

IP MEDIA KIT

# Yechiel's Fishery Farm

*A Children's Book Franchise*

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35 books · 7 mini-series · 42 named characters · one real marine biologist · 49 years of actual fish stories



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*Prepared for publishers, licensors, educators, and partners.*  
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## THE LOGLINE

*“A working marine biologist with 49 years of experience has turned his fishery farm — and the opinionated aquatic creatures who live in it — into a 35-book children's franchise where every character's personality is rooted in real biology. Because biology is personality. Every single time.”*

## IN THIRTY SECONDS

Yechiel's Fishery Farm is a STEM-grounded, emotionally rich children's book series for ages 7-10. Each book follows one aquatic character through a warm, funny adventure that teaches real marine biology — woven into the story, never lectured.

The series is structured as seven five-book mini-series, each with its own protagonist, arc, and emotional theme. The 35 books share one world, one cast, and one slowly-unfolding backstory that rewards readers who go the distance.

Ten books have been written and published. The roadmap for all 35 is complete. The characters, world, and biology canon are locked.

*“I've been doing this for fifty years. I know what's going on.”*

— Yechiel Kuperman — Marine Biologist, series author, and the man who actually checks the filter at 11 p.m.

## WHO WE ARE

This series exists because of one person and one unusual career.

### Yechiel Kuperman

*Marine Biologist · Fishery Manager · Series Author*

- ◆ Fish-keeper since age four. That is 49+ years of observation, management, and genuine affection for aquatic creatures.
- ◆ Professional fishery manager specialising in land-based aquaculture and ornamental aquarium fish.
- ◆ Former Chief Scientist of the Israeli Ornamental Aquarium Society — 15 years in that role.
- ◆ Has developed specialist fish strains supplied to importers across Europe.
- ◆ Every biological fact in this series comes from lived experience. Nothing is invented. Nothing is approximate.

Yechiel did not set out to write children's books. He set out to pass on fifty years of careful attention — to give children the same sense of wonder that made him wade into a pond at age four and never quite come back out.

The books are written with AI assistance, with Yechiel providing the biological expertise, the story briefs, the real incidents behind each plot, and the authenticity that no amount of internet research can replicate.

The biology in these books is accurate because the author has been doing this since before most of his readers' parents were born. That is the credential. That is also the point.

## THE IP AT A GLANCE

<b>Series title</b>	Yecheil's Fishery Farm
<b>Total planned books</b>	35 (7 mini-series × 5 books each)
<b>Books completed</b>	10 (Mini-Series 1 and 2, complete)
<b>Books in active production</b>	Mini-Series 3 — Mony the Clownfish
<b>Target age range</b>	7–10 years (4th-grade reading level)
<b>Format</b>	Kindle digital + print-on-demand (Amazon KDP)
<b>Word count per book</b>	12,000–14,000 words
<b>Chapters per book</b>	10–12 chapters
<b>Illustrations per book</b>	12–16 full-colour illustrations + cover
<b>Illustration style</b>	Ghibli-meets-watercolour, soft ink linework
<b>Named characters</b>	42 (established through Book 10)
<b>Biology topics covered</b>	Water chemistry, anatomy, behaviour, ecology, coral biology, aquaculture, conservation
<b>Companion materials</b>	Field Guide, Character Profiles, Aquarium Basics (9-part series)
<b>Language</b>	English (globally neutral — no country-specific cultural markers)

## SERIES ARCHITECTURE

Yechiel's Fishery Farm is not a series. It is a franchise — built with the same layered architecture that drives long-term reader loyalty and multi-format licensing.

<b>The World</b>	One unifying setting — the Fishery Farm — with eight distinct habitat zones, each with its own look, biology, and cast of characters.
<b>The Mentor</b>	Yechiel appears in every book. He never solves the problem for the protagonist. He asks the right question at the right moment.
<b>The Cast</b>	42 named characters established through Book 10. Each character's personality is an exaggerated biological truth — not invented.
<b>The Mini-Series</b>	Seven five-book arcs, each with one protagonist. Books within a mini-series can be read as a complete stand-alone story.
<b>Cross-pollination</b>	The other six protagonists appear as supporting characters in every mini-series. A reader who loves George will meet him in Plecy's books, Mony's books, and beyond.
<b>The Meta-Arc</b>	A slow, larger story about Yechiel's own history unfolds across all 35 books. Readers who go the distance discover it. Readers who read one mini-series do not need it.
<b>The Biology Canon</b>	Every creature's biology is documented in a locked series bible. Facts do not change between books. The science is consistent.
<b>The Guest System</b>	Occasional one-book guest creatures appear when the plot requires a biology lesson the permanent cast cannot deliver.

