

Meet Wiba  
& Loo



# Wibbaloo

created by George Challiss & Steven Hill

oh and their pet, Signsbee







Wibaloo is a **music-first entertainment world** designed to help children explore **emotions, imagination, culture and creativity** through unforgettable songs, characters and storytelling.

Every adventure is built around original songs that introduce children to different musical styles, cultures, sounds and rhythms from around the world. From country, reggae and rock to Latin beats, orchestral themes, jazz, pop, folk, funk and world music, Wibaloo uses approachable storytelling and memorable characters to make new genres exciting, emotional and accessible for young audiences.

Rather than focusing purely on traditional early-learning topics like numbers and letters, Wibaloo is designed to support emotional growth, confidence, creativity and human connection. Through music and storytelling, children are gently introduced to themes such as friendship, empathy, courage, self-expression, resilience, kindness, communication and understanding different cultures and perspectives.

An important part of the Wibaloo world is Signsbee, a supporting character who brings inclusion and accessibility into the series in a natural and engaging way. Through Signsbee, children can discover simple signing, visual communication and expressive storytelling as part of the fun, helping make the world of Wibaloo welcoming to every child.

Wibaloo has been created for modern families. It is fast, visual, musical and entertaining, but also thoughtful, emotionally intelligent and purpose-driven. The format is designed to capture children's attention while giving parents content they genuinely enjoy watching together as a family.

At its heart, Wibaloo exists to help children feel, move, laugh, sing, explore and connect with the world around them...

...one unforgettable song at a time.





**Children do not just watch Wibaloo.**

They **sing it**, **quote it**, **dance to it** and carry it into everyday life.

Too much children's content talks down to kids with repetitive nursery rhymes and low-effort songs. Wibaloo does the opposite. The music is treated as a core part of the brand — professionally written, highly memorable and packed with personality, humour and real storytelling.

These are not just singalong lessons. They are character-led musical adventures designed to make children laugh, move, imagine and emotionally connect with the world around them. Every song introduces new sounds, genres, cultures and styles in a way that feels exciting, accessible and genuinely fun for both children and parents.

Some songs naturally support early learning themes such as colours, numbers, shapes, movement, kindness and communication, but they are carefully crafted to feel playful and engaging rather than educational for the sake of it. Learning happens through rhythm, repetition, humour and emotional connection — never through talking down to children. Alongside these are pure entertainment songs: silly, chaotic, catchy tracks that children want to repeat, perform and obsess over long after the episode ends.

Wibaloo understands something many children's brands overlook: kids engage with music far more deeply than people think. They remember lyrics, recognise styles, respond emotionally to rhythm and build strong attachments through songs.

Wibaloo is built around a simple belief that all

**children deserve better music.**

Every song features a new character alongside Wiba, Loo, and Signsbee







## Where Every Child Feels Seen, Included and Part of the Adventure

At the heart of the show are Wiba and Loo, two universal characters designed to connect with children through emotion, humour, imagination and relationship rather than labels or stereotypes. Their bond reflects something children everywhere understand, the warmth, chaos, curiosity and love between parent and child. This creates a world that feels emotionally safe, playful and relatable for families from all backgrounds.

As Wiba and Loo travel through their adventures, the songs, stories and characters introduce children to different cultures, personalities, abilities and ways of experiencing the world. Wibaloo uses music and storytelling as a form of education through exposure, helping children naturally discover new sounds, traditions, communication styles and perspectives through fun, repetition and emotional connection.

An important part of that world is Signsbee, Wibaloo's expressive and lovable companion, who brings inclusion and accessibility into the series in a natural and entertaining way. Through Signsbee, children are introduced to signing, gestures and visual communication as part of the humour, movement, storytelling and music itself.

Signsbee is playful, funny and full of personality, helping children engage with communication and inclusion in a way that feels effortless, joyful and emotionally positive. This creates meaningful opportunities for deaf children, children with hearing difficulties, children who use signing and families searching for more inclusive entertainment to feel represented within the world of Wibaloo.

Wibaloo recognises that music is not just about sound. It is about rhythm, movement, vibration, emotion, dance, expression and shared experience. Signsbee helps bring those wider elements of music to life, showing children that songs can be experienced visually, physically and emotionally as well as heard.

