

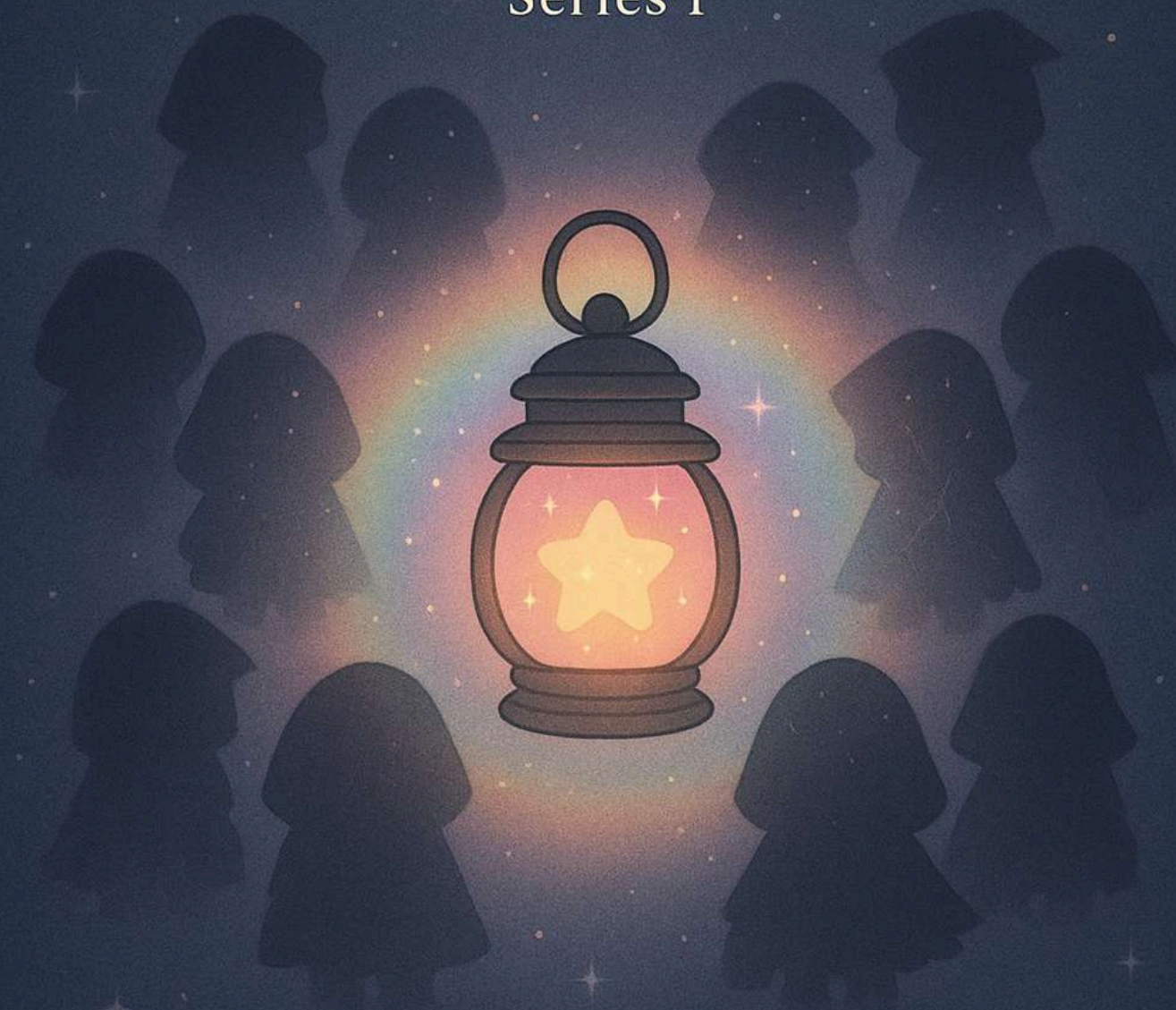
# The Luminauts

Presented by Caprice Whitehead

## LUMINAUTS

– Emotions of Light –

Series 1



Every feeling has a light.  
You don't have to hold it alone.

# Why: Problem & Solution

“We don’t erase emotions. We give them lanterns, and they guide us forward.”



