



**Bugali**

Imagination  
at your fingertips

**PRESS KIT**

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# The FOUNDERS



Bugali is the dream of two **complementary entrepreneurs**: François Hisquin, successful innovator, and Emmanuelle Duez, dedicated visionary.

An engineer and graduate of the ESME Sudria and ESSEC schools, François fell into the entrepreneurial pot when he was a little child. At 33, he created OCTO Technology, a consulting company he managed for 18 years and sold to Accenture in 2016. He also founded the USI (Unexpected Sources of Inspiration), one of the most inspiring conferences in Europe.

After studying at Sciences Po, ESSEC and Bocconi, Emmanuelle founded **WoMen'Up** and **The Boson Project**, a human excellence consulting company and research centre, before turning thirty. When her first child was born, Emmanuelle realised that “there is no one quicker to take responsibility than a young parent who decides to bring a child into the world.” She then felt the need to add another string to her “impact bow”.

In 2019, the duo embarked on this fantastic entrepreneurial adventure, combining their expertise and ambition: to **put technology at the service of books and children's awakening to the world around them.**



# Our VISION



Bugali, whose name is derived from the word “bugale” (child in Breton), came about from the desire to **initiate societal change through the awakening of children**. We wanted to invent an invisible technology, completely at the service of children and books as an object.

“ This world is constantly renewed by birth

Hannah Arendt



As Hannah Arendt once wrote, “education is where we decide whether we love the world enough to take responsibility for it [...]. It is also with education that we decide whether we love our children enough to [...] prepare them for the task of renewing our common world.”



## The power of books

According to one study, by the age of 6, children know an average of 1,000 words. Some know only half, others 3 times more. This has a direct impact on school performance and beyond.

It has been proven that there is **a strong correlation between the richness of a child's vocabulary and the time they spend with books.** Beyond words, reading develops their imagination, focus, critical thinking and empathy. **Books have superpowers!**

What if children under 6 years old could read their favourite books again and again, by themselves or with their parents? What if they could dive into a wonderful world of sounds that summons their curiosity, intelligence and imagination?

### Our **AMBITION** :

**making books multi-sensory and accessible to all children, before they can even read!**



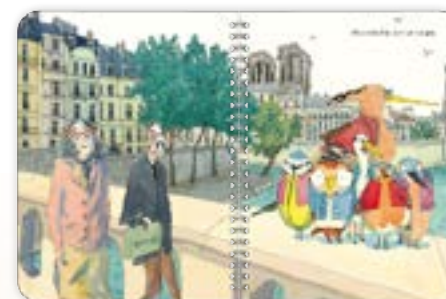


# Our INNOVATION



To bring our ambition to life, we wanted to create an "invisible" technology, completely at the service of children and the book object.

This innovation is our console and our books.



The Bugali book

+



The Bugali console

=



An interactive adventure !

Once the Bugali book is placed on the console, the story becomes a **multi-sensory epic**. Under children's fingers, sound adventures unfold that they can live as many times as they want... alone or with an adult.

This immersive, screen-free experience celebrates **discovery and children's curiosity and imagination**.



# The Bugali **CONSOLE**



Available in 2 colours:



## Its characteristics



**Charging:** cable USB-C



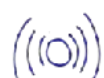
**Connectors:** headphone jack



**Weight:** 975 g



**Autonomy:** 8h



**Audio:** Stereo sound



**Dimensions:** 37,8 x 28,3 x 2,2 cm

The Bugali console brings **touch and sound** to paper books. Bugali offers **an immersive and interactive experience**, without screens and without wifi during use. Wifi is only needed for a few minutes a month to download new material overnight. The adventure can thus be experienced anywhere (and the jack port ensures that no neighbours will be disturbed on the train!)

Our **innovation** was made possible by the Bugali Lab: a team of high-level hardware and software engineers, who carried out 3 years of R&D to make our vision a reality. They are the ones who make the magic work!

The Bugali console is a real **companion to rouse children's awareness and curiosity. Made in France**, ergonomic and robust, it is a must-have for all little hands.

# A collection of storybooks that **GROWS** with children

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TO DISCOVER  
**ONESELF,**  
**OTHERS AND**  
**THE WORLD**

Our books help children get acquainted with themselves, others and the world. They are also a well of knowledge: from fine motor skills to learning to read and discovering other languages, **Bugali grows with all children!**

Around 6 editorial universes:



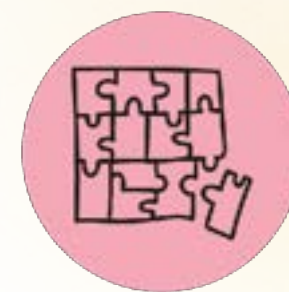
Emotions



Nature



Knowledge



Games



Arts



Adventure



# Our **PARTNERS** in children's publishing

Our **demanding editorial line** is anchored in the sensitive and imaginative world of childhood. We have therefore formed partnerships with the most attractive publishing houses, whose books we adapt with audio and interactive surprises.

