

Tip Tales x Maddock

Piku N Tuki + New IP — 3-Year Growth & Action Plan

The audience is built. The opportunity is to fund the system that converts it.

Prepared for Maddock Films via Matrix

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What Tip Tales and Maddock Can Build Together

A three-year view of the opportunity, and how each side contributes to it.

TIP TALES BRINGS

- A proven preschool IP: 1 billion+ lifetime views, 1.7 million+ subscribers, six languages
- An established multi-language PNT content library, produced in-house, with a premium new-generation pipeline
- Creative leadership, development, animation and localisation capability
- Four years of audience insight into what this age group returns to

WHERE MADDOCK CAN ADD DISPROPORTIONATE LEVERAGE

- Senior marketing judgement at national scale
- Platform, broadcaster and brand relationships
- Talent, music and creator ecosystem
- PR and amplification
- Commercial closing support on priority opportunities

Tip Tales builds and operates the IP. Maddock's contribution is access, judgement and amplification — the elements capital alone does not provide.

Four Engines, One Compounding Asset

Each engine strengthens the next. None depends on a single buyer.

01

Content Engine

Existing premium PNT + buyer-backed future **premium episodes, Magic Book Series, PNT Minisodes** and PNT **Storytime**. Consistent output keeps the audience active and grows the owned library.

Year-1 role

Build the system.

02

Platform & Licensing

Premium PNT content to **OTT and broadcast**. Classic Library to **AVOD, FAST** and secondary distribution. Each content asset is matched to the platform and commercial route where it has the strongest value.

Year-1 role

Open and advance conversations.

03

Direct-to-Parent

Opted-in parent community, **PlayBox** validation, early-education pilots.

Year-1 role

Establish evidence of willingness to pay.

04

Franchise Extension

Consumer **products, publishing, music, live experiences** and selected **brand extensions**.

Year-1 role

Remain gated. Scale follows evidence.

Established preschool franchises tend to compound value across content, audience, licensing and consumer products rather than relying on a single revenue stream.

Piku N Tuki Magic Book — The Content Engine

A content-first format designed to keep a proven audience active.

What it is — a recurring PNT learning and story-game format where Piku and Tuki discover, play and learn with a **magical talking book**. Short-form, repeatable and designed for warm parent-and-child co-viewing.

Why it matters

- Consistency is what preschool audiences reward. Regular cadence drives return viewing.
- Each release extends the owned PNT library through a repeatable production format.
- The format is designed to localise without re-animation.
- Creates a consistent reason for families to return to PNT between premium releases.

YEAR-1 ROLE: Audience reactivation, catalogue growth and discovery — with on-platform revenue as an additional, not primary, return engine.



Year-1 output plan

3 → 6 → 8 videos per month, sustained at approximately 8 per month subject to capacity and performance validation. Approximately **89 videos** across Year 1.

[**WATCH TEASER**](#)

Piku N Tuki Magic Book – Franchise Extension

From recurring content to a scalable publishing opportunity.



YEAR-1 PRODUCT PATH – Q2 prototype → Q3 publishing / licensing conversations → Q4 controlled pilot edition subject to partner economics

Minisodes and Storytime — Depth and Reach

Magic Book sustains frequency. Minisodes deepen affinity. Storytime builds parent connection.

PNT MINISODES — approximately 1 per month

Premium short-form stories within the core PNT world — designed to deepen character affinity, expand the owned library and create fresh buyer-facing samples of the brand.

PNT STORYTIME — approximately 1 social video per week

Weekly parent-facing storytelling built around PNT stories, books and Magic Book moments — designed to deepen trust, support the parent community and keep PNT present between major releases.

Year-1 output plan

Approximately **12 minisodes** and approximately **48 Storytime videos**.

PNT STORYTIME — ILLUSTRATIVE CONCEPT

Potential for occasional celebrity read-alouds and parent-facing amplification through the Maddock–Matrix network.



Monetising the Classic Library

Two content assets, distinct commercial routes — and a reach engine for the whole brand.

The principle

Premium buyers see premium new-generation PNT. **Seasons 1 and 2 — 121 episodes across six languages** — are packaged separately for non-exclusive catalogue monetisation. Wide placement also builds reach and parent trust even where the licence fee itself is modest.