## The Challenge: Big Emotions, Small Voices.

Emotions can feel overwhelming and isolating especially for children and neurodiverse individuals who struggle to express what they feel.

- 1 in 5 Children/young adults ages 8-25 struggle to recognise and regulate their emotions. (NHS England, 2023)
- Neurodiverse children/adults are especially impacted, often feeling isolated and misunderstood.
- Parents and educators lack engaging tools to help children explore feelings in a safe way,

## The Solution: Turning Emotions into Companions

- A collectible series representing emotions through characters you can see, hold and journey with.
- Characters, with names to give your emotion a form, and a purpose, to be a friendly guide, and companion.
- Stories that explain how emotions manifest and feel for both children and adults.
- Blend stories, play and collectible culture to make emotional exploration engaging and magical for all.

# Thriving Collectibles Market



**\$4B+**

Pop Mart Blind box sales H1 2025



**+204.4%**

PM revenue rose H1 2025



**\$14.25B -  
\$21.43B**

Projected global market by 2031




# Research: Visual Supports & Emotional Understanding



## Key Research & Findings

- A pilot study of home based visual supports for families of children with neurodevelopmental needs found that visual cues (such as emotion icons or picture supports) improved engagement and emotional regulation at home.
- Visual supports such as emotion cards, choice boards, and body check charts have been identified as effective tools for children with Autism Spectrum Disorder (ASD) conditions to recognise and label feelings, which in turn supports self-regulation and emotional awareness.
- A study in Applied Behaviour Analysis (ABA) therapy noted that children with ASD who were taught emotion-labelling (with visual aids like photos, icons, emotion cards) showed reductions in problem behaviours (tantrums, outbursts) as their emotional vocabulary improved.
- Research on interactive visual supports for children with autism found that structured visuals help make abstract emotional concepts concrete, improving comprehension of emotional and social cues.



## Why This Matters for The Luminauts

- Because you're designing your brand around emotional literacy, especially for children and neurodiverse audiences, this research supports the idea that visual characters, lanterns, story-books, and emotion cards can be impactful tools.
- The use of characters carrying lanterns and visual cues (big constellation eyes, cloaks, lanterns) aligns with the idea of making abstract feelings visible something research shows matters a lot for children who find emotional language difficult.
- These stats help you justify the child facing book + visual-based collectible + app approach i.e., it's not just a toy, it's an emotional support pathway.

# The Vision

Discover the magic within every feeling

## Introduction

I'm Caprice Whitehead, creator of The Luminauts and founder of Bondedfx (BFX), where I've brought imagination to life for film and TV through prosthetics, props, and models. Inspired by my two neurodiverse children, I created The Luminauts to help people make sense of big emotions, each one carrying a lantern to guide us through feelings and remind us we're never alone.

## Lore

The Luminauts are cosmic companions born from human emotions.

They help children and adults see, name, and navigate feelings so no one feels alone.

More than collectibles, they're guides, storybooks, activities, and light-up lanterns bring their magic to life.

"Turning emotions into guides, not burdens."



# Explore the Realms of Emotion

Hope, Mischief, Isolation... each emotion has a world of its own.



**Hope**

A bright spark that reminds us even in darkness, light can return.



**Mischief**

A playful spark that stirs curiosity and brings unexpected joy.



**Isolation**

A quiet shadow where we learn we are never truly alone.



# Meet The Luminauts.

- Nova - The Dreamer
- Flux - The Trickster
- Umbra - The Misfit
- Eclipse - The Secret
- Luma - The Gentle,  
Astra - The Brave  
Nyx - The Wanderer  
Solis - The Warmth  
Vexa - The Fierce  
Erin - The Sad



# Nova Development



## Emotion

“The Dreamer”

Core Emotion: Hopes and Wishes  
Secondary Layers: Imagination, Aspiration  
Breakdown: Nova embodies the feeling of hope and dreaming for something better. She reminds us that even in darkness, our wishes shine like stars.



## Moodboard

Soft Pastel tones- Represent Dreamy theme.  
Two-Toned Cloak- Shows a spectrum of possibilities and imagination.  
Lantern- Acts like a beacon of comfort and wishes



## Concept Development

Concept Development:  
Early concepts testing cloak radiance, glowing star motifs, and lantern glow variations.