**FLEURUS**

*l'école des loisirs*

**kaléidoscope**

**DIDIER  
JEUNESSE**

**GALLIMARD JEUNESSE**

**ALBIN MICHEL JEUNESSE**

De La Martinière  
**Jeunesse**

**bayard**

**Gründ**

**milan**

**MANGO  
jeunesse**

**marcel et joachim**

**SEUIL  
JEUNESSE**





# The Creative **STUDIO**



The Bugali Studio defines our **editorial line**: like a bookseller, it selects **titles from our partner publishers** according to use, the proposed experience and the editorial strategy. It also develops our own books: our original creations.

The Studio's artistic team then develops the interactive sound surprises that children will discover when turning and touching the pages.

For each book, the Bugali Studio creates **an original sound staging**:



Sound



Songs



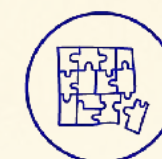
Nursery rhymes



Dialogues



Stories



Games



Words

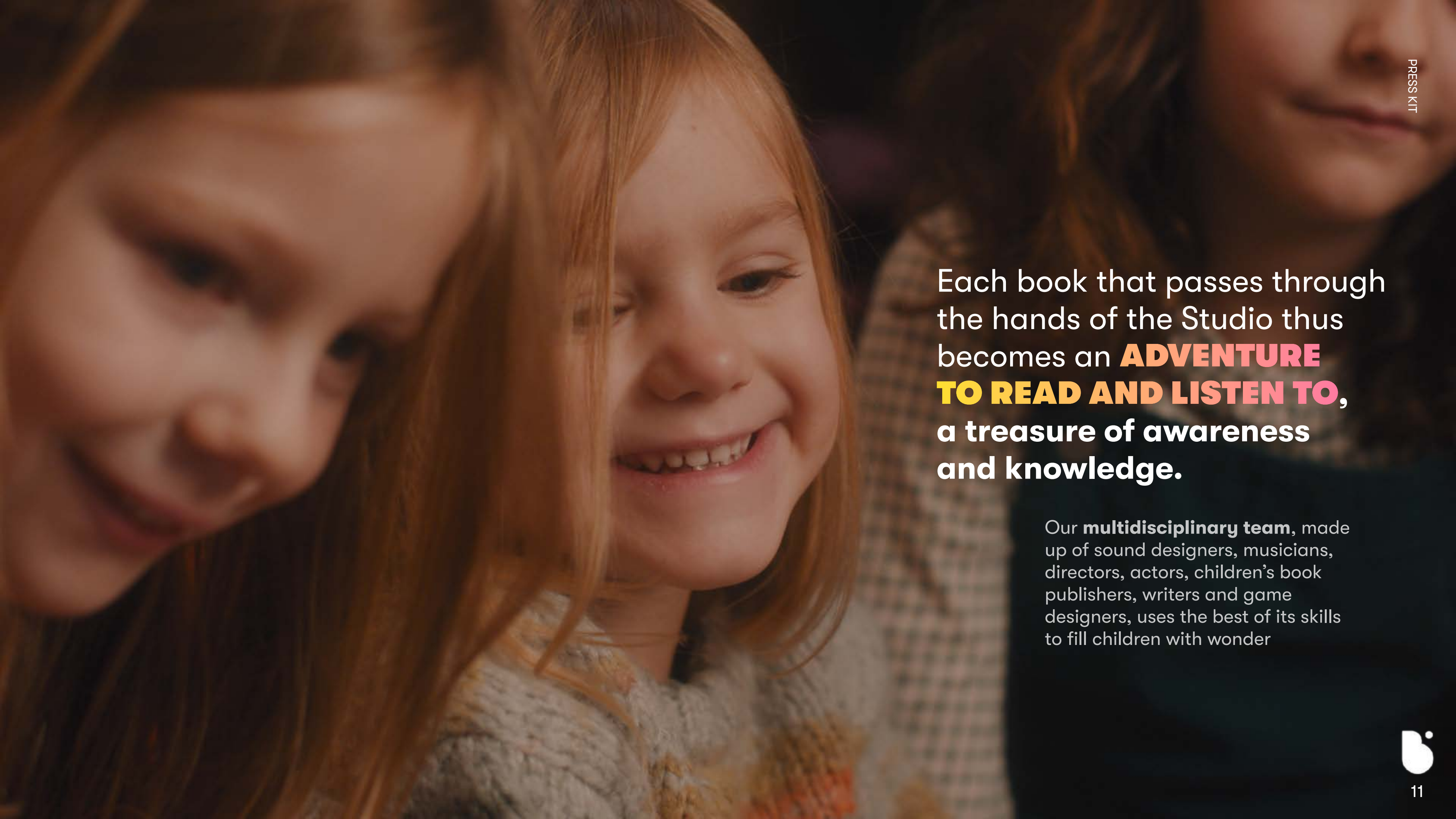


Music

All are written and recorded in **French and English**.







Each book that passes through the hands of the Studio thus becomes an **ADVENTURE TO READ AND LISTEN TO**, a treasure of awareness and knowledge.

Our **multidisciplinary team**, made up of sound designers, musicians, directors, actors, children's book publishers, writers and game designers, uses the best of its skills to fill children with wonder



# Our **COMMITMENT** : to bring books to life



 **NO SCREEN  
& NO WIFI**  
while in use

 **A COLLECTION**  
of storybooks that grows with children

 Custom audio creations  
**PERFORMED**  
In French & English

 **A COMPANION**  
for all children

 **ROBUST** design



# Our PEDAGOGICAL approach

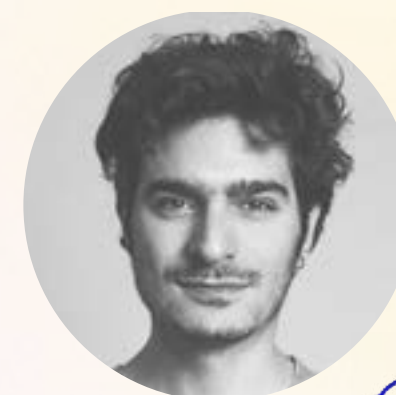
Since the very beginning of the Bugali adventure, we have surrounded ourselves with a **team of scientists with varied expertise** in neurosciences, psychology, medicine, design, musicology and education.



