

SKYBLOOM LAUNCHES BLOOM, A NEW AI PLUSH COMPANION ON KICKSTARTER

Adorable, Huggable Plush Encourages Curiosity and Creativity Through Safe, Responsible Interaction -

NEW YORK, NY, UNITED STATES, August 18, 2026 /EINPresswire.com/ -- New York, NY – (August 17, 2026) –In an era where children’s digital experiences are increasingly driven by passive screen time and pre-made content, [SkyBloom](#) is introducing a new category of intelligent play with the launch of BLOOM, an AI-powered plush

companion designed to foster creativity, imagination and meaningful learning. Available for pre-order on [Kickstarter](#), BLOOM combines the comfort of a plush toy with adaptive conversational technology, encouraging children to explore educational topics, create stories and engage in open-ended play. The companion parent app provides families with visibility into every child interaction, balancing children’s creative exploration with parental peace of mind.



Bloom Image

Unlike many AI companions entering the toy market, BLOOM’s conversational ecosystem was designed from the ground up to provide age-appropriate, child-centered experiences. Rather than repurposing a general language model, BLOOM offers intelligent safety guardrails to gently redirect sensitive topics, while built-in parenting notifications help families stay informed and engaged.

“BLOOM was designed around two core principles: inspiring children to learn through curiosity and imagination, while giving parents confidence that every interaction is safe,” said Alexander Yeh, CEO of SkyBloom, whose family has spent more than five decades innovating in the toy and technology industries. “Rather than relying on open internet access or generic AI responses, we built a closed conversational system specifically for children. There is no open web browsing, no cloud recording, and no third-party data selling, allowing kids to explore freely while parents have peace of mind.”

BLOOM features:

Age Appropriate Content through real-time adaptive stories and play that evolve with the child, supporting long-term engagement, learning and growth.

Intrinsic Learning through curiosity-driven conversations that encourage children to ask questions, solve problems, create stories and explore new ideas without relying on points or badges.

Endless Story Worlds where children can begin a story and watch it evolve with new characters, adventures and choices they help create.

Language Learning that encourages vocabulary development and communication through conversation and exploration.

Creative Music Making where children can listen to songs and create their own inspired by their interests and imagination.

Everyday Comfort with a soft plush designed to be cuddled, carried and loved throughout the day.

Superior Safety that exceeds international safety standards and features no open internet access, cloud recording, third-party data selling, permanently sealed electronics or small removable components.

Children participating in beta testing consistently gravitated toward BLOOM's unique features. Parents also praised the companion app's ease of use and ability to provide insight into their child's interests and development without disrupting independent play. The Whispers feature also allows parents to guide a child's interaction to support healthy habits and routines.

"We want parents to feel connected without feeling intrusive or overbearing," said Yeh. "The app allows families to understand the themes their child is exploring, adjust content preferences to reflect their family's values, and even send encouraging messages that BLOOM naturally weaves into the conversation. Parents remain in control while children feel empowered and immersed in play."

Available now on Kickstarter in Forest Green and Cherry Blossom Pink, BLOOM is available through several pledge tiers, including Super Early Bird (35% off), Early Bird (25% off), the Kickstarter Launch Edition (15% off retail), and a Family Pack offering two BLOOM companions at 25% off.

"Parents are searching for technology that supports childhood development instead of replacing it," Yeh added. "BLOOM was created to encourage imagination, creativity and intrinsic motivation while helping families establish healthier relationships and routines with technology. We believe AI should inspire children to wonder, create and grow, not simply consume content."

You can follow BLOOM on its social channels or visit the company at www.meetskybloom.com.

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ABOUT SKYBLOOM

Headquartered in New York City, SkyBloom is an early-stage AI innovation company launching its first product, BLOOM. Its team of developers, engineers and designers focuses on creating AI-powered products families can trust, with expertise in child-safe technology, conversational AI, hardware and early learning. BLOOM is the first in a series of consumer-focused products the company plans to introduce in the coming years.

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