## Final Concept

Final Concept:  
Design captures Nova's role as a guiding light of hope.

# Nova's Story

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## Nova - The Dreamer

Named after a stellar explosion, a burst of light born from darkness. Represents hope, joy, and resilience even in hard times, light can return. Nova's glow inspires others, reminding them every spark matters.

Nova is fragile hope in a dark world. She gathers the whispered wishes of others, tucking them into her lantern until it glows with unbearable weight. Some are gentle, like a child wishing for a sunny morning. Others are desperate, jagged prayers whispered through tears in the night "Please don't leave me," "Please let tomorrow hurt less" But hope is not always soft. Sometimes it mutates, stretching into nightmares when those wishes would go unanswered. Nova knows this pain too well; she has watched dreams crumble into shadows. Her pastel glow hides the cracks beneath a smile that persists even when she is exhausted from carrying what no one else can bear. Still, Nova refuses to let go. She reminds us that even the smallest light, even the most fragile dream, can keep someone alive one more night. In the silence where despair grows, she whispers:

"Wish again. I'll keep it safe until you can."



**NOVA**

# Flux Development



## Emotion

“The Trickster”

Core Emotion: Mischief  
Secondary Layers: Energy, Chaos, Playful, Creativity  
Breakdown: Flux represents playful mischief and reminds us that laughter and mistakes are part of learning. His tricks light the way to unexpected discoveries



## Moodboard

Purple & Brown: Creativity mixed with grounding.  
Lantern: His lantern glows in bursts, flickering and sparking like a mischievous flame.  
Cloak: The irregular shapes and shifting tones in his cloak reflect restlessness and forgetfulness



## Concept Development

Purple represents creativity, imagination, and eccentricity, Brown grounds him, symbolising earthiness and stability.



## Final Concept

Final Concept:  
Design captures Flux's playful spirit, balancing chaos with creativity and discovery.

# Flux's Story

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## Flux - The Trickster

From the Latin Fluxus, meaning 'to flow' or 'constant change'. Flux is restless motion, a spark that leaps from one thought to another. His energy is untamed but alive, turning mistakes into discoveries and chaos into laughter.

Flux was born from chaos, a spark too wild to sit still. His lantern doesn't glow steady like the others, but crackles, sparking with mischief and restless fire. He is the trickster, the one who never fits in, who people call "too much," "too loud," or "too wild." But Flux doesn't stop. He keeps laughing, because he knows the truth: mischief is only unspent energy, looking for a path. In the dark, Flux dances where others would fall apart. He finds broken hearts and restless minds and teaches them how to keep moving so they don't burn themselves down. He'll trip you, tease you, frustrate you but it's only because he wants you to release the weight inside. Without him, the sparks turn into storms. With him, they become fireflies, lighting the way through restless nights. Flux reminds you that even chaos can be beautiful if you let it burn the right way.



**FLUX**

# Umbra's Development



## Emotion

"The Misfit"

Core Emotion: Isolation  
Secondary Layers: Secrecy, Misunderstood, Hidden Strength, Outcast  
Breakdown: Umbra represents the feeling of being alone or different, but instead of it being something "bad," he turns it into a gift: he keeps secrets safe and protects others from getting hurt



## Moodboard

Green & Black- Symbol of growth within shadows.  
Faces in lantern- Spirits that keep him company on the lonely nights.  
Two-Tone Cloak- Balance of darkness with hope.



## Concept Development

Early concepts exploring cloak shape, lantern, colours and identity.



## Final Concept

Final concept design capturing Umbra's Duality.

# Umbra's Story

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Umbra from the Latin for 'shadow,' symbolizing isolation, secrecy, and hidden strength.

Represents the misunderstood and outcast feelings we often hide. His lantern holds spirits that keep him company in the darkness.

