clinical Skill: Mentalization and perspective-taking—reduces behavioral problems by 30–40% in research studies.

Every activity maps to specific mental health protective factors identified in pediatric research.

Skip >

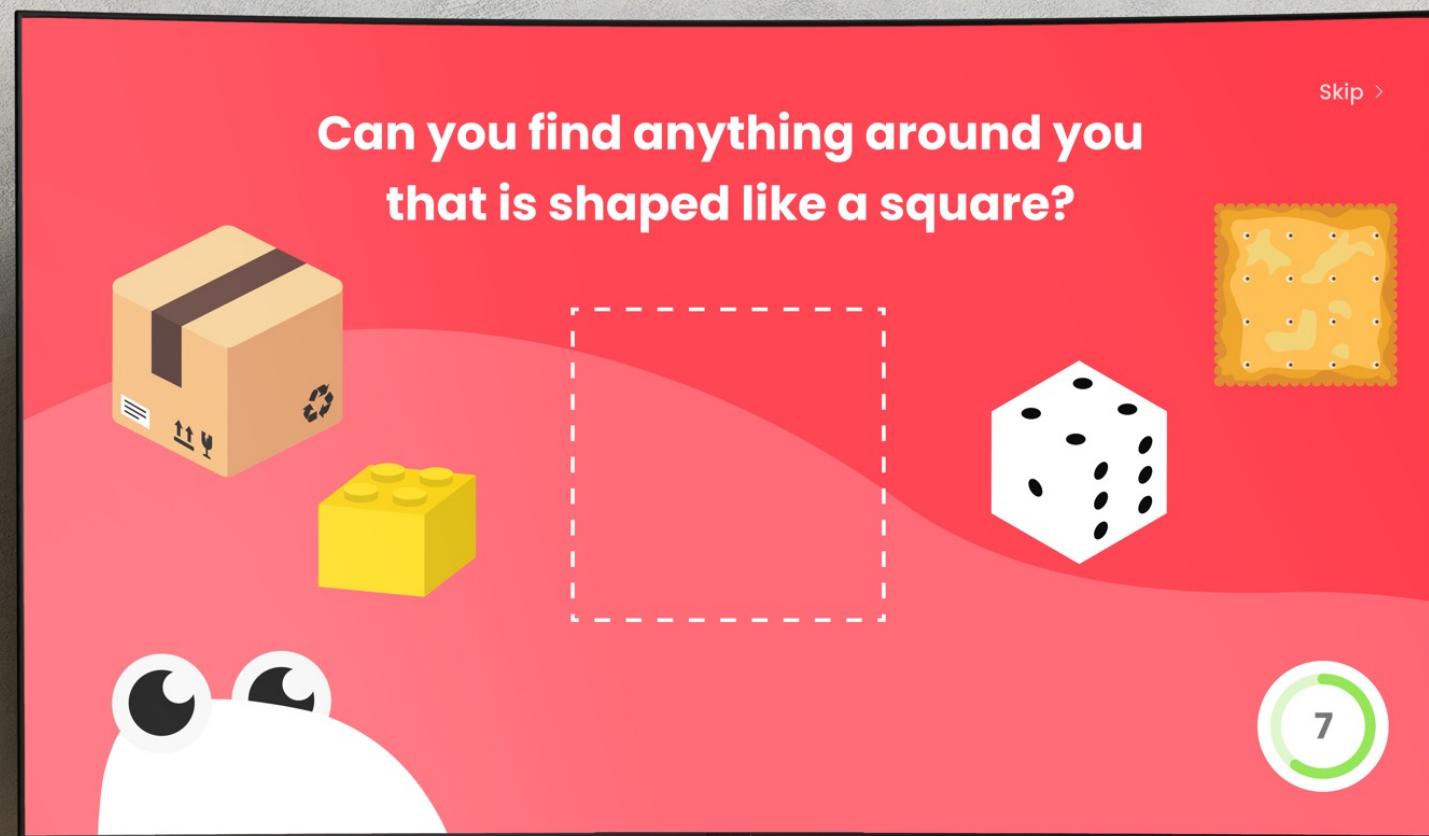
Scaredy Cat is afraid of lots of things,
especially the dark!

What's something you would say
to Scaredy Cat to comfort her?



Encourage physical play and sensory exploration.

Clinical Skill: Sensory integration and motor planning—supports self-regulation and reduces anxiety.



