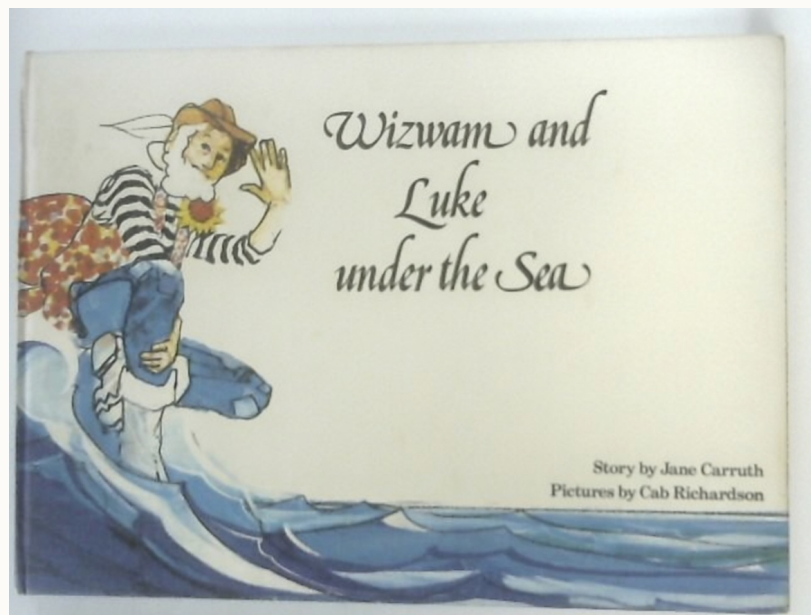


The Story Behind the Name

When I was just a tiny baby in the 1980s, my grandma in England decided I needed my very own storybook. She had *Wizwam and Luke under the Sea* specially published with my name printed right inside — something you could do back then. Every time we read it together, I'd hear her Bristol voice bring the underwater world to life, and that little book quickly became one of my most treasured possessions.

Years later, when it came time to name my company, I kept coming back to the magic of that book and the feeling it gave me. The name *Wizwam* felt like the only choice — playful, full of wonder, and carrying the spirit of those early days with my grandma. It's a daily reminder that the best ideas often begin with a child's sense of possibility and a grandmother's love.



Pronounced with a proper Bristolian lilt as

“Wizz WAAM! Under the Seeeeeeaa!”

— not “wig wham,” not “wiz,” but a joyful Whiz-Wham!