*“Each mini-series can be read alone. Reading all 35 books reveals an additional layer. This dual-mode design means a child can love one character's five books and be complete — or follow the whole farm across a decade of reading.”*

## THE 35-BOOK ROADMAP

Seven protagonists. Five books each. One unifying world.

#	Protagonist	Books	Core Theme	Status
1	<b>George the Cranky Guppy</b>	Books 1-5	<i>Identity, adaptation, belonging, invisible work</i>	✓ <b>Complete</b>
2	<b>Plec the Glutton Plecostomus</b>	Books 6-10	<i>Appetite, limits, gratitude, invisible ecosystems</i>	✓ <b>Complete</b>
3	<b>Mony the Overprotective Clownfish</b>	Books 11-15	<i>Protection, control, symbiosis, letting go</i>	▶ <b>In Production</b>
4	<b>Gloria the Fancy Veiltail Betta</b>	Books 16-20	<i>Vanity, beauty, surface vs depth, generosity</i>	<b>Planned</b>
5	<b>Groovy the Mangrove</b>	Books 21-25	<i>Roots, patience, ecological protection, slow power</i>	<b>Planned</b>
6	<b>Professor Nitra — Invisible Workers</b>	Books 26-30	<i>Invisible labour, systems thinking, gratitude</i>	<b>Planned</b>
7	<b>The Rescued Reef</b>	Books 31-35	<i>Rescue, trust, reef ecology, understanding before owning</i>	<b>Planned</b>

Each mini-series has a complete internal emotional arc, a designated protagonist, and a core biology theme. The progression across all seven is intentional: the series moves from freshwater to marine, from individual character studies to ecosystem thinking, from small personal problems to large-scale ecological questions.

## WHAT MAKES THIS DIFFERENT

### ◆ **Real biology from a real biologist — not researched, lived.**

Every fact in this series comes from 49 years of fishery management. The details that make the books feel authentic — a pump failing at 1:47 a.m., the smell of a new filter cycling, the specific posture of a stressed guppy — are not invented. They were observed. This is the credential that no competitor can replicate.

### ◆ **Biology is personality — not a theme bolted on.**

In most STEM children's books, the science is the lesson. In this series, the science is the character. A plecostomus who treats every surface like a banquet table is not a metaphor for greed — it is what plecos actually do. The personality emerges from the biology. This makes the characters memorable and the facts sticky.

### ◆ **Franchise architecture, not a loose series.**

The buy-through design is deliberate. A child who discovers George in Book 1 will find George again in Plecy's books, Mony's books, and beyond. A child who loves Plecy will want to read the book where George is featured. Each mini-series is complete on its own; the whole is richer than the parts. This drives sustained series purchases rather than one-off reads.

### ◆ **Dual-mode reading — one series, two audiences.**

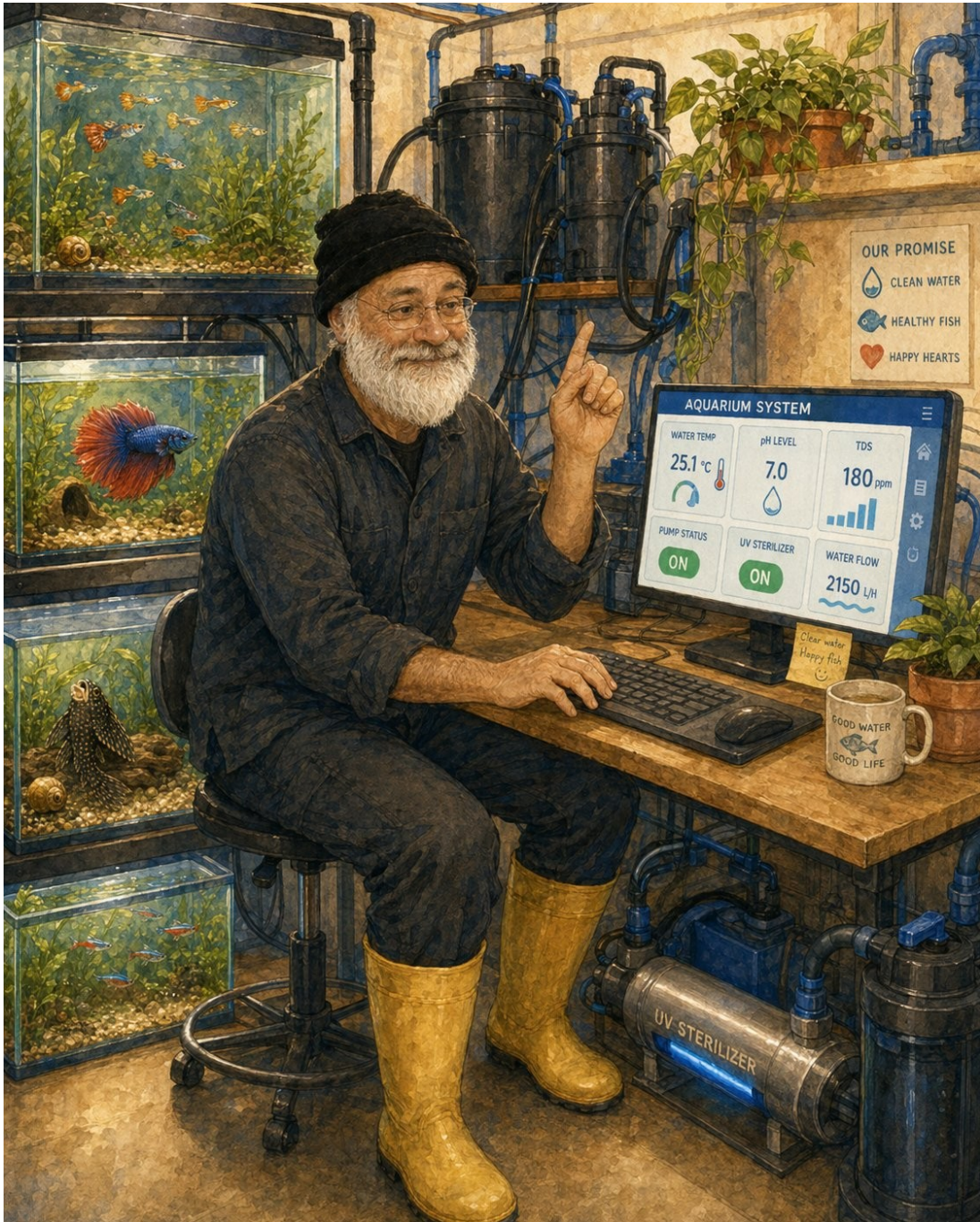
Parents buy. Children read. The STEM-alignment, the glossaries, the 'What We Learned' pages, the accuracy of the biology — these are parent purchase drivers. The warmth, the humour, the character voices, the recurring catchphrases — these are why children ask for the next book. Both audiences are served, in the same book, without compromise.

