



FRAMING THE WORLD FOR THE NEXT GENERATION

A QUIET EDUCATION REVOLUTION IS UNDERWAY



HOMESCHOOLING IS THE **FASTEST GROWING**
EDUCATION SECTOR IN AMERICA

FAMILIES OF 3.4M+ KIDS ARE RECLAIMING THE AUTHORSHIP OF THEIR CHILDREN'S EDUCATION

PARENTS ARE TIRED. KIDS ARE BORED.
THERE IS NO TRUSTED CINEMATIC ECOSYSTEM BUILT FOR THEM



THE FAMILIES WHO CARE THE MOST
HAVE THE FEWEST PREMIUM OPTIONS

**A \$16B+ MARKET WITH
NO DOMINANT MEDIA BRAND.**



WHAT IF A CINEMATIC UNIVERSE WAS BUILT
THAT FOCUSED ON FORMATION?

NOT EDTECH. NOT YOUTUBE. NOT CURRICULUM.

A STUDIO.

WE BUILD STORIES THAT EDUCATE.

FLAGSHIP CINEMATIC SERIES • CHARACTER-DRIVEN FRANCHISES • EVERGREEN IP OWNERSHIP

TWO EXPERIENCES.



FOR KIDS:
IMMERSIVE STORYTELLING
CURIOSITY LOOPS
SEASONAL ARCS

ONE ECOSYSTEM.



FOR PARENTS:
ALIGNMENT TOOLS
SAFE ENVIRONMENT
PROGRESS VISIBILITY

THE SHOW SLATE

CURRICULUM-FOCUSED SERIES • ENRICHMENT • WEEKLY FORMATS

CURRICULUM CORE

HISTORY

KID EXPLORER

Time-travel journeys to the people and moments that shaped our world.

SCIENCE

THE WONDER LAB

Ask, observe, experiment: how the world really works.

LITERACY

WORD POWER

Writing and grammar through storytelling and real projects.

MATH

COUNT ME IN

Math in sports, recipes, music and everyday life.

ENRICHMENT

HOW THINGS WORK

STEM

LOGGED IN

Digital literacy & AI

THE MAKER'S TABLE

Arts & crafts

THE MONEY TRAIL

Entrepreneurship

HOME HERO

Life skills

KID FIT CHEF

Cooking & nutrition

KID FIT GO

Fitness

WHEN I GROW UP

Careers

THE PARENT PLAYBOOK

For homeschool parents

WEEKLY & SHORT-FORM

POP QUIZ!

