

The logo features the text "Breakkit Kids" in a bold, rounded, sans-serif font. The word "Breakkit" is on the top line and "Kids" is on the bottom line. The letters are filled with a gradient from yellow on the left to pink on the right. A small, red, cartoonish character with a smiling face, two arms raised in a jumping pose, and two legs is positioned between the two lines of text, appearing to jump over the word "Breakkit". The entire logo is set against a dark blue background with a starry space pattern and several bright, colorful streaks (red, blue, purple) radiating outwards.

# Breakkit Kids

Your movement break for your brain, body and senses

# The Team

## Lorena Maré, Co-Founder

Oxford Brookes trained Occupational Therapist (Hons) with over 8+ years of international working experience with children with special needs, fine/gross motor delays, attention difficulties and sensory processing difficulties.

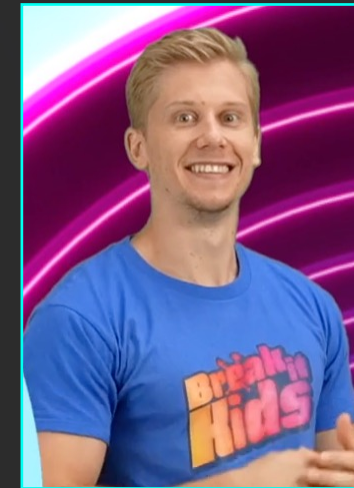
Yoga teacher with training in special needs, vinyasa, yin, restorative, acro and children's yoga with 5 years of teaching experience



## Philip Maré, Co-Founder

Business professional with approx. 8 years management experience in retail sales, business development and branding, as well as experience in the start-up accelerator industry.

Also, a personal trainer with 15 years of experience with a multitude of different types of training, including a detailed focus on Martial Arts and sport with kids



## Manfred Kastner, Mentor

Serial Entrepreneur for over 25 years. Manfred is the founder of Vision Microfinance, which has granted more than USD 2 billion in microloans, and of Vision Education, which also has a strong social mission and helps major NGOs. His language training apps have millions of downloads.



## Jake Carter, Postproduction

Jake is the founder of BlueChip records, Oxford ELT, Oxford audio and **ELT Songs LTD.** With 20+ years' experience in multimedia production for radio, film & TV. His companies have produced over 1000+ educational songs and videos for the top 5 ELT publishers including markets in Asia, Africa, Europe, Latin America and The Middle East.

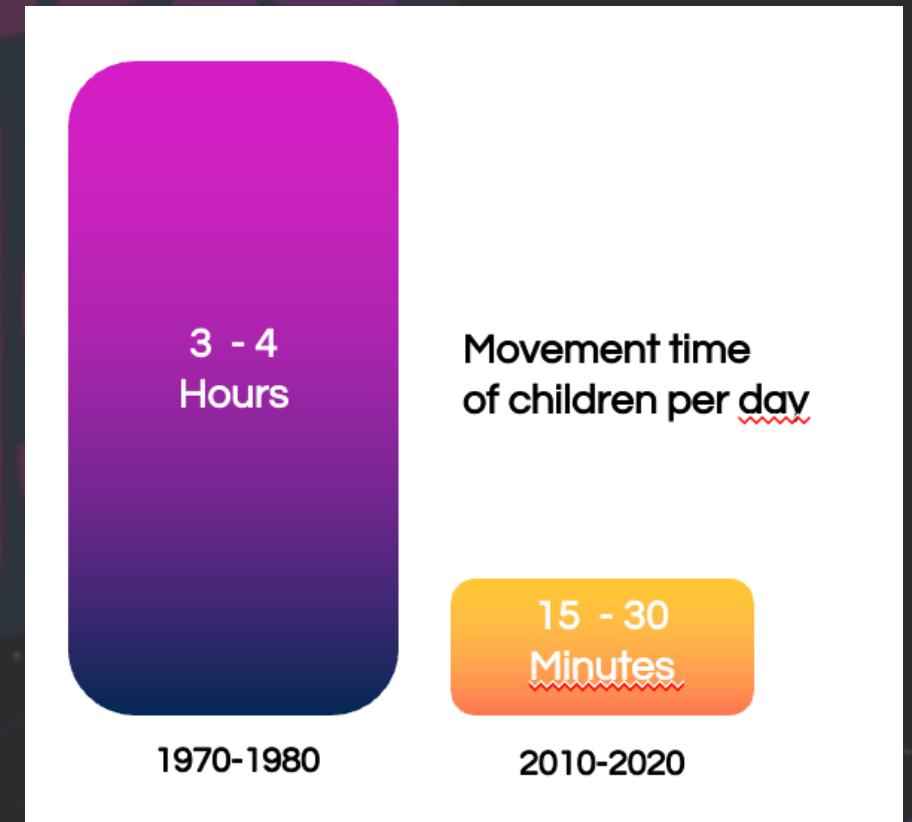


# KIDS NEED MORE MOVEMENT

Undeniable evidence that movement leads to **happier**, more **regulated kids**, and an increase in **academic performance**