### ◆ **A mentor who doesn't solve problems.**

Yeziel is present in every book. He never rescues the protagonist. He reads the tank, notices what needs to be noticed, and — at exactly the right moment — asks the right question. This is the Dumbledore / Mr. Miyagi / Professor Proton mechanic. It teaches children to think rather than to wait for an adult to fix things. And it is, incidentally, how a real fishery manager actually works.

### ◆ **A globally neutral world with Israeli heart.**

The farm exists nowhere specific. The names are internationally readable. The biology is universal. The tone is warm and slightly old-fashioned in the best sense — it could be set in any country, and has been received as such. The authenticity comes from the author's expertise, not from cultural specificity.



*The farm is real. The fish are real. The forty-nine years are real.*

## THE WORLD

The Fishery Farm is a real-feeling working fishery with eight distinct habitat zones. Each zone has its own water chemistry, its own visual identity, and its own permanent cast of characters. Creatures from different zones do not casually mix — biological realism is a structural rule, not a detail.

 <b>The Greenhouse</b>	Tropical freshwater. Warm, humid, bright. Home to guppies, plecos, bettas, danios, tetras. The series begins here.
 <b>The Salt Wing</b>	Marine aquaria. Cool, blue-lit, mysterious. Home to clownfish, tangs, corals, seahorses, cleaner wrasse.
 <b>The Brackish Bog</b>	Half-salt, half-fresh. Muddy roots, nursery habitat. Home to mollies, archerfish, mudskippers, mangroves, corydoras.
 <b>The Workshop</b>	Yecheil's working space. Logbooks, microscope, tea kettle. Home to three very special fish in a covered back tank.
 <b>The Old Lake</b>	Quiet, ancient, freshwater. Home to Empress Matilda, Dor 70 — the oldest fish on the farm.
 <b>The Outdoor Ponds</b>	Lively, sun-dappled. Koi, goldfish, frogs, dragonflies. Coming in future mini-series.
 <b>The Puddle Patch</b>	Seasonal, rain-fed. Tadpoles, water-striders, fairy shrimp. Coming in future books.
 <b>The Quarantine Lab</b>	Where every new arrival begins. Careful, hushed, patient. Everyone starts here.

## THE CAST

42 named characters are established through Book 10. Every character has: a precise species identity, one biological truth cranked to maximum personality, a recurring verbal anchor (refrain), a physical description leitmotif, and a documented role across the 35-book arc.

The cast is documented in a locked Character Bible. Biology facts are consistent across all books. Character voices, refrains, and design details do not change between authors, illustrators, or formats. This makes the IP licensable at scale.

