

MimiHua™

Licensing Deck
Global Children's IP

Overview

Animated children's universe

Music + stories + characters

Designed for daily engagement

Built for global expansion

Core Concept



Character-led
storytelling (Mimi,
Hua, Kai)



Music-driven
repetition

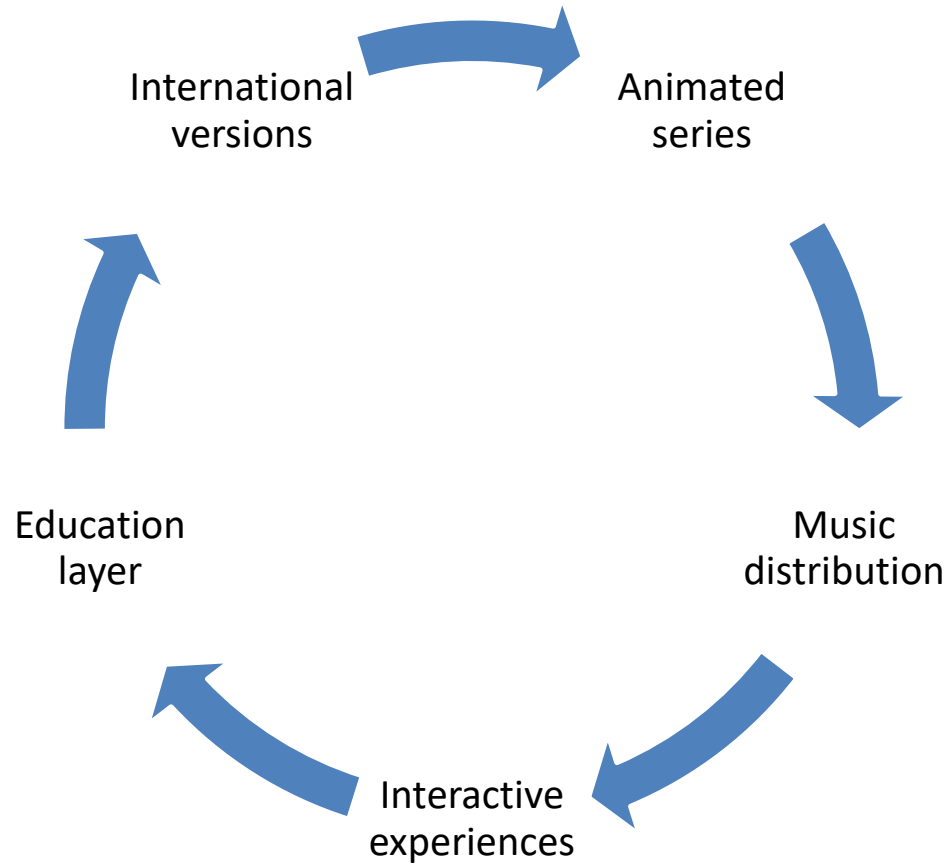


Short-form video
format



Multilingual
(English, Spanish,
Italian)

Format Ecosystem



Why It Works



Built for modern attention spans



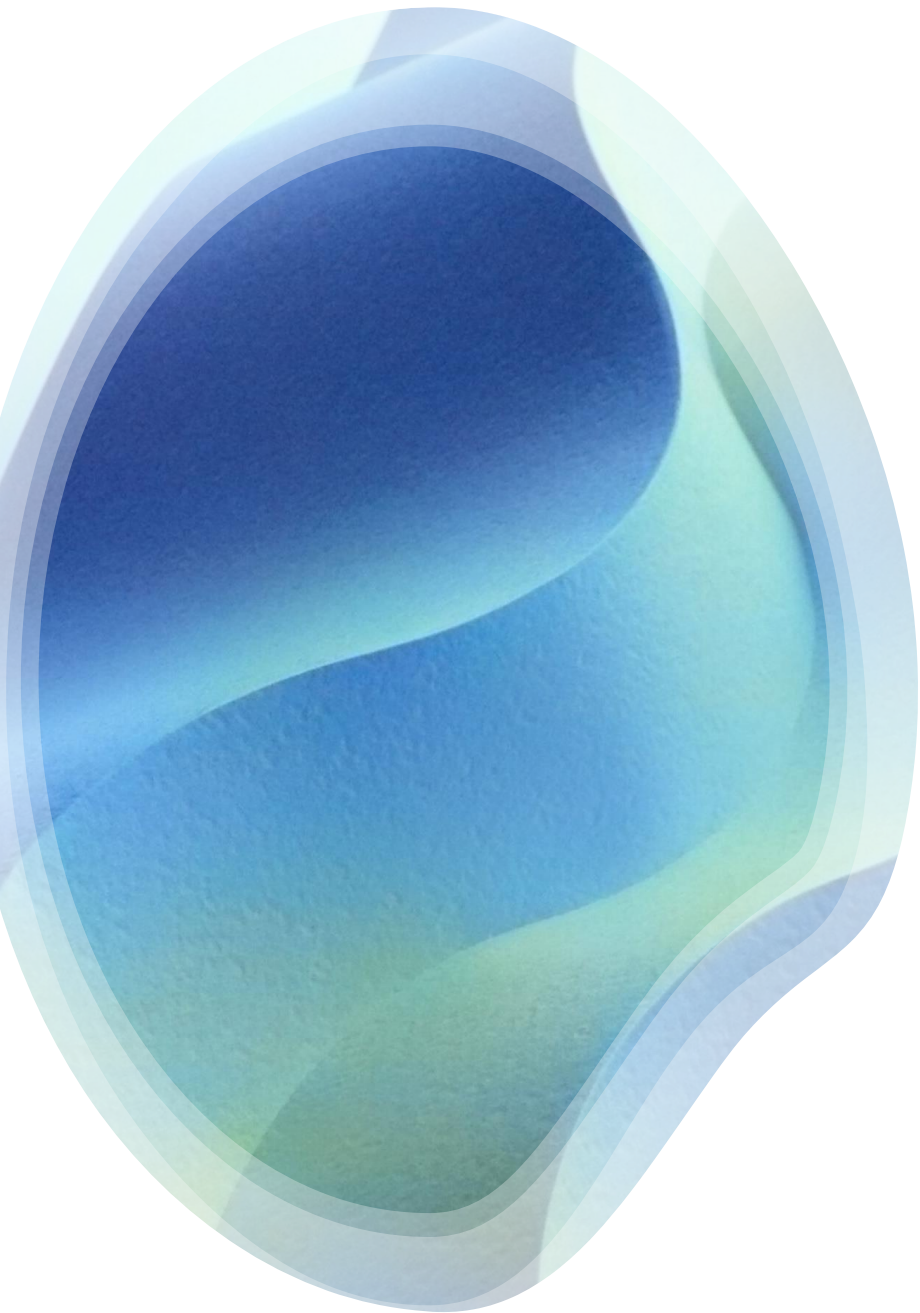
Music drives memory and retention



Characters create emotional connection



Short format = scalable



Market Position

Entertainment
(Disney, Netflix
Kids)

Edutainment
(Lingokids, PBS
Kids)

Music behavior
(Spotify Kids)

Positioned as IP,
not just an app

Current Assets



YouTube content



Music on platforms



Classroom pilots



Character universe ready

Licensing Opportunities

Media co-production

Platform licensing

Music partnerships

Education licensing

Territory licensing

Brand extensions

Expansion Vision

Global children's brand

Music-driven habit system

Cross-platform universe

Partnership Model

Licensing agreements

Co-production

Territory exclusivity

Revenue share models

Contact

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Subject: MimiHua™ Licensing

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