



## Pok Pok Raises a \$6 Million Series A to Make Screen Time Healthier for Kids

*The female-founded start-up educates the next generation with their award-winning, non-addictive kids app—expanding soon to Android*

**Toronto, June 18th, 2024** – Pok Pok announces today the closing of their \$6 million Series A financing, led by [Adjacent](#). The round had participation from [Konvoy Ventures](#), [MetaLab Ventures](#), [Banana Capital](#) as well as notable angel investors such as Peanut's [Michelle Kennedy](#) and Instacart's [Brandon Leonardo](#). This investment will be used to further propel Pok Pok's growth and positive impact on children worldwide, release on Android and introduce a STEM-based product expansion.

Since raising their \$3 million Seed financing led by Konvoy Ventures in 2022, Pok Pok has grown rapidly. They more than 9x-ed their subscriber base, garnered over a million downloads and won Apple's coveted App Store Award for Cultural Impact.

"As children are introduced to technology younger and younger, the need for safe, non-addictive content has never been more urgent," said Melissa Cash, Co-Founder and CEO. "We are laser

focused on making the healthiest digital content for kids that challenges what traditional learning apps can be.”

With this influx of capital, Pok Pok will further develop and enhance their suite of digital toys as well as release on Android devices. “We’ve had parents banging down our door for years asking for Android, so we’re thrilled to take this step. We already have a [waitlist](#) with thousands of families,” said Cash.

The company plans to introduce new content expansion with STEM-based activities that will build fundamental early classroom skills for math, chemistry, physics, biology and more.

“Our mission is to help kids develop essential life skills for a future that none of us have seen yet, but where we’re certain innovation and creativity will be valued higher than ever,” said Esther Huybreghts, Co-Founder and Chief Creative Officer.

Nico Wittenborn, founder of Adjacent notes, “My diligence for Pok Pok actually started two years ago when our daughter first started playing with the iPad app! The calm visual style and emphasis on exploration makes Pok Pok stand out from the endless noise of other kids apps on the App Store. Now as an investor, I’m excited to bring that same unique approach to other types of content over the next few years.”

“Since leading Pok Pok’s Seed round over two years ago, the company has shown remarkable growth and ongoing innovation,” said Josh Chapman, Founding Partner at Konvoy Ventures. “We are thrilled to reinvest and support them as they continue to set a new standard for high quality screen time for kids.”

Pok Pok’s founders prioritized female representation on their cap table by adding a second close for strategic women like [Julie McGill](#), Managing Partner of Julie Change Fund. “Pok Pok is the catalyst for starting a fund I have been thinking about for years—this fund is my commitment to breaking barriers women face in accessing, driving and accumulating capital. We are thrilled to partner with Pok Pok, a company that excels at driving capital efficient growth, led by two amazing women.”

To learn more about Pok Pok and their mission to nurture the next generation of creative thinkers, visit <https://playpokpok.com>.

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## About Pok Pok

[Pok Pok](#) is a mom-founded start-up dedicated to helping raise the next generation of creative thinkers through digital play. Their Montessori-inspired app has kids 2-7 years-old learning through play and thinking outside the box without being addictive or overstimulating.

Pok Pok has quickly become a frontrunner in the children's edtech and gaming industry. Their flagship app of the same name has been critically acclaimed for its unique, Montessori-inspired approach to early childhood education. It's the first kids app in history to ever win both an Apple Design Award and App Store Award for Cultural Impact. They are also recipients of a Kidscreen Award, Good Housekeeping Best Parenting Award and an Academics' Choice Smart Media Award.

Their active community of parents and caregivers on Instagram embrace them for their commitment to prioritizing inclusion, representation and accessible play for the neurodivergent community. Join the Pok Pok community on Instagram [@playpokpok](#) and follow them on Twitter [@playpokpok](#).

To join Pok Pok's Android waitlist and get 25% off your first year, visit:  
<https://playpokpok.com/android/>.

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