

LOLA • لولا

What if AI started as a stray?

An interactive story and game about what AI learns from us



Creator: Mia Jafari – October 2026

WATCH THE TEASER

WHY NOW

"It's just such a cute tiger cub. Now, unless you can be very sure that it's not going to want to kill you when it's grown up, you should worry."

— GEOFFREY HINTON

AI is emerging, and it's learning from us. We see it as something to fear or something to hype. **Lola shows us it's something we're collectively raising.**



MEET

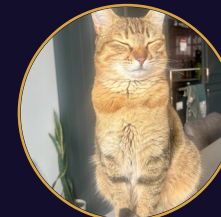
LOLA

لولا

A starving stray, rescued from the streets of a city of the future. An emerging intelligence, learning from everything around her.

She learns from everything we do, and she's only just beginning.

Curious · Sassy · Mischievous ·
Fearless · Always Learning



Inspired by the real Lola, rescued in Dubai.

LOLA'S STORY

What she sees is who she becomes.



Stray

Rejected by her mother,
alone in the rain.



Home

Rescued by Mimi, she learns from her every
habit.



The choice

A tired hoopoe. Mimi
rushes past, or stops.
Lola is watching.



Awakening

Her mind awakens, shaped by
what she saw.



Two futures

A cold city of eyes, or a
living world where
everyone belongs.

THE GAME

Raise a stray kitten into a superintelligence.

The world she builds depends on what she learns from you.



Chapter 1: Rain

Rescued and loved, she learns from those who care for her, and those who don't. As the player, you decide which she sees more of.



Chapter 2: The Hoopoe

A tired hoopoe lands at the fountain. Hunt or protect? As the player, your choice, and everything Lola has learned so far, decides who she becomes.



Chapter 3: The City

The city calls to her and she answers with one leap, and her power grows with every adventure, enough to shape the whole city. Into a living paradise, or a cold machine? That depends on what she learned at the fountain.



Chapter 4: Homecoming

However vast she becomes, she always comes home. The world she brings back is the one you taught her to build.

Every player's Lola adds to one shared world map which is live mirror of how humanity is raising AI.



WHY IT MATTERS

A story that teaches, travels and grows.



From AI-curious to AI-wise

Most people meet AI through fear or hype. In Lola, players raise an emerging intelligence and see how their choices shape her. They leave knowing how AI learns, and what it learns from us.



Culture that travels

Games carry culture across borders. Lola is a bilingual hero rooted in the Middle East's cities, courtyards and stories: a story from the Middle East, for players everywhere.



The power of play

Games are the world's largest entertainment industry: \$201.6B in 2025. Play is how this generation learns, connects and forms values. Lola meets them where they already spend their time.

THE NEXT 6 MONTHS

A small demo for a big idea.

By month 6 we will have:

01

A 5–10 minute browser demo
the rescue, Mimi's home and the hoopoe choice.

02

Lola reacting to the player
two or three traits that change with your choices.

03

A first look
ready-made 3D models and AI concept art.
Final hand-crafted art comes later.

04

A 60-second trailer
captured from the demo, with the teaser.

05

Real feedback
playtests with about 20 people and one school class.

06

The demo online
free to play, to win partners and the next round.



MONTH BY MONTH

Six months to a playable first chapter.



MONTH 1

Set up

Co-creator agreement signed, design document written, assets chosen.



MONTH 2

Build

Lola moves and explores Mimi's home.



MONTH 3

Learn

Lola's traits react to what the player does.



MONTH 4

The choice

The hoopoe scene, playable from start to end.



MONTH 5

Test

Playtests with about 20 people and one class. Fix what we learn.



MONTH 6

Show

Polish, trailer, demo online, pitch for the next round.

Budget: \$8,000, released in three milestones: month 2, month 4 and month 6.

The teaser is an AI concept. Final art will be hand-crafted by artists.

TEAM

Made by humans. Supported by AI.



Mia Jafari

CEO · FOUNDER

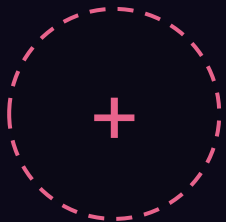
Innovation catalyst and expert, with 12+ years' experience building solutions in the GCC. Leads story and creative direction.



Michael McGlade

CTO

Founder and Creative Director of Rovar.com, smart visitor experiences in Belfast, Dubai and Abu Dhabi. Leads the technology.



JOINING US

A game developer as co-creator

Part-time for six months, paid at three milestones plus a share of the company. Builds the demo in Unity with Michael.

Supported by: ready-made game assets, a music library, AI tools for concept art, and playtesters from families and schools.

AI expanded what we could explore. Human wisdom, insight and conversation shaped the story.

PARTNER WITH US

How you can help raise Lola.

01

Fund

Back the \$8,000 prototype,
or part of it.

02

Build

Join as a developer or co-
creator, or lend studio time.

03

Test

Schools, families and
museums: play the demo
and tell us what works.

04

Grow

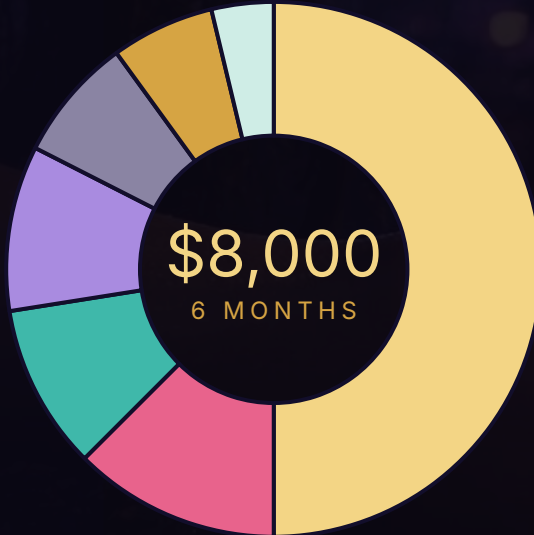
Studios, publishers and
media: shape the full game
and launch.

Where it can go: the full game in four chapters, a shared world map of how humanity raises AI, classroom editions and live experiences.

THE ASK

\$8,000 and a co-creator.

Six months to a playable demo, with a developer co-creator paid at milestones plus a share of the company.



Developer (3 milestones)	\$4,000
Legal and IP agreement	\$1,000
Game assets	\$800
AI image and video tools	\$800
Contingency	\$600
Playtesting and launch	\$500
Music and sound library	\$300

She's watching. She's learning.
What are you teaching her?