Commercial routes

FAST / AVOD

Non-exclusive catalogue distribution.

SECONDARY BROADCAST

Territory-by-territory licensing.

AGGREGATORS / DISTRIBUTORS

Partner-led catalogue sales.

Year-1 deliverable

Package the PNT Classic Library and complete the Licensing / Style Bible, creating a ready-to-sell catalogue asset.

PREMIUM PNT → OTT / broadcast licensing PNT CLASSIC LIBRARY → AVOD / FAST / secondary distribution
121-EPIISODE CLASSIC LIBRARY → OTT / AVOD / FAST REACH → MORE FAMILIES DISCOVER PNT
→ MORE YOUTUBE & COMMUNITY REACH → MERCHANDISE, LICENSING & PRESCHOOL EXTENSIONS

AI-Assisted Global Language Readiness

141 existing episodes ready to localise. English monetises; other languages open territories.

Already live Hindi · Bengali · English · Marathi · Tamil · Telugu

Language readiness model

1 — 141 EPISODES READY

Seasons 1 & 2: 121 · Season 3 long-form: 10 · Season 3 minisodes: 10. An existing library available for localisation.

2 — ENGLISH FIRST

English — US, UK, Canada, Australia — remains the priority YouTube monetisation market.

3 — INTERNATIONAL REACH

Other languages drive market penetration and acquisition readiness. Scale new-language localisation only where quality, audience response or a buyer opportunity validates it.

Priority expansion markets

English — monetisation priority:

US · UK · Canada · Australia

International — penetration & readiness:

Arabic · French · Spanish · Portuguese · Indonesian

AI-FIRST LOCALISATION MODEL

LLM translation → independent AI cross-check → back-translation and terminology consistency check → selective native-language validation → final dub and release. Native specialists validate quality at the end, avoiding permanent full-time language teams.

Year-1 deliverable

Localisation-ready masters and a language activation plan.
Conservative incremental YouTube reference: Y1 ₹2.2L · Y2 ₹3.7L · Y3 ₹16.0L · Y4 ₹19.1L · Y5 ₹24.7L · five-year ~₹65.6L.

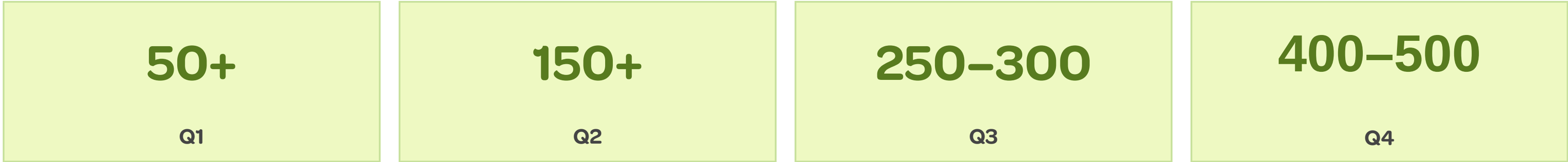
ENGLISH — MONETISATION PRIORITY.

International localisation — market penetration and acquisition readiness.

MADDOCK LEVERAGE — platform and distribution relationships help determine which markets activate first.

Building a Direct PNT Parent Community

Year 1 creates a permission-based relationship with families who already know and engage with PNT.



How it builds

Storytime + Magic Book

Regular parent-facing touchpoints create the reason to opt in and stay connected.

WhatsApp Community

A direct, permission-based channel for PNT updates, activities, early access and parent feedback.

Commercial Validation

The community becomes the first test group for PlayBox, new releases and selected consumer-product concepts.

Why it matters

- Creates a direct relationship independent of platform algorithms
- Provides structured parent feedback
- Builds a credible test base for PlayBox and future licensed products
- Creates evidence of parent engagement before larger consumer-product investment

YEAR-1 ROLE – VALIDATION AND TRUST, NOT SCALE.

The community is deliberately modest in Year 1. Its purpose is to create a high-quality parent relationship and a reliable testing base before larger commercial expansion.

