The Pokémon universe is a fictional world centered around creatures called Pokémon, which humans, known as Trainers, catch and train to battle each other. It was created by Satoshi Tajiri and Ken Sugimori and debuted in 1996 with the release of Pokémon Red and Green video games. The franchise spans video games, trading card games, animated TV shows, movies, and comics.

Pokémon come in various types (e.g., Fire, Water, Electric) and evolve into stronger forms. Trainers, like Ash Ketchum in the anime, travel through different regions (Kanto, Johto, Sinnoh, etc.) to capture Pokémon, earn badges by defeating Gym Leaders, and ultimately compete in Pokémon Leagues. The central theme is friendship, strategy, and the bond between Trainers and their Pokémon.