

ZAZOOZAZOO



PITCH DECK

**CHILDREN'S
EDUCATIONAL LEARNING
& CRAFTING SERIES**

StarNorth Studio, LLC
Puppet Head Productions
Starnorthstudio@aol.com
zazoozazoo.com
260-672.1525

ZAZOOZAZOO

LOGLINE

Targeting children 2-8 this family friendly educational crafting and learning series is taught through the dreams and wishes of a colorful talking fox. The series instantly transforms a beginner crafter to discover their inner artist and find joy.

SYNOPSIS

ZAZOOZAZOO

Puppet Head Productions

WRITER: Mark Hoffman / **PHONE:** (260) 672-1525 / **EMAIL:** starnorthstudio@aol.com

ZaZooZaZoo offers a unique educational series designed for toddlers, preschoolers, and children aged 2-8, set in a whimsical world reminiscent of Tim Burton's style. Through vibrant visuals and entertaining storytelling, we engage children in crafting and education in a fun, innovative manner.

Our platform assures parents that the subject matter their child is viewing is “safe” within a vanilla coating of caring, happiness, joyful fun, and love. Every set is beautifully lighted and built stimulating the tone of the lesson engaging the viewer in a magical learning environment.

Our goal is to ignite imagination while teaching essential skills. Our series merges education with captivating experiences involving lively characters like ZaZooZaZoo, Mr. Toodles, and 7 more sidekicks. We cover a range of essential concepts such as the alphabet, numbers, math, animals, nature sounds, playing instruments, dancing, singing, and more.

Guided by our quirky characters, children engage in activities that teach crafting lessons by simple step-by-step instructions.

With over a dozen original kid songs and jingles that are fun, easy, and exciting to learn. Parents and kids will engage singing them together bringing love, caring, and fun into the family.

“CRAFTING A BETTER TOMORROW”



ZaZooZaZoo Sleeping

*ALL EPISODES START & END THE SAME

EPISODE GUIDE

8 - ONE HOUR LONG EPISODES

Episode One

Wee Who

- *”If There’s a Mess in Your Room” jingle asking views to clean up the room transitions to “ZaZooZaZoo” theme song
- ZaZooZaZoo is gifted the ability to speak & learns “How to Paint a Rock”
- Mr. Toodles teaches the alphabet, spelling, and crafting
- *Story telling and “Until Next Time” jingle

Episode Two

On Safari

- ZaZooZaZoo learns “How to Wrap a Gift”
- Mr. Green Thumb tells facts about mint plants. Lady Gardner and Mr. Green Thumb “Germinating Seeds”
- G&H Cafe - Two safari hunters asking questions about a colorful talking fox
- Mr. Toodles teaches numbers, math, and crafting

Episode Three

Blue Waters

- Miss Bubbles teaches “How to Make Soap” Sing the jingle “Bubbles”
- Lady Gardner and Mr. Green Thumb teach “Transplanting Plants”
- Sing the jingle “Blue Waters”
- Mr. Toodles teaches shapes, tropical fish, and crafting

Episode Four

Culture Day

- ZaZooZaZoo decorates his room for the Day of the Dead celebration
- Adriana dressed for the Day of the Dead holiday teaches the crafting lesson “Sugar Skull Painting”
- Sing the jingle “Little Bit of You”
- Mr. Toodles teaches folding crafting paper, glue sculptures, and crafting

Episode Five

Nature Fun

- Aruna sings to ZaZooZaZoo in the flower garden the song “Nature”. The “Happy Honey Bee” dance and sing jingle starts
- Lady Gardner teaches “Harvesting Grapes”
- Safari hunters roam the forest searching for ZaZooZaZoo while teaching tips on nature
- Mr. Toodles teaches animals, nature sounds, and crafting a honey bee

Episode Six

Think Abstract

- Dolorie teaches “Abstract Drawing”
- Aruna swinging in the forest garden sings the song “As I Swing”
- Mr. Toodles teaches toddlers names like mommy and daddy, eating utensils, fire engine sounds, and what’s an emergency
- Mr. Toodles teaches how to make glue sculptures

Episode Seven

Space Out

- G&H cafe - Waiter warns ZaZooZaZoo about the safari hunters looking for him
- ZaZooZaZoo makes a disguise and shows how to use it
- Sing and dance to the jingle “Rock it Rocket”
- Mr. Toodles teaches how to craft a rocket, stars, a sun, and the moon