PlayBox — Prove Demand Before Scale

Two PNT products are ready to enter the existing validation pathway: Piku N Tuki Magic Book and Piku N Tuki PlayBox.

Q2 — Prototype + Parent Test

- 1 refined PlayBox prototype
- Test with 25–50 parents
- Validate concept, contents, pricing response and purchase intent

Q3 — Paid Pilot

- 25–50-family paid pilot
- Measure conversion, product response and willingness to pay
- Capture structured parent feedback

Q4 — Controlled Second Batch

- Produce a second limited batch only if Q3 gates pass
- Test repeat demand and improve the product economics
- No speculative inventory build

GATE TO Q3 — Proceed only if parent testing supports a paid pilot.

GATE TO Q4 — Proceed only if the paid pilot demonstrates sufficient commercial demand.

Licensing-first consumer products

Publishing & activity books · learning & stationery · plush & toys · selected licensed products

Magic Book and PlayBox enter the same Q2–Q4 pathway. Where possible, pursue further categories through licensing partners rather than funding inventory directly.

MADDOCK LEVERAGE — licensing, retail and brand introductions can accelerate the strongest validated categories.



YouTube / Storytime → Parent Community → Magic Book + PlayBox validation → Commercial scale if proven
No large inventory commitment or retail rollout until demand is demonstrated.

The Wondernauts — Pilot to Pre-Sale / Co-Production

Year 1 creates the definitive pilot asset. Full-series production follows external financing.

CURRENT POSITION

Concept + visuals complete
Preschool · Ages 3–6 · 3D animation

YEAR-1 TIP TALES TARGET

PRODUCE ONE INTERNATIONAL-QUALITY PILOT

The pilot becomes the primary sales, buyer and co-production asset for the series.

COMMERCIAL PATH

PILOT → BUYER / CO-PRODUCTION PITCH → PRE-SALE / CO-PRODUCTION / PLATFORM FINANCING → SERIES PRODUCTION

PRODUCTION RULE

No speculative full-series production from Tip Tales capital. The full series proceeds only after external financing, pre-sale, commission or co-production is secured.

MADDOCK LEVERAGE — International buyer · platform · co-production · packaging introductions



A Maddock-Owned Presenter-Led Toddler Franchise

Exclusively developed for Maddock. Maddock owns the IP; Tip Tales creates and produces.

CATEGORY REFERENCE — the presenter-led toddler-learning category popularised globally by Ms Rachel.

MADDOCK OWNS THE IP

The IP and the franchise upside

MADDOCK BRINGS

Celebrity, talent, platforms, marketing and PR scale

TIP TALES CREATES

Format, learning design, animation, writing, production

FORMAT — Qualified presenter + animated companion + responsive play world · first words, first feelings, first confidence

PHASE 1

₹20–25 LAKH

12–14 WEEKS

DELIVERS

- Category / audience validation
- Presenter shortlist + camera tests
- Three companion design routes
- Core format + franchise bible
- One premium pilot
- Audience-testing / launch plan
- Initial licensing roadmap



DECISION GATE — PROCEED · REFINE · STOP

FUNDING PRINCIPLE

SEPARATE FROM THE ₹3.19 CR PNT PLAN.

Developed exclusively for Maddock, who would own the IP. Subsequent production and IP economics separately costed and agreed.

MADDOCK OWNS THE IP · TIP TALES CREATES & PRODUCES · PILOT → VALIDATE → SCALE

Year 1 – Piku N Tuki Growth & Action Plan

BUILD VISIBILITY → EXPAND REACH → VALIDATE MONETISATION → CONVERT & SCALE

BUILD NATIONAL VISIBILITY FOR PIKU N TUKI

Q1

Launch & scale the P&T Magic Book video content engine

- Magic Book: 3 → 6 → 8/month
- Minisodes: 1/month · PNT Storytime social video: 1/week
- PNT WhatsApp Community: 50+ opted-in parents · 1 creative-tech specialist

MADDOCK ASK Monthly marketing review · 2–3 OTT/licensing/brand intros · 1 PR/talent amplification

Q1 TARGET 17 Magic Book videos · 3 minisodes · 12 Storytime social videos · 50+ opted-in parents