We rely on them at every stage of our work: they ensure that we always work in the interests of the children, **in full respect of their intelligence and curiosity.**

It is also together with our scientists that we have developed our **pedagogical approach** which places autonomy, the element of surprise, discovery and imagination at the heart of our work.

## Our scientific advisory board



**Albert Moukheiber**

Doctor of neurosciences, clinical psychologist and professor



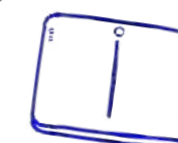
**Layale Chaker**

Composer, violinist and musicologist



**Pierre Dillenbourg**

Professor at EPFL, founder of Swiss EdTech Collider, pioneer of educational technology



**Antoine Fenoglio**

Designer, co-founder of the Sismo agency

And many others...



**Early in 2023**, Bugali launched its media: Kidologie. This invented name, which means “**the science of children**”, was born from our desire to share what we learn every day about children’s development.

Cerebral, cognitive, sensory, motor, emotional development... **Children learn quickly and constantly**. Their discovery of the world and of themselves evolves so fast that we adults sometimes find difficult to grasp and accompany it. **At the crossroads of all the sciences**, “kidology” brings together neurosciences, psychology, medicine, human and social sciences, musicology, education...

It is a part of this intellectual effervescence that Kidologie wants to relay. Because **our mission is to serve this extraordinary capacity for learning and wonder**, we relay to parents the most recent and cutting-edge scientific knowledge, which has been screened by our scientific council.



Kidologie is a word we invented to reflect our **solid scientific footing and our inventive and light-hearted personality**.



Kidologie is a **media backed by our scientific advisory board and our own expertise**.