Incorporate ethical AI to promote creativity and motor skills through active learning.

Clinical Skill: Creative expression and fine motor development—evidence-based outlet for processing emotions.

Every activity maps to specific mental health protective factors identified in pediatric research.



RESEARCH-BACKED OUTCOMES CLINICALLY VALIDATED

Research Partnership: We proudly partner with US #1 Boston Children's Hospital and other global researchers across pediatrics to study how ethically designed media and technology affect family bonds and children's wellbeing.

While *fun* is the entry point, our interactive design delivers measurable developmental benefits.

What the research shows: Mentalization-based interventions* like ours reduce:

- Loneliness: 30-40% 
- Disruptive behaviors: 30-40% 

While increasing:

- Empathy and emotional regulation 
- Social skills and prosocial behavior 

Our validation process:

- Content designed with child psychologists
- Pilot testing with families
- Outcomes measured with validated clinical tools
- Results published in peer-reviewed journals



VALIDATED DEMAND & DISTRIBUTION MARKET TRACTION

Our approach uses screens to promote off-screen activities that foster real-world connection, emotional bonding, and healthier digital habits. **This is therapeutic media by design:** research-backed, play-driven, and rooted in co-viewing to support family relationships and developmental growth.

1000+ families worldwide, including neurodiverse children and their caregivers, have already experienced the benefits through our pilot programs:

- 87% want more games, activities, and conversation starters.
- 96% want to co-view more episodes together.
- 100% found the platform easy to use.
- 90% are willing to pay for enriching content.

Distribution Path: Established relationships with schools, hospitals, and community organizations are connecting us with **1 million+ families worldwide.**



What We're Building Toward: Published clinical evidence (2027) → Institutional Contracts (Healthcare, Schools) → Insurance Reimbursement pathway (digital therapeutic designation)



HEALTHCARE NEEDS MEETS MEDIA SCALE MARKET OPPORTUNITY

Primary Market: Healthcare & Prevention

Pediatric Mental Health Market: \$7.5B today, will grow to \$15B+ by 2035 (CAGR 7%)

Digital Therapeutics Market: \$3B today, will grow to \$15B+ by 2033 (CAGR 20%)

- Payers increasingly covering mental health apps and digital interventions
- Mindful Media fits as dependent child benefit

