BELLEMONT STUDIOS x apeworld

Every generation births an icon.
This is that moment.



CREATED BY TOBENNA “TOBY” ILOGU

Pre-Seed | 2026 | Confidential

WHY ME

FUZZY DOOR PRODUCTIONS

Seth MacFarlane · Family Guy · American Dad · The Orville

Started my career inside the machine that built Family Guy, American Dad, Ted, and The Orville. I learned how legacy production companies operate from the inside.

I learned their strengths and spotted their weaknesses.

VAYNERMEDIA

Lead Creator · PepsiCo · P&G · Meta

Lead Creator at one of the world's top social agencies. I know how to operationalize creativity. I also know how bureaucracy holds back the incumbents from moving nimbly and actually making content that speaks to people.

USC SCHOOL OF CINEMATIC ARTS

Ryan Coogler · George Lucas · Robert Zemeckis

Trained in cinematic storytelling at the same school that trained Ryan Coogler (Sinners, Black Panther), George Lucas (Star Wars), and Robert Zemeckis (Back to the Future). Film school taught me story structure. The industry gave me distribution instincts. AI gave me the production economics to combine both.

> *"I've seen entertainment from the studio side, the agency side, and the creator side. BELLEMONT is what happens when you bring all three together with AI."*



TOBY ILOGU

Founder & CEO

WELCOME TO THE BANANA-VERSE

APEWORLD is a fast-paced, ape-dominant universe where characters catapult TikTok trends and YouTube hooks into original storylines.

Stories range from wacky and absurd to painful and heartfelt... algorithm native storytelling

Auteur driven comedy delivered at the speed of culture in a tone Gen Z and Gen Alpha speak natively



MEET BINKY TAKO

BINKY TAKO IS NOT FOOD!

Binky is a baby chimp! From evil hyenas to villainous snake monsters, many forces seek to ingest our hero! Most viewers root for his escape while certain cynics pray for his demise. At the end of the day, he makes audiences **feel something real.**

Building the brand · Long-form TV-style episodes designed for YouTube living room viewing & positive parasocial connection

Character IP · Trademarked names, full image protection pending



FAMILY GUY

FOX · 25 Seasons

Absurdist humor, cutaway gags, adult animation that became a cultural institution. Turned irreverence into a multi-billion dollar franchise.

→ THE COMEDY

THE AMAZING WORLD OF GUMBALL

CARTOON NETWORK · 6 Seasons

Mixed-media animation, self-aware storytelling, genuine emotion buried inside chaos. Beloved by kids and adults alike.

→ THE HEART



APEWORLD.MP4

TIKTOK · YOUTUBE · INSTAGRAM

AI-powered production. Algorithm-native distribution. Standing on the shoulders of giants to create a world both familiar and yet entirely new!

→ THE FUTURE

PROOF OF CONCEPT

The audience already exists. 20M VIEWS strong and growing. The faucet is running; now it’s time to build the business buckets to monetize this fandom!

