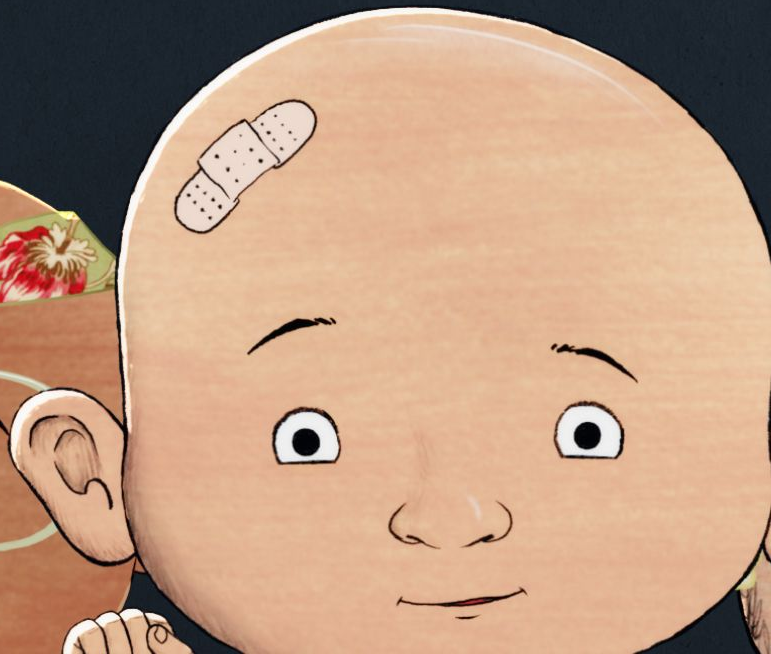
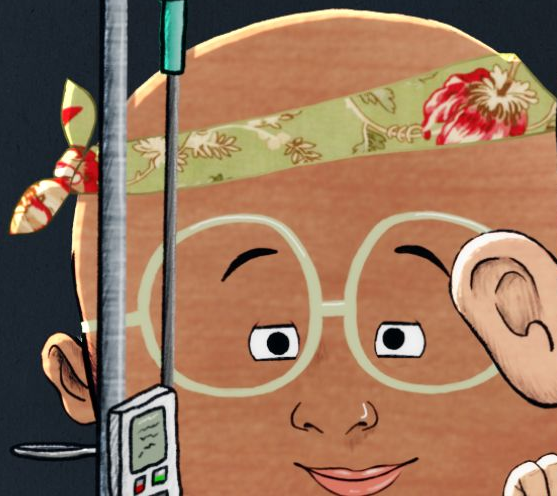


BALDIES

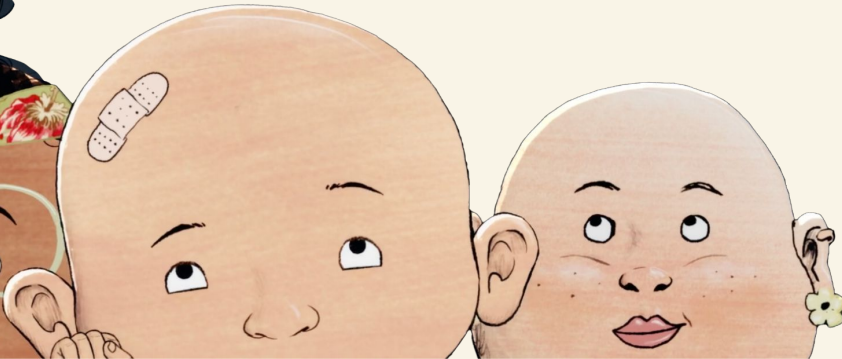


Czech Horizon 2026

WHO ARE BALDIES?

The animated series Baldies tells the story of a fearless bunch of kids who meet among beeping machines in hospital and fight for their health.

The goal of Baldies is to give hope, turn fear into bravery, and burst the bubble of social unease and silence that surrounds cancer and isolates people.