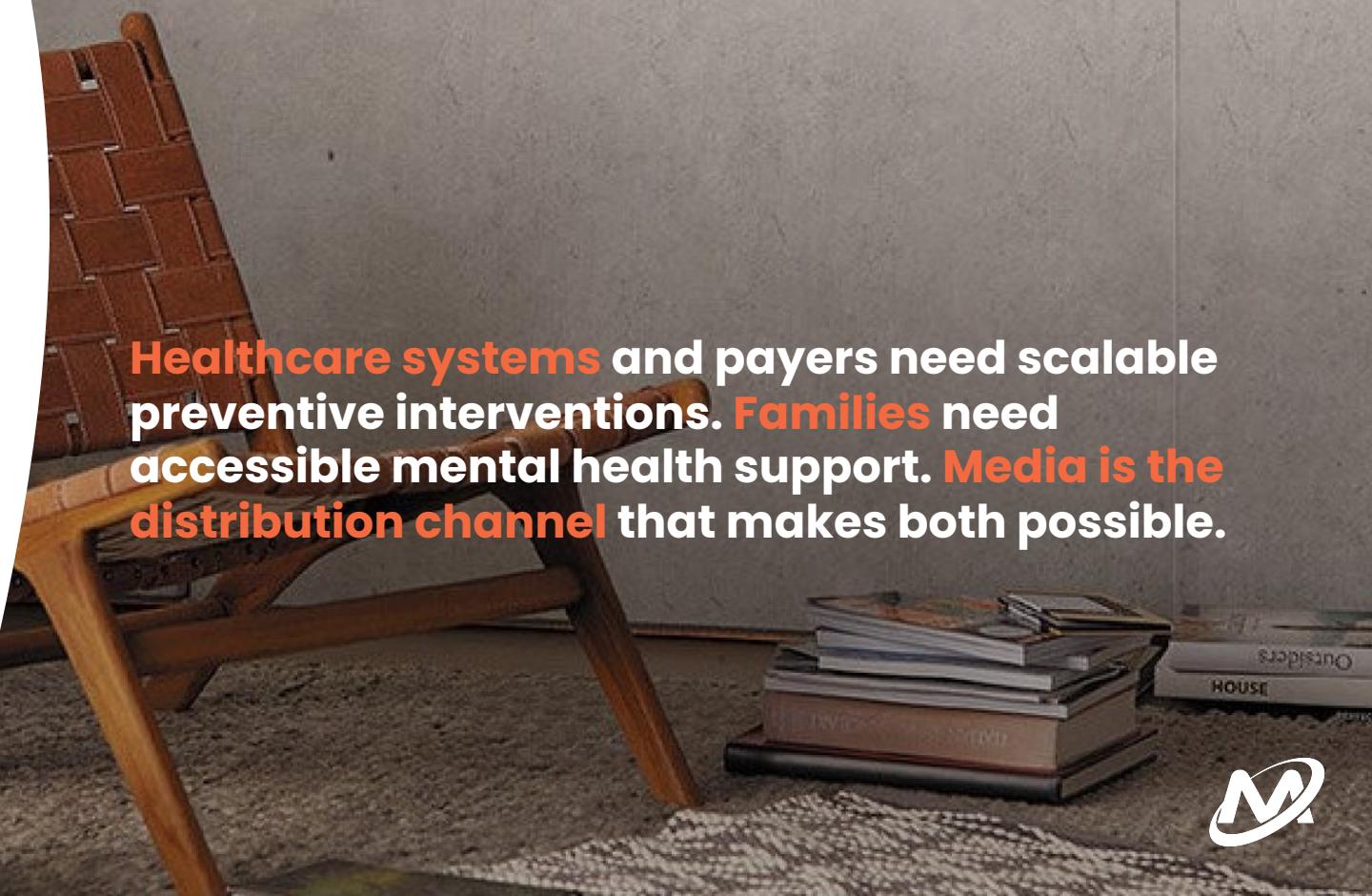
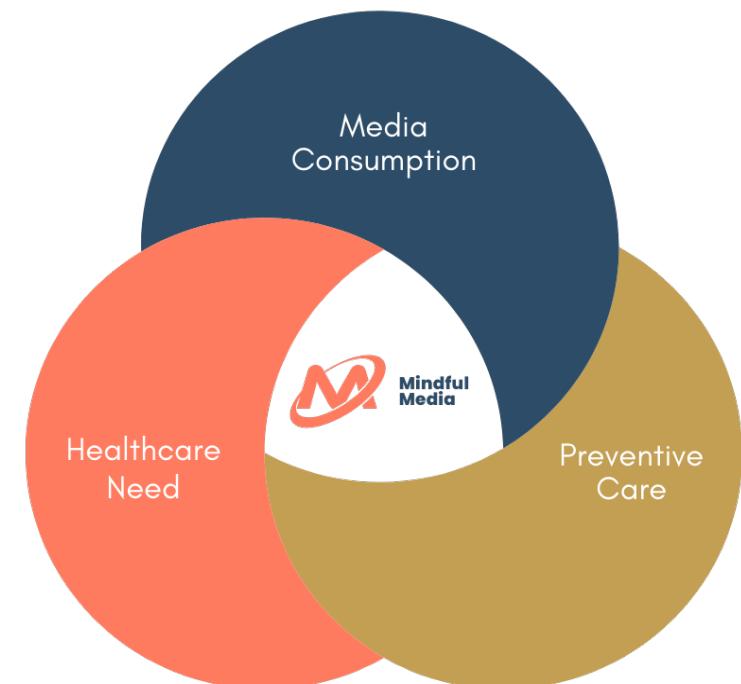
Secondary Market: Direct-to-Consumer Media

- Global streaming market: \$400B by 2030
- Kids & family content drives 40% of subscriber retention
- Parents willing to pay premium for enriching content (\$12-15/month)

Our Unique Value Proposition:

We're the only platform positioned at the intersection of:

- Clinical validation (makes us reimbursable)
- Engaging content (makes us watchable)
- Family accessibility (makes us scalable)
- Research infrastructure (makes us defensible)