Episode Eight

The Encounter

- G&H cafe - ZaZooZaZoo tries out the disguise
- Sing the jingle “Dream Dream”
- G&H cafe - Safari hunters encounter leads to everyone in the cafe singing and dancing to the song “Do You Remember”
- Mr. Toodles teaches crafting with paper plates to make a pirate ship

COMPARABLE





TV series that are similar in regard to genre, tone, and overall vision

November 12, 2025 - Mattel Partners with Teacher Created Materials (TCM) to Launch Branded Educational Products for Young Learners



RATINGS ANALYSIS	IMDb	Google		Rotten Tomatoes	common sense media	PLATFORMS SHOWING	EVIDENCE OF MARKET DEMAND
 Sesame Street	8.1/10 17K	77%	96% 50+ Ratings	95% 100 Reviews	✓ age 2+ ★★★★★	 	November 10, 2025 - Netflix is Now the Home of the New, "Reimagined" 56th Season of <i>Sesame Street</i>
 Pee Wee's Play House	8.2/10 6.2K	83%	NA	100% 6 Reviews	✓ age 6+ ★★★★★	 	May 2025 - On Max Premiere the Documentary " <i>Pee-wee as Himself</i> ", Celebrating Paul Reubens' Legacy
 Barney and Friends	4.1/10 8.7K	77%	71% Fewer than 50 Ratings	NA	✓ age 2+ ★★★★★	 	October 14, 2024 - After a 14 Year Absence, Barney is Back in Business "You are special. You are loved"
 Ms Rachel	7.8/10	NA	NA	NA	✓ age 2+ ★★★★★	 	Ms. Rachel is Now on Netflix and More Episodes will be Streaming Starting September 1, 2025

COMPARABLE FINANCIALS

TV Series	Budget	Gross	Commercial Performance	Elements That Drove Sales
	\$100M per year	Nonprofit	\$271M In 2022	Strong, mission-aligned brand identity, effective content delivery across diverse platforms, strategic licensing and merchandising, and deep emotional connection with a multi-generational audience.
	\$350K per episode	Proprietary business information	\$25M peek 1988	Distinctive, genre-blending visual design, a broad appeal to both children and adults, and the creation of memorable, character-driven products.
	\$2.25M for the first 30 episodes	\$1B "Made a billion dollars in one year," Pressler said on Nightline in January	\$750M peek 1998	Creating a strong emotional connection with young children and leveraging that bond into extensive, high-volume merchandising across multiple channels.
	Very low budget started in her apartment	Private individual creator	\$50M Net worth estimate	Her successful YouTube channel, which earns her an estimated \$10 million to \$20 million annually in AdSense revenue, brand deals, and merchandise.

REVENUE STREAMS

MARKETING & DISTRIBUTION

Revenue Streams

- Licensing fees, AdSense revenue, merchandise sales, brand deals, sponsorships, TV presentations, and live talk shows
- Zazoozazoo character used as a merchandising vehicle for promoting the sales of dolls, toys, many different crafting kits, child sippy bottles, lunch boxes, character costumes...
- Each side kick character with it's unique name can be molded into action figures and plush dolls
- Crowd funding and donations

Distribution Channels

- Make the episodes available at as many viewing points as possible
- ZaZooZaZoo's website (zazoozazoo.com) using traditional platform broadcasters, YouTube, and Vimeo
- Free Ad-supported Streaming TV (FAST), Vizio, Blue Ant Media, Roku...
- Streaming platforms Netflix, Hulu, Amazon Prime Video, Apple TV, Max...

Intellectual Property (IP) Portfolio

A strategic mix of assets including music copyrights, and character trademark

Elements That Drive Sales

Awards season support, mascot deals, sponsorships, TV presentations, and live talk shows

REVENUE GOALS

ESTIMATED PRO FORMA PROJECTIONS

Building a Strong Scalable Foundation

Year 1: 200,000 expected number of subscribers, daily watchers. Marketing promotional online penetration along with social media, and community building.

Year 2: Increase of watchers, elevating brand awareness, digital marketing, Google Ads, and YouTube AdSense.

