

TROPLAND UNIVERSE

From the Creator of the Viral Digital Animal Kingdom.

VALIDATED BY BILLIONS. READY FOR RETAIL.



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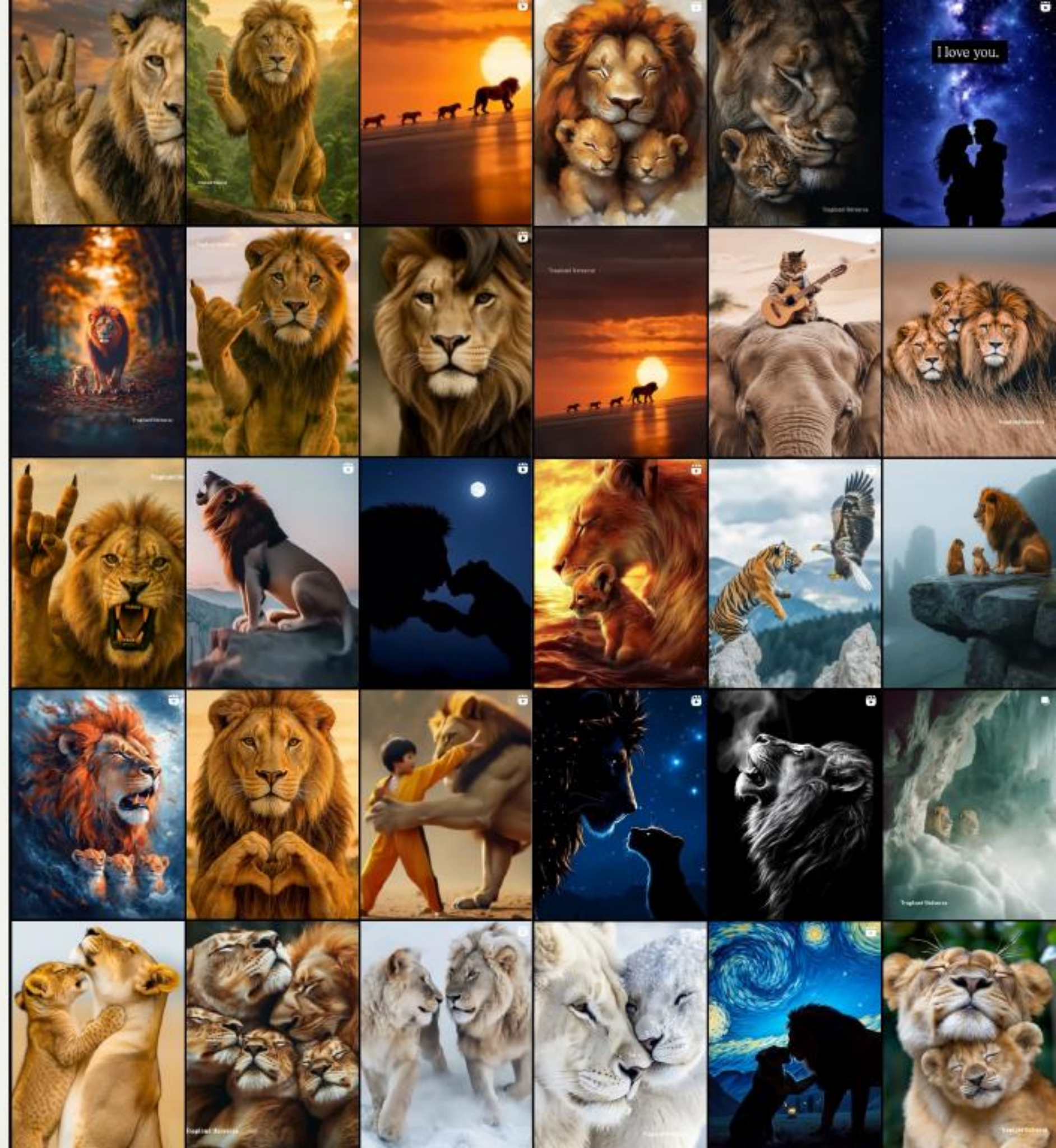
1 BILLION+

2.5M+

#1 RANKED

OVER 50,000+

Images available



THE CORE AUDIENCE

KIDS & ADULTS

Prime Purchasing Power



GEOGRAPHY

50+ Countries

Top Growth Markets:
USA, Brazil, India

Strong engagement worldwide with seamless translation across physical and digital categories.



