LITTLE CRIDDERS

THE EPIC ADVENTURE BEGINS.

FALL 2026

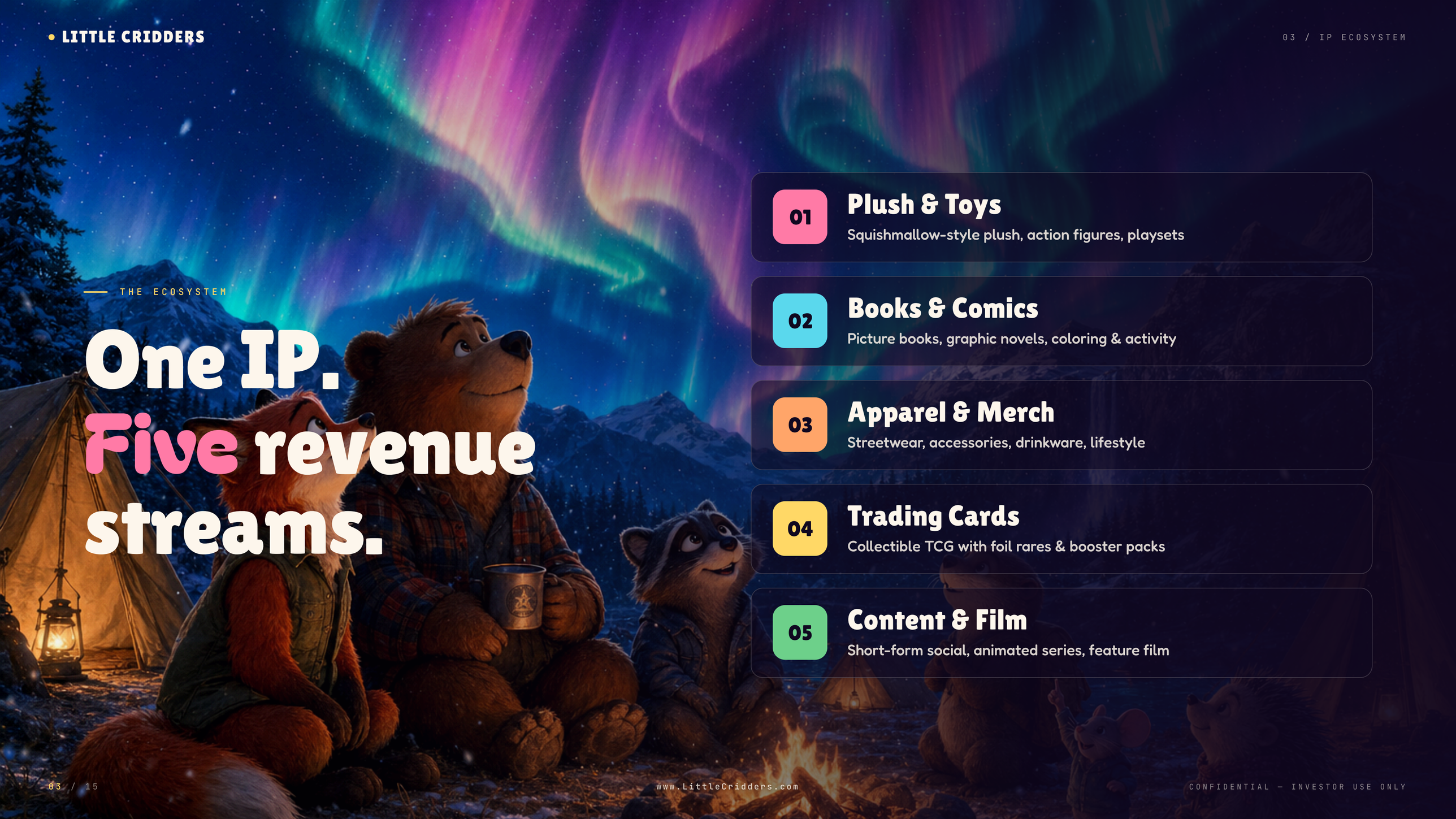


CONFIDENTIAL — INVESTOR USE ONLY

— COMING SOON

Toys, trading cards, tv shows, movies coming soon.





