



Children Story Time

Building an app to change the world
one story—and one child—at a time.





WE WANT TO HELP CLOSE THE LITERACY GAP—ESPECIALLY IN UNDERSERVED COMMUNITIES.

“68% of America’s fourth graders read below their grade level. 82% of those children are from low-income families.”¹

“Even students with low motivation and weak academic skills **are more likely to read in the context of storytelling.**”²



“My home state of Minnesota has one of the largest literacy gaps in the US. Sen. Wiger has called it a *literacy state of emergency.*”

“I’m Dr. Nicholas Styles, founder of Children Story Time. While completing my PhD in Education, I grew concerned about the correlation between literacy and a child’s opportunities—or lack of opportunities—later in life. I began working with a talented team of people determined to help bridge that gap. This is our story, and we’re grateful for the chance to share it with you.”

Her mother tied the balloons to the chair.

"This is the birthday girl's chair," her mother said.

Ava gave her a thumbs up.

A balloon slipped out of her hand and floated away.

"Oh, no!" her mother cried.

Ava looked up at the sky.
"It's OK. That balloon just wants to have an adventure!"

Her mother smiled. "Make a wish. It's good luck to wish on a balloon."

"Oh," Ava said. "OK. Then I wish to have an adventure too!"



WHAT IS CHILDREN STORY TIME?

Children Story Time is a book and a game combined into a unique story app designed for K - 3rd grade students.

The story begins on Ava's birthday when she discovers a secret room at the library. Inside she finds The Book of Stories, a portal to all the story worlds ever created. She also meets the Book's curious protector, J Bear. They use an enchanted compass to open the Book and enter the first story world which we call Grimm World, a fairy tale realm where all the Brother Grimm characters live together.

These characters should be happy. After all, their stories ended "Happily ever after." But Ava discovers a dark force is trying to rewrite the stories and reverse every happy ending. It's up to Ava to protect the stories and save Grimm World.



- The story on the left is integrated into gameplay on the right.
- The game will be rendered in 3D, as shown in the beta test above.
- Parts of speech (nouns, verbs, etc.) can be tapped and changed, so readers can co-create the story.
- A menu (top right) provides fast access to any part of the game.



A CLOSER LOOK AT GRIMM WORLD

Children Story Time is organized into seasons like a TV show in game form. Grimm World is our debut season.

Grimm World is a rich, immersive fairy tale environment where familiar Brothers Grimm characters—like Rapunzel, Snow White, and Hansel and Gretel—have continued to live their lives *after* “Happily ever after.” But now a mysterious villain is trying to *reverse* all happy endings. If he succeeds, then the wolf will eat Red Riding Hood and Grandma, one of Cinderella’s wicked stepsisters will marry the prince, and Rumpelstiltskin will keep the baby.

- Each season includes 13 episodes filled with adventure and games, all building to a dramatic conclusion.
- Readers collect coins which they can use to access bonus content.
- Stories and games are designed to build skills and meet standards.
- Progress can be tracked and goals set in a parent/teacher dashboard.

To save the stories, Ava and J Bear travel through every part of Grimm World, helping characters, gathering clues, and solving mysteries—before coming face-to-face with the villain himself.





Collage of Year 2: Hans Christian Anderson

- Each season immerses readers in a literary fairy tale world.
- Though Ava continues through every season, the characters and stories are completely new.
- New features are added regularly to keep kids coming back.
- We hope to explore fairy tale worlds from other cultures too.

SEASON 2 AND BEYOND...

Grimm World is designed to carry young readers through an entire year. Each year, we introduce a new season.

We have many more adventures planned for Ava and J Bear. Each year takes readers to a new, diverse, and detailed fairy tale world with 13 new episodes. And because all the stories are leveled, kids can grow with the game.

Plus, as readers move up in levels, they can replay any season and discover new challenges. This adds to the game's replay value and reinforces learning.



THE FIRST 5 YEARS

- Year 1: The Brothers Grimm**
- Year 2: Hans Christian Anderson**
- Year 3: Alice in Wonderland**
- Year 4: The Land of Oz**
- Year 5: The Arabian Nights**



EMPOWERING KIDS TO PUT THEMSELVES IN THE STORY

With our Avatar Creator, kids can see themselves reflected in familiar fairy tales. Just as the musical *Hamilton* is “the story of America then told by America now,” Children’s Story Time wants to reframe “Once upon a time” for children today.

