



# Inner Atlas<sup>®</sup>

Tools to Navigate Life's Terrain<sup>®</sup>

Books • Education • Media • Toys • Apparel

Licensing Information



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"All I can say in the end is encore, encore, encore."





# Inner Guidance System

Let's connect to it.

Inner Atlas is an enchanting set of tools, instructions, and support that empowers children – together with the adults in their lives – to develop their Inner Guidance Systems and navigate life's terrain.



## Inner Guidance System

Your own inner knowing built through your experiences, emotions, imagination, intuition, and senses, that helps you navigate and thrive in the outer world.



"The life lessons Mullaly concentrates on in her books are the foundation of an upstanding human."





# Today's Challenges

A crisis for all ages.

Kids and families today find themselves trapped in a world where they don't have the tools to handle challenges like mental well-being, anxiety, sadness, losing touch with their authentic selves, just to name a few.

**They are stuck in a place where the external world is defining their internal well-being and identity.**

They are disconnected from their own Inner Guidance Systems. They are without internal waypoints and resources to help them create a new outer perspective and navigate this external, challenging world.



As the founder of Inner Atlas, I've met and spoken with thousands of kids and families who are facing these exact issues.

- In fact, **1 in 5 young people** is affected by mental health challenges, such as anxiety and depression, and two-thirds of those who need treatment do not have access to it.
- Add on to that, **31% of parents** say they are facing their own mental health issues: anxiety, depression, a lack of sense of self.
- And short of therapy, they don't know where to turn for their own well-being.

"Think of these books as a lifesaver of sorts."



# Today's Challenges We all face them.



**Parents and other adults** who care about and work with children face some big obstacles in these challenging times. They themselves are disconnected from their own Inner Guidance System. This can leave them ill-equipped to help guide their own kids. They don't know where to go to find truly useful and engaging resources for their children, along with the whole family.

**Consumers** are looking for products – books, media, toys, games – that can improve their children's mental well-being, that engages the whole family, and helps them all navigate life's challenging terrain.

**Media companies** are looking for ways to explore issues of mental health while still being entertaining. They are seeking something new and unique that truly stands out in a saturated market, that can bridge ages and demographics.

**Toy and game companies** are wanting to create toys and games that provide mental, emotional, and social health tools that consumers today are searching for. Tools that can also engage the whole family, and provide truly useful ways to help navigate this external, challenging world.

**Publishers** want to meet the mental health needs of their young readers but don't always have the evergreen, enchanting content and tools that will attract buyers and keep the whole family engaged.



"A modern-day Dr. Seuss with a contemporary twist  
and an important message for kids."



There is a  
Solution  
Imagine the  
possibilities.

**WHAT IF** kids could find their way in the world by going within? And, what if their capacity to do so is just waiting to be tapped?

**WHAT IF** there were enchanting tools and engaging resources that truly address these inner challenges and offer useful solutions that help the whole family change their outer experiences and perspectives?

**WHAT IF** adults could access a full suite of inner guidance resources that equip them as guides for children's empowerment in this complex world?

**WHAT IF** there were new ANIMATED adventures that took viewers on journeys of mental well-being, that were truly empowering, and stood out from the rest?

**WHAT IF** there were enchanting TOYS and GAMES that could help meet the mental, emotional, and social well-being of consumers of all ages?

**WHAT IF** there were fully-developed BOOKS and resources that could meet the mental health needs of readers of all ages? Books that truly stand out.



"The *Inner Atlas* series is nothing short of spectacular."



# Introducing Inner Atlas



## Tools to Navigate Life's Terrain®

Inner Atlas engages and empowers kids to forge their own path through life.

We outfit kids, parents, teachers, and therapists (in 22 countries, so far) with enchanting resources that deliver truly useful solutions, all in one place.

We have created timeless stories, unforgettable characters, and truly useful tools that engage the whole family and are perfectly suited for a wide variety of platforms and products.

Inner Atlas even helps inspire and steer the adults in a direction of self-discovery. **In fact, our Lands, and their tools are being used by retired US Army Rangers, adult wellness groups, high school and colleges classes, and adult therapy centers.**

## Our Topics & Tools



**Land of OR**  
Making good choices and picking the best options.



**Land of I AM**  
Using the best labels for ourselves.



**Land of AND**  
Including others and embracing differences.



**Land of NOW**  
Being present and in the moment.

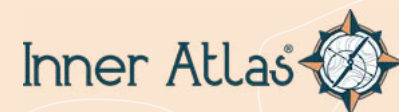


**Land of ENOUGH**  
Understanding the power of gratitude.



**Land of What If**  
Dealing with uncertainty.  
(coming soon)

"A great message for all ages!!!"







