Exeter Founder Reinvents the Greetings Card — and Accidentally Creates a New Universe

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Launch Date: 5 November 2025 — Exeter, UK

Remember, remember the Fifth of November — the day a spark turned into a universe. Today, Trixee Moon, founder of experience company moonBop™, officially launches the m?niverse™: a new physical-digital-social platform that connects people, memories, and creativity through a single tap of a smartphone.

Born from a passion to make moments, memories, and connections more meaningful — and even more magical — both in physical products and digital experiences – moonBop blends the ritual of a greetings card with the wonder of digital storytelling. Each physical device, called m?n®, unlocks an evolving digital experience when tapped with a smartphone.

moonBop turns ordinary moments into living physical-digital stories — no apps, no ads, just a single tap of a smartphone.

A Spark That Became a Universe

The first spark came at Christmas 2024, when Trixee attached a small connected tag to a traditional card, allowing recipients to open a private video message with one tap — creating a keepsake Christmas gift. In the same month, whilst also leaving a long corporate career, Trixee created a homemade bracelet carrying another tag and linked it to their social media, so colleagues could stay in touch with a single tap of their wrist. Those two experiments, carried out on the kitchen table, became the first m?nCard and m?nLoop — and unknowingly, the first connected devices of an entirely new system: the m?niverse.

How It Works

Each m?n® device is a physical key to a digital experience. Tap it with your phone, and an experience loads right before your eyes — animations, videos, music, photos, link galleries, written notes, and interactive content all living within a personal space that can evolve over time. The experiences are organised into themed Galaxies:

- dreamb•p® — Celebrate Moments: birthdays, holidays, events, achievements with a variety of interactive content and media
- fizzyb•p® — Connect with others: using social media link galleries, contact info, photos, and your added personality in a one page social bio
- xtoryb•p® — Preserve/cherish memories: in time capsules, media galleries, map stories, evolving experiences over time.

These digital experiences are paired directly with physical m?n® devices and accessed with a single tap. Together they form the symbolic, modular world of the m?niverse — a new way to gift, share, and remember.

The Big Bang Campaign

The first collection of m?n® devices are now live through moonBop's Big Bang Crowdfunding Campaign, running for 30 days of November. Backers can help bring the universe to life, receive devices + paired experiences, and become Founders of the m?niverse. Campaign link: https://bop.now

Quote

"I never set out to build a universe," says Trixee Moon, Cosmic Founder of moonBop. "I just wanted to make a greetings card that really meant something. But one tap at a time, a new world appeared — one where technology finally feels human again."

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About moonBop™

moonBop is a UK-based experience company creating connected, creative products that blend the physical and digital with emotional storytelling. The m?niverse is its first platform — an ecosystem where every tap opens a new kind of memory.

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