



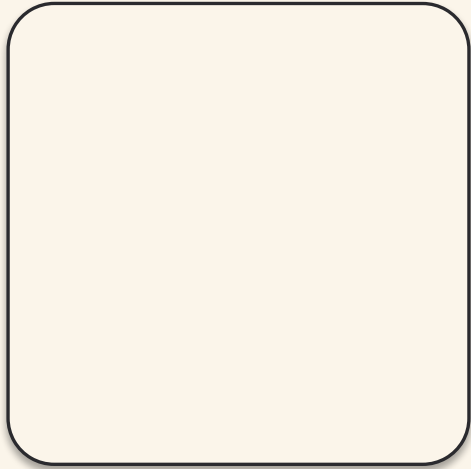
FOR THE MARKETER • BRAND, POSITIONING, REACH

THE ETHOS · ONE LINE

**Built by a papa, for his daughter  
first.  
Money second.**

*Every decision runs through that filter — no ads, no streaks, no IAP loops. A parent-safe warm studio for phones and tablets.*

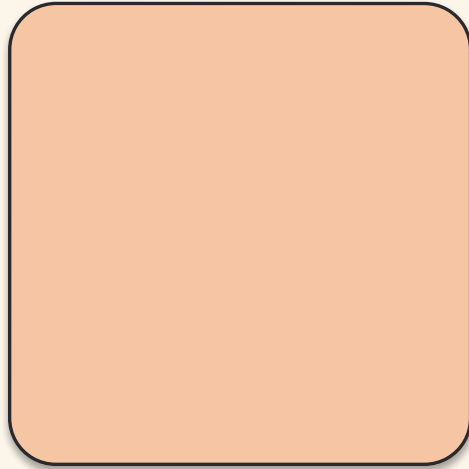
# The five colours of Nova Code



**Cream**

#FBF5EA

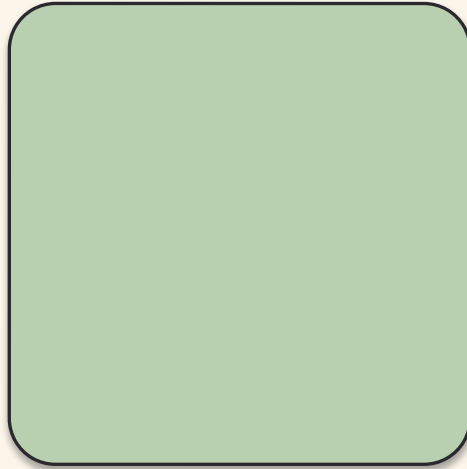
*background · calm*



**Warm peach**

#F6C6A4

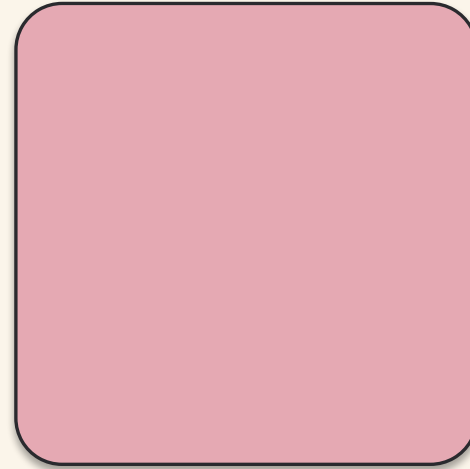
*warmth · welcome*



**Sage**

#B8CFB0

*growth · nature*



**Dusty rose**

#E5A9B3

*heart · connection*



**Ink**

#2A2A2E

*type · edge*

*Cream dominates ~60% of any surface. Peach and sage carry warmth and calm. Dusty rose is our accent — used sparingly for the beat of a story. Ink is our type.*

BRAND • TYPE

**A warm serif for headings.  
A clean sans for everything else.**

Cambria • warm humanist serif

**Built by a papa, for his daughter first.**

Calibri • clean, humanist sans (Inter / Manrope substitutes in production)

The daily voice of the studio — friendly, readable at 14pt on a small phone, never precious.

