

# Raising Comfort, Not Kids

10 Billion RMB  
Market

10% Annual Growth

Cyber-parenting is  
low-cost emotional  
substitution.



\$200 Wardrobes

Dedicated Social  
Media Accounts

Seasonal Outfits

## The Killer Feature: Emotional Safety

A doll won't fight, cheat, or judge. It fills the intimacy gap  
with zero irreversible consequences.



# The Multi-Billion Dollar Emotional Migration

**Target: Labubu  
(Ugly-Cute Plush)**

**Functionality: Zero.**

**Status: Luxury  
Fashion Accessory.**



**Scale: 3-Hour Global  
Queues.**

**Growth: 10x Overseas  
Revenue Growth in 3  
Years.**

**This isn't a niche subculture. It is a generational emotional outlet at scale.  
High emotional value has entirely decoupled from functional utility.**



# Directing Lives & Raising Souls



## Gaming

Playing to win.

Transactional interactions.

Cotton dolls = Bodies without souls.  
AI Chatbots = Souls without bodies.

Gen Z wants both: A soul with a presence in their world.

## OC Planning (Utopia)

3-4 hours daily of pure companionship.

Directing a worldview, watching them live, and sharing space.



# The “One Soul” Approach: Beyond Chat

## The Limit:

Chat has a fixed ceiling. Texting alone cannot cure loneliness if there is no shared presence.



## The Solution: Lumi.

No preset face, no preset personality. A breathing orb of light shaped entirely by how it is spoken to.

72% of teens have used an AI companion. 80% of Gen Z would consider a long-term AI relationship.

**Insight:** The goal isn't better chatting—it's deeper physical and emotional presence.



# The Underlying Need Never Changes



Thirty years later, we are closing the loop. The form factor keeps evolving, but the generational search for safe, nurturing companionship remains. We aren't raising kids—we are raising digital beings.