Movements affect the **body**, **brain** and **senses** on every level

Using a **scientific** and **structured approach**, results are quickly evident



# The Evidence

There is no age group for which **movement** is as important as for **3-10-year-old kids**

Regular movement at this age particularly supports **linguistic, intellectual** and **physical development**

Movement with a corresponding **fun factor** leads to **relaxation**, improves the ability to **concentrate** and increases **self-confidence**

Prof. Dr. Kurt Widhalm, Austria



# The Solution

Therefore, kids need a way to self-regulate so they can reduce stress and **be their best!**

Just like adults use physical exercise and mindfulness tactics to focus before a big presentation, calm down after a stressful day or expel excess nervous energy

Kids equally need a way to do this, and **we want to empower them by...**



# Introducing Break it Kids



- Break it Kids is an interactive **movement break** video to help kids **self-regulate**
- Movements are **scientifically based**
- Each video is between **10-12 min**, optimal time to **receive 2 hours of impact**
- Post video production by Jake and his team (Planet Pop)

# How It Works

Choose your favorite video and follow along with the **moves!**

All you need a **yoga mat's** worth of **space**

Can be done **anytime/anywhere**

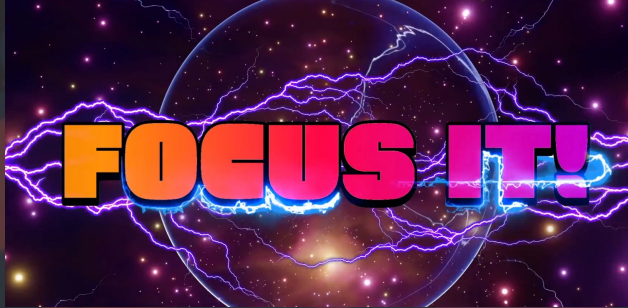
An **on-the-go** movement break!



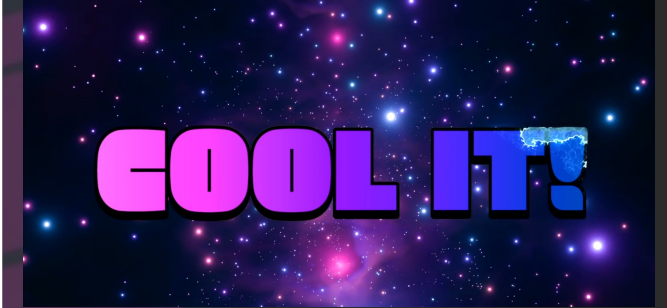
# The Format



- High intensity
- 3-4 gross-motor movements
- Raise heart rate
- Increase blood flow to major muscle groups
- Increased blood gets brain ready for what's next



- Moderate intensity
- 3 movements stimulating motor sensory processing, balance and timing
- Challenge brain and body to work together
- Higher level of concentration than Fire It Up



- 2-3 calming activities such as deep pressure, focused breathing
- Further slow heart rate
- Achieve neutral regulation for the child

*\*All in one video\**



# Used by Teachers Worldwide

The best of science and entertainment motivates kids to move and build a solid wellness foundation!



Present in **international**, **public** and **kindergarten** schools around the world

What teachers said:

The activities helped my students to **FOCUS** and **SELF-REGULATE**

Break it Kids is a **GAME-CHANGER!**

I have seen a meaningful improvement in **POSITIVE BEHAVIOURS** and **SELF-REGULATION**

It is incredible to see the **FOCUS** and **CONCENTRATION** visibly change

# Used At Home By Parents

## Usage at home:



- At the start of the day
- Prior to homework
- During a learning break
- Active screen time
- Before bed-time
- **ANYTIME ANYWHERE**

## Usage on the GO:



“Tom received today the offer letter from HKIS! Just before the assessment I played him the “Break it Kids” video and that helped him to keep focus!”

