

## Investments

THE ULTIMATE DIGITAL DESTINATION FOR KIDS

# BullhoundCapital leads Lingokids' \$120M round to expand its position as the #1 interactive app for kids

September 17, 2025

### TEAM

Per Roman

Hugh Campbell

Carlos de la  
Esperanza

### SECTOR

Software

### REGION

Europe

USA





Los Angeles 2025 - BullhoundCapital is proud to announce that it has led a \$120 million funding round in Lingokids, the #1 interactive app for kids aged 2–8 and trusted by more than 185 million families worldwide

Lingokids was created to address a gap in the children's learning app market: offering interactive, personalized play and

educational  
experiences instead  
of passive screen  
time. Its scientifically  
validated  
Playlearning™  
approach covers  
math, literacy,  
science, and social-  
emotional learning  
(SEL), designed to  
ignite curiosity and

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Ranked the #1  
interactive app for  
kids in downloads  
across iOS and  
Android, it has  
become the trusted  
destination for kids'  
learning and play,  
combining  
entertainment,  
education and  
innovation to keep  
children engaged. The  
company has  
partnered with  
leading institutions

such as **NASA**,  
**Stanford scientists**,  
and the **World**  
**Literacy Foundation**  
to build educational  
content, while also  
featuring exclusive  
collaborations with  
iconic brands like  
**Pocoyo** and **Blippi**.

The round, which  
combines equity and  
go-to-market debt  
investment, included  
participation from  
General Catalyst's  
Customer Value Fund,  
Nextalia Ventures,  
and other existing  
investors. This  
substantial financing  
will accelerate  
Lingokids' expansion  
of engaging,  
educational, and  
guilt-free content for  
kids, while unlocking  
the power of AI to  
dramatically increase  
the speed and variety

of content production.

As part of its growth plan, Lingokids will integrate more beloved third-party brands and characters into its trusted Playlearning™ universe, elevating it into the ultimate digital destination for kids. By scaling and diversifying its content pipeline, Lingokids will deliver increasingly personalized, high-quality learning journeys designed to engage and inspire children worldwide.

“This marks a new era for Lingokids, as we accelerate our mission to pioneer a new way of learning by evolving from a single-IP app into a multi-IP platform,”

said **Cristóbal Viedma, CEO and founder of Lingokids.**

“With this funding, we can deliver more personalized, diverse, and high-quality content for kids everywhere, all in a safe environment parents can trust. Gen AI will enable us to scale this vision faster, while every curriculum remains designed and guided by parents and educators.”

“Lingokids stands out among the sea of content resources for children today, providing the only guilt-free screen time in a safe yet entertaining environment,” said **Hugh Campbell, Co-founder and Partner at BullhoundCapital.**

“As supporters of Lingokids’ mission, our continued investment will help the company scale its global platform with engaging and interactive content that kids love and parents trust.”

To further shape the company’s growth, **Hugh Campbell has joined the Lingokids Board of Directors.**

BullhoundCapital has invested through its Double Down vehicle which supports the best performing assets of the BullhoundCapital portfolio. Other investments include Playtomic, Ravenpack, Connex.AI, HackerOne or MUBI.

## About

### **BullhoundCapital**

BullhoundCapital is the investment management arm of GP Bullhound, building with founders creating category-leading technology companies. With over €1 billion under management and 25 years of performance, it has invested in global leaders like Spotify, Klarna, Revolut, Slack, Unity, ConnexAI and EcoVadis. Operating from 13 offices worldwide, its platform delivers hands-on, founder-focused support across strategy, growth, and execution. From quantum to entertainment, BullhoundCapital



backs global leaders  
applying Artificial  
Intelligence to solve  
real-world problems.

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