# The Stories

*Four threads that make one studio*

# Story 1 · A papa building for his daughter

## THE THREAD

Every kids' app starts with a real conversation with Arianna (age 8.25). Story House 3D began with 'I want a dollhouse I can walk in'. Papa's Magic Workshop began with 'I want my drawings to be real toys'. Arianna's Build World began with 'I like Minecraft'.

The apps are made for her first. The rest is upside.

## WHY IT MARKETS

This is the single most powerful thread. Parents recognise the tone: it's the same tone they'd want to build for their own children.

The brand doesn't have to explain 'no ads' — the origin story does that in one sentence.

TikTok/Reels loves it: dad building for daughter is an evergreen format.

# Story 2 · Couples finding their language

## THE THREAD

Iskra (Искра) — a bilingual RU/EN couples app. Not a translator. A translator plus an NVC (nonviolent communication) framework, a Together mode where both phones lock to one card, and a Cycle & Rhythms feature that keeps sensitive data opt-in.

Duet is its calmer cousin: a couple learning each other's language, gently.

## WHY IT MARKETS

Cyrillic-market couples are massively underserved by Paired / Between / Duolingo Couples.

The 'spark between two languages' visual (a small pastel spark rising between silhouetted figures) is the entire brand in one image.

Same studio, different lane — the pastel palette carries.

# Story 3 · Painterly-pastel worlds

## THE THREAD

Every app looks like it was painted by the same warm hand. Same five colours. Same rounded, humane geometry. Same generous whitespace.

Story House 3D dollhouse; Sleeping Isles floating dream isles; Garden of Words growing plants; The Hollow's tearoom. Different games, one visual language.

## WHY IT MARKETS

The aesthetic is instantly recognisable — a rare thing in kids' app stores dominated by neon.

The visual mood does the emotional pre-selling: 'this is safe, this is warm, this is made by someone who thinks about their child'.

Sago Mini owns cute. Toca Boca owns bright. Nova Code owns painterly.

# Story 4 · Commercial rail quietly funding the studio

## THE THREAD

railplanning.tools models Network Rail's engineering access hierarchy (Section 4/5/7) for Carlisle Support Services on Greater Anglia.

Commercial software revenue underwrites the play studio. National-NR constructs mean the same tooling plugs into any TOC route.

## WHY IT MARKETS

Not a public-facing story, but it's the one that gives everyone confidence: this is a founder who ships commercial software today, not a hobbyist.

Use it in investor pitches and in trade press. Keep it out of consumer marketing.

It's proof that the pastel studio isn't a bet-the-farm play.



# The Audiences

*Who each app family is for*



# Couples — the bilingual angle

## Who

Adult couples, especially Russian-English pairs, looking for a warmer connection tool than the streak-driven mainstream.

## What they love

The 'Together' mode where both phones lock to one card. The NVC translator that softens hard messages.

## What they buy

A gentle paid tier for couple sync + advanced Together. First paid launch: Q3 2026.

## APPS IN THIS FAMILY



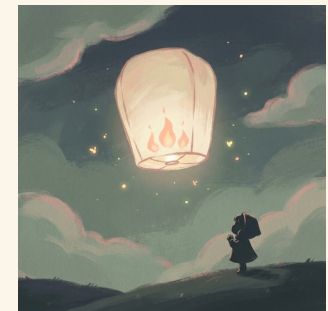
Iskra • Искра



Duet • Дует



Walkabout



Lantern Keeper

# Adult tools — quiet utility

## Who

Adults who want a personal voice notebook, or a co-parenting conversation aid, without an enterprise price tag.

## What they love

Local-first (audio in IndexedDB). Token-gated.  
Model picker exposed (Haiku → Sonnet → Opus).