## What a parent said:

Mrs. Jones - “Perfect length to keep her interested. She sat straight down for her lunch afterwards without the usual messing around.”

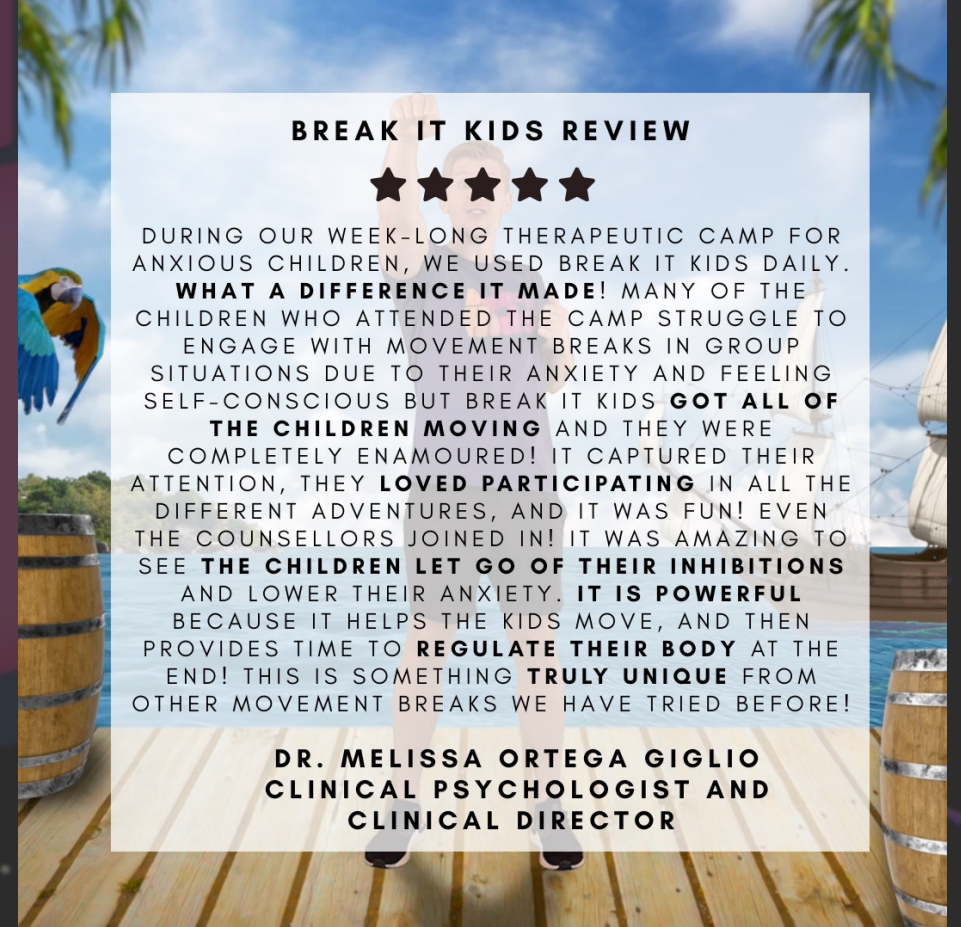
# Used At Private Clinic By Therapists

## Usage at clinic:



- As a break between therapy sessions
- If focus 'dips' during group sessions
- As an "ice breaker" during group sessions
- As a movement break during clinical camps such as Confident Crew (Selective Mutism Camp)
- Used as a **brain break** during clinical assessments

## What a therapist said:



# Why Does it Work So Well?

## Sensory Integration Theory



- Movements are based on Sensory Integration (S.I) Theory
- Facilitate sensory processing to help regulate and organise senses for effective learning
- 'just right' arousal level

## The Music



- BPM affects the brain differently and is used appropriately in each section
- 140 – 160 bpm in Fire it Up and Focus it to increase heart rate
- 60 bpm to calm nervous system

## Screen Time



- Active not passive
- Break the habit
- Physical development increasing essential fine and gross motor skills
- “Realistic” dopamine hit
- Use screen to their advantage
- Self regulation through effective screen time

# The Benefits

MENTAL  
HEALTH



**Break it  
Kids**  
MOVEMENT  
BREAK



ONLY 10 MINUTES LONG & ALL  
KIDS ARE CALM & READY TO  
LEARN FOR 2 HOURS



PHYSICAL  
HEALTH

# Proof of concept



5,400 students and 685 teachers/learning aids using BIK weekly across Japan, Austria, Hong Kong and Canada