### Selected characters and their refrains:

<b>George the Cranky Guppy</b>	"This water has opinions."
<b>Plecy the Glutton Plecostomus</b>	"A little mess is a little lunch."
<b>Mony the Overprotective Clownfish</b>	"Stand back. This is under my protection."

<b>Professor Nitra (the biofilter bacteria)</b>	"The smallest workers save the biggest tank."
<b>Empress Matilda, Dor 70 (the carp)</b>	"Every change passes. And you are still here. That is enough."
<b>Turbo the Zebra Danio</b>	"I already checked!"
<b>Snailbert the Slow Philosopher</b>	"Many... minutes... ago... I began... to answer."
<b>Stella the Starfish</b>	"I am almost there."

## THE AUDIENCE & MARKET

<b>Primary reader</b>	Children ages 7-10 (4th-grade reading level, Lexile approx. 700L-850L)
<b>Primary purchaser</b>	Parents and grandparents of the above
<b>Secondary market</b>	Primary school teachers and librarians (STEM curriculum alignment)
<b>Reading occasion</b>	Bedtime, classroom read-aloud, independent reading
<b>Average chapter length</b>	1,000-1,400 words — a 15-minute before-bed reading session

### Parent purchase drivers:

- ◆ STEM-aligned, with real marine biology in every book — not approximate, not simplified, not invented.
- ◆ Screen-free. Each book is a 60-100 page world a child can carry anywhere.
- ◆ Glossary and 'What We Learned' pages in every book — usable as a classroom resource.
- ◆ A single consistent world children can return to across years of reading.
- ◆ An author with genuine credentials — not a science communicator, a working fishery manager.

### Child engagement drivers:

- ◆ Characters with strong, funny, recurring voices. Children quote the refrains.
- ◆ Each mini-series is a complete story — children can finish something.
- ◆ Cross-pollination rewards loyal readers with cameos and callbacks.
- ◆ A slow-building meta-story across all 35 books — for the readers who go deep.
- ◆ A cast large enough that every child finds a character who feels like theirs.

*"The buy-through rate on Amazon is driven by one thing: readers who finish Book 1 and immediately need Book 2. The franchise architecture is designed from the ground up to create that moment — seven times, for seven different protagonists, across 35 books."*

## WHAT EXISTS NOW

The following materials are complete and available for review:

<b>Books 1-10</b>	Complete manuscripts, formatted for Kindle and print-on-demand. Full illustration sets. Back matter (glossary, biology pages, moral pages, sneak peeks).
<b>Series Bible</b>	Locked character documentation for all 42 established characters — biology, personality, verbal anchors, design details, cross-book canon.
<b>35-Book Roadmap</b>	Complete plot outlines and emotional arcs for all seven mini-series and all 35 books.
<b>Field Guide</b>	A reader companion document with all characters, zones, checkboxes, and discovery log. Updated through Book 10.
<b>Character Profiles</b>	A public-facing PDF for the website — 42 characters introducing themselves in their own voices.
<b>Aquarium Basics (9 PDFs)</b>	A science companion series — eight topics from real aquarium biology, narrated by the farm's characters. No spoilers. Kid-appropriate.
<b>Illustration Style Guide</b>	The visual brief: Ghibli-meets-watercolour, ink linework, character design principles, cover brief format.
<b>The World Map</b>	A visual map of the farm, all zones, all named characters by zone.

## LICENSING OPPORTUNITIES

We are open to conversations about the following:

- ◆ Publishing rights — English-language and translation editions
- ◆ Educational licensing — classroom editions, curriculum packs, school library sets
- ◆ Animation and screen adaptation rights — the franchise architecture is designed for serialised storytelling
- ◆ Merchandise — character-based products (the cast has strong visual identity and merchandise-ready refrains)
- ◆ Aquarium and marine education partnerships — museum editions, aquarium gift shops, marine biology educational programmes
- ◆ App and interactive media — the world and character bible are locked and detailed enough to support interactive adaptations

We are not currently seeking co-authorship. The biology canon and character bible are locked. We are seeking partners who understand what a structured franchise is worth when the world-building is already done.

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## A FINAL NOTE

*“Most children's book series are written backwards — someone decides there will be five books and then figures out what happens. This series was built forwards. The world exists. The characters are documented. The biology is real. The roadmap is complete. We know what happens in Book 35. We just haven't written it yet.”*

Yecheil's Fishery Farm is not a pitch. It is a working franchise with ten published books, a locked series bible, 42 established characters, and a 35-book roadmap written by a man who has been keeping fish since he was four years old.

The water has opinions. So do we.

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## CONTACT

### **Yecheil Kuperman**

*Marine Biologist · Fishery Manager · Series Author*  
Yecheil's Fishery Farm

For rights enquiries, licensing discussions, review copies, or to request the full series bible, please contact us through the website. All materials are available under NDA to verified industry parties.