Tools to Navigate  
Life's Terrain®



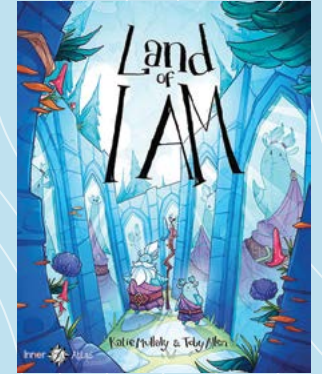
# Our Lands



*Travel with us through this fine Land of OR and learn how to choose unlike never before!*



*Climb on aboard and your world will expand. We'll include all we find in this grand Land of AND!*



*In Land of I AM you will find your way through, past all the false mirrors and to the real you!*



*Sit here in NOW; in this Land you will find, ways to clear all the chaos and quiet your mind.*



*In this Land you will find there's no need for more stuff, because gratitude shows you there's always ENOUGH.*



Coming Late 2024

*When faced with unknowns there is nothing to dread, 'cuz in Land of What IF, you'll enjoy them instead.*

Enjoy an online version of each Land and story by clicking on the images above or visit [YourInnerAtlas.com/stories-licensing/](https://YourInnerAtlas.com/stories-licensing/).

*"The Inner Atlas series provides a fun and enlightening experience that leaves lasting effects."*





# Inner Atlas Stands Apart

We offer so much  
more than just stories.



Inner Atlas stands out from the rest of the market in key ways:

1. The stories, Lands, messages, and art engage the whole family. Members of all ages will gain something from the journeys and the lessons. Tools they can all use out in the world.
2. We offer free useful resources, that work at home and in schools. Resources that keep the conversations going.
3. We are developing a full suite of multimedia products including animation, toys, games, and additional educational materials. All of these materials will reinforce the important messages and help cross-promote sales of Inner Atlas products.
4. This series and its stories provide tools on an array of important life lessons and topics that consumers face in their everyday lives. Timeless topics and evergreen stories that have a lasting impact. And there are more to come.



"Compelling to adult and child alike."



# Our Characters

What truly sets us apart.



**Introducing what truly sets us apart – our characters!**

The characters you encounter in each Land are what truly make us unique.

These enchanting and original characters provide an extra pathway to connect to the lessons and bring the stories to life.

Think back on your favorite characters as a kid and your connection to them. We have the next timeless and memorable set of characters, just waiting to be shared with the world. As kids engage with these characters, they begin to use the tools and skills as they go out into the world.

**These timeless characters become trusted reminders and guides.**

As the kids grow, these enchanting and endearing characters grow with them, staying by their side for years to come.

Plus, these characters are easy to adapt to a variety of platforms, enabling them to engage with the kids in a multitude of ways and outlets, especially toys and animation.

“Eye-opening, imaginative, and deeply touching.”



# - The Yabbit<sup>®</sup> -

The Yabbit you see, it has only one use;  
to always be near and provide an excuse.



Land<sup>of</sup> Enough



Land<sup>of</sup> NOW



Land<sup>of</sup> OR



Land<sup>of</sup> AND



Land<sup>of</sup> I AM



# Land of OR

Graceful



Frenzy



Skittish



Kind



Strong

Sloth



Patience



Cheeky

Playful



Happy



The Guide



The Kid



Timid



Stubborn



# Land of AND





# Land of IAM



The Mirrors



The Kid



The Gargoyles



The Guide

# Land of Enough



The Guide



New Friends



Duckie



The Kid



Froggie



# Land<sup>of</sup> NOW



Future Thinkling



Future Thinkling



Future Thinkling



Myna



Don't Like THIS



The Kid



Past Thinklings



The Guide



Don't Like THAT







# Inner Atlas Products & Programs Expanding possibilities.



## Inner Atlas® Media & Entertainment

We are looking for the perfect partner to turn our Lands, our tools and resources, and most importantly, our AMAZING art into media and entertainment that will truly engage the whole family:

- Animated series of each Land: each story can be broken into at least 10 episodes, including the pilot.
- Expanded stories and character origins: where they came from, what special lessons they have to offer.
- Youth Theater performances: license the rights to use the Lands as plays and musicals.
- Themed areas of each Land in amusement parks, complete with characters and landscapes.
- Video games

"Clever, fun, entertaining, visually magical  
with wonderful messages for all ages."



