

Press Kit

// A brilliant
start for
leaders of
tomorrow

Principal's BIO



GIBSON LAMOUR IS THE FOUNDER OF NEEYON, LLC. HE OVERSEES NEEYON'S PRODUCT DEVELOPMENT, MARKETING, AND OPERATION, INCLUDING A CREATIVE CONSULTANCY VIA **GIBSONLAMOUR.COM**, WHICH OFFERS BRAND DEVELOPMENT STRATEGIES AND OPERATIONS COUNSEL.

Since 2006, Gibson has worked in the digital realm and, in that time, has been associated with some of the industry's most well-known brands and corporations. In 2021, he channeled the technological development niche to spearhead his vision for Neeyon, an online edutainment company offering books, educational apps, videos, worksheets, and merchandise for young children.

For over a decade, Gibson has been closely involved with projects requiring his product design, data, and business analysis expertise with a key focus on customer insights, trends, and consumer retention for the online marketing industry. His keen interests for client management and marketing strategy took a unique and creative turn when he discovered the world of infotainment while helping his children with their homework. His struggle to find play-time resources that offered both fun learning for his kids and a participatory role for adults made him aware of a gap in the market for engaging and thoughtful early childhood and elementary-level media content.

Mr. Lamour is a proponent of parental engagement in early childhood education and understands the positive impact this interaction has on children's cognitive and personality development. **Gibson founded Neeyon to give parents the tools to engage with their kids on their level while offering children cognitive stimulation through play.**

Gibson is grateful for the academic experiences that have shaped him into who he is today. Gibson holds a BFA in Graphic Design from the renowned School of Visual Arts in New York City and an MBA from Southern Connecticut State University.

A family man, Gibson has been married to his lovely wife for over fifteen years and is the proud father of three beautiful children who serve as muses to his ingenious ideas.

About

Neeyon® began as a graphic design studio and has expanded to build brands and educational products. Neeyon's ability to create unique and entertaining products that support and enhance educational standards has allowed the company's brands to thrive. As a result, the three leading brands, Gibby Smart, Luke Lamour and Rocko & Mimi have left a lasting impression among many young souls across the United States and beyond.

Currently, Neeyon, LLC is comprised of two divisions (ShopNeeyon and StudioNeeyon). ShopNeeyon is an ecommerce group, which offers, creates and sells consumer educational product brands. The engine behind all the animated media is StudioNeeyon, which focuses to develop top-tiered educational content.



Business Fact Sheet

Founder: Gibson Lamour, MBA

Headquarters: Orange, CT (New Haven County)

Established: 2012

Industry: Edutainment

Websites: Neeyon.com // ShopNeeyon.com // StudioNeeyon

Mission

Neeyon® creates innovative print and online products to inspire the innate talents of preschool and elementary school aged children and conjure a fondness for learning. The company's brands enhance the development of educational prowess, aspire to increase self-confidence, and entertain to conjure a fondness for learning.

Products

Neeyon's learning tools cater to various age groups. The diverse product lines delight and inspire learning across a range of core educational topics.

Additionally, Neeyon also produces merchandise to support brand awareness and increase continued dialogue about our educational mission.

- Books
- Games
- Videos
- Smart Worksheets
- Wearables
- Accessories
- More



Q1 Why did you start this company?

A2 To encourage kids to explore, find their passions at an early age, and gleefully take advantage of learning opportunities to become truly innovative leaders.

Q2 What is the niche your company is trying to fill?

A2 Neeyon specializes in serving kids through the edutainment industry. We are aiming to reach the pinnacle in terms of intertwining education and entertainment for effective learning experiences.