THE ECOSYSTEM

One IP. Five revenue streams.

01 — Plush & Toys
Squishmallow-style plush, action figures, playsets

02 — Books & Comics
Picture books, graphic novels, coloring & activity

03 — Apparel & Merch
Streetwear, accessories, drinkware, lifestyle

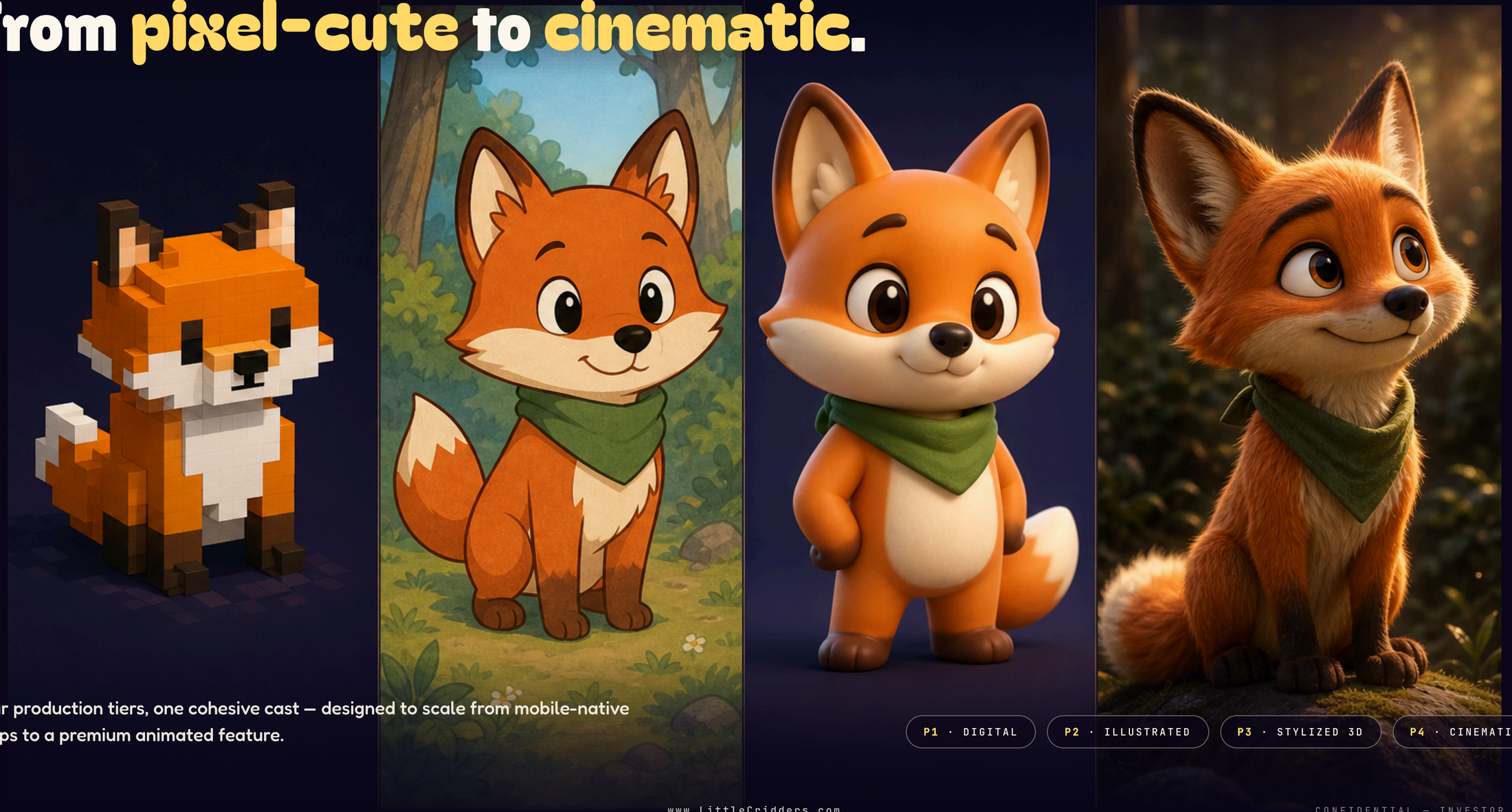
04 — Trading Cards
Collectible TCG with foil rares & booster packs