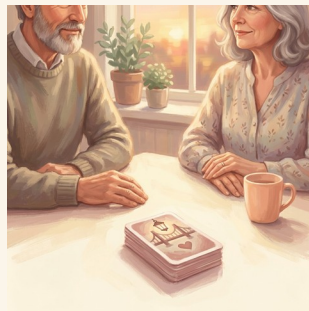
## What they buy

Personal license or one-off unlock. Scribe is a token-share model to friends today.

## APPS IN THIS FAMILY



Scribe



Psy-Co-Parenting



The Hollow



Garden of Words

# Commercial — quietly earning

## Who

Station-maintenance vendors and TOCs (Train Operating Companies) needing engineering-access planning tools.

## What they love

Modelled on Network Rail national constructs (S4/S5/S7 · NR weeks) so any TOC plugs in.

## What they buy

Contract revenue. Founder-led sales, not deck-slick.

## APPS IN THIS FAMILY



railplanning.tools



Scribe (rail-mode)



# Flagship Showcase

*The three apps that carry the brand*

# Papa's Magic Workshop

*A drawing → a spinnable 3D toy → a real printed toy.  
All in one warm hand-painted app.*

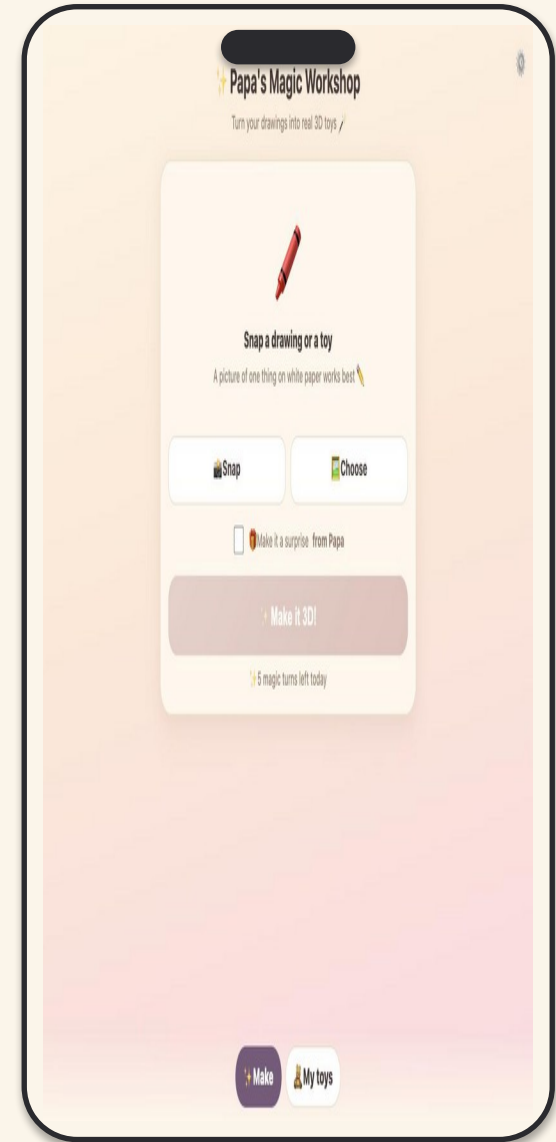
The wow demo. Arianna draws a dinosaur, points a phone at it, and 60 seconds later she has a pastel 3D dinosaur she can spin, keep in a toy box, and 3D print. Or drop into Story House 3D as a playable toy.

Runs the shareable magic loop on TikTok / Reels / Insta Stories in one 15-second clip. It doesn't need explanation — the transformation IS the marketing.