EXPAND REACH & OPEN COMMERCIAL PATHWAYS

Q2

Turn audience growth into commercial conversations

- Sustain 8 Magic Book videos/month + 1 minisode/month + 1 Storytime social video/week
- PlayBox: 1 prototype · 25–50 parent test · Parent Community: 150+
- 1 India OTT negotiation · 3 international buyer/distributor conversations

MADDOCK ASK Monthly marketing review · 2–3 OTT/licensing/brand intros · 1 PR/talent amplification

Q2 TARGET 24 Magic Book videos · 3 minisodes · 12 Storytime social videos · 150+ parents · PlayBox validated · active licensing pipeline

CONVERT & SCALE PROVEN WINNERS

Q4

Convert validation into first commercial wins

- Sustain Q3 content cadence · Parent Community: 400–500
- Second PlayBox batch only if Q3 gates pass
- Target 1 licensing pilot + 1 India/international content-sales outcome

MADDOCK ASK Closing support: priority OTT/licensing deals · selective PR/talent amplification

Q4 TARGET 24 Magic Book videos · 3 minisodes · 12 Storytime social videos · 400–500 WhatsApp parents · PlayBox second batch if validated · 1 licensing pilot · 1 India/international content-sales outcome

VALIDATE MONETISATION

Q3

Test paid demand & build licensing readiness

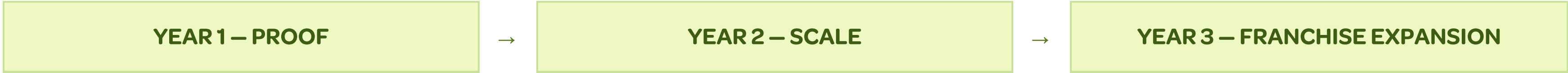
- Content: 8 Magic Book videos/month · 1 minisode/month · 1 Storytime social video/week
- PlayBox: 25–50-family paid pilot — subject to Q2 validation
- PNT Classic Library + Licensing Bible · 3–5 commercial conversations
- Parent Community: 250–300

MADDOCK ASK Monthly marketing review · 2–3 commercial intros · 1 talent/creator PNT activation

Q3 TARGET 24 Magic Book videos · 3 minisodes · 12 Storytime social videos · 250–300 parents · paid PlayBox pilot tested · PNT licensing-ready

Years 2 & 3 – Scale Only What Year 1 Proves

Capital follows evidence. Each stage expands only when the previous stage validates it.



YEAR 2

Proceeds where Year 1 has demonstrated:

- Content cadence and production capability sustained
- Parent-community and PlayBox validation achieved
- At least one OTT / licensing / content-sales pathway materially advanced

What it enables:

- Scale the proven PNT content engine
- Progress premium PNT and Classic Library commercial deals
- Expand localisation against confirmed opportunities
- Move PlayBox / consumer products toward partner-led scale where paid demand is proven
- Convert licensing discussions toward agreements

YEAR 3

Proceeds where Year-2 commercial engines have demonstrated traction:

What it enables:

- Broader consumer-product and licensing expansion
- Publishing, music and selected franchise extensions
- PNT operating across multiple territories
- Greater contribution from OTT / broadcast, catalogue, licensing and international revenues
- Scale only the business engines that have demonstrated commercial proof

FUNDING SCOPE — The ₹3.19 Cr funds Year 1. Years 2–3 capital deployment will be determined against Year-1 commercial proof, partner financing and the opportunities that validate.

YEAR-3 OBJECTIVE — A materially more diversified PNT revenue base, with OTT / broadcast, catalogue distribution, licensing / consumer products and international revenues contributing alongside YouTube.

CAPITAL FOLLOWS EVIDENCE — NO SCALE SPEND BEFORE PROOF.

Year 1 validates. Year 2 scales. Year 3 compounds the proven engines.

₹3.19 Cr — Year 1 Capital Deployment

₹285.6L funds the recommended Year-1 operating + visibility plan. ₹33.5L remains a performance-gated Growth & Opportunity Reserve.