OUR MISSION

We create Baldies to ease the emotional impact of diagnosis, help explain what's happening, and change the way the world (doesn't) talk about cancer. We do this thoughtfully, using metaphors, gentle humor, and backed by medical facts.



BALDIES TOUCH ALL OF US

Baldies are for **everyone** – made to fight fear and break the taboos around childhood cancer.

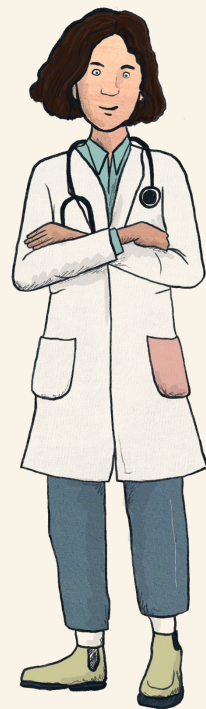
Baldies give courage and hope to the **child** who's just been diagnosed.

Baldies give words to the **family** who doesn't know what to say.

Baldies help the **doctor** explain treatment in words a child understands.

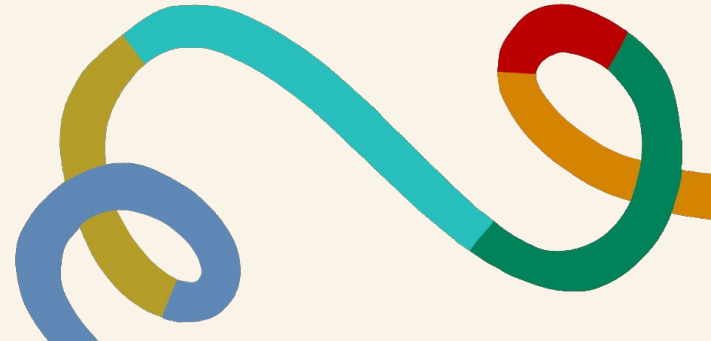
Baldies guide the **teacher** and the class when one of their pupils falls ill.

Baldies are for **anyone** who appreciates great storytelling and well crafted animation.

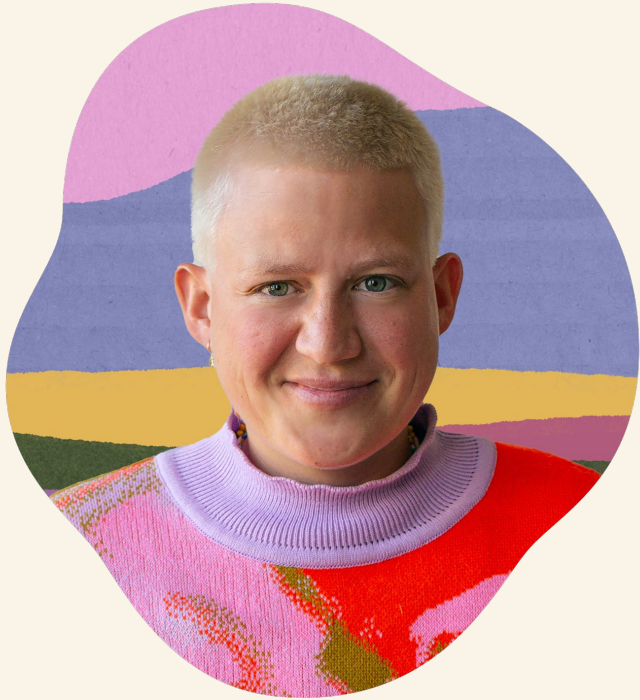


BALDIES ARE PERSONAL

Inspired by a real-life experience, this heartfelt project is the brainchild of the artist and child cancer survivor Eliška Soffer Podzimek. Combining her unique art style and quirky humor with factual information, Eliška's innovative take on the cancer narrative, told through adventures of a bunch of kids just like she once was, opens a fresh and hopeful perspective.