Hybrid safety: instant self-serve with a daily magic-turn cap, PLUS a 'surprise from Papa' toggle that turns any toy into a gift moment.



hero render



LIVE at [magic-workshop.pages.dev](https://magic-workshop.pages.dev)

PORTFOLIO • SHOWCASE

# Story House 3D

*A walkable painterly dollhouse.  
Six places, thirty-eight friends, day and night, and warm  
animated water.*

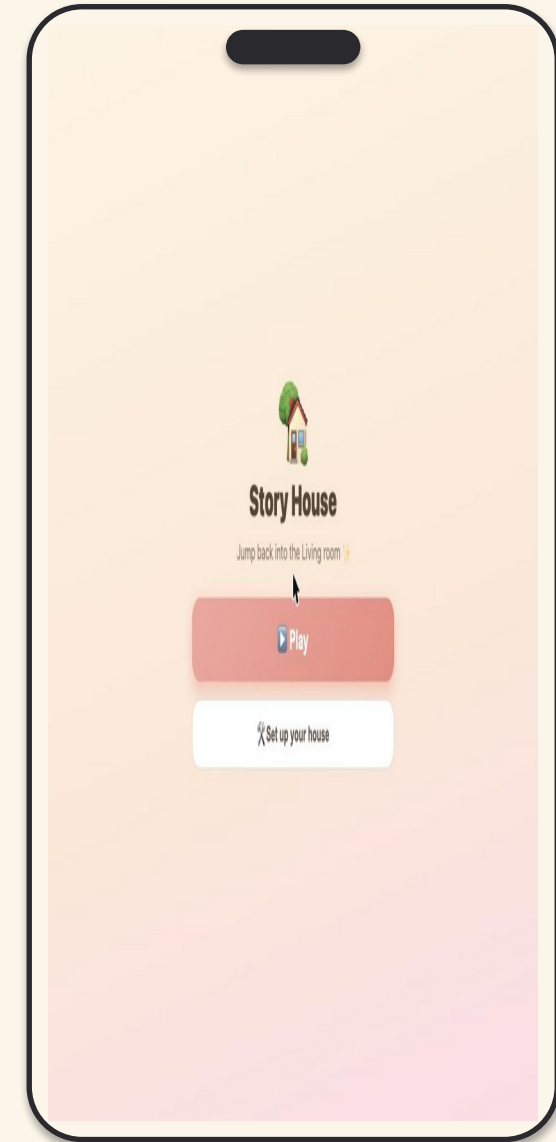
The flagship. Real category (Toca Boca / Sago Mini adjacency) with a differentiated aesthetic and no dark patterns.

Six painterly places: bedroom, kitchen, living room, garden, beach, park. Walkable in 3D, phone-friendly, warm.

Party button emotes all present characters at once — every kid who tries it laughs. The demo sells itself.



hero render



LIVE at [story-house-3d.pages.dev](https://story-house-3d.pages.dev)

LIVE • [story-house-3d.pages.dev](https://story-house-3d.pages.dev)

# Iskra • Искра

*A single warm spark rising between two people.  
Russian and English, together on one screen.*

The bilingual RU/EN couples app that treats Cyrillic-language speakers as first-class.

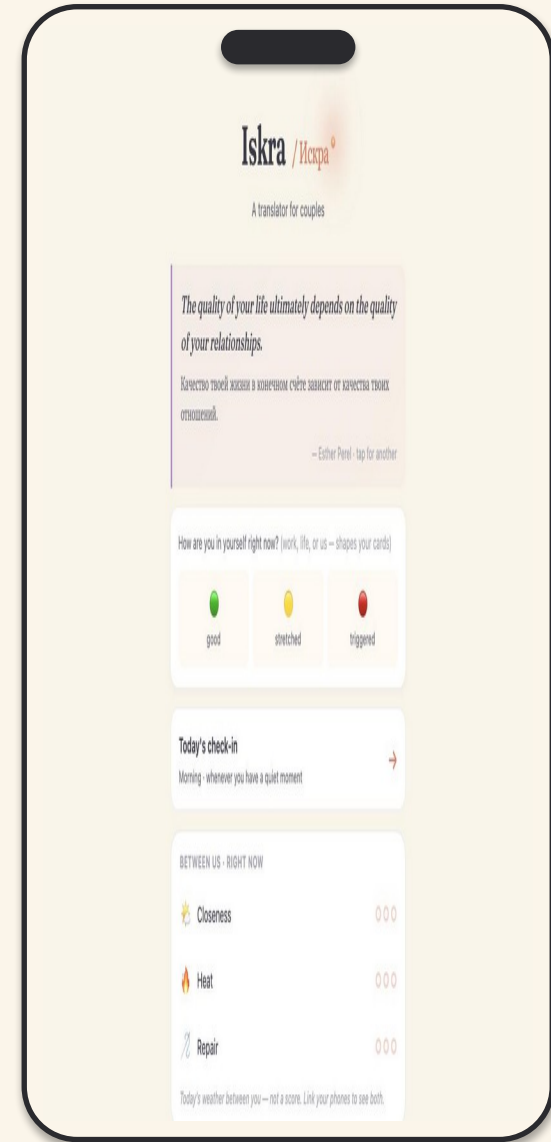
A translator that softens hard messages using NVC. A Together mode where two phones lock to the same card. A Cycle & Rhythms feature that never lets the AI attribute — deliberately.