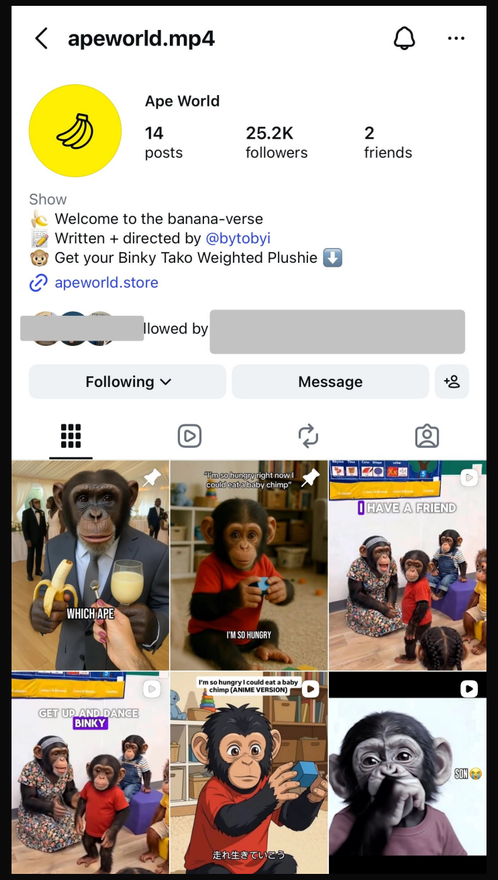
20M+
Organic views

$0
Paid promotion

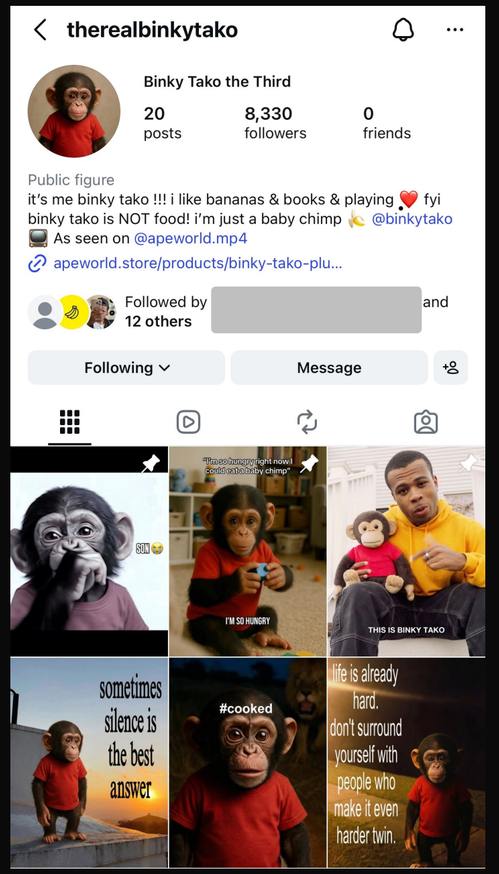
100+
Plushies produced and sold

33K+
Combined Instagram followers

This is what product-market fit looks like!



@apeworld.mp4 · 25.2K followers



@therealbinkytako · 8.3K followers

OVER 8K FOLLOWERS!
Mind you, this baby chimp ISN’T REAL...

WHY NOW

The foundation models just caught up. The application layer is wide open.

2022–2023

THE EXPERIMENT

Early AI video was a novelty. Low quality. No consistency. Audiences watched out of curiosity, not loyalty. Most creators who tried it burned out or moved on.

2024–2025

THE INFLECTION

Generative video hit a quality threshold audiences actually accept. Consistency improved. Character persistence became possible. Production costs dropped 99% vs. traditional animation. But almost nobody built a real business on top of it.

2026

THE APPLICATION LAYER

The models are commoditizing. The opportunity is no longer in building better AI. It's in building better businesses ON AI. Original IP, subscription products, creator-led distribution. That's what BELLEMONT is.

"Everyone is building AI tools. We're building what people use AI tools to watch, love, and buy from."

THE APPLICATION LAYER

IP-POWERED SOFTWARE

THE FUTURE OF **SOFTWARE + COMMERCE**
IS POWERED BY **AI + STORYTELLING**

SUBSCRIPTION BASED DIGITAL PRODUCTS

IP-powered subscription software scaled through a creator-led go-to-market engine. Content drives acquisition. Characters drive retention. Software captures the economics.

PLUSHIES + MERCH

Physical product, digital distribution. IRL anchoring unlocks increased scalability!

LICENSING

Character IP ready for games, collabs, brand partnerships.



THE AI EDGE

TRADITIONAL STUDIO	APEWORLD
~$2,000,000+	<$1K
per episode*	per episode
WEEKS	1-3 DAYS
per episode	per episode
15-30	1
person team	creator + AI

*Family Guy: ~$2M/episode (20 Cent. Fox). Similar budgets for Bob's Burgers, The Simpsons.

The last generation spent $2M per episode and hoped for licensing deals. We spend under $1K and go direct-to-consumer on day one. The economics are inverted.

COMPETITIVE ADVANTAGES

01
CREATIVE INTELLIGENCE

AI can generate video. It can't write comedy that makes people feel something. The writing, the timing, the character development — that's not a prompt. That's six years of cinematic training, agency experience, ana lifetime of pattern recognition from a kid who just loves cartoons.. The model is the commodity. The creative layer is the moat.

02
AUDIENCE-FIRST IP DEVELOPMENT

Most studios build IP and then search for an audience. We build the audience first. Binky Tako has 8,000+ followers on a personal Instagram account. He's not real. That's a parasocial bond you can't buy or replicate overnight. Every new character enters an existing distribution flywheel.

03
VERTICALLY INTEGRATED STACK

We own every layer: content creation, IP ownership, product development, and distribution through our own handles and a larger creator-affiliate network. When a viewer watches Apeworld, we control every step from that view to a subscription purchase. No middlemen. No revenue share. Direct-to-consumer from frame one.

04
SPEED + COST STRUCTURE

Traditional studios: $2M/episode, weeks of production, committee approvals. Us: under $1K/episode, 1–3 days, one creator + AI. We can test 10 concepts in the time it takes a legacy studio to greenlight one. The iteration speed IS the advantage.

> ***"AI is the means of production. The moat is knowing what to produce, who to produce it for, and how to monetize it."***

THE CONTENT MACHINE

INTERNAL TEAM

(Toby + In-House Creators) x AI Pipeline

- Original long-form episodes for YouTube
- Static memes and image posts
- Inspirational quotes with Binky imagery
- Short-form clips, hooks, reactions
- IP incubation + creative direction

