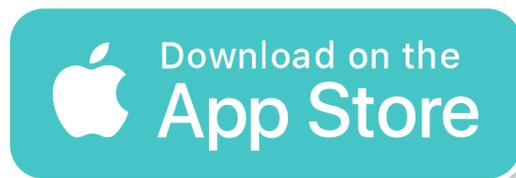




# Shoonya<sup>®</sup>

Disney meets Duolingo

CEO/Founder, Rashi Bahri Chitnis  
rashi.bahri@shoonyadigital.com  
[www.shoonyadigital.com](http://www.shoonyadigital.com)



Coming Soon to





# Celebrating AAPI Heritage



## What's New

We've launched new activities and added new clothing!

- An In-App Event to celebrate **Asian American and Pacific Islander Heritage Month!**
- We've added new, specially designed traditional Chinese, Japanese, and Hawaiian clothing.
- **A new matching game** activity tests children's memory as they play and learn vocabulary.
- **New rewards center offerings** - children love dressing up avatars and learning about clothing and accessories from around the world.
- **New updates and significant improvements to the UI** and flow of the app.



# Learn Languages & World Cultures

# Shoonya<sup>®</sup>

**A one stop platform** for language & cultural learning for children under 10 **with invaluable IP** of copyrighted culturally diverse characters and animations, **and game-based, culturally immersive content** for language acquisition.

[View the Demo](#)





# Our Story



**Rashi Bahri Chitnis**  
CEO/Founder

Rashi Bahri Chitnis, a Hollywood media executive, is the visionary behind Shoonya — a company with a mission to foster the next generation of global citizens by exposing them to multiple languages and world cultures.

"Shoonya was born from a desire to connect my American-born children to their cultural roots. As Indian expats living in America, my husband and I wanted to teach our children Marathi and Hindi as they grew so that they could communicate authentically with their grandparents in India," says Chitnis. When she began to look for tools to help her reach this goal, she struggled to find resources for her children to learn her native tongue. As Chitnis sourced content for her children, she found herself buying books and DVDs shipped from India, watching youtube videos, and resorting to sub-standard language apps that lacked challenge and left her kids bored.

"None of the options that we could find were sustainable or relatable for our children growing up in the U.S.," recalls Chitnis. As she spoke to more parents, she found that her family was not alone. While the market was saturated with amazing content for children to learn English, it was crying out for quality content in other languages, especially for Asian languages. This realization led Chitnis to create her first iOS app supporting Hindi language learning. The premier app immediately gained traction and the company was flooded by requests from parents who were excited to see an Indian language represented in the market and wanted to see more languages added. Chitnis responded to the market demand and scaled the app into a hub for language learning and cultural immersion in multiple languages. In June 2020, in the middle of the pandemic, she launched Shoonya Kids, which supported language development in 5 languages: English, Hindi, Spanish, Telugu, and Marathi. With every new release, we are realizing our objective to create a single app that allows for language scalability for families everywhere at a cost-effective price. Today, Shoonya is growing its user base organically with subscribers in 6 continents and downloads in over 400 cities worldwide.



# Look Who's Supporting Us!

Shoonya is proud to partner with AWS Ed Start, Promise Venture Studio, TIE SoCal, Tech Coast Angels, and WEV



## Awards, Memberships, & Accolades

*"Entrepreneurship is all about courage and persistence because you can never tell what remains hidden behind the door that you didn't open. Believe and train yourself because if you stay persistent, doors will open, and everything else will be history."*

-Rashi Bahri Chitnis  
Shoonya Kids

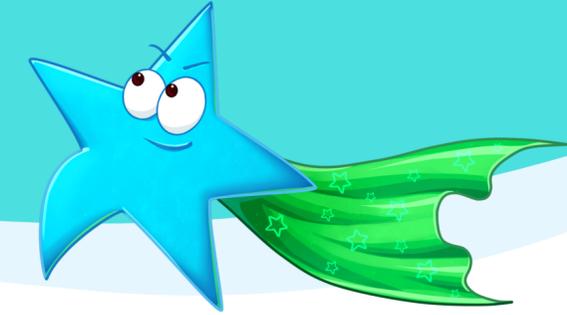


Science & Technology





# Our Team



**Boasting decades of combined experience**

in Education, Software Development, Gamification & Content Creation for Children.



**Rashi Bahri Chitnis**  
CEO/Founder

With over 20 years of experience, producing award-winning shows with \$5M+ budgets for clients like Warner Bros, Discovery, and Lifetime Television, Rashi's years of experience in the international film industry give her a unique edge creating engaging, culturally immersive educational content for children.