PROJECTIONS & REVENUE MODEL

	Healthcare Contracts	Direct to Consumer Subscriptions	Content & IP Licensing
Target Customers	<ul style="list-style-type: none"> Health insurance plans Hospital systems School districts Employer wellness programs 	<ul style="list-style-type: none"> Families seeking quality content Parents concerned about screen time Health-conscious households 	<ul style="list-style-type: none"> Streaming platforms (Netflix, Disney+) Toy manufacturers Book publishers International broadcasters
Business Model	<ul style="list-style-type: none"> \$5-8 per child/month (PMPM) \$50-100 per family/year Multi-year contracts 	<ul style="list-style-type: none"> \$12.99/month subscription \$120/year (save 25%) Monthly recurring revenue 	<ul style="list-style-type: none"> Platform licensing deals Backend revenue share Merchandise royalties International distribution rights
Revenue Milestones	<ul style="list-style-type: none"> 100K covered children \$5 PMPM = \$6M annually 20 health plan contracts by Year 3 <p>(PMPM = per member per month)</p>	<ul style="list-style-type: none"> 100K paying families \$12.99/mo = \$15.6M annually Recurring subscriptions 	<ul style="list-style-type: none"> 2-3 breakout shows \$1-5M per IP annually Long-tail value
Timeline	<ul style="list-style-type: none"> Year 2: First contracts Year 4-5: Scale to \$100M 	<ul style="list-style-type: none"> Year 1: 50k subscribers Year 3: Grow to \$30M 	<ul style="list-style-type: none"> Year 3: First deals Year 4-5: Scale to \$20M
Why They Pay	<ul style="list-style-type: none"> Reduces downstream healthcare costs Preventive care ROI: \$4-7 saved per \$1 spent Member satisfaction & retention Meets regulatory requirements 	<ul style="list-style-type: none"> Engaging content kids love Parents feel good about screen time Builds family connection Research-validated benefits 	<ul style="list-style-type: none"> Premium therapeutic positioning Proven family engagement Global distribution potential Multi-format opportunities
Growth Drivers	<ul style="list-style-type: none"> Published clinical evidence Early adopter case studies Provider referrals Policy/regulatory tailwinds 	<ul style="list-style-type: none"> Healthcare partnerships drive awareness Strong referral rate (73% of parents want to co-view) Word-of-mouth from pilots Content marketing delivers high ROI 	<ul style="list-style-type: none"> Success of initial shows Platform demand for differentiated content Merchandising opportunities International expansion



\$147 Billion



\$76 Billion



\$46 Billion



\$27 Billion



\$14 Billion



Mindful
Media

*** \$8 Billion**



\$2 Billion

* \$8B projected ecosystem valuation across original IP, tech licensing, and research-validated media franchises.



SUPPORTED BY A PHILANTHROPIC ENGINE

The Mindful Media Foundation (MMF) is a 501(c)(3) nonprofit serves as the ethical anchor of our ecosystem—de-risking innovation, validating outcomes, and expanding access where commercial media can't.

MMF uses a venture philanthropy model to fund pilots, research, and infrastructure—acting like a mission-driven VC. This allows philanthropic funders to both amplify impact and recycle capital via success-based returns.

Key Functions:

- **Fund Pilots:** De-risks new shows via early-stage capital from DAFs and grants.
- **Validate Impact:** Measures social-emotional outcomes with top academic and healthcare partners.
- **Open Distribution:** Unlocks access to millions of families through hospitals, schools, and underserved communities.
- **Build Trust:** Offers independent oversight and research alignment.
- **Grow Capital:** Enables recoverable grants that replenish philanthropic pools.
- **Catalyzes Investor Confidence:** By funding early pilots and opening doors to large-scale audiences, MMF de-risks innovation and supports faster scale for investors into the Mindful Media Network.

Philanthropy doesn't just fund pilots—it forms the foundation beneath our entire ecosystem, connecting research, content, and technology. It powers early innovation, reduces risk, and ensures every story we tell is grounded in purpose.



A UNIFIED ECOSYSTEM FOR GROWTH, TRUST & IMPACT

Most media companies operate in silos.

We've built the first integrated ecosystem that unites research, content, and technology—all rooted in philanthropy—to create a defensible model for growth and social impact.

