



The Conscious Parenting Hub

KidsEQ is a content and merchandising company focused on Conscious Parenting with particular attention towards **Emotional Literacy (EL)** for children and families.

Founded in 1989 by Ayman Sawaf as a Media company, KidsEQ, known then as **Enchante Entertainment** produced inspirational films, books and TV series for children with such producers as Shelly Duvall and Norman Lear, in association with companies such as Warner Brothers, Sony and HBO. It also created the **Mrs Murgatroyd, Emotional Literacy series**.

(More information on *Enchanté Entertainment* and Ayman Sawaf at Aymansawaf.com)

After 30 years creating content and promoting Emotional Literacy, as the missing link in our parenting and education paradigm, Ayman and his partner Rowan, joined by a growing team of co-creators are now turning their attention towards supporting the Social Emotional Learning (SEL) Industry and **Conscious Parents** everywhere. Our new mission will manifest through:



KidsEQ
E- franchise



The Emotional
Literacy
Certificate

Operation plan:

Content: KidsEQ is creating a **Parent's Emotional Literacy Certificate** built around the Emotional Literacy IP it owns.

Distribution. KidsEQ will, in time, become the distribution arm for the **SEL** and Conscious Parenting consumer products industry through its unique **E-franchise store** model using facebook, instagram, schools websites and other platforms.

KidsEQ
will be recognized as an
umbrella brand for
everything Emotional
Literacy



The Emotional Literacy parenting certificate

To drive your car, you need a driving license, to become a parent you need the Emotional Literacy Parenting certificate. The new generation will be emotionally literate, intelligent and conscious. The key to Conscious Parenting is Emotional Literacy, it is easy to learn, easy to use and empowers all members of the family. As parents take the Emotional Literacy Parenting program many of them will find themselves learning EQ alongside their kids, catching up on what they themselves missed growing up. That in turn will allow for greater success in their marriage and social/professional life.

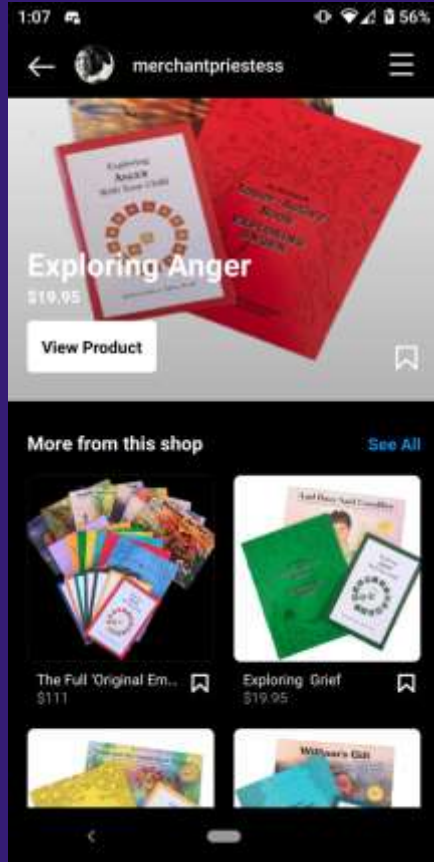
This is an online course to prepare parents for parenthood. It is the cornerstone of the KidsEQ store and its marketing engine.

The kids EQ E-franchise

KidsEQ E-franchises feature curated and unique products. Based on the traditional franchise model, it takes the best of **Franchise** mixed with the best of **Direct Marketing** to provide a sales team that sells curated items within the 'trust circles' they live their daily lives in. The store provides the Conscious Parent with all the products they need to bring up their children - **from support in Social Emotional Learning, to Healthy and Environmentally sound products.**



KidsEQ store on Instagram, Facebook and more...



KidsEQ E-franchise

- **E-franchises** are ideal for people seeking **additional income** through E-commerce and desiring a turnkey business opportunity that pays a true reseller commission, rather than a lesser affiliate payment.
- Franchisees are provided with every thing they need to be able to promote the products to their friends and colleagues.
- KidsEQ is a brand with purpose. Our franchisees are motivated by the purpose of upgrading our children's education and parenting with Emotional Literacy. The Franchisees **find purpose** in promoting these products, acting as the front end '**word of mouth**' marketers for brands they believe in.

Social and Emotional Learning (SEL), is the cornerstone of this store, however it is also important to teach kids about environment, health etc, as such, the store will include all manor of items.



The kind of products you wish you had for your kids

KidsEQ Owns **\$100,000 worth of Stock** in Emotional Literacy Books, which are the foundation of the store and the Parent certification program.



KidsEQ a brand with purpose:

A - To support The SEL and Conscious Parenting industry, (many of whom are small, passionate mom and pop companies), by creating a large sales rep organization of franchisees who **advocate and educate** their friends and family about the value of their products and services.

B - Support parents in their **Conscious Parenting choices**. It is easy to buy a toy or a picture book, but when it comes to buying Conscious Parenting products, there is a need for **curation, experience and education**.

C - To create **a sustainable income for Feel.org** replacing donations.



Investment Opportunity

We are currently raising \$50,000 for 30% of the company for Search, Lead Generation and Curation by Professionals, Building business relationships and partnerships, creating the Franchise package and sales of the franchises.