Same painterly palette as the kids' apps — the same warm hand made this.

LIVE • [iskra.pages.dev](https://iskra.pages.dev)



hero render



LIVE at [iskra.pages.dev](https://iskra.pages.dev)

# Campaign Ideas

*How the world hears about this*

# Campaign 1 · The Magic Workshop shareable loop

## THE CONTENT

15-second TikTok / Reels / Shorts:

1. Kid finishes a crayon drawing (2s)
2. Points phone at it (2s)
3. On-screen loading with pastel sparkles (3s)
4. Reveal: spinnable 3D toy version (5s)
5. Cut: same toy printed on a home 3D printer (3s)

No voiceover needed. Music: something warm and hopeful.

## WHY IT WORKS

This is the format the algorithm rewards: satisfying transformation + child + magic.

Every kid becomes a co-creator. Every parent thinks 'my kid could make one'.

Weekly cadence: seed 3 shorts / week for 8 weeks. Track share ratio + save ratio (not view count).

Expected outcome: at least one video crosses 1M — the algorithm decides which one.

# Campaign 2 · The parent-testimonial anchor

## THE CONTENT

A 2-minute launch film: real parents (not actors), showing their kids play Story House 3D for the first time.

No staged wow moments. Just the quiet delight when a kid recognises the papa character on screen matches the papa in the room.

End on: 'No ads. No streaks. No IAP. Built by a papa in Cumbria.'

## WHY IT WORKS

The parent-ethical positioning is the anti-brand. Making it explicit in the launch anchors every subsequent piece of marketing.

Press angle: 'The dad who built a Toca Boca alternative without dark patterns' — a story that writes itself.

Ends up in parenting newsletters, mumsnet threads, and slow-tech Substacks. Long tail.

# Campaign 3 · Iskra's Cyrillic-market launch

## THE CONTENT

A separate track for Iskra:

Bilingual RU/EN social content on TikTok + VKontakte alternatives.

Short-form clips of the Together mode with real couples (subtitled), showing the NVC translator softening a real message.

Partner with Russian-language relationship writers on Substack / TG channels.

## WHY IT WORKS

The Cyrillic-language market is underserved by every English-only couples app.

NVC framing gives writers a story to tell that isn't about the app — it's about the framework.

Organic seed for a paid Together tier launch in Q3 2026.

## DISTRIBUTION

# Three lanes, no gatekeepers



### Web

Cloudflare Pages • Netlify • Cloudflare Workers

All apps are already live on the open web. No app-store gate. Shareable link is the primary CTA.



### iOS TestFlight

The gentle native path

Story House 3D + Magic Workshop packaged as a shell. TestFlight lets us seed real parents without an app-store review cycle.



### itch.io + Sketchfab

Asset-pack lane

Stylised 3D asset packs sold to indie developers. B2B revenue that stays inside the pipeline (verify Meshy licence first).