Year 3: IP revenue, Google AdSense revenue, brand deals, and merchandise sales along with an increase of subscribers and watchers.

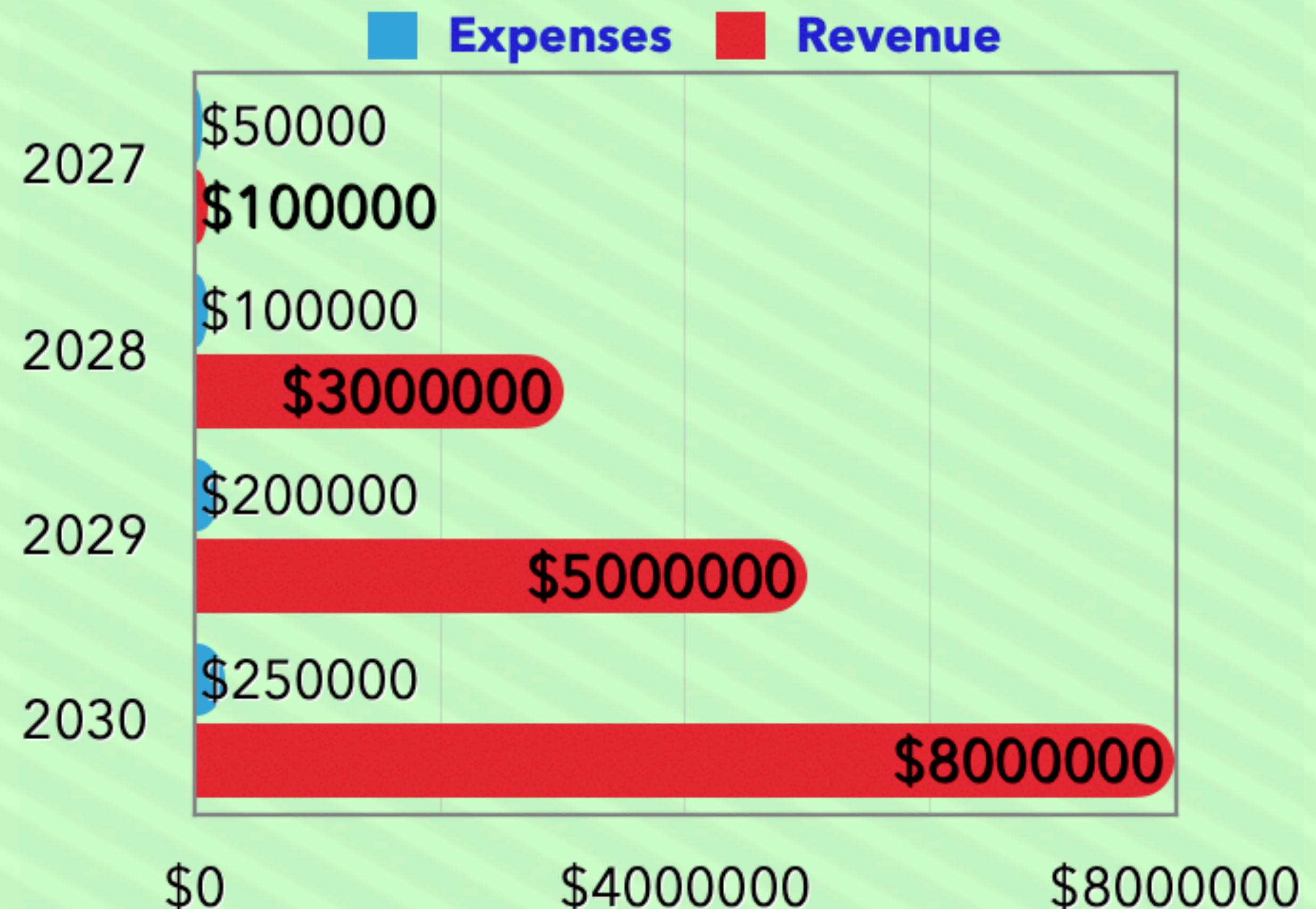
Minimal Running Expenses

Very little overhead is a guarantee for successful ROI stream to accrue on the first year.