# Inner Atlas Products & Programs

Expanding  
possibilities.



## Inner Atlas™ Toys & Games

We are looking for a manufacturing partner to turn our Lands, our tools and resources, and most importantly, our unique and new characters into toys and games. Every kid, and adult, will want a stuffed YABBUS:

- Stuffed characters, especially the Yabbut!
- Figurines and action figures
- Trading cards of each character
- Board games that follow the maps and stories
- Lego sets of each Land and characters
- Puppets
- Puzzles
- Yabbut kites



"A fun and enlightening experience that leaves lasting effects."





Inner Atlas  
Products &  
Programs  
Expanding  
possibilities.



# Inner Atlas® Academy

We are looking for educational partners to create school and grade-specific materials or license the tools and resources for their programs:

- Classroom materials and books
- Teacher resources and lesson plans
- Videos for online learning programs
- Counseling and therapy materials
- Lessons for all age groups and grades
- Inner Atlas Academy certificates
- Full package sets: books, materials, lessons



"I am continually amazed by Katie and Toby's ability to create such engaging and visually stunning books that teach valuable life skills to students AND their teachers."



# Inner Atlas Products & Programs Expanding possibilities.



## Inner Atlas® Wayfinders Club

We are building the Inner Atlas Wayfinders Club to help guide readers of all ages through the Lands and provide another way to connect to their Inner Guidance Systems.

- Club members will venture into uncharted areas of each important topic as they explore more ways to connect to their Inner Guidance Systems.
- Each Land will have special worksheets and activities that enhance their journey and members send in once they have completed their travels through that Land.
- Once they finish the lessons and have traversed through the Land using our Wayfinders Guides, they will receive a special pin, sticker, and certificate from us for that Land.

"These books have been a family favorite in our home for years."



# Inner Atlas Products & Programs

Expanding  
possibilities.



## Inner Atlas™ Apparel

Our characters and art will make great apparel (and other merchandise) that will support the sales and promotion of the other products and programs. Here are just a few potential merchandise items:

- T-shirts
- Hats
- Sweatshirts
- Backpacks
- Tote bags
- Key chains
- Water bottles
- Mugs and cups
- Wall murals and art
- Lunch boxes
- Computer and phone cases
- Pet accessories



"Once again, these books have touched me deeply with their words."



# Ownership, Copyrights, & Trademarks



**Ownership:** All text and images are owned by Faceted Press, a DBA of Faceted Works LLC. Katie Mullaly, in addition to owning Inner Atlas LLC, owns Faceted Works and can transfer all ownership to Inner Atlas LLC. Author Katie Mullaly and Illustrator Toby Allen will continue to be the creators of the Inner Atlas series.

**Copyrights:** Copyrights have been registered for the text for each story, the story's illustrations, and for the individual characters from each book, and the Inner Atlas logo, and are registered to either Katie Mullaly, or Faceted Press.

## **Trademark Filings, all owned by Katie Mullaly's LLCs:**

### Inner Atlas

- Class 16 – Books and Publications, Registered 2024
- Class 25 – Apparel, Filed 2023
- Class 28 – Toys and Games, Filed 2024
- Class 41 – Education and Entertainment Services, Registered 2024

### Tools to Help Navigate Life's Terrain

- Class 41 – Education and Entertainment Services, Registered 2021
- Class 16 – Books and Publications, Filed 2023
- Class 28 – Toys and Games, Filed 2024

### The Yabbut

- Class 16 – Books and Publications, Registered 2018
- Class 21 – Dishware, Registered 2018
- Class 25 – Shirts and Clothing, Registered 2017
- Class 24 – Tapestries, Registered 2018

"We have loved this series and can't wait for the others!"

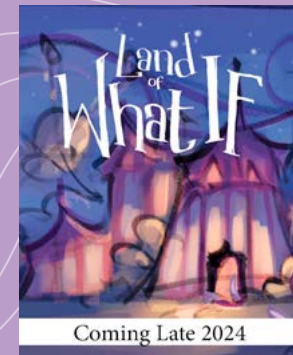


# Partner With Us



We are looking for partners to transform our tools, our Lands, the messages and art, into meaningful products - books, toys and games, animation, and other materials - and help us empower children, and the adults in their lives, to develop their Inner Guidance Systems and navigate life's terrain.

## Our Lands





# Let's Make a Difference Together



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