Stories2Tell.ai

Because every child has a story to tell

Introducing a **safe** A.I. platform and subscription service for any child to create **original**, artfully illustrated stories and storybooks **in their own words**

Company Profile

Founding Team
Michael Oberman & **David Merhar**
Award-winning, acclaimed advertising and entertainment executives, entrepreneurs & consumer behavior experts

Leadership, Technology & Data Team

Hatchwork.ai

Tim Lemke: Technology Lead
Amy Hatton: COO

Advisory Board
Technology & New Ventures
User Experience Design
Child Development
Legal, IP & Finance

Target Audience
DTC: **Parents, grandparents, family, friends and care-givers** of children aged 5-14
Corporate & Institutional: **Entertainment & recreation, pediatric hospitals and care centers, education and developmental programs and schools & therapeutics**

Marketing & Awareness Strategy
Celebrity, entertainment & influencer

Financial Projections
Y1 **gross revenue: $2M**
Y1 **gross profit margin: 65-75%**Based on a 60/40% subscription/book sales.

Core Differentiators

- Proprietary software: **ai**mee intelligence™
- A.I.-for-good
- Developmental tool: To nurture creative, literacy and story-telling skills
- Child-friendly: Integrated safety checks for profane language and images
- Fun, engaging experience
- Easy to use: For all digital literacy levels
- First-to-market: No comparable, commercially available offerings
- Ethical, pro-artist model: All of our artists are fully compensated
- Closed-source A.I. model: We don't steal (no scraping)

Welcome to Stories2Tell.ai:

The inspiration came when co-founder David Merhar's daughter was six and he encouraged her to create her own story about a wiener dog's day of adventures. With only a few simple questions and the help of an illustrator friend, he turned her story into a storybook and lifelong keepsake.

Recognizing technolgical advances, we developed Stories2Tell.ai to give every child and family the same opportunity to create original stories, share bonding experiences and provide lifelong memories. The stunning stories and hardcover storybooks are illustrated by ethically compensated and extremely talented artists.

Importantly, these stories are told in the child's very own words (versus AI generated copy) with unique and IP protected characters that they choose to take on amazing and endless journeys.

All of this magic is thanks to our unique, powerful, versatile and proprietary software, **ai**mee™, which generates these incredible illustrations in seconds.

Meet **ai**mee™:

aimee™ is our p**roprietary, closed-source A.I. model, guide, illustrator and magic-guide.** Built on stable diffusion technology, we use a unique and proprietary process to minimize the need for large training sets. Instead, **ai**mee™ has been trained to work from a tightly defined subset of initial inputs from compensated, professional artists to achieve groundbreaking character consistency.

aimee™ is also "safe by design," with embedded filters to block profane language or imagery and ensure child and family-friendliness while NEVER collecting a child's data or information.

Market outlook:

With a targeted 60/40 subscriptions/storybooks sales forecast model, we feel we can achieve a projected $2M gross revenue (