Risk Mitigation

- Production is personally paid for
- Website and marketing strategy leveraging world wide community
- Building social networking to engage an early buzz to ensure a strong launch

PROJECTED ROI GOALS

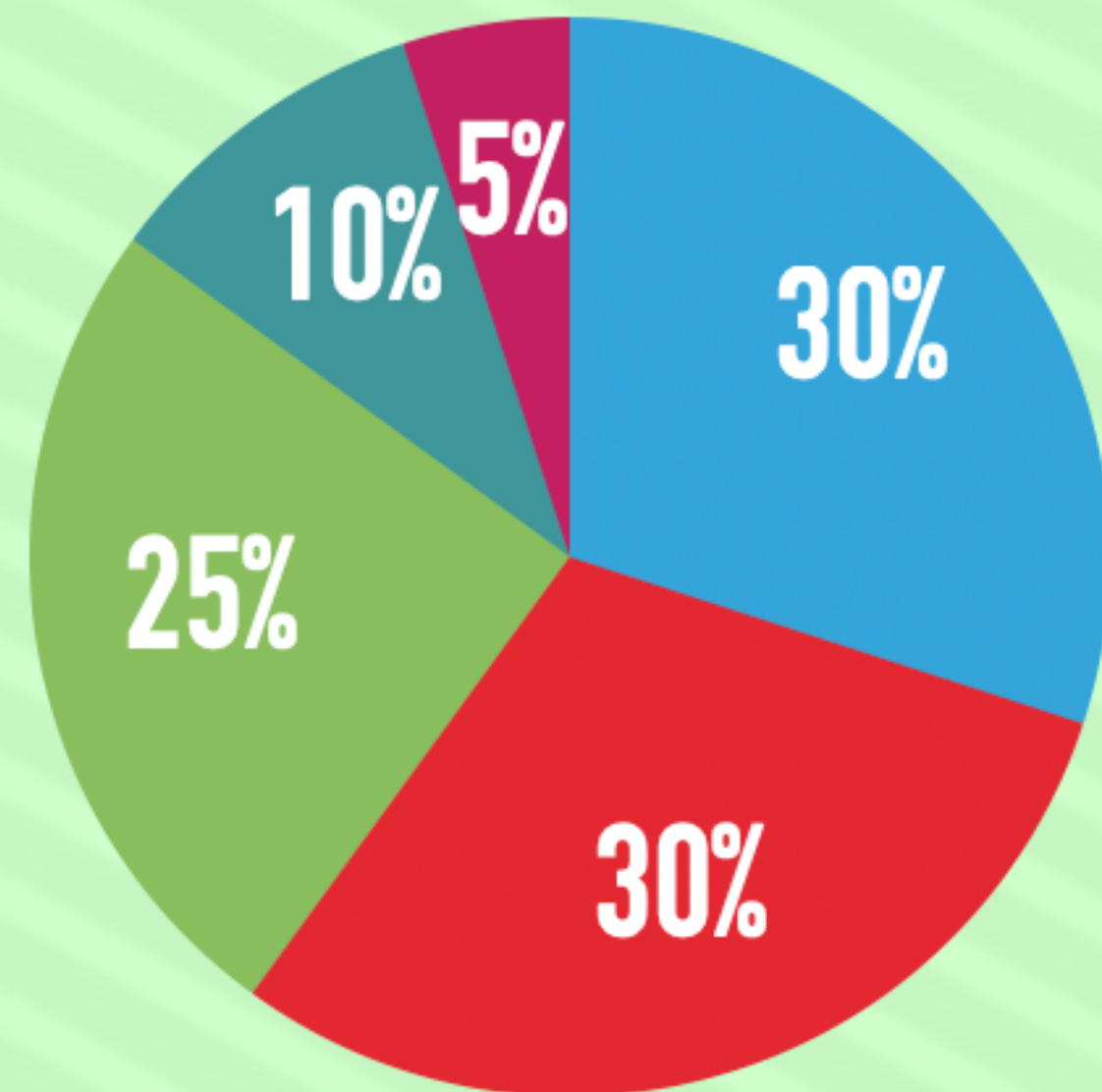


UNIQUE SELLING POINT (USP)

● Male Child ● Female Child ● Parents ● Teachers ● Other

Primary Target Audience

- Global children, boys and girls ages 2-8, parents, teachers, educators, and school administrators
- Crafting communities and online social teaching networks
- Kids with disabilities, autism, and special needs



Market Demand for Genre

Education and adventure! Research shows that children ages 0-12 need the guidance of human interaction to broaden their social skills to build on community relationships.