TROPLAND UNIVERSE®

Created by Josh Gottsegen

Creator of Tropland Universe and author of 'The Adventures of Rockford T. Honeygot'. Tropland began as a publishing IP, laying the foundation for a cohesive storytelling universe.

Industry Experience

NBC Universal, Warner Bros, Disney, Sony Pictures, Ferrari, Vatican Museums.

A creator redefining digital wildlife media for the global stage. His work has been featured in collaborations with Meta, Adobe, and OpenAI, positioning Tropland as one of the most-watched AI-generated properties in the world.







ACTIVITY, ARTS & CRAFTS





















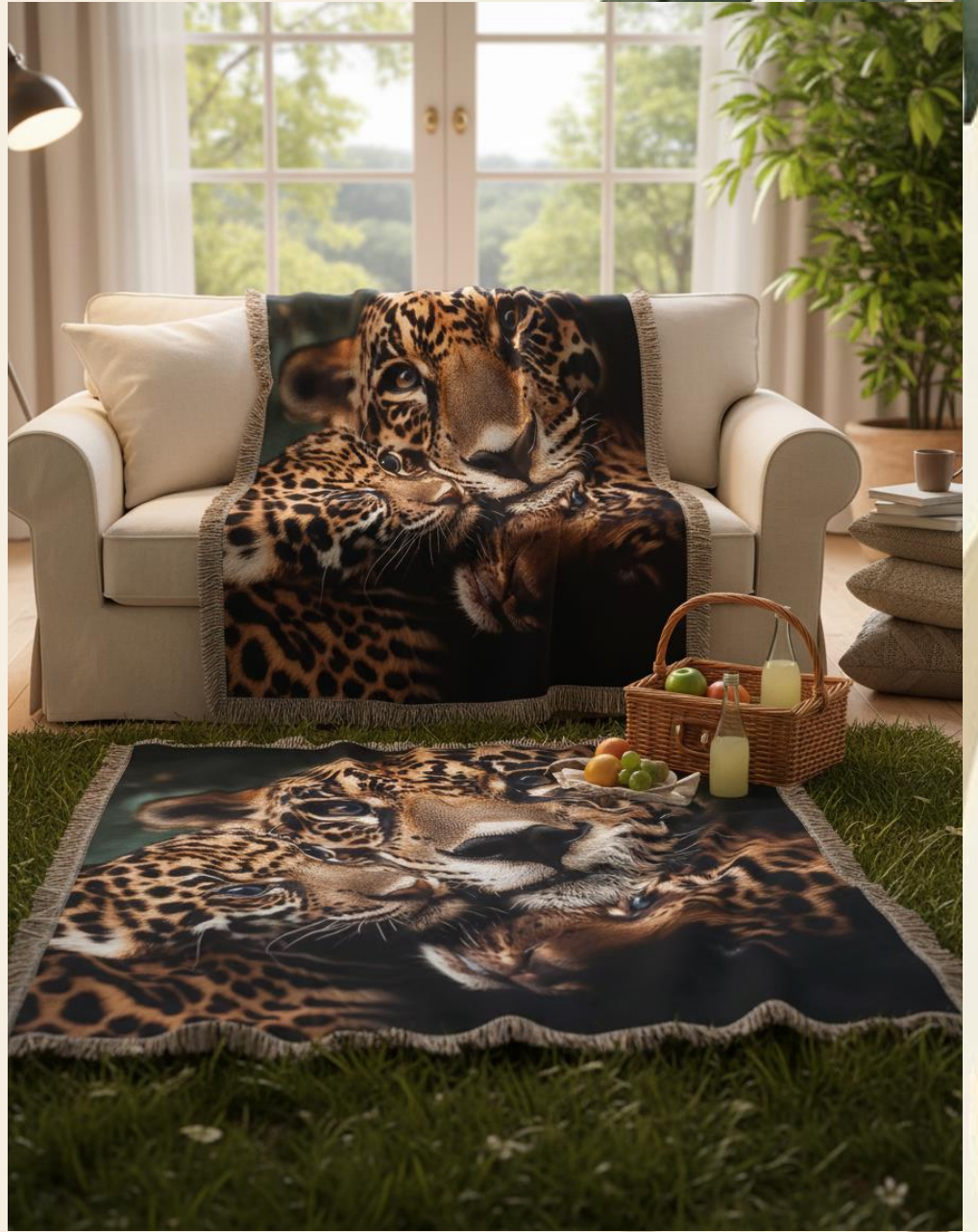




HOME DÉCOR & LIVING

Bringing the Digital Animal Kingdom into the living room.









COLLECTIBLES: TROPDROPS

Viral mini-creatures designed for impulse retail and digital collection.



Colorful, collectible, and shelf-ready. The entry point for the next generation of fans.



The Hook: Art Toys with Attitude

Bridging the gap between sterile pop-culture merch and soulful design objects.

THE MARKET VOID: Consumers are suffering from digital fatigue. They crave tactile, physical anchors in a disconnected world.

EMOTIONAL BRANDING: TropDrops are not just plastic; they are totems of identity offering empathy and authenticity.

THE SHIFT: Moving from functional toys to emotional depth.



The Product: Series 1 - The Lions



CHARACTER ARCHETYPE:
The Mischievous Protector.
Expressive eyes and toothy
grins create "whimsical
cute" appeal.

**CHARACTER
ARCHETYPE:**
**The Mischievous
Protector.** Expressive eyes
and toothy grins create
'whimsical cute' appeal.

AESTHETIC:
Modern Primitive.
Tribal markings and
bone accessories root
the design in organic
history.



TACTILE USP:
Dual-Texture Experience.
Premium flocked manes
vs. smooth vinyl.



Rarity Chart



COMMON (60%)



RARE (30%)



CHASE (10%) - The Dopamine Hit

The Mechanic: The Hunt & The Community

THE EXPERIENCE:

The Blind Box model transforms a transaction into an emotional event. It leverages variable rewards for maximum engagement.

SCARCITY MARKETING:

"Chase" variants drive FOMO and the Zeigarnik Effect—the psychological desire to complete the set.

UNBOXING ECONOMY:

Difficulty of the hunt fuels social currency. Rare variants signal status within the tribe.

The Roadmap: Scaling the Tropland Universe

A Biome-Based IP Ecosystem

Phase 1



SERIES 1: THE SAVANNA.
The Protectors (Lions) -
ESTABLISHED.

Phase 2



SERIES 2: THE RIVERLANDS.
The Mystics (Amphibians) -
EXPANSION.

Phase 3



SERIES 3: HIGH CANOPY.
The Messengers (Avian) -
ELEVATION.



Tropland is designed to scale from art toys into digital assets, lifestyle accessories, and immersive storytelling.

TORANIGI 「トラニギ」

Half Tiger. Half Onigiri. All Attitude.



Introducing the newest character from the Tropland Universe. The name is a linguistic portmanteau: 'Tora' (Tiger) plus 'Onigiri' (Rice Ball). This is a living collectible that perfectly blends the emotional comfort of a snack with the fierce energy of a tiger.



THE ARCHITECTURE OF KAWAII

More Than a Snack, It's an Experience.

Designed to disrupt the toy Aisle. As the creators say: "It's the **revolutionary fusion** of cuddly cuteness and fierce flavor."

Note the **premium tactile contrast between** the soft, fluffy "rice" fur and the textured, grained "nori" fabric.

INFINITE COLLECTIBILITY

Engineered for the Collector.

A scarcity-driven model typical of J-Culture exports. The simple, iconic shape allows for endless colorways and editions.

As seen here: Classic Tiger, Blue, Pink, Green, and Purple variants create a system of pop art for the modern collector.



THE NEXT GLOBAL PHENOMENON

A Proven Formula for Success.

Our mission: Dominate retail shelves and capture digital hearts worldwide.

- Universal Appeal
- Highly Collectible by Design
- Instant Brand Recognition
- Expansive Narrative Potential





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