Umbra was born from the loneliest corners of the human heart. He drifts through the silence where laughter does not reach, his cloak woven from shadows themselves. To those who feel unseen or misunderstood, Umbra is there not in the open, but just beyond the edge of light. His lantern burns with a faint, eerie green glow, faces whispering inside its glass. These are not spirits but secrets confessions too heavy to share, regrets too sharp to speak aloud. Umbra gathers them, holds them, and keeps them safe so they cannot wound the world further. Though many avoid him, sensing the unease that follows, Umbra does not resent them. He knows what it means to be cast aside, to wander in the dark with no hand to hold. And so, he offers his own quiet companionship. When isolation takes root in your chest and the world feels too far away, Umbra's shadows wrap around you.

He does not banish loneliness, he understands it. He does not silence the voices, he contains them. And in that stillness, you learn you are not truly alone. Because Umbra has always been there, watching, waiting, carrying your shadows so you do not have to.



**UMBRA**  
The Misfit

# The Secret's Development



## Emotion

“The Secret”

Core Emotion: Overwhelm

Secondary Layers: Hidden feelings, masking, emotional overload, pressure, fear of “spilling over”

Breakdown:

Eclipse represents the emotion of having too many feelings at once and not knowing which one to show. Instead of expressing them, The Secret hides everything under their cloak, carrying the weight alone until it becomes too much. Their lantern flickers through multiple colours, symbolising all the emotions they're trying to keep inside.



## Moodboard

Half black cloak

Other half in soft pastel tones for vulnerability

Lantern with shifting rainbow glow showing emotional overload

Strong contrast between dark and pastel sides



## Concept Development

Eclipse's design grew from the idea of hiding many emotions at once. Her split look shows this: one side dark with kintsugi gold cracks to represent pressure and masking, and the other side soft pastels for her vulnerable feelings. Her lantern shifts through colours to show emotional overload.



## Final Concept

Eclipse shows a clear split: one side dark with kintsugi cracks, the other soft pastels. Her lantern shifts colours to express emotional overload.

# The Secret's Story

## Eclipse - The Secret

“From the Latin Eclipsis, meaning ‘to abandon or forsake the light.’ Eclipse is the collision of every feeling at once, when shadow veils the glow. Yet even in her fractured form, golden cracks shine through proof that breaking can also reveal beauty.”

The Secret is not one feeling but all of them, crashing together in a storm that never quiets. Their cloak is split in two, one side glowing with impossible brightness, the other drowning in shadows neither at peace, both fighting for space. To look at her is to see what it feels like when you are filled past the brim: joy, sorrow, anger, fear, love, despair all bursting at once, until you cannot hold it anymore. They carry cracks across their body like broken glass, but instead of bleeding, golden light spills through. Eclipse does not hide the truth: to feel everything at once is terrifying, it is heavy, it makes you want to stop and let the world fade away. But she stays with you in those moments, keeping the pieces of you from shattering completely. Their lantern burns like a warning flare, bright, desperate, but alive. They remind you that even in breaking, there is beauty; even in being “too much,” you are still whole.



# Who are The Luminauts for?



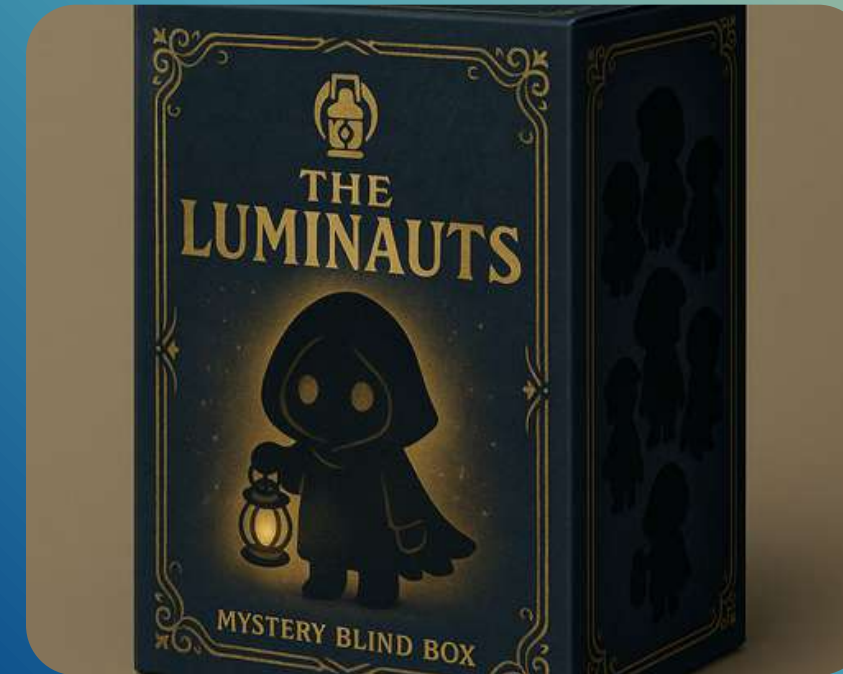
## Children

Emotional regulation companions, helping them name and understand their feelings.