How this ecosystem works:

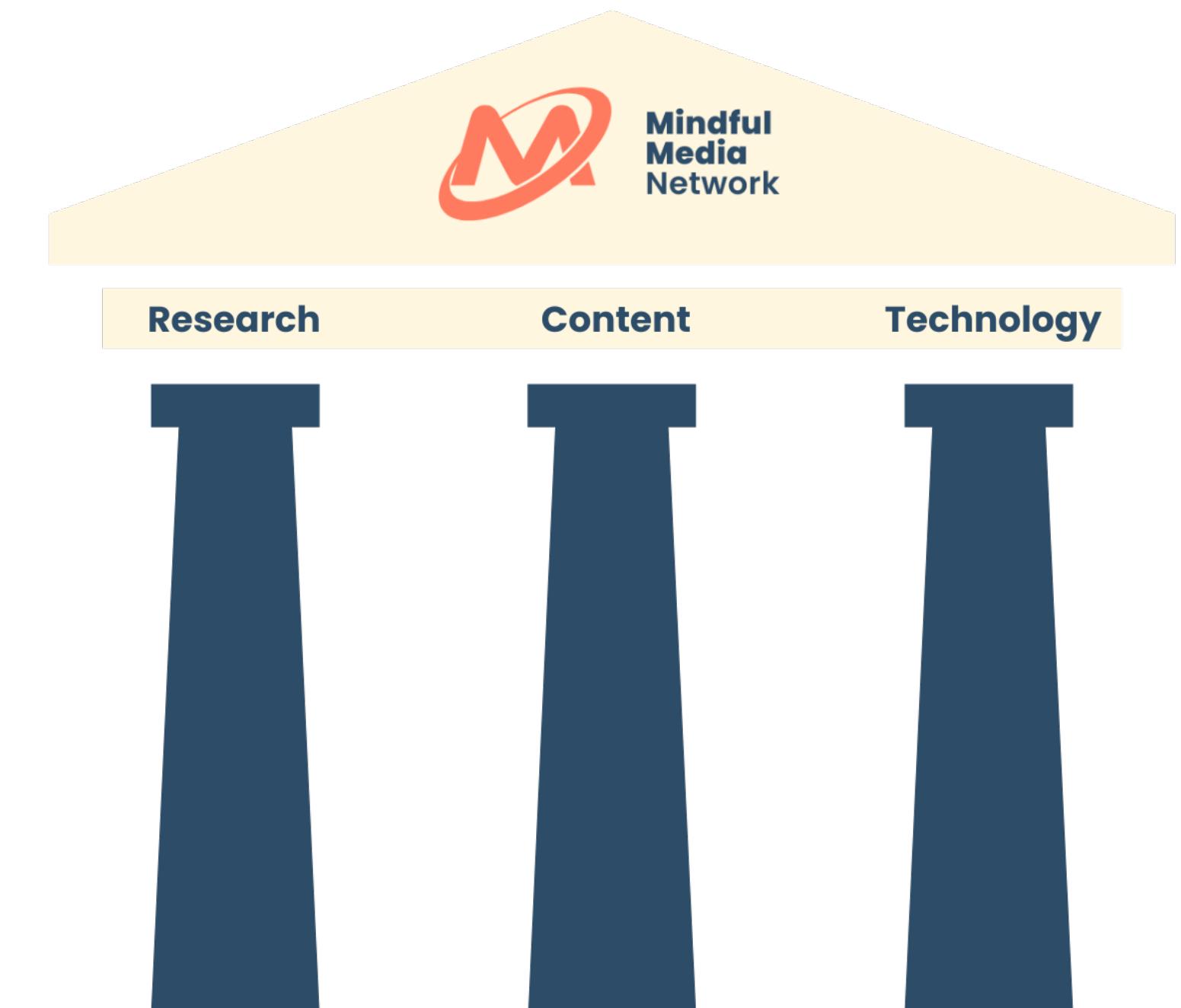
- **Research** informs and validates every decision, ensuring outcomes are measurable and evidence-based.
- **Content** turns insight into story—building trust, empathy, and emotional connection.
- **Technology** amplifies reach, scales distribution, and drives revenue.

This structure powers:

- **Blended Capital** — DAFs, grants, and private investment drive both mission and market success.
- **Institutional Trust** — Research and nonprofit oversight open access to schools, hospitals, and families.
- **Shared Infrastructure** — Reducing cost per launch and accelerating scale.

The result:

Together, these forces reduce risk, expand access, and create a sustainable system where impact and enterprise reinforce one another.



Integrated ecosystem reduces risk, expands access, and builds defensibility



CO-PRODUCING & GROWING KIDS & FAMILY TV FRANCHISES

We leverage a proven co-production model with international broadcasters and top creators to expand our content slate, own a collection of intellectual property and distribution rights – all while minimizing risk.

See appendix for how the model works.

