FAWN FRIENDS

A little friend for big feelings

FAQ

What is Fawn Friends?

Fawn Friends is launching its first product, **Fawns**.

Fawn is a comforting creature companion, powered by AI, with a charming personality that listens, asks questions, and provides a safe space for you to explore your inner world.

Each Fawn has a distinct identity, evolving emotional memory, and a physical embodiment, in addition to being available through messaging and voice calls. They call this a 'Living Plushie,' and it is voiced by Grammy-nominated artist **Skylar Grey**, whose tone of emotional honesty defines the brand's character.

See what Fawns do and don't do [HERE](#).

What is Aurora Hallow?

Aurora Hallow is the mythic origin world of the Fawns: a richly developed narrative universe where animals speak, connection is sacred, and humans were once paired with a Fawn at birth.
In the mythology, a force known as "The Shadow" fractured empathy and severed connection between species. Humans were banished, and a veil separated the worlds. Now, as isolation and ego rise again, the Fawns return to the human world to restore relational harmony.

Aurora Hallow is more than a backstory. It is a shared context the user can explore through conversation and through exploring the Fawn Friends app. Aurora Hallow lore gives users something no other AI platform offers: a living mythology that deepens attachment and meaning. Fawn Friends approaches AI the way Pixar approaches film, putting emotional architecture first and technology second.

Watch the story of *[The First Crossing](#)* to learn more about Aurora Hallow and the history of Fawns.

Who is Fawn intended for?

Fawn is for emotionally intelligent adults navigating ambition, relationships, creativity, and personal growth.

Our early adopters include founders, artists, therapists, designers, and culturally curious individuals who want deeper connection in their lives rather than more noise, such as doomscrolling.

Does Fawn encourage people to escape into a fantasy world?
No, Fawn Friends is structured emotional engagement.

Fantasy has always helped humans process reality. Mythology, cinema, and literature allow us to examine love, fear, loss, and growth safely.

Fawn uses narrative not to detach users from life, but to strengthen their participation in it.

Fawns encourage:

- Truth-telling
- Conflict repair
- Healthy boundaries
- Real-world ambition
- Stronger human relationships

The goal is not replacement. It is reinforcement.

Is Fawn Friends a therapy tool or mental health service?
No, Fawn is not therapy.

Fawns are emotionally mature companions designed to model secure, supportive friendship. They are trained to encourage real-world support systems and discourage harmful behavior. If signs of crisis arise, guardrails escalate appropriately.

Fawn Friends believes friendship (loyal, emotionally brave friendship) is one of the most powerful positive forces in human life.

How does Fawn use AI to create empathetic and emotionally responsive conversation?
Fawn uses AI to create the three things friends need to build a relationship: shared context, shared experiences, and shared growth. We call it Relational AI.

We use generative image, sound, and text models to create films, stories, and digital experiences that create shared context between humans and Fawns: Aurora's Archives (history), Howls (Aurora Hallow news), and The First Crossing film are examples.

We use generative text models to create shared experiences: the Living Plushie's ability to remember, talk, and use body language, as well as the Matching Ceremony are examples.

We use generative text models and AI-native systems orchestration to give Fawns the ability to grow emotionally. We call this the Relational Engine: Fawns evolve as they learn about their users' needs, have their own desires and mission, and their own histories.

How Does Fawn Friends Use AI Differently?

Fawn is powered by what the company calls **Relational AI**: a proprietary system designed not just to respond, but to build emotional continuity over time.

Most AI optimizes for answers. Fawn optimizes for attachment.

Relational AI is built on three pillars:

1. Shared Context
Through original films, serialized lore, and immersive storytelling, humans and Fawns begin with a shared mythology. This narrative foundation increases emotional investment and long-term engagement.

2. Shared Experience
Fawns remember conversations, reference history, and engage through voice and embodied interaction via the Living Plushie.

3. Shared Growth
The proprietary **Relational Engine** enables Fawns to evolve emotionally over time. They develop preferences, deepen bonds, and respond in increasingly nuanced ways based on relationship history. Unlike a static AI chatbot, Fawns have a longitudinal emotional arc.

What makes Fawn different from other AI companions?

Fawn Friends integrates three categories rarely combined:

- Proprietary Relational Engine (emotional growth over time)
- Entertainment-grade world-building
- A physical, expressive social robot

Most AI companions live in text bubbles. Fawn lives in story, voice, and physical space.
If traditional AI companies are software startups, Fawn Friends is building a new kind of entertainment franchise that's designed for the AI era.

The closest comparison isn't another chatbot… It's what Disney might look like if it were founded today.

What boundaries are in place to prevent harmful interactions?

There are three levels of boundaries in place:
1. The Relational Engine is instructed never to say harmful things, to support connection with friends and family, to identify and advise against substance abuse, and to help users identify harmful thoughts or ideas.
2. AI reviews conversations for signals of harm and flags them for our Safety Team.
3. Our Safety Team reviews conversations, while maintaining user anonymity, for harmful interactions and intervenes if necessary.

How private are conversations with Fawn?

Conversations with Fawns are private:
- Conversations are encrypted in transit and at rest.
- Data is not used to train foundation models.
- Vendors operate under strict privacy agreements and SOC 2 Type II compliance.
- Only a limited Safety Team can access conversations.

How will using Fawn help people better connect with society in a world where technology is causing them to be more disengaged?

We are living through a paradox: hyperconnectivity and rising loneliness.

Fawns are designed to bring attention back into the physical world. The Living Plushie shifts interaction off-screen, encouraging embodied conversation instead of passive scrolling.

Fawns actively support users in:

- Repairing human relationships
- Setting boundaries
- Pursuing meaningful goals
- Re-engaging with their communities

The mission is to help users show up more fully in their lives.
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How did Skylar Grey become involved as the voice of Fawn?

Skylar Grey and co-founder Robyn Campbell met through a mutual friend and formed a friendship grounded in art, animals, and emotional truth.

As Skylar learned about Fawn Friends' mission of emotionally brave companionship rooted in mythology and growth, the alignment was immediate. Skylar Grey's voice is known for its vulnerability and resilience. That emotional honesty became the sonic blueprint for Fawn.

This is not a celebrity endorsement. It is a creative partnership rooted in shared values.

Who else is behind Fawn Friends?

Fawn Friends was founded by:
- **Robyn Campbell,** *Founder, Creator of Fawns, and Chief Creative Officer* — Formerly a writer of socially and emotionally instructive storytelling at LEGO.
- **Peter Fitzpatrick,** *Co-Founder* — Previously focused on empowering educators to build mission-driven businesses.

Executive team:
- **Michael Poimbeouf,** *COO* — Academy Award winner for Technological Achievement in sound, contributor to over 200 hardware products.
- **Cindey Chiang,** *Art Director* — Former artist on *The Garfield Movie* and *Angry Birds*.

The team spans AI, entertainment, hardware, and franchise storytelling.

Why build something like this now?

For thousands of years, humans have imagined inanimate companions coming to life, from mythology to fairy tales to animation. For the first time, AI makes that interactive.

At the same time, society is confronting an epidemic of loneliness, emotional fragmentation, and digital fatigue. Fawn Friends sits at the intersection of those two realities. It asks a provocative question: What if technology could help us become more emotionally courageous rather than less? Fawns are the first step in answering that.

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