Weekly game show

THE WEEKLY WRAP

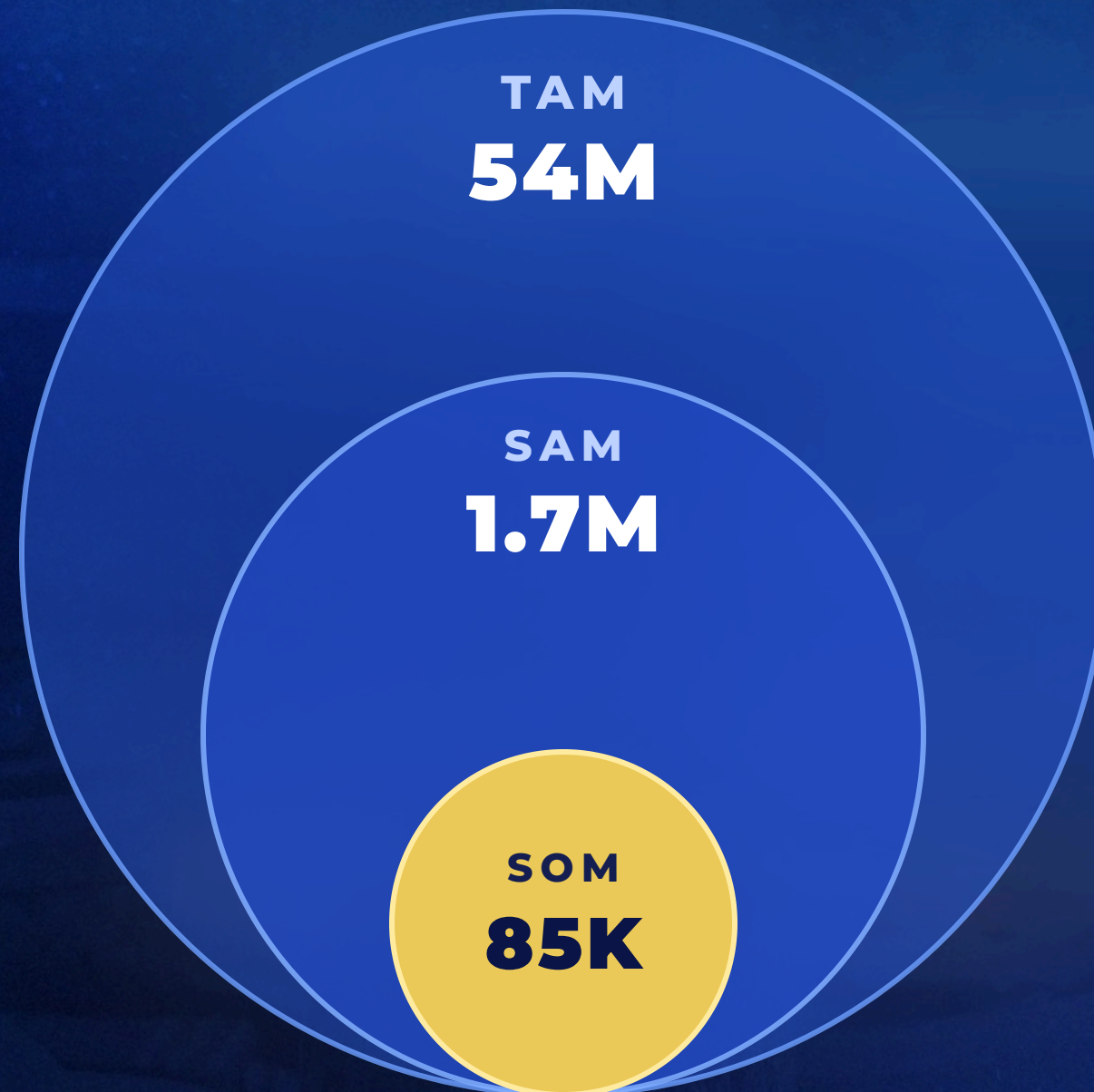
Weekly parent briefing

HOMEFRAME MINIS

Shorts under 60 seconds

THE TOTAL ADDRESSABLE MARKET

PRICED PER FAMILY • \$9.99 / MONTH



TOTAL ADDRESSABLE

54M U.S. SCHOOL-AGE CHILDREN

US kids of families seeking premium enrichment within this market.

SERVICEABLE

1.7M HOMESCHOOL FAMILIES

3.4M homeschooled kids = \$204M per year in subscription revenue.

OBTAINABLE • 5-YEAR TARGET

85,000 FAMILIES (5%)

Five-year subscriber goal = \$10.2M in annual recurring revenue.

6.3% OF U.S. KIDS ARE HOMESCHOOLED • +21% GROWTH, 2019–2023 • 5.2% INCLUDING VIRTUAL LEARNERS

FAMILIES ALREADY PAY FOR THIS

PREMIUM CINEMATIC LEARNING AT AN ACCESSIBLE PRICE

\$5

/MO

**CURIOSITY-
STREAM**

Documentary
streaming

\$9.99

/MO

**HOME-
FRAME**

Cinematic series
+ parent tools ·
per family

\$10–20

/MO

**MASTER-
CLASS**

Expert video
lessons · billed
yearly

\$12–20

/MO

**ANGEL
GUILD**

Family-values
streaming

\$13

/MO

ABCMOUSE

Early-learning
app · up to 3 kids

\$32

/MO

**SCHOOLHOUSE
TEACHERS**

Homeschool
curriculum ·
\$389/yr

\$40

/MO

**TIME4-
LEARNING**

Online
curriculum,
priced per
student

ENTERTAINMENT STREAMING

FULL CURRICULUM

PROOF OF DEMAND: ANGEL GUILD DOUBLED FROM 1.5M TO 3M+ PAYING MEMBERS WITHIN 13 MONTHS

VALUES-DRIVEN FAMILIES PAY FOR PREMIUM, MISSION-ALIGNED CONTENT

THE BUSINESS MODEL

SUBSCRIPTION

B2B PARTNERSHIPS

OWNED IP LIBRARY

PRODUCTS, MERCH & LICENSING

RECURRING REVENUE + LONG-TERM FRANCHISE UPSIDE.

WHY WE WIN

STUDIOS DON'T UNDERSTAND CURRICULUM.

EDTECH DOESN'T UNDERSTAND STORY.

WE UNDERSTAND BOTH!



\$14,250 PER EPISODE VS. \$37,800 INDUSTRY RATE — 62% LOWER PRODUCTION COST

LEAN PRODUCTION MODEL · FOUNDER-LED CREATIVE DIRECTION · EVERGREEN ASSET OWNERSHIP

FINANCIAL PROJECTIONS

SUBSCRIPTION REVENUE FROM 1.7M U.S. HOMESCHOOL FAMILIES

MILESTONE	SHARE	FAMILIES	MONTHLY	ANNUAL RECURRING REVENUE
END OF 24-MONTH PLAN	1%	17,000	\$0.17M	\$2.0M
YEAR 3	2%	34,000	\$0.34M	\$4.1M
YEAR 5	5%	85,000	\$0.85M	\$10.2M
LONG-TERM UPSIDE	10%	170,000	\$1.70M	\$20.4M

EVERY 1% OF HOMESCHOOL FAMILIES = 17,000 SUBSCRIBERS = \$2.0M IN ANNUAL RECURRING REVENUE

PRICING: \$9.99/MONTH PER FAMILY, IN LINE WITH THE MEDIAN MONTHLY PRICE FOR EDUCATION SUBSCRIPTION APPS (REVENUECAT, 2026).

THE ROADMAP



**15 FLAGSHIP
SHOWS**



**PRODUCTS,
MERCH &
LICENSING**

USE OF FUNDS

\$3M SEED · 24 MONTHS · 86% DIRECTLY INTO CONTENT



THE INVESTMENT OPPORTUNITY

\$3M SEED ROUND | 24-MONTH GROWTH PLAN

01

CONTENT

Produce 15 premium original educational series.
150+ episodes.

02

PLATFORM

Develop and launch a proprietary, subscription-based streaming and learning platform.

03

AUDIENCE

Acquire and grow a founding subscriber base of homeschool families.

04

REVENUE

Establish a scalable, recurring subscription revenue model.

05

BRAND

Build a category-defining educational media brand with long-term IP value.

INVESTMENT STRUCTURE

SAFE · Converts to equity at the next priced round

TERMS

Valuation cap and discount to be determined

BUILDING THE NEXT GENERATION OF EDUCATIONAL MEDIA

— A MASTERCLASS FOR KIDS —