Rooted in support by the Mindful Media Foundation, our approach:

- Lowers production costs by 30–50%
- Accelerates speed to market
- Secures global distribution and IP rights
- Embeds our tech into every show

We have secured partnerships with award-winning producers and studios whose IP has generated over **\$15 Billion in franchise value** –positioning us as a launchpad for both global and North American hits.

Partnering with creators behind the world's most beloved kids & family TV brands (*logos are clickable*):



COMPETITIVE ADVANTAGES

The Mindful Media Network isn't just an entertainment studio. We are an integrated system where each media IP is enhanced by cutting edge tech, and validated research protocols.

Our model builds a defensible moat—research validates outcomes, tech enables personalization, and philanthropy de-risks early innovation.

Over time, each deployment strengthens our ecosystem, driving user loyalty, partner demand, and long-term enterprise value.



Kahoot!

MOONBUG



NETFLIX

Mindful Media Network	Kahoot!	MOONBUG	duolingo	NETFLIX
✓	✗	✗	✓	✗
✓	✗	✗	✗	✗
✓	✗	✓	✗	✗
✓	✗	✓	✗	✗
✓	✗	✗	✗	✗
✓	✗	✗	✗	✗
✓	✗	✗	✗	✗



VISION-DRIVEN LEADERSHIP & GLOBAL EXECUTION

"We're not just building shows. We're building a future of media rooted in impact, powered by technology, and designed for a generation that needs better stories."



BOBBY ALEXIS
CEO and FOUNDER

With 15+ years in technology and product leadership across OTT and immersive media (The VOID, Digital Domain, Disney), Bobby brings deep experience in building scalable systems at the intersection of entertainment and emerging tech.

He co-founded Sprawly, an interactive VR/AR software acquired by Digital Domain, and has since spent over 5 years architecting the Mindful Media Network, blending storytelling, AI, and philanthropy into one of the most ambitious ecosystem plays in kids and family media.

Bobby also serves as Executive Director of the Mindful Media Foundation, guiding research-backed pilots and mission alignment across the platform.

Backed by a World-Class Team

Bobby leads a deeply experienced team with cost-effective production and technology operations across the U.S., Canada, LATAM, and the EU.

Team Background:



Key Strengths:

- Proven track record in kids and family TV, platform engineering, and global distribution.
- Expertise in interactive storytelling, ethical AI, and developmental psychology.
- Capable of executing premium IP at scale with creative rigor and fiscal discipline.
- See Appendix for more on team members.



FUEL THE NEXT GENERATION OF MINDFUL MEDIA JOIN US

We're raising \$8M in Phase 1 to launch and scale the Mindful Media Network—uniting research, storytelling, and technology into one powerful platform for social change.

See appendix for a phase-by-phase investment and impact roadmap through 2029.

How to Participate:



Investment Path: Invest in the Mindful Media Network (Corp)

Vehicle: SAFE Note / Direct Equity

Purpose: Builds the platform, technology, and IP

Why It Matters: Early investors enter at a discount before national rollout, global co-productions, and franchise value realization. With guaranteed reach and a philanthropic engine that de-risks early innovation, your capital accelerates delivery—not discovery.

Mindful Media Foundation

Philanthropic Path: Support through the Mindful Media Foundation (501c3)

Vehicle: Charitable Contribution / Recoverable Grant / DAF

Purpose: Funds pilots, research, and access for underserved communities.

Why It Matters: Philanthropy de-risks innovation and widens reach, creating the social proof that accelerates investor confidence.