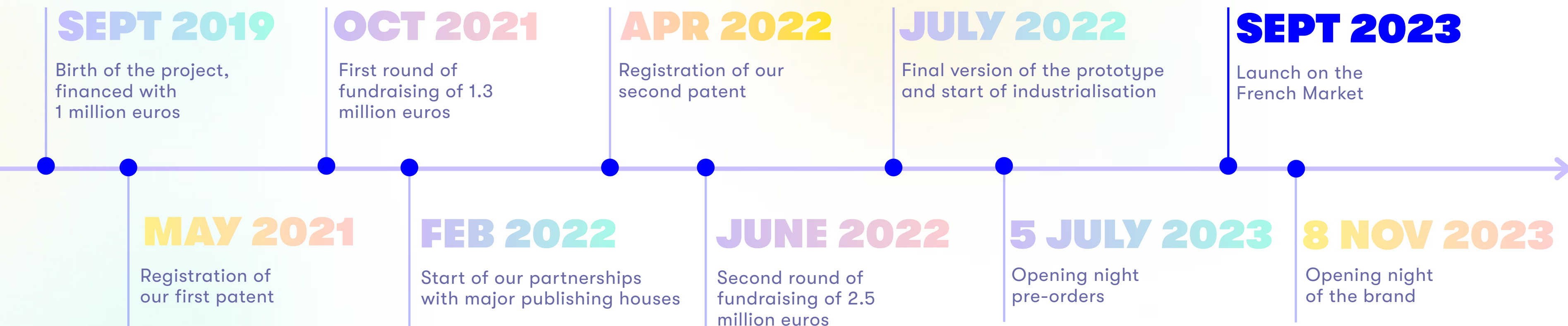
Kidologie is a way of taking about children’s development: with **thoroughness, joy and creativity!**





# Timeline to our **Launch**

After **3 years of R&D, design and prototyping**, the industrialisation is launched:  
our console and our books will arrive on the market in **September 2023**.





# Bugali in FIGURES

**3**

No fewer than three years of R&D went into the design of our console

**14**

Already six partner publishing houses, eight more planned for Christmas 2023, and many more soon to join the adventure

**2023**

A date to remember: the launch of Bugali on the French market in September 2023

**5**

Bugali was also born thanks to shareholders who believe in our project, and with whom we have raised almost five million euros

**50 000**

The number of consoles we are producing for our launch

**400 000**

The number of books we are producing for our launch





# The Bugali team



**Olivia de Kersauson**  
Finance manager



**Emmanuelle Duez**  
Co-founder



**François Hisquin**  
Co-founder



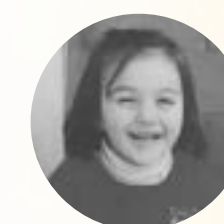
**Carole Brezillon**  
Director marketing & sales



**Philothée Gaymard**  
Director of Corporate Content



**Lauriane Rérolle**  
Art Director



**Anna de Cardenal**  
Graphic designer assistant



**Agathe Couvreur**  
Community manager



**Vivien Gaesler**  
Project manager



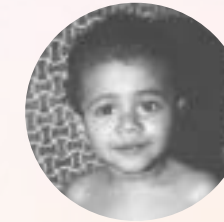
**Eric Groise**  
CTO



**Alexandre Lemaire**  
Electronics Engineer



**Yoan Corcos**  
Mechanical engineer



**Marc Olory**  
Mobile phone Developer



**Lauriane Vilette**  
UX engineer



**Loïc Billoet**  
Engineer



**Sacha Elbaz**  
Digital Marketing Officer



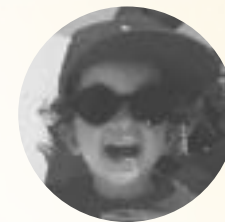
**Mathilde Lepen**  
Graphic designer  
& Print manager



**Clélia Aucouturier**  
Director of Bugali Studio



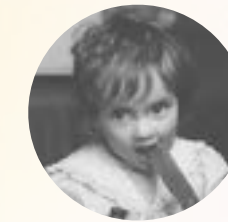
**Grégoire Provost**  
Editorial Manager



**Alice Godet**  
Creative & design manager



**Victor Duez**  
French Film Director



**Rose Romain**  
English Film Director



**Elias Akkouche**  
Composer & sound designer



**Maxime Bourdier**  
Children's Books Writer



**Glenn Zasman**  
Translator



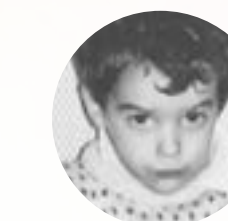
**Alexandre Laclaverie**  
Graphic & game designer



**Elisa Gonzales**  
Graphic designer & illustrator



**Simon Corroler**  
Sound designer



**Louis Duez**  
Autor



**Raphaële Glaux**  
Children's Book Publisher



# The **VISUAL** kit

You will find all our visual elements right here:

[www.bugali.com/presse](http://www.bugali.com/presse)



 Videos



 Logos



 Photography



 Visual elements





We'll never run out of ideas  
to help your children  
**FALL IN LOVE** with books.

For the **LEAFY GREENS**,  
we'll leave it to you.

## **PRESS CONTACT**

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