EDUCATIONAL FEATURES

We’ll work with parents and educators to build literacy skills into the game. Here are a few of the key features.

Leveled reading so kids can begin at their own level and progress at their own pace.

Read-along audio for emerging and ESL readers.

Word Exchange Program allows kids to switch words and impact the story.

Phonics mini-games help kids practice reading skills.

Parent/teacher dashboard to track a child’s progress and set reading goals.

An e-Library filled with extra stories and learning materials, with new content added each month.

e-Learning opportunities will expand to a companion website to provide more tools, lessons and resources.

WE'RE JUST GETTING STARTED

Children Story Time began with a bold vision: to help close the literacy gap. That vision has attracted 40 team members, all working on their own time to get the app off the ground.



KICKSTARTER

WHERE ARE WE NOW?

We've designed the story world and characters for Season 1 (Grimm World) and have established the core learning features. We're now designing the 3D environment and building a beta for internal testing.

KICKSTARTER

In January, we'll launch a KickStarter campaign. We hope to raise \$100,000 which we'll use to keep the work going. But what we really need are partners to invest in our vision and help guide our growth.



FUNDING AND REVENUE

The Children Story Time app will use a subscription model to generate revenue. We'll then use that revenue to subsidize low income families and communities.

OUR FUNDING NEEDS

To complete our 5-year plan, we estimate the following budget, which is a fraction of our revenue potential.

\$3 Million

Salaries and benefits
(40 Personnel)