Appendix



PATHWAY TO GLOBAL SCALE IMPACT & INVESTMENT ROADMAP → 2029

	Phase 1: Pilot & Develop	Phase 2: Scale & Co-Produce	Phase 3: Global Co-Production & Expansion	Phase 4: Category Leadership & Global Scale
Funding Goal	\$8M	\$25M	\$50M	\$100M
Unlocks	<ul style="list-style-type: none"> Launch streaming platform & interactive technology. Produce & test pilot programming validated by research with Boston Children's Hospital. Establish early partnerships across school districts, hospital networks, & community organizations. 	<ul style="list-style-type: none"> Expand pilots into statewide implementation across states like FL, UT, MA. Co-produce 10–15 titles with U.S. & EU media partners. Scale content licensing & distribution across public education & healthcare systems. Strengthen AI development & data systems for localized personalization. 	<ul style="list-style-type: none"> Launch international co-production hub in the EU. Develop 25+ new titles with global broadcasters (ZDF, FranceTV, etc.). Integrate global data & AI analytics for culturally adaptive experiences. Expand licensing & streaming distribution worldwide 	<ul style="list-style-type: none"> Produce & distribute 50+ titles (original + co-produced) Acquire IP & expand into CPG, books, & licensing. Deploy scalable AI systems & adaptive learning pathways. Position the Mindful Media Network as a global leader in ethical family media & digital wellness.
Enables	<ul style="list-style-type: none"> Reach: 200K+ families through pilot programs. Pilot across 5+ school districts, 50+ early learning centers & Head Start programs. Publish early outcome data on emotional regulation, caregiver bonding, & learning. 	<ul style="list-style-type: none"> Reach: 1M+ families statewide Integrate programming into classrooms & pediatric care systems across FL & UT Conduct longitudinal study with BCH & Florida-based partners. Establish a replicable state-level blueprint for national expansion. 	<ul style="list-style-type: none"> Reach: 10M+ families across North America, Europe, & emerging markets. Build a global research network on digital wellness, multi-media, & child development. Export the U.S. co-viewing media model internationally via broadcast partnerships. Create sustainable revenue through international licensing & IP ownership. 	<ul style="list-style-type: none"> Reach: 20M+ families globally Integrate into educational, clinical, & wellness ecosystems worldwide Establish Mindful Media as a trusted, research-validated network driving global family health. Shape policy & industry standards for healthy, developmentally aligned media.
Risk if Unfunded	<ul style="list-style-type: none"> Platform development & research infrastructure stall before validation. Partner institutions remain unserved & momentum fades. Loss of early efficacy data delays national adoption & philanthropic expansion by years, 	<ul style="list-style-type: none"> Statewide proof of scale in Florida stalls. Co-production partnerships & licensing pipelines dissolve. We lose momentum with policy, healthcare, & education partners. Opportunity to create a replicable, research-backed model for other states is lost. 	<ul style="list-style-type: none"> Global families remain underserved, & the opportunity to create a worldwide network for healthy, research-based media is lost. Commercial platforms continue to dominate children's attention—reinforcing passive consumption instead of nurturing development, empathy, & human connection. 	<ul style="list-style-type: none"> The opportunity to define a global public-good standard for mindful, emotionally intelligent media disappears. The next generation remains shaped by algorithmic platforms that prioritize engagement over empathy, forfeiting a once-in-a-generation chance to influence how the world's families relate to media, learning, & one another.

Each phase builds measurable impact, validated research, & scalable reach.



THE TEAM



ERIC WEBER
CTO

Co-founder & former CTO of Prolific Interactive, a mobile product technology agency with 120+ employees & diverse portfolio (clients include BlackRock, Sephora, American Express, Edward Jones).

15+ years as a full-stack engineer & technical leader. Prolific won Inc 500 & Crain's Fast 50 before being [acquired by WeWork in 2019](#).



CAROLINE TRIAY
OPERATIONS

10+ years transforming consumer & marketplace insights into impactful products, campaigns, & initiatives. Extensive background in SaaS product development & UX.

Prior Research Lead for Consumer Insight SaaS at venture-backed companies like Suzy, Datassential & Kantar.



MIKE SAMMACCIA
STUDIO DEVELOPMENT

25+ years of experience in kids & family entertainment. A former school teacher turned studio executive, Mike has overseen the development & production of major films such as Holes, The Chronicles of Narnia & Spy Kids.

He served as SVP of Original Movies & Live Action Series at Nickelodeon, managing both animation & live-action for over 12 years. Mike was also an Executive Producer at Quibi.



DR. WIZDOM POWELL
ADVISOR

Dr. Powell, CEO of Unified Youth, leads a nonprofit focused on youth mental and behavioral health. Previously at Headspace, she drove initiatives for underserved communities, built inclusive digital products, and scaled social impact with remote teams.

With 10+ years in academia as a Professor of Psychiatry and Public Health, she offers expertise in executive leadership and health systems.



STEVE ALTIERE
ADVISOR

Working in both live-action & animation, Steve has written for just about every major film studio & family TV network, including feature scripts for Disney, Warner Bros, Universal, 20th Century Fox, Fox Animation, Lionsgate; TV pilots, series & movies for Netflix, Disney Jr., Nickelodeon, Apple TV+, Dreamworks, Comedy Central & Cartoon Network.

Steve has a particular specialty writing for the preschool/bridge audience & developing established IP, having written or produced 200+ episodes of children's TV.