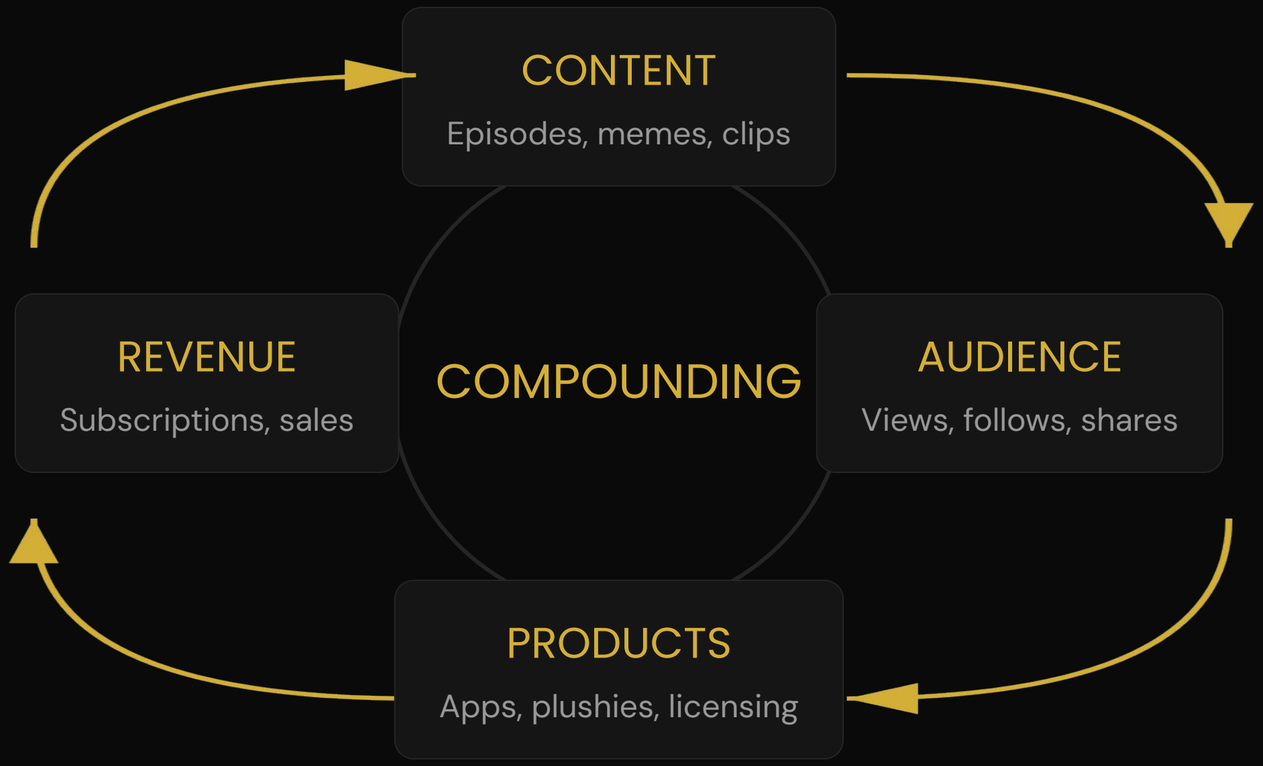
CREATOR-LED GTM ENGINE

UGC Creator Swarm

- Distributing UGC-style content
- Showcasing how Apeworld products solve problems and/or are cultural must-haves
- Product demos, unboxings, lifestyle integration
- Cross-platform distribution across TikTok, IG, YouTube

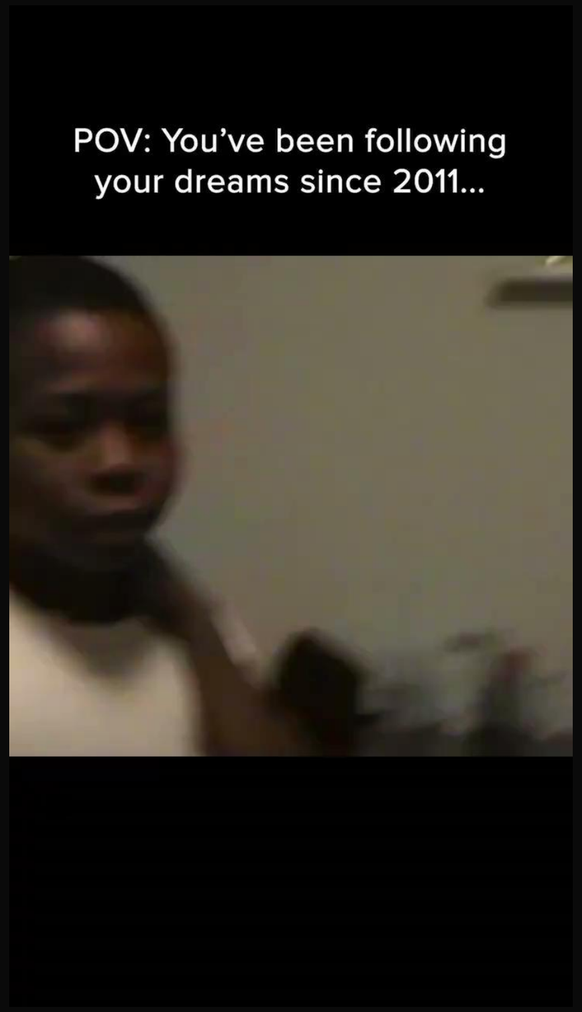
A content engine that never sleeps. Every piece feeds the same flywheel.

THE FLYWHEEL



Once this flywheel spins, it compounds.
The only risk is choosing not to let it rip.

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BELLEMONT
STUDIOS