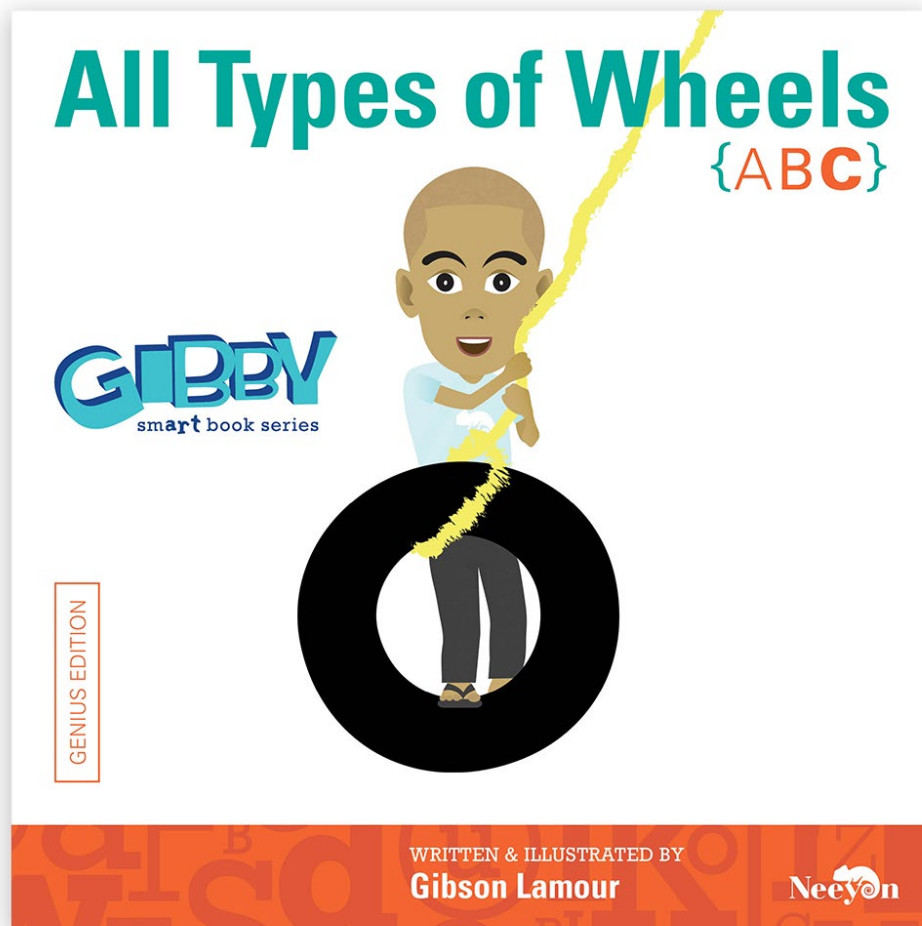
Q3 Do you have any new products in the pipeline?

A3 At this moment, we are planning to create additional historical products and an exciting musical album.

Book 1

Book Synopsis: Wheels are everywhere. With this book, kids will discover how useful wheels are while learning the alphabet. Through a clever use of typographic illustration, kids will search for the designated letter (A-Z) within the picture. It's the classic search and find puzzle but with a letter-forward twist.