## Teens & Young Adults

Stories and characters that reflect complex emotions, darker lore and identity struggles.



## Adults & Collectors

High quality vinyl figure, blind box series and limited seasonal drops.



## Neurodiverse Communities

Tools and stories designed to help those who feel emotions intensely, reminding them they're not alone.

# Enchantment

## How Luminauts Help



### Stories & Bonding

Playful tales to **share**,  
creating **safe**  
**conversations**.



### Emotional Exploration

Helps emotional **understanding**  
and **self regulation**.



### Reflection

Offers symbolic  
interpretations to  
connect for **personal**  
**healing** and **growth**.



### Connection

**Collect** and **connect** over  
Blind boxes etc.

# Expanding The Luminauts World

The Luminauts journey doesn't end here, it evolves with you.



## Plushies/Collectibles

Soft plush companions and vinyl figures, including blind box mystery series.

## Books & Stories

Storybooks and graphic tales that guide children and adults through feelings with magical adventures.

## LUMINAUTS



## Digital & Interactive

Mobile and AR experiences with glowing lanterns, seasonal events, emotional guides and playful discovery.



## Future Series

New Luminauts and story arcs expand the world, introducing fresh emotions and companions.



# The Luminauts

Phase 1 Foundation 0-6 Months

DAY 1

1

Brainstorming and  
Idea Generation

2

Idea Selection- Create  
The Luminauts Universe

3

Business Analysis

4

Develop 10 characters  
in depth

5

Create 1<sup>st</sup> draft of The  
children's emotion guide book

6

Sculpt a Luminaut (Test/  
scale proportions)

7

Gain public feedback on  
Plushies, Figurines, and 3D  
Designs.

YOU ARE  
HERE

# The Luminauts

Phase 2 Launch & Grow 6 Months - 2 Years

6 MONTHS



1

Series 1 launch: Emotions of light children's guide, vinyl prototype, blind box demo.

2

Website live with dual lore (Child's guide + Adults perspectives)

3

Prototype digital/AR lantern experience for mobile app.

