Help us bring The D.O.G. to more schools

Funding and practical expertise to grow early online safety education.

Today's children are tomorrow's workforce. Help us bring The D.O.G. - Dedicated Online Guardians to more KS1 schools through financial backing, practical sales and marketing support, and education or cybersecurity expertise.

A programme schools deliver themselves

Our existing KS1 programme uses stories and practical activities to help children aged 5 to 7 explore online safety and digital resilience. Schools buy the materials and run the sessions with their own staff.

The stories follow Fizz, a curious six-year-old, and Pixel, her loyal St Bernard puppy, who is training to become a Dedicated Online Guardian. Pixel earns a star for each lesson Fizz learns, so children see their progress through the series.

The five-mission learning journey explores misinformation, sharing information, passwords, online relationships and screen habits. The programme is designed to support the current curriculum; it does not replace it.

Current offer	Price (exc. VAT)
KS1 programme, one-off purchase per school Ongoing use of downloaded resources; no annual renewal.	£385
Optional hardback book set (five books)	£65
Optional softcover book set (five books)	£34.95

Our current stage

The D.O.G. KS1 programme is now available to schools, following a completed pilot with pupils. With no paid advertising, a single email campaign has generated encouraging responses, and we have made our first book sales.

> *"The books and resources are really lovely, and the children are very engaged in the activities."*
> Headteacher Feedback, St John the Baptist Primary School

We are seeking financial backing and practical sales and marketing expertise to build on this early interest, bring the programme to more schools and support further development. Our ambition is to help the next generation develop the online safety skills, confidence and digital resilience they need to thrive.

What partnership support would make possible

Reach more schools

Fund or contribute practical school marketing and sales expertise. A partner could lead outreach, follow-up and converting interest into purchases, supported by a focused campaign budget.

Strengthen specialist review

Bring education and cybersecurity specialists into a structured review process. Their role would be to assess relevance, age appropriateness and teaching guidance, document changes and plan ongoing review.

Support future development

KS1 is our immediate priority. Our next ambition is a KS2 comic series for ages 7 to 11, followed by KS3 novels for ages 11 to 14, with Fizz and Pixel growing alongside readers. Both are planned concepts. Development would need dedicated time, specialist review and testing with schools.

An initial project we can agree together

We propose starting with a defined three-month project: review the current offer, test focused routes to paying school customers and report what the results mean for the next stage. Scope, costs, responsibilities and any contributed staff time would be agreed in writing.

Reporting would separate paid programme purchases, book sales, free trials and sponsored school access, and show spending, customer feedback and the work needed to improve the offer.

Who we are

The D.O.G. was a shared idea from the start and is run as a joint venture.

Samantha Meghawry, Founder, Creative Director and Programme Developer, leads the creative development of the books and resources. She runs Little Star Design Studio Ltd, writes children's books on social and emotional intelligence, and illustrates the series.

Steve Shepherd, Co-Author and Online Safety Specialist, brings more than 30 years of public service, including policing and cyber resilience work, and over a decade as an online safety consultant working in schools.

Developing KS2 and KS3 would need dedicated time from both of us. Partnership support would let us take ownership of commercial activity and coordination while keeping the creative work in-house.

Find the right way to contribute

We welcome conversations with organisations and people who can bring funding, school relationships, commercial delivery or relevant specialist knowledge.

School sponsorship or a funded project

Fund KS1 programme access for schools you choose, or an agreed outreach or development project. We would agree a costed proposal, responsibilities and use of funds before work begins, including any optional books and delivery costs.

Distribution and commercial collaboration

Help the existing programme reach school buyers through an established route or a hands-on sales role. We would agree responsibilities, fees or margins and the practical work each party would deliver.

Education and cybersecurity expertise

Contribute suitable specialist time or help fund independent review. Reviewing content, developing new resources and evaluating pupil learning are distinct tasks that need agreed scopes.

What partners can expect

Partners can receive agreed recognition and a short report on funded activity, schools supported and feedback collected. Project stories, images and quotes can be shared where available and with the necessary permissions.

Start a conversation

Tell us who you are, what interests you and what you could contribute. We can then discuss a suitable project and prepare a tailored proposal.

Visit: www.thedoguk.com/partners

Complete the Register Your Interest form.

Email: hello@thedoguk.com

The D.O.G. is operated by Little Star Design Studio Ltd, registered in England and Wales, company number 14465063.

This overview introduces potential project partnerships. It sets no share price, ownership allocation or financial return. Commercial and funding arrangements would be agreed separately.