

RABBIT HOLE STORY

A PITCH PRESENTATION BY
BABS-ENOCH TEMITOPE



WHO WE ARE

Rabbit Hole Story is a Christian storytelling brand created to captivate young minds through engaging stories and activity books, interactive apps and mobile story games.

Our Vision

We believe stories are powerful tools to shape children's lives. Our vision is to give free access to values-based, faith-rooted stories to young minds everywhere.

Our Mission

Our mission is to bring the teachings of the gospel to young minds of the ages 4 – 12 years, by inspiring morale lessons from the Bible to fictional stories of the current time, making it more relatable. We offer a wide range of original stories and characters and digital experiences aiming to bring these narratives to life at home and in classrooms.

MEET OUR AUDIENCE



Chidinma, a young mother, having a 5 years old son, whom she has devoted herself to be a housewife to properly train her.



Mama B, an old lady that spent most of her life taking care of abandoned children in her orphanage. She likes telling her children stories that can transform their lives positively.



Jasmine, born with hearing disabilities and often finds her parents struggling to get her hearing aids. She has a knack for reading stories.



Seyi, a ten years old boy living in the rural side, having no access to electricity or electric gadgets, but spends his free time listening to tales told by his aunty.

STORIES AND PLATFORMS



Physical Copies of Storybooks and Activity Books to give our children real-life reading experience and it's preferred in the absence of electronic devices.

An Interactive Offline App that allows for children to interact with their favourite characters and it contains eBooks as well as other special features.



Mobile Games for children to play with their favourite character, have fun and at the same time, learn lessons from the story games.



Classroom Editions of our Activity Books, gives space for both parents and teachers to follow through all their children have learnt and most importantly, to put it to practice.



THE PROBLEM

1. Challenges: Auditory, visual and other challenges faced by children

2. Concentration on International Standards even when publishing for our Nigerian children, thereby promoting their culture in detriment of Nigerian culture.

3. Exclusion of Spiritual Values which is something most 'Children friendly Gospel Stories' do

4. It has all been about reading, but none of what taught has actually been put to practice.



OUR SOLUTION

1. Multi Sensory Platforms will be used to ensure the stories reach a wider range of children.

2. Embracing Ethnicity: Stories will be written in the various Nigerian cultures, cultures will be embedded into the stories while others will be in English.

3. Spirituality First: In the process of creating our stories we make sure our books are packed with Spiritual values, specifically that of the gospel.

4. Parent and Teacher Friendly: We ensure that our Activity Books are packed with hands on activities which children can practice with their parents and teachers.



MARKET OPPORTUNITY

Rabbit Hole Story taps into the growing demand for Christian-themed children's content, especially in Africa and diaspora communities. With scalable products across books, apps, and games, we offer multiple revenue streams and meet families where they are—both online and offline. Parents are actively seeking trusted media that nurtures faith and values at home. We aim to become a beloved household brand that empowers the next generation through meaningful, faith-rooted storytelling.



FUNDING REQUEST

ITEMS	DESCRIPTION	AMOUNT (NGN)
BOOK PRINTING	Printing of initial copies of Rabbit Hole Story books	250,000
STAFF RECRUITMENT AND TRAINING	Onboarding part-time help or volunteers and basic orientation materials	30,000
WEBSITE BUILDING	Domain registration, hosting, and basic website design/development	60,000
SOCIAL MEDIA PROMOTIONS	Paid ads and sponsored content for visibility and audience reach	60,000
LAUNCH GIVEAWAYS	Branded merchandise, books, or tokens to attract and reward early supporters	35,000
COMMUNITY ENGAGEMENT	Events, outreach, and engagement activities with schools, churches, or parents	25,000
DELIVERY & DISTRIBUTION LOGISTICS SET-UP	Logistics planning, packaging, and delivery of books to key early locations	40,000

FUNDING REQUEST (CONT'D)

ITEMS	DESCRIPTION	AMOUNT (NGN)
DEVELOPMENT OF INTERACTIVE APP	Basic version of a story-based interactive app for children (design + dev)	140,000
CREATION OF MOBILE STORY GAMES	Simple, engaging mobile game linked to Rabbit Hole Story themes	110,000
PRINTING OF ADDITIONAL BOOKS	Reprint of books to expand distribution post-launch	90,000
RENTING AND ORGANISING STORAGE	Storage unit rental and setup for book and product inventory	100,000
EXPANSION OF DIGITAL MARKETING	Paid ads, sponsored content, and digital reach campaigns	60,000
TOTAL		1,000,000

YOUR INVESTMENT WILL...

- Help us shape the next generation through meaningful stories
- Support scalable products across print and digital platforms
- Empower families to grow together in faith



JOIN OUR STORYTELLING JOURNEY TODAY



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