\$1.7 Million

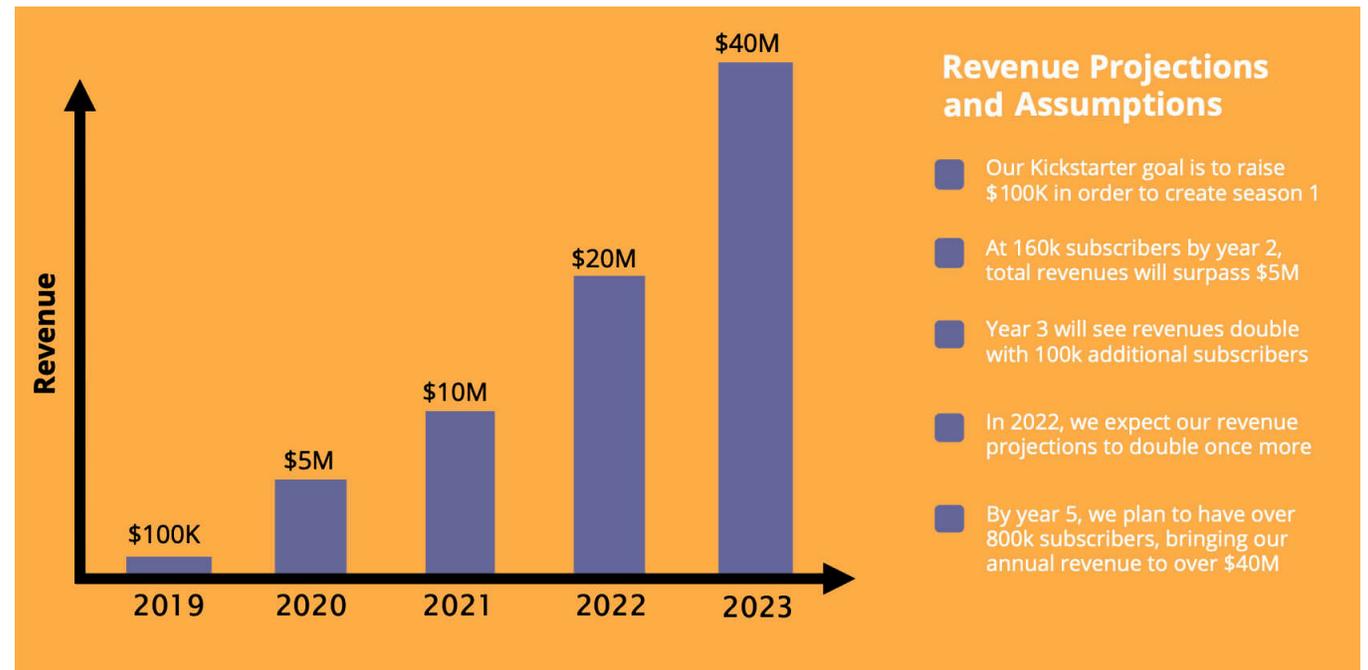
Advertising
and Marketing

\$1.7 Million

Operations

\$1.6 Million

General and
Administration



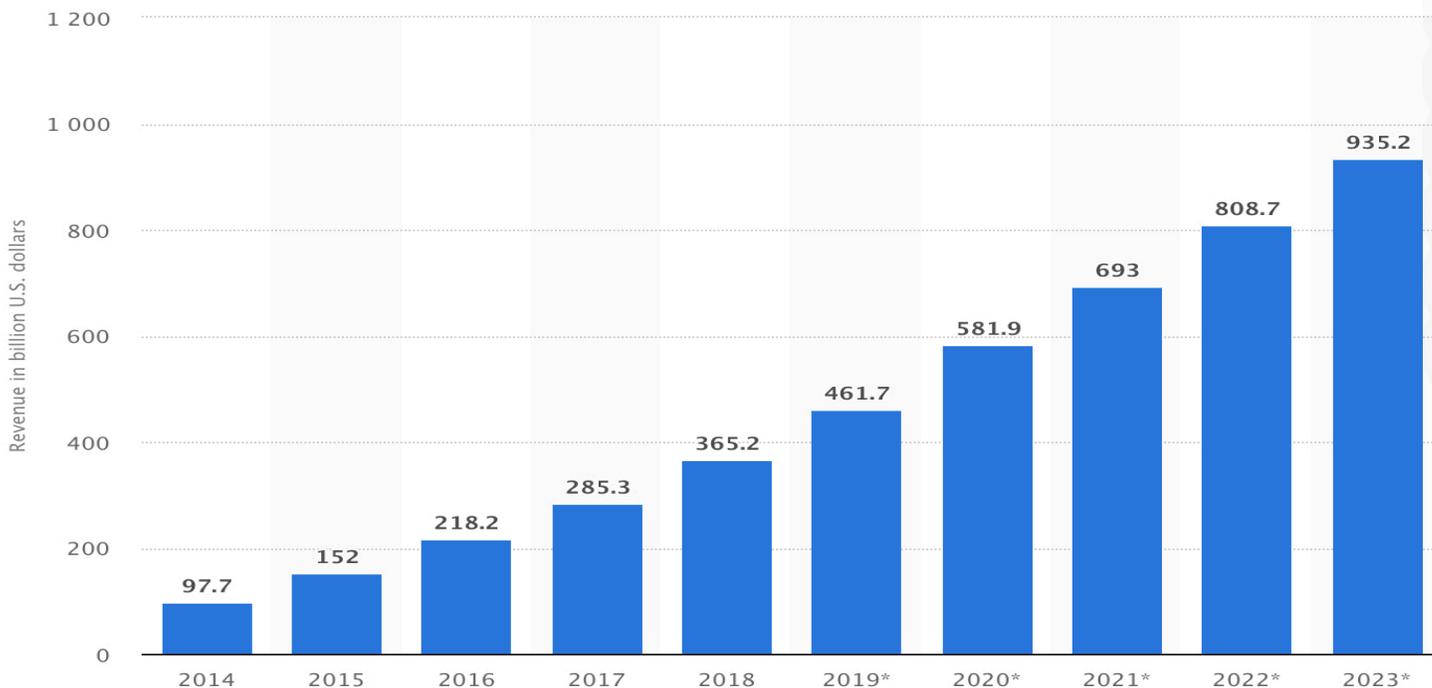
* Numbers subject to change depending on final set market price and number of subscribers



THE APP MARKETPLACE

Sensor Tower, a leading analyst on the global app market, reports 2018 app revenue of \$71.3 billion across the iOS and Google Play stores, up 22.7% from 2017—with more to come.

App revenues are expected to hit nearly 1 trillion dollars by 2023. In addition, Forbes predicts that e-learning, like the content we'll offer on our companion website, will grow to \$325 billion by 2025.



Source: <https://www.statista.com/statistics/269025/worldwide-mobile-app-revenue-forecast/>



Text



THANKS FOR LISTENING TO OUR STORY

Together we can tell great stories, help close the literacy gap, and build a successful business that will continue to evolve and innovate, both educating and entertaining children to make the world a better place.