The result is a brand where inclusion is not treated as a separate feature or message. It is simply part of the world.

Inclusion doesn't sit outside the show.

Inclusion is part  
of the fun.



"Help"



"I Love You"



"Music"



## A Repeatable Episode Structure Built Around **Music**, **Emotional Connection** and **Character Led Play**

Every Wibaloo episode begins with a familiar bedtime ritual between Wiba and Loo. Wiba is trying to settle Loo down for bed, but Loo always wants one last song before going to sleep. Before snuggling in, Loo reaches into his growing pile of character toys and discovers a new friend to take into the adventure.

That toy becomes the spark for the entire episode, inspiring the story, the comedy, the music, the emotional theme and the imaginative world that follows. One night it might be Caroline the Cowgirl Cactus leading a country music adventure through the desert, while another could see Floria the Bubble Dragon floating Wiba and Loo through a colourful world of rhythm, movement and chaos. Each toy introduces a completely new musical style, culture, emotion or type of fun.

This structure gives Wibaloo a clear and repeatable format that children quickly recognise and emotionally connect with. The bedtime setting feels warm, comforting and relatable, while the transition into imagination allows every episode to become visually playful, musical and unpredictable.

The format also naturally blends storytelling with collectability and play. Children meet the toy at the very beginning of the episode, build an emotional connection to it through the song and adventure, then continue the experience away from the screen through singing, roleplay, collecting and imaginative play.

Because each episode begins with a different toy and musical world, Wibaloo has an endless engine for expanding stories, songs, characters, cultures and merchandise while still keeping the same familiar emotional structure at its core, that magical moment before sleep where imagination takes over and anything feels possible.

Download the app to learn and play!

Future development could include game based e-learning apps where children can earn characters through completing learning games.



Squeeze my tummy to hear the song!

Future merchandising could include interactive plushie toys that play the character's song.





## Building a Scalable Children's Entertainment Brand With Multiple Revenue Streams

Children's entertainment remains one of the most powerful sectors in global intellectual property because successful brands do not rely on a single source of income. The strongest family franchises grow across content, music, toys, licensing, publishing, apps, games, live experiences and international partnerships, creating long term commercial ecosystems rather than standalone shows.

Global preschool brands such as PAW Patrol and Peppa Pig have demonstrated the scale of this opportunity, generating billions through merchandise, licensing and worldwide brand expansion. These brands succeed because children build emotional connections with characters, songs, repetition and play, then carry those relationships into toys, games, streaming and everyday life.

Wibaloo has been designed with that same long term model in mind from the very beginning. The format combines memorable characters, professionally produced music, repeatable storytelling, collectability, inclusivity and strong merchandising potential within a digital first framework built for modern families and platforms.

The project already has significant foundations in place, including a growing world of original characters, a defined episode structure, over 20 professionally written songs, short form animated content in development, toy concepts, app and game ideas, and ongoing conversations with media, broadcast and investment contacts. Wibaloo is no longer simply an idea. It is an actively developing entertainment and licensing platform.

The investment opportunity now is about acceleration. Funding will support pilot production, animation, brand development, music expansion, audience growth and commercial positioning for broadcasters, streaming platforms, toy partnerships and licensing opportunities. As with all successful children's IP, the greatest growth potential exists in the early stages, when strong creative foundations can still scale rapidly through audience engagement and brand expansion.

Wibaloo has been intentionally built to be original, music led, toytetic, inclusive, digitally scalable and commercially flexible. The vision is not simply to create a children's show, but to build a globally expandable world of characters, songs, toys, games and stories that children love and parents trust.

For early investors, Wibaloo represents the opportunity to be part of a modern children's entertainment brand at the beginning of its growth journey, with the potential to expand across content, music, merchandise, digital products and long term licensing value.

## Total Revenue Of Competitors

|            |         |
|------------|---------|
| PAW PAtrol | \$15b + |
| Peppa Pig  | \$10b + |
| Pinkfong   | \$8b +  |
| CoComelon  | \$5b +  |
| Bluey      | \$3b +  |







# Wiballoo

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Join us on our  
musical adventures!

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