4

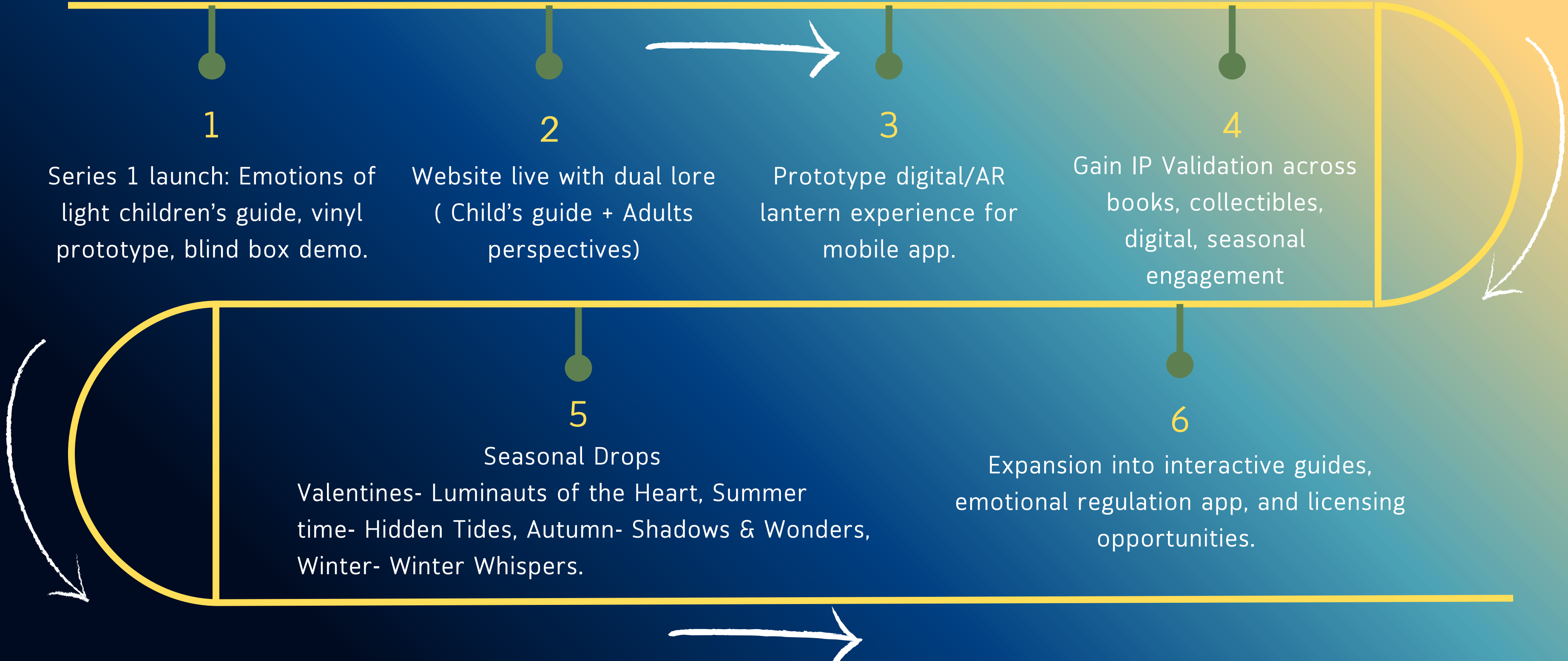
Gain IP Validation across books, collectibles, digital, seasonal engagement

5

Seasonal Drops  
Valentines- Luminauts of the Heart, Summer time- Hidden Tides, Autumn- Shadows & Wonders, Winter- Winter Whispers.

6

Expansion into interactive guides, emotional regulation app, and licensing opportunities.





# Illuminate the year

## The Luminauts year Journey



### Series 2 Luminauts of the Heart

This series explores the emotions born from love and connection both its light and shadow. From the warmth of affection and trust, to the sharper edges of envy, jealousy, and longing, these Luminauts guide us through the highs and lows of relationships. They remind us that love is never simple, yet every emotion it sparks is a part of being human.

“Where love shines brightest and where its shadows linger.”

### Series 3 Hidden Tides

This series explores both sides of summer, the light and the shadow showing that every feeling has a place. Summer is painted as a season of pure joy sunshine, beaches, and laughter. But for many, it also carries hidden struggles: the harsh feel of sand against skin, the fear of deep water, the overwhelm of noisy crowds, or the quiet pressure to be happy when you're not.

“Beneath the waves of summer joy, hidden feelings rise with the tide”

### Series 4 Shadows & Wonders

This series turns to the feelings that awaken at night fear, secrets, curiosity, and the shadow self we often try to hide. The Luminauts of the dark remind us that even in silence or uncertainty, light still flickers. They teach children to find comfort in mystery and help adults face the truths within their own shadows, transforming unease into discovery.

“In the dark, wonder and truth begin to glow.”

### Series 5 Winter Whispers

This series reminds us that even in the darkest season, small lights and quiet whispers can guide us home. In the stillness of winter, emotions grow louder. The joy of togetherness mingles with the sting of loneliness, and the magic of lights and gifts can be shadowed by unspoken worries. Winter Whispers explores these contrasts comfort and isolation, generosity and envy, wonder and weariness through characters who carry lanterns of warmth into the coldest nights.

“In every shadow of winter, a whisper of light remains.”



# The Ask

BondedFX is looking for partners too,

## **Publishing**

Publish and distribute storybooks/novels.

## **Support**

Support global reach through licensing events, and collaborations.

## **Prototyping**

Prototype and scale vinyl/plush collectibles.

## **Co-Develop**

Co-develop digital/AR experiences for emotional learning.

**Let's  
Create  
Magic  
Together!**

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