

leela

leelaa.world

Powering a world where people can play

A character company for the age of personal AI.



A generation needs reasons to play

“This implies, does it not, that in order to raise a generation of children who can reach their full potential, we must find a way to make their lives interesting”

Neal Stephenson • The Diamond Age

Play sparks curiosity. Passion sustains learning.
Purpose gives it direction.

Tony Wagner, coauthor of Most Likely to Succeed



A game world children can change

Seven companions create reasons to solve problems, negotiate and build together.



Listen

Two gardens need the same water.

Build and test

Try a fairer way to share it.

See the consequence

Watch the island change.

Then take the mission into real life.

Find a shared resource at home. Agree a fair way to use it.

seven companions, one empire.

Seven strengths. A world to build together.



X
Stewardship

X
Empathy

Wompy
Curiosity

Babaru
Knowledge

Paloo
Invention

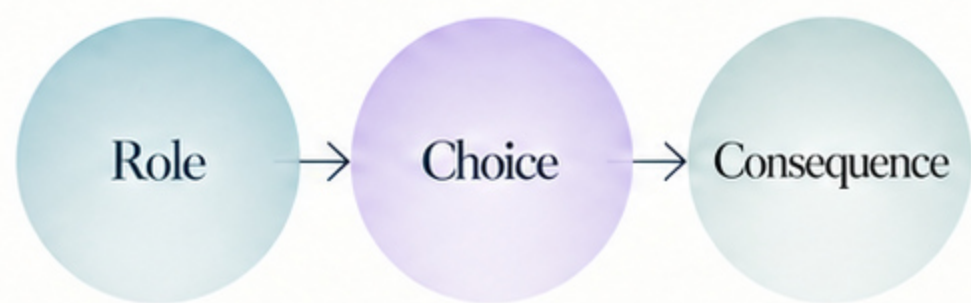
X
Beauty

X
Cooperation

Four future concepts. Designs and traits in development.

The research behind learning through play

A research-informed foundation for a world children can change.



Transformational play

Children use knowledge to change meaningful situations.

Barab et al., 2010 / 2012

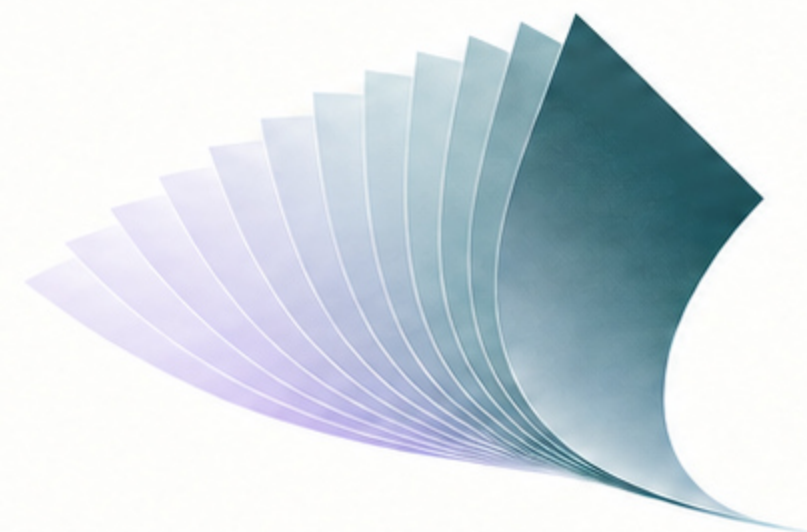


1,645 students

88 classrooms

An adventure game with teacher support improved two direct SEL assessments.

Flynn et al., 2024



424 studies

575,361 students

School-based social-emotional learning benefits skills, behaviour and relationships.

Cipriano et al., 2023

A generation with passion and purpose.

Play helps people discover what they love and use it to improve the world.



PLAY

Explore what is possible.

PASSION

Develop what you love.

PURPOSE

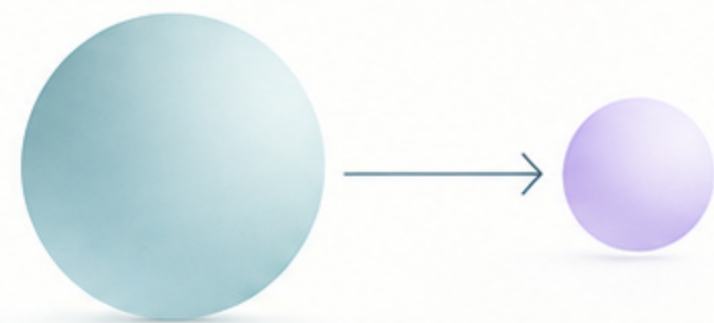
Make it useful to others.

Why now

The ingredients for persistent character relationships are becoming practical.

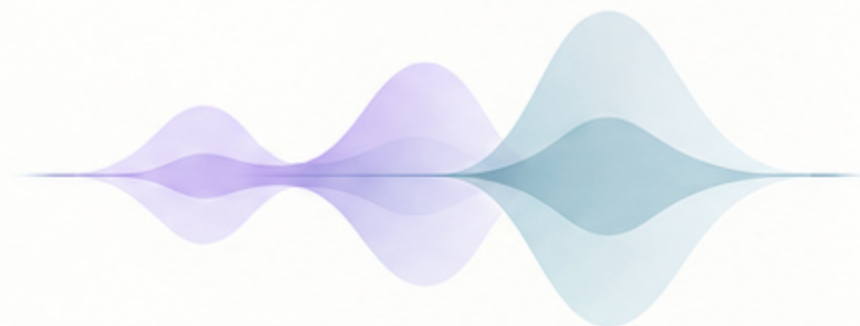
01 Intelligence moves closer

Small on-device models make private, responsive interactions increasingly feasible.



02 Characters become interactive

Voice and memory let a character respond to a person's context.



03 Worlds become easier to build

AI-assisted creation widens the tools available to small teams and their users.



Built for a multi-trillion-dollar economy

One character relationship across enormous markets.

CONTENT

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Advertising + consumer spend, 2025

TOYS

\$123B

Global toy retail, 2025

CHARACTER IP

\$161.8B

Licensed character retail, 2025

CLOUD

\$500B

Infrastructure services, TTM Q2 2026

Building a lasting story.

Characters become part of everyday life, then part of family memory.



01 | Meet the character

Stories, creators and thoughtful collaborations create the first connection.



02 | Live the adventure

A companion carries the world into everyday routines, choices and play.



03 | Add your chapter

Families build, share and return as the world grows with them.

A story that keeps growing

Leelaa Academy

A place to play, find a passion and build with purpose.



PLAY

Explore a shared world.



PASSION

Discover what you love making.



PURPOSE

Build something useful together.

First centre under construction in Hung Hom, Hong Kong.

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