

Building a Franchise, Not Just a Show.

Grind Babies® is an original, wholly owned animated kids' universe rooted in Memphis culture — designed from day one to extend beyond the screen into publishing, education, apparel, toys and live experiences.

TRACTION & MOMENTUM

[#] Email waitlist	[#] Social followers	[#] YouTube views	[#] Partner inquiries
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[Update these placeholders with verified numbers before sharing.]

THE OPPORTUNITY

Kids' streaming content, character licensing and educational media are growing as parents seek culturally rooted, curriculum-adjacent programming. Grind Babies sits at the intersection of hip-hop culture, early childhood learning and franchise IP — with a defined character universe, a Memphis story world, and multiple revenue lanes already mapped.

MARKET TAILWINDS

- Global demand for diverse preschool and young-kids content.
- Music-led formats drive repeat viewing and streaming discovery.
- Licensing growth in apparel, toys, publishing and experiences.
- HBCU and culturally specific stories are underserved in children's media.

COMPETITIVE MOAT

- Wholly owned original IP — no third-party character rights.
- Culturally specific, globally readable Memphis identity.
- Product-ready design language across apparel, toys and publishing.
- Education line (HBCU Heroes) opens classroom and library channels.

USE OF FUNDS

Target raise: [Insert target amount and round]. Allocation is illustrative until terms are finalized.

Category	Allocation	Unlocks
Series production	35%	Story bible → animatic → pilot package
Music production	20%	Original songs, score and soundtrack assets
Audience growth	15%	First-party fan acquisition and premiere marketing
Publishing & education	15%	HBCU Heroes cards, books and classroom tools
Licensing & operations	15%	Legal, partnerships and franchise operations

TEAM

Melopiz Smith — Founder & Creator. Built Grind Babies in Memphis as a preschool and young-kids hip-hop learning IP where music, confidence, culture, creativity, teamwork and education live together.

[Add advisors, producers, legal counsel or entertainment-industry supporters here.]

BUILD PROGRESS

10+ character designs • 6 licensing lanes • 100+ HBCUs mapped • 3 season-one stories previewed • Trailer in development • Live fan/partner capture deployed

Request the full investor deck at grindbabies.com/investors

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