The background is a dense, hand-drawn illustration of a desk. It features several laptops, some open and some closed, with various items on their screens. There are multiple notebooks and sketchbooks, some with drawings and text. A central focus is a 'To-do List' on a small notepad, which lists several items with checkboxes. The desk is also decorated with several potted plants, a desk lamp, a mug, and various stationery items like pens, pencils, and erasers. The overall style is soft and artistic, with a warm color palette.

# First Eight Weeks

*A content calendar sketch*

# Weeks 1-4 · Seed and ship

## WEEK 1-2

Week 1: Magic Workshop teaser — 3 short-form videos (crayon → 3D toy). Parent-testimonial casting begins.

Week 2: Story House 3D 'first play' film shot with real families. Seed to slow-tech Substacks.

## WEEK 3-4

Week 3: Parent-testimonial launch film goes live. Press outreach to parenting newsletters + Mumsnet.

Week 4: iOS TestFlight open beta announcement. Weekly Magic Workshop shorts continue (twice weekly).

# Weeks 5–8 · Build the momentum

## WEEK 5–6

Week 5: Iskra Cyrillic-market seed content begins. RU-language couples partnership outreach.

Week 6: First parent-paid pack for Story House 3D announced. Pre-order at a soft price for early testers.

## WEEK 7–8

Week 7: Asset-pack #1 shipped on itch.io. B2B outreach to indie devs begins.

Week 8: Retro post — 'what eight weeks of building in public looked like'. Prepare next-quarter roadmap.

# The press one-pager — outline

## Headline

"Built by a papa: the pastel studio quietly shipping 20 apps without ads or streaks"

## Lede

One person, six months, twenty apps, a shared 3D asset library, and a Meshy pipeline that turns a child's drawing into a spinnable 3D toy.

## The angle

Toca Boca / Sago Mini adjacency without the ad-monetised playbook. Warm painterly aesthetic. Parent-first values.

## The proof

Live URLs: [story-house-3d.pages.dev](http://story-house-3d.pages.dev), [magic-workshop.pages.dev](http://magic-workshop.pages.dev), [iskra.pages.dev](http://iskra.pages.dev). Real screenshots. Real Arianna quotes (with parental consent).

## The pitch

Available for interview. Studio based in the UK. Contact [david@eventexperts.online](mailto:david@eventexperts.online).

# How Nova Code sounds

**We are**

Warm. Specific. Handmade. Honest about tradeoffs.

**We are not**

Precious. Corporate. Slick. Streak-driven.

**We write**

Short sentences. Human details. British spelling where it fits. Named characters (Arianna, Angelina) with consent.

**We never write**

Manipulative CTAs. Streak-loss threats. "Only X spots left!". Anything that would embarrass Papa if his daughter read it.

**On kid-facing surfaces**

Only warmth. No urgency, no scarcity, no gamified pressure. Ever.

**On adult surfaces**

Warmth + honesty. Iskra says the Cycle feature is opt-in and sensitive. Scribe says the model picker exists so users can control cost.

## METRICS

# What we measure — and what we deliberately don't

### WE TRACK

Share ratio on shorts (shares / views). Save ratio.

Parents mentioning the app unprompted in reviews or social posts.

Active kids per family per week — with the aim that it stays modest. A kid who plays 10 minutes and leaves is a success, not a failure.

Pack purchases — signal that a parent thought the app was worth thanking us for.

### WE DON'T TRACK

Daily active users. Session length. Streaks. Retention percentages.

These are the wrong metrics for a parent-safe kids' app — measuring them creates pressure to build for them.

We explicitly reject the ad-monetised playbook. The moment we start optimising for time-on-app, we've become the thing we're building against.

GET IN TOUCH

# A warm studio, patiently built.

For collabs, press, partnerships, and family testimonials.  
david@eventexperts.online · UK-based · Nova Code, 2026.

• BUILT BY A PAPA • NO DARK PATTERNS •