THE BRAIN BEHIND BALDIES



Eliška Soffer Podzimek, the series creator, director and a cancer survivor, was sixteen when diagnosed with Hodgkin's lymphoma. While in treatment, she began drawing into photographs on a graphic tablet — a creative outlet that would bring her international recognition.

Applying her art to numerous projects, Eliška makes award-winning short films, music videos, collaborative photography projects and marketing campaigns. Her unique technique of blending photography and live-action videos with 2D animation has attracted clients such as Jamie Oliver, Vogue Magazine, the New York Film Academy, the City of Prague, LEGO, Erste Bank, Adidas, Google and many others.

At present, she is devoting much of her time to creating the animated series Baldies, using her upbeat art style to bring a fresh perspective on the fight against cancer.



OUR TEAM OF EXPERTS



SIOPE Europe
the European Society for Paediatric Oncology

The expert content of Baldies is supported by SIOPE (European Society for Paediatric Oncology).



In the Czech Republic, we are advised by the Department of Paediatric Haematology and Oncology at Motol University Hospital in Prague.

playful, sensitive, yet expertly researched and crafted
Dr Lucie Hrdličková from the Pediatric Hematology and Oncology Clinic at Motol University Hospital in Prague

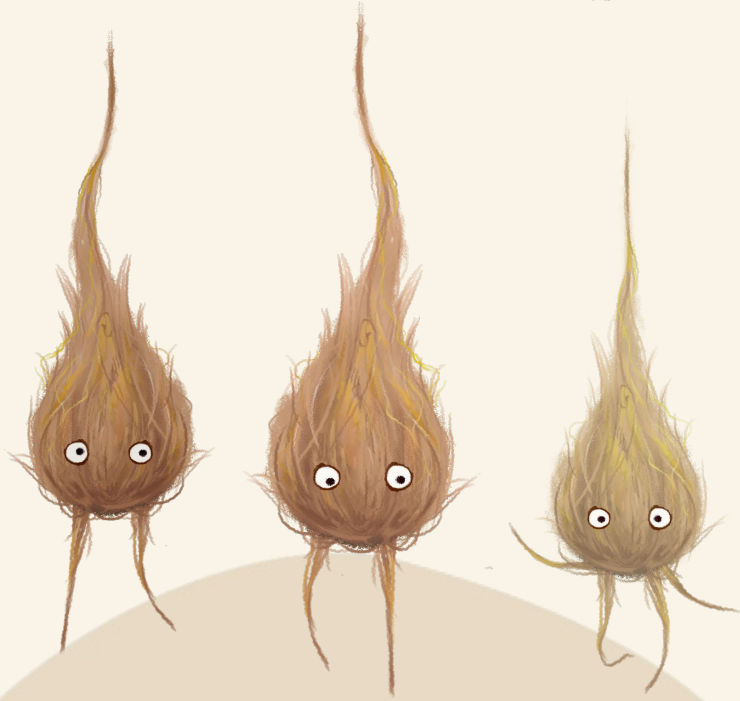


doc. MUDr. Lucie Šrámková PhD.
přednostka Kliniky dětské hematologie a onkologie
2.lékařská fakulta UK a FN Motol





10 EPISODES OF BALDIES



1. Cancer diagnosis: The world turns upside down.
2. Fighting fear: Hospital, needles and tumor.
3. Starting treatment: Chemotherapy and chemo port surgery.
4. **THE PILOT: Side effect: What about my hair?**
5. Everyday monitoring: Inside the Baldies app.
6. Beeping machines: What are CT, PET and MRI?
7. Other treatments: Radiation therapy, biological treatment, surgery, transplants.
8. Loneliness: Transfusions, low immunity, isolation, frustration.
9. Family: How my cancer affects the people I love – and ways to help.
10. Adaptation and identity: I'm a baldie – let's talk about it!

BALDIE'S APP

A mobile app for little patients

Monitoring journal

A simple, intuitive tool to record their daily data - an important part of the treatment process.