Q1	Q2	Q3	Q4
₹59.5L BUILD VISIBILITY 17 Magic Book videos 3 Minisodes 12 Storytime videos 50+ opted-in parents - Hybrid production pipeline operational	₹85.0L EXPAND REACH 24 Magic Book videos - PlayBox prototype + 25–50 parent test 150+ parents - India OTT negotiation 3 international buyer / distributor conversations	₹70.7L VALIDATE MONETISATION 24 Magic Book videos - Paid PlayBox pilot if Q2 validates - Licensing / Style Bible ready 250–300 parents 3–5 commercial conversations	₹70.4L CONVERT & SCALE 24 Magic Book videos 400–500 parents - Second PlayBox batch only if validated - Target 1 licensing pilot - Target 1 India / international content-sales outcome

BASE YEAR-1 DEPLOYMENT	PERFORMANCE-GATED GROWTH & OPPORTUNITY RESERVE	TOTAL ASK
₹285.6L	+ ₹33.5L	= ₹319.1L
≈ ₹3.19 Cr		

₹60L Brand Visibility & Demand Creation is already built into the ₹285.6L base plan. The ₹33.5L reserve is not pre-spent — it unlocks only for proven visibility amplification, buyer-linked localisation / commercial opportunities, or validated licensing / product opportunities.

PREMIUM PNT — No speculative new long-form production. New premium episodes activate only against LOI / pre-buy / commission / co-production.
PRESENTER-LED TODDLER FRANCHISE — Separately funded / co-developed and excluded from this ₹3.19 Cr plan.
Quarter timing measured from programme commencement / funding close.

Investor Value & ROI Framework

Year 1 converts existing audience equity into measurable commercial proof, stronger IP assets and multiple monetisation pathways.

CAPITAL → ASSETS & AUDIENCE → COMMERCIAL PROOF → STRONGER BUSINESS / IP VALUE

CAPITAL CREATES

- ~89 PNT Magic Book videos
- ~12 premium PNT Minisodes
- ~48 PNT Storytime videos
- Direct opted-in parent community
- Sales-ready PNT Classic Library + Licensing / Style Bible
- PlayBox commercial validation
- One Wondernauts international-quality pilot
- Stronger production and localisation capability

YEAR-1 COMMERCIAL PROOF

- Paid PlayBox willingness-to-pay test
- Target first PNT licensing pilot
- Target first India / international content-sales outcome
- Active OTT / broadcaster / distributor conversations
- Opportunity-led localisation pathways
- Direct parent engagement and product feedback
- Evidence of which content / consumer engines merit Year-2 scale

Targets and proof points — not guaranteed revenue.

VALUE CREATION DRIVERS

- Stronger national PNT brand visibility
- Larger owned content library
- More efficient recurring content economics
- Direct parent / audience relationship
- Greater buyer and licensing readiness
- Multiple revenue pathways beyond YouTube
- Reduced dependence on any single platform or buyer
- Better evidence for future company / IP valuation

YEAR 1 PROVES THE ENGINES. YEARS 2–3 SCALE THE ONES THAT CREATE COMMERCIAL VALUE.

FINANCIAL ROI

Financial return depends on the final investment structure — including investment amount, entry valuation and Maddock's agreed economic participation. Year 1 is designed to create the commercial proof, first monetisation outcomes and stronger business fundamentals from which investor value can grow.

Depending on the agreed structure, future returns may arise through appreciation in company / IP value and/or other agreed economic participation.

IMMEDIATE ACTION POINTS

1

LOCALISE & EXPAND

Complete English localisation of the **remaining Season 3 episodes**, then use AI to expand into selected international languages.

2

START WITH TWO PRODUCTS

Start testing **Magic Book + PlayBox** with families, supported by YouTube and the parent WhatsApp community.

3

PUT THE LIBRARY ON OTT

Get the 121-episode library onto **OTT for reach**, then use that visibility to grow products and other PNT extensions.

4

BUILD A MADDOCK-OWNED TODDLER IP

Develop a **Maddock-owned** Ms Rachel-style toddler format, created and produced by Tip Tales.

5

EXPAND AI-ASSISTED PRODUCTION

Expand the AI-assisted production systems **already being built** across the studio to improve speed, coordination and output — with creative decisions staying human-led.

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