**Andrew Duncan**  
Director of Engineering

Andrew has written software for Cerwin-Vega!, E-mu, Philips Media, Expertcity, Citrix, and Shoonya Digital, He has lectured at the University of California, Santa Barbara and is the author of "Objective-C Pocket Reference" [O'Reilly].



**Mary Gower**  
UX/Educator

As an Educator and Project Manager in New York City, Mary has connected over 2,000 families to valuable resources through partnerships with Johns Hopkins CTY, Child Mind Institute, MOMATH, and the pioneering psychologist, Carol Dweck.



**Febe Jimenez**  
Design/Animations

Febe is a presidential honors awardee in Animation and Gaming at Santa Barbara City College. Her love of art is only rivaled by her passion for learning about different cultures.



# A Tech Coast Angels Portfolio Company

Backed by Impact Angel Investors



**Janice Hamlin**

Tech Coast Angel  
Marketing, Disney

“The experience of the Shoonya Team in building entertainment and educational platforms and their dedication, management experience, and passion is what attracted me to Shoonya. Rashi is a creative, persistent, intelligent, business savvy, and mature CEO who runs her Startup like a Fortune 500 company. Of all of the businesses that I have invested in, I have only seen two such CEOs, and one of those is Rashi Bahri. **They perform like they are running a Wall Street company and therefore they will become a Wall Street company.**”

**-Janice Hamlin**

Tech Coast Angel Investor



**TOM WASHING**

**Investors on the Shoonya Advisory Board**

Tom Washing (Seasoned Investor)

Brian Coryat (Ex Founder/CEO, Value Click)



**BRIAN CORYAT**



# Testimonials



**“Stunningly beautiful, culturally rich app” ★★★★★**

“A stunningly beautiful, culturally rich app for children to learn multiple languages & be exposed to other cultures.”— Prof. Dorothy Chun (Second language acquisition, computer-mediated computer learning and teaching with digital media)

**“Perfect edutainment app!” ★★★★★**

“The concept of unity and diversity educates the children on how differences must be celebrated. The beautiful animals keep the kids wanting to play and learn more”— Mela Rae F

**“10 stars!!!!” ★★★★★**

“I am EXCEPTIONALLY grateful to the developers for putting so much thought and creativity into this app. My kids absolutely adore it!” — PARENT, BBC Reporter, UK

**“Wonderful app” ★★★★★**

“I am studying Hindi as an adult and are using this app to make learning the script more fun. The animations really help to memorize the individual letters plus the often-unusual sounds. I very much enjoy using this app. It is well done. Not just for kids.”—BUECHER-FAN



# Press & Awards

# Shoonya®

has been recognized by



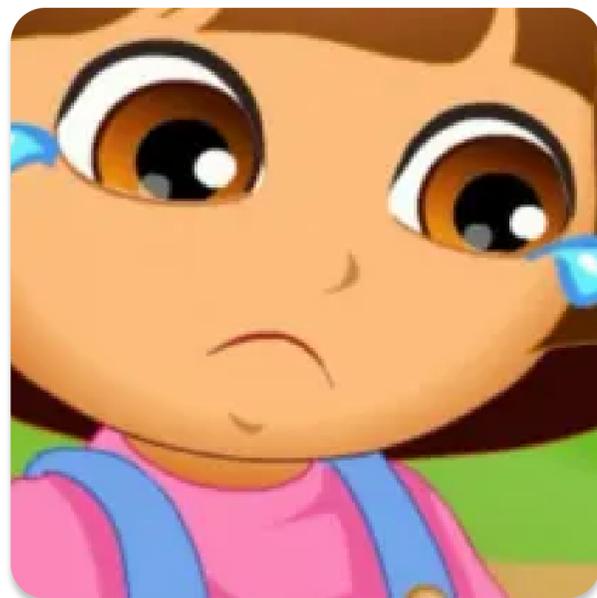


# The Importance of Cultural Representation

## In Children's Media



75% of characters represented in popular children's media were white.\*



Only 17% of characters were characters of color.



1/3 of the "bad guys" depicted had non-American accents.

## With Shoonya



Kids learn through playing with **characters that look like them!**

\*According to a study by Tufts University of more than 1,500 cartoon characters.

# Questions?

Contact us!  
support@shoonyadigital.com

Shoonya<sup>®</sup>

**CEO/Founder:** Rashi Bahri Chitnis

**Website:** www.shoonyadigital.com

**Developer Name:** Shoonya Digital

**ITC Status:** Ready for Sale

**Devices:** iOS Universal, Android

**iOS:** 7 Day Free Trial, \$5.99/Month OR \$59.99/Annually



[Testimonial Video](#)  
[How-to-Play Demo](#)

