



Headline options

- 1- Sumorai Production Joins FasterCapital Equitypilot to Scale Youth Sumo-Entertainment
- 2- FasterCapital Backs Sumorai Production to Expand Animated Sumo Youth Franchise
- 3- Sumorai + FasterCapital: Equitypilot Partnership Accelerates Global Sumorai Kids Rollout

BUFFALO, NY & Dubai, UAE - October 21, 2025

Sumorai Production and [FasterCapital](#) today announced a strategic partnership through FasterCapital's Equitypilot program to accelerate Sumorai's expansion across North America and international markets. The collaboration pairs Sumorai's live-action CGI Sumo kids franchise with Equitypilot's capital, mentorship, and go-to-market resources to scale clubs, events, and media distribution.

Market opportunity & problem statement

Youth in underserved communities face bullying, instability, and a shortage of positive role models. The children's entertainment and youth-development market spanning after-school programs, family streaming content, and licensed merchandise is a stable multi-billion-dollar category with rising demand for active, values-driven programming. Current offerings either entertain passively or deliver activity without integrated mentorship; Sumorai targets this white space by combining sport, storytelling, and community coaching.

Startup solution & differentiation

Sumorai Production transforms Sumo-inspired sport, animated storytelling, and live events into a transmedia youth-development franchise. Core elements include a live-action CGI motion-capture cartoon series, Sumorai Kids Clubs, regional tournaments, and mascot-led school outreach. Field-tested since 2005 in cities including Buffalo, Detroit, Toronto and Washington, D.C., Sumorai reports improved attendance, reduced suspensions, and stronger student engagement in pilot schools. Differentiators: participatory animation (kids become characters), a values-first curriculum (discipline, respect, non-violence), and an integrated merchandise and live-event revenue model.

FasterCapital partnership value

Through Equitypilot, FasterCapital will provide seed capital, product-development support, business-model refinement, and introductions to streaming and licensing partners. FasterCapital's selective screening and global acceleration network validate Sumorai's traction and de-risk the path to syndication and merchandising. The program will fast-track pilot-to-series production, national club rollout, and a planned touring festival with an 8-month promotional cadence leading into the first broadcast window.

Executive quotes

"Harnessing entertainment to solve social problems is where impact meets market opportunity," said Hesham Zreik, Founding Partner at FasterCapital. "Sumorai's combination of participatory media and proven community outcomes fits our Equitypilot criteria strong founders, defensible IP, and measurable social return." "FasterCapital's resources let us move faster and smarter," said Charles Bray, Founder & Producer of Sumorai Production. "This partnership accelerates our vision: turning kids into on-screen heroes, building clubs that change neighborhoods, and creating a scalable franchise that funds local impact."

Growth trajectory & near-term plans

Over the next 12–18 months Sumorai and FasterCapital will complete an animated pilot, roll out Sumorai Kids Clubs in five major cities, execute the Sumorai Night touring festival, and secure strategic distribution and licensing agreements. The alliance will pursue follow-on funding to scale internationally, beginning with targeted markets in Canada, Japan, and Europe.

About Sumorai Production

Sumorai Production builds youth-focused entertainment and development programs that combine Sumo-inspired sport, animated storytelling, and mentorship to empower children aged 6–17. Founded by Charles Bray, Sumorai has been field-tested across North America and aims to scale as a global multimedia franchise.

About FasterCapital

FasterCapital is a global venture builder and online incubator dedicated to co-funding and co-founding innovative startups. Established in 2014, we are now #1 venture builder in terms of number of startups that we have helped, money invested and money raised. It supports startups worldwide through various programs, including funding assistance, business development, and technical support. The Equitypilot program is designed to help early-stage startups build scalable solutions with mentorship, strategic guidance, and network support.

Media Contact:

Rasha Almasri

rasha.almasri@fastercapital.com

+1 (512) 400-0256