totchi

PRESS FACT SHEET

Stories children love. Skills for life, woven in.

Totchi (Teaching Optimism To Children Independently) is an audio storytelling app for children aged 3–11, made by Mindset Marvels Ltd.



Ages 3–11
Stories for everyday moments and new experiences

£3.49 / month
or £29.99 a year, one subscription per family

14-day free trial
on every plan

iOS, Android, web
App Store, Google Play and app.totchi.com

What Totchi is

Totchi is a growing library of audio stories for bedtime, car journeys, quiet moments and everything in between. Every story is set to calming music, with positive affirmations woven in, and explores themes like trying something new, friendship, feelings and confidence.

How it works

- A parent sets Totchi up on their phone and creates a profile for each child.
- The parent chooses which stories each child can access.
- Children listen on a tablet, connected by scanning a QR code on the parent's phone, or the family streams stories to a speaker.
- Offline listening is included on every plan.

How it started

Totchi began with stories founder Sophie Jackson wrote for her own family while fostering during lockdown. Those stories helped the children in her home explore big feelings and new experiences, and grew into the idea for Totchi.

Built with children's privacy in mind

- No adverts in the app.
- Parents control which stories are available.
- Child profiles use a nickname, and we don't ask for a child's date of birth.

Press contact

For interviews, images or information:
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