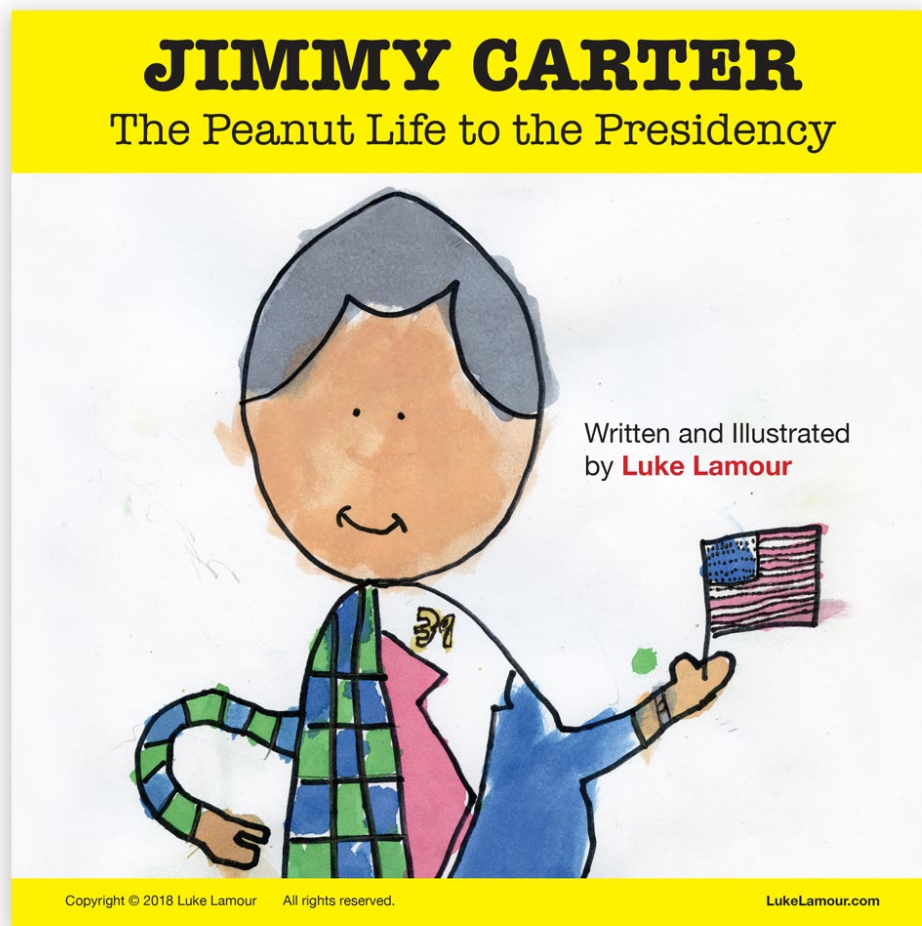
- Book Name: All Types of Wheels {ABC} - Gibby Smart book series
- Published: 2021
- Author: Gibson Lamour
- [Click here to learn about the author](#)
- Book Age Range: Ages 1–5



Book 2

Book Synopsis: The life story of the 39th President of the United States is now available in an eye-catching book—written by a kid for kids. Learn the history behind this humble peanut farmer who became the leader of the free world.

- Book Name: JIMMY CARTER: The Peanut Life to the Presidency
- Published: 2018
- Author: Luke Lamour
- [Click here to learn about the author](#)
- Book Age Range: Ages 4–8



App 1

App Synopsis: Are you looking to improve your cognitive potential while having fun at the same time? Gibby the Word Detective is the perfect word puzzle game for kids and adults alike to enjoy.

- **App Name:** Neeyon // Gibby the Word Detective
- **Published:** 2020
- **Cost:** \$1.99
- **App Size:** 99.9 MB
- **Authorized Dealers:** [Purchase on Apple's App Store](#)



App 2

App Synopsis: The attention span of kids can decline quickly. With the Quick Mathematics app, kids will be engaged and improve their math learning skills. This app aims to develop mental agility, strengthen reason development, help solve problems, and exercise numerical and logical mathematical thinking.

- **App Name:** Quick Mathematics
- **Published:** 2020
- **Cost:** \$1.99
- **App Size:** 81.6 MB
- **Authorized Dealers:** [Purchase on Apple's App Store](#)



Social Media



<https://www.facebook.com/neeyonhq>



<https://www.instagram.com/neeyonhq/>



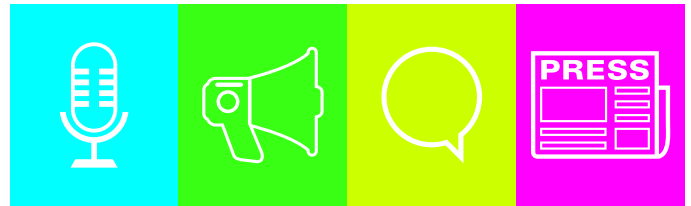
<https://www.youtube.com/channel/UC8vFSrjZysYmbS36K1vDbUA>



<https://www.linkedin.com/company/neeyon/>



<https://twitter.com/NeeyonHQ>



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**// WE WOULD LIKE TO HEAR
FROM YOU!**