350 hours of usage in the last 6 months per video in 21 different countries spanning over 5 different continents

Over 144,900 views on our YouTube Channel (2 full videos, 22 trailers)

\*Selling since August 2022\*

# Testimonials

## BREAK IT KIDS REVIEW

★★★★★

IT'S VERY INTERESTING TO SEE THAT THE CHILDREN'S **ATTENTION AND CONCENTRATION VISIBLY IMPROVES** AND KIDS WERE **MORE FOCUSED** AFTER BREAK IT KIDS. WHEN THE CLASS IS GETTING RESTLESS OR THEY CAN'T CONCENTRATE, I **USE THE VIDEOS SPONTANEOUSLY**. THERE IS ALWAYS A WARM-UP PHASE, A PHASE TO LET OFF STEAM AND A RECOVERY PHASE WHERE THE **CHILDREN CALM DOWN AGAIN**. BESIDES THE **ACTIVE MOVEMENTS**, THE CHILDREN ALSO GET TO LEARN ENGLISH. IT'S A **GREAT CONCEPT** AND WE ARE LOOKING FORWARD TO MORE BREAK IT KIDS ADVENTURES!

**STEPHANIE, TEACHER  
AUSTRIA**

## BREAK IT KIDS REVIEW

★★★★★

BREAK IT KIDS **REALLY WORKS!** AS A MUM OF TWO CHILDREN WITH FOCUS ISSUES, I **CANNOT RECOMMEND BREAK IT KIDS HIGHLY ENOUGH** TO ANYONE STRUGGLING TO GET THEIR CHILDREN TO FOLLOW INSTRUCTIONS AND **SETTLE INTO TASKS**. WE HAVE USED THE VIDEOS PRIOR TO MEALTIMES TO HELP THEM **SIT STILL**, AND IN THE MORNINGS BEFORE SCHOOL TO **GET THEM ORGANISED** AND CALM FOR THE DAY AHEAD. WITHOUT FAIL THEY COMPLETE THE EXERCISES AND ARE **IMMEDIATELY MORE FOCUSED** AND ON AN EVEN EMOTIONAL KEEL. **IT HAS BEEN A LIFESAVER** IN OUR HOUSE!

**KATE WESTWOOD,  
MUM OF 2 KIDS USING BREAK IT KIDS**

## BREAK IT KIDS REVIEW

★★★★★

BREAK IT KIDS IS **THE PERFECT BRAIN BREAK** IN THE MIDDLE OF PSYCHOMETRIC TESTING. THE MOVEMENT BREAK HELPS CHILDREN **RELEASE PENT-UP ENERGY**, AND DURING THE COOLDOWN, IT **RESETS THEM**, SO THEY **CAN FOCUS** AND WORK AGAIN. I WOULD **HIGHLY RECOMMEND BREAK IT KIDS** TO ALL FAMILIES!

**DR. MELISSA ORTEGA GIGLIO  
CLINICAL PSYCHOLOGIST AND  
CLINICAL DIRECTOR**

## BREAK IT KIDS REVIEW

★★★★★

WE REALLY ENJOYED THE WAY THE VIDEO WAS STRUCTURED INTO **3 DISTINCT SECTIONS - FIRE IT UP, FOCUS IT AND COOL IT**. THE FIRST SECTIN GOT MAX **BURNING OFF THAT EXCESS ENERGY** WITH RUNNING AND JUMPING MOVEMENT WHILE IN FOCUS IT, HE WAS WORKING ON **BALANCE AND CONCENTRATION**. THIS IS SOMETHING THAT TEACHERS HAVE RECOMMENDED FOR MAX IN THE PAST, BUT THAT WE'VE STRUGGLED TO DO IN A FUN WAY AT HOME. BUT WHEN THE BREAK IT KIDS TEAM HAD HIM CREEPING UP ON A T-REX AND **FLYING WITH A PTERODACTYL** HE SURE WAS INTERESTED! SURPRISINGLY, MAX WAS **SUPER INTO THE COOL IT** MEDITATION AT THE END OF THE VIDEO. HE WAS **IMMEDIATELY CALM AND FOCUSED ON HIS BREATH**.