Videos made specially for Baldies:

10 exercise videos

The exercises are designed by our experts to be gentle enough during treatment, but still fun for anyone to join in.

7 animated nutrition videos

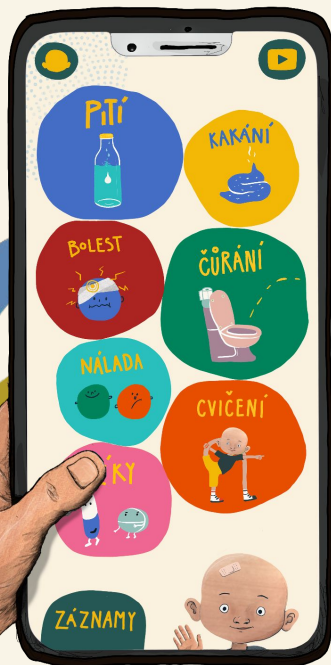
Feeding more than your belly!

Healthy eating basics, explained simply and clearly

What to eat on days when you feel unwell.

Pilot episode

Additional content will follow

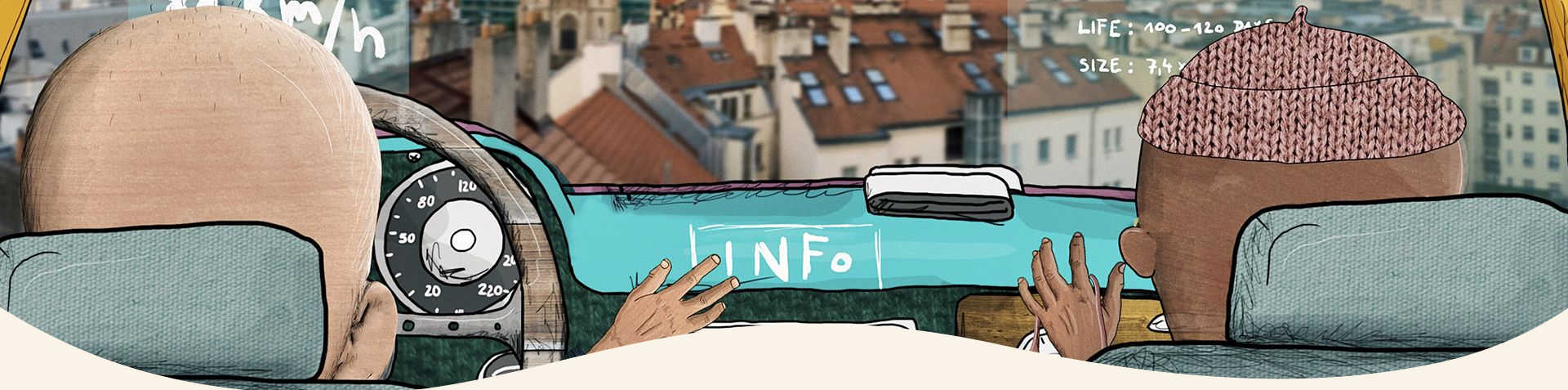


CURRENT PROGRESS

The mobile app and the pilot episode *What about my hair?* are complete.

We are currently working on developing additional episodes and more content for the project.





WHO WE ARE

Since 2022, Baldies have been a non-profit organization, building an entire Baldies universe step by step - from the series itself to the Baldies app, and on to further projects.

The production company behind this project is OLD&RICH Production, the animation is made by BareBear Studio. The project is being produced in collaboration with the public broadcaster Czech Television.

OLD&RICH



Česká televize

HOW CAN I HELP?

We are continuously looking for both professional and financial support for the project. Financial support can range from...

...adopting a little hair for as little as 10 EUR per month...

details could be found here: <https://www.baldies.eu/help-us>



...to financing a whole episode for 150 000 EUR.

Every bit of help counts, and we'd love to talk with you about what your contribution might look like!

CONTACTS

Is your head spinning with questions or ideas? Get in touch. Baldies need all of us.

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