05 — Content & Film
Short-form social, animated series, feature film

PHASE 01 · DIGITAL PHASE 02 · ILLUSTRATED PHASE 03 · STYLIZED 3D PHASE 04 · CINEMATIC

DESIGN ROADMAP

From pixel-cute to cinematic.



Four production tiers, one cohesive cast — designed to scale from mobile-native drops to a premium animated feature.

P1 · DIGITAL P2 · ILLUSTRATED P3 · STYLIZED 3D P4 · CINEMATIC

WHY NOW

The market is hungry for something new.



GLOBAL LICENSED MERCH

$340B

Annual retail sales — and growing 6% YoY through 2030.

PLUSH TOYS ALONE

$15B

Squishmallow-led category; the #1 gift segment for kids 4–12.

KIDS STREAMING HOURS

+47%

Three-year growth in animated short-form & YouTube Kids.

COMPARABLE · POKÉMON

The greatest character IP ever built.



TRADING CARDS | PLUSH | CONSOLE GAMES | MOBILE | APPAREL | FILMS

$147B

LIFETIME FRANCHISE VALUE

COMPARABLE · PAW PATROL

One show. A whole toy aisle.



PLUSH | ACTION FIGURES | VEHICLES | APPAREL | BOOKS | FILMS

$2B+

ANNUAL RETAIL SALES

COMPARABLE · PUDGY PENGUINS

From digital cuties to real-world hits.



PLUSH | WALMART | APPAREL | COMICS | MOBILE | DIGITAL DROPS

1.5M+

PLUSH SOLD AT WALMART, YR 1







CONTENT STRATEGY

Every Cridder has a story.

A studio built to feed every screen — from 9-second Reels to a 90-minute feature — with one canonical universe and one beloved cast.

SOCIAL & DIGITAL

Born for the For-You Page.



TIKTOK · INSTAGRAM REELS · YOUTUBE SHORTS · SNAPCHAT · GIPHY · DISCORD · ROBLOX

100M+

TARGETED YEAR-1 REACH

PRODUCT · PLUSHIES

Squishmallow-soft. Cridder-cute.



A flagship plush line of pillow-soft, hug-first characters — the gateway product into the universe.

8 SKUs

LAUNCH LINEUP · 2026

CONFIDENTIAL — INVESTOR USE ONLY

PRODUCT · KIDS TOYS

A whole world in their hands.



Action figures, vehicles, treehouse playsets & collector packs — the engine of the toy aisle.

40+ SKUs

MASTER TOY LINE · PHASE 1

PRODUCT · BOOKS

Bedtime stories & busy hands.



Picture books, graphic novels, jumbo coloring books, sticker & activity sets — the everyday touchpoint.

25+ Titles

THREE IMPRINTS · PHASE 1

PRODUCT · MERCH & APPAREL

Wear it. Carry it.



T-shirts, hoodies, drinkware, accessories & lifestyle goods — the everyday badge of fandom.

30+ SKUs

APPAREL & LIFESTYLE · PHASE 1

PRODUCT · TRADING CARDS

Gotta collect 'em.



Series One TCG with foil rares, booster packs & collector binders — the high-engagement loop.

120+ Cards

SERIES ONE · 2026

— THE ASK

Build it with us.



GET IN TOUCH

admin@arazas.com

Reach out to discuss Little Cridders.