Why This Series Stands Out

- Tough by multiple teachers on different background sets
- Crafting tough through the dreams and wishes of ZaZooZaZoo
- All original music - 9 jingles and 5 songs
- Every wish is written as a rhyme
- Delivery uniquely entertaining and exciting



PROJECT TIMELINE



CORE TEAM



MARK HOFFMAN
WRITER
PRODUCER
DIRECTOR



MICHAEL ESPY
CINEMATOGRAPHER
CAMERA OPERATOR
PRODUCTION ASSISTANT
KEY GRIP
GAFFER

Filming and sound recording
under Netflix policy
guidelines with Netflix
approved equipment.



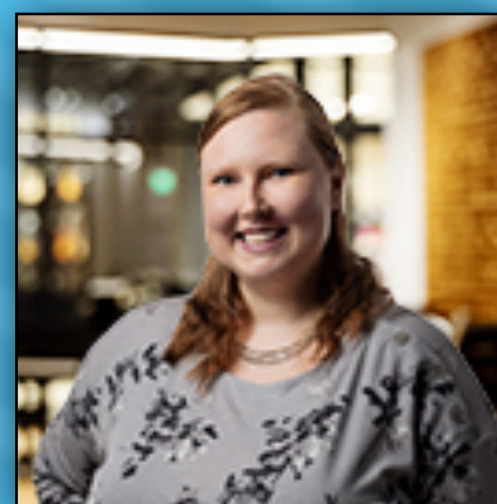
DEREK DEVINE
FILM EDITOR
COLORIST



MACK MAYO
CHARACTER ILLUSTRATOR
GRAPHIC ARTIST



GIANNA THOMAS
MAKEUP ARTIST



ARIEL STEHURA
PIANO ACCOMPANIMENT

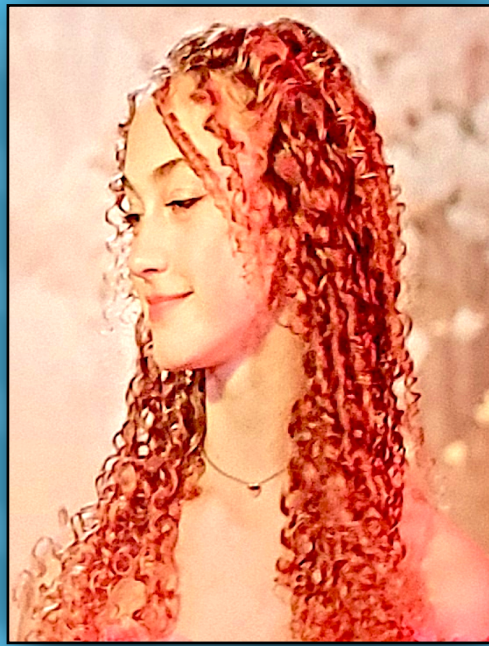


ERIC CLANCY
PIANO ACCOMPANIMENT



ROLIN MAINS
PIANO ACCOMPANIMENT
MUSIC EDITOR
COMPOSER

ACTORS



RACHEL RICHHART
ARUNA AURA



GIGI THOMAS
MISS BUBBLES



ANDREW SHANE
PINO SAFARI HUNTER



EJ SULLIVAN
FRANCO SAFARI HUNTER



OWEN SULLIVAN
TV WATCHER



GIANNA SULLIVAN
HAPPY HONEY BEE



JUSTIN MILLER
MR. GREEN THUMB



AMBER BROXON
LADY GARDNER



LIAM BUTTERFIELD
G&H CAFE COOK



GIANNA SULLIVAN
FAIRY GODMOTHER



MARK HOFFMAN
MR. TODDLES



MARK HOFFMAN
ZA ZOO ZA ZOO



ANGELINA DOLORES
ABSTRACT DRAWING



ROSE SMITH
STORY TELLER



JOSHUA AMBROSE
G&H CAFE WAITER



LUCIA SULLIVAN
CRAZY HAT DANCER



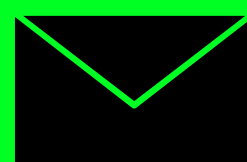
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