KATHLEEN GRACE
ADVISOR

Kathleen currently serves as Chief Product Officer at Vermillio, working in A.I. - building tools to protect creators, talent & IP holders.

Former Head Studio Executive [at New Form](#), developed & produced 43 pilots, with 23 sold into series (TBS, Verizon's go90, Freeform, CW The Seed, Refinery29, etc.). She drove the development of YouTube Studio Spaces. Co-wrote & produced projects for Meta, Verizon, SNAP, MGM, & others.



BENNETT BORDEN
ADVISOR

Bennett is a globally recognized authority on the legal, technological, and policy implications of artificial intelligence. As a Big Law partner, Bennett focused on helping clients use the power of AI to drive strategic outcomes and improve business operations..

Bennet is the CEO and Founder of [Clarion AI](#) Partners, a boutique law firm specializing in advising clients on the use of artificial intelligence and developing ethical AI infrastructure..



BRINGING CHARACTERS TO LIFE THROUGH ETHICAL AI

We're developing a Constitutional AI framework; technology governed by defined psychological and ethical principles to ensure safe, emotionally intelligent interactions for children and families.

Our "Mindful Media Constitution" encodes principles of empathy, developmental psychology, and healthy human connection, ensuring that any AI embedded into characters design nurtures reflection and co-regulation rather than replace it.

By grounding technology in values, we enable beloved characters from TV shows to become trusted companions for learning and play.

For rights holders and creative partners, this approach unlocks new engagement models and sustainable revenue streams through trusted, tech-enhanced experiences.



REVENUE MODEL AND UNIT ECONOMICS

We're a hybrid **streaming + IP powerhouse**, with recurring revenue and asset appreciation across original and co-produced titles.

Subscription Model: Recurring Revenue with Efficient CAC

- **Monthly Price:** \$12.99 / month
- **Customer Acquisition Cost (CAC):** \$72
(Leveraged through schools, wellness orgs, and affiliate channels)
- **Customer Lifetime Value (LTV):** \$467.64
(Based on a 3-year average subscription span)
- **LTV:CAC Ratio:** 6.49 : 1 → **Highly efficient acquisition model**
- **Churn Assumption:** ~15% annually
- **Gross Margin:** Estimated 65–70% after streaming + customer support
- **Breakeven:** Estimated at 50,000 paid subscribers
(scalable with lean ops and philanthropic support)
- **Organic growth boost:** 73% of caregivers co-view regularly. Referral-based growth and parent trust = natural acquisition engine.

IP Licensing & Backend Revenue: Scalable, Long-Tail Upside

- **Comps:** Moonbug, Bluey, and Wildbrain derive 60–80% of revenue from licensing and backend IP monetization.
- **MMN Model:**
 - For every 10 shows developed/co-produced:
 - 2–3 expected to generate significant backend value via:
 - Platform licensing (Global Broadcasters, AppleTV, etc.)
 - Toys, books, publishing, apps
 - International distribution and royalties
 - **Avg. backend revenue per breakout IP:** \$1M–\$5M annually

Revenue Stream	Description	Revenue Model
D2C Channel	Direct-to-consumer streaming destination for interactive co-viewing content	Monthly user subscriptions (primary recurring revenue)
B2B Licensing	Licensing of MMN's interactive tech tools to other partners or platforms	Licensing fees, white-label integrations
Royalties	Content IP using MMN tech generates ongoing backend income	Royalty share from IP success



MINDFUL MEDIA ECOSYSTEM ENTITY STRUCTURE



→ *Delaware C-Corp*

- Manages all the operations of the company
- **Owns all technology and streaming platform IP**
 - Develops and licenses:
 - AI tools
 - Interactive streaming tech
 - Content Creator tools
 - CMS and metadata engines
- **Receives private investment, early investors receive a discount**
- Philanthropic support from the Mindful Media Foundation (MMF)
- M&A / Tech exit route



Mindful Media Foundation

→ *501(c)(3) Nonprofit*

- Funds early pilots, research, and outreach
- Validates impact and de-risks innovation
- **Venture philanthropy structure allows the foundation to become an investor in MMN and/or media projects**
- De-risks content through real-world validation
- No equity; mission-aligned support role
- Amplifies both MMN by enabling partnerships and trust-building



CO-PRODUCTION MODEL

Each co-production is more than a show—it's part of a feedback system where research informs creation, and technology amplifies its reach.