**SASSY MAMA FOUNDER  
MAURA, MOTHER  
IN HOTEL QUARANTINE**

## BREAK IT KIDS REVIEW

★★★★★

IN A CLASSROOM WITH VARIED DIFFICULTIES, I WAS **IMPRESSED** TO SEE HOW BREAK IT KIDS **CAPTURED THE STUDENTS SO QUICKLY** AND INTENSELY. EVERY **STUDENT SHOWED ENTHUSIASM** AND **ACTIVELY PARTICIPATED**.

**CATIA, TEACHER  
ONTARIO, CANADA**

## BREAK IT KIDS REVIEW

★★★★★

THE KIDS **REALLY ENJOYED MOVING** THEIR BODIES IN A STRUCTURED WAY. THERE HAD BEEN QUITE A BIT OF PASSIVE SCREEN TIME SO IT WAS NICE FOR THEM TO STEP AWAY AND ENJOY A VIDEO THAT GOT THEM **ENGAGE AND ACTIVE**. YOU COULD FEEL THE **ENERGY SHIFT IN THE ROOM** AFTERWARDS. THEY WERE **HAPPY**, NOT BOUNCING OFF THE WALLS AS THEY'D **GOTTEN THEIR ENERGY OUT** DURING THE SESSION. AFTER DOING THE SPORTS VIDEO THEY **COULDN'T WAIT TO TRY OUT THE NEXT VIDEO** ADVENTURE! I'LL KEEP THAT IN MY BACK POCKET.

**SASSY MAMA FOUNDER  
MAURA, MOTHER  
IN HOTEL QUARANTINE**

## BREAK IT KIDS REVIEW

★★★★★

HE WAS SO **ENGROSSED** WITH THE ENGAGING GRAPHICS AND STORY OF THE VIDEOS. AFTER HE WATCHED THE DINO ISLAND VIDEO ONCE, HE **IMMEDIATELY ASKED TO DO IT AGAIN** AND **HAS DONE EVERY DAY SINCE**. HIS **LITTLE SISTER (20 MONTHS) EVEN GOT IN ON THE ACTION** AND COPIED THE MOVEMENTS! AS A PARENT, I CAN DEFINITELY SEE BREAK IT KIDS BEING **A USEFUL TOOL BOTH AT HOME AS A FUN STUDY BREAK**, ON THE GO **WHILE TRAVELLING** AND ALSO **FOR EDUCATORS IN CLASS** LOOKING TO TRANSITION THEIR CLASS FROM ONE ACTIVITY TO ANOTHER.

**SASSY MAMA FOUNDER  
MAURA, MOTHER  
IN HOTEL QUARANTINE**

## BREAK IT KIDS REVIEW

★★★★★

DURING OUR WEEK-LONG THERAPEUTIC CAMP FOR ANXIOUS CHILDREN, WE USED BREAK IT KIDS DAILY. **WHAT A DIFFERENCE IT MADE!** MANY OF THE CHILDREN WHO ATTENDED THE CAMP STRUGGLE TO ENGAGE WITH MOVEMENT BREAKS IN GROUP SITUATIONS DUE TO THEIR ANXIETY AND FEELING SELF-CONSCIOUS BUT BREAK IT KIDS  **GOT ALL OF THE CHILDREN MOVING** AND THEY WERE COMPLETELY ENAMOURED! IT CAPTURED THEIR ATTENTION, THEY **LOVED PARTICIPATING** IN ALL THE DIFFERENT ADVENTURES, AND IT WAS **FUN!** EVEN THE COUNSELLORS JOINED IN! IT WAS AMAZING TO SEE **THE CHILDREN LET GO OF THEIR INHIBITIONS** AND LOWER THEIR ANXIETY. IT IS **POWERFUL** BECAUSE IT HELPS THE KIDS MOVE, AND THEN PROVIDES TIME TO **REGULATE THEIR BODY** AT THE END! THIS IS SOMETHING **TRULY UNIQUE** FROM OTHER MOVEMENT BREAKS WE HAVE TRIED BEFORE!

**DR. MELISSA ORTEGA GIGLIO  
CLINICAL PSYCHOLOGIST AND  
CLINICAL DIRECTOR**

# Contact Us

For more information please contact  
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**Break it  
Kids**

The logo features the words "Break it" in a pink-to-purple gradient font and "Kids" in a yellow-to-orange gradient font. A red, rounded character with arms and legs is jumping over the word "Break it". The text is set against a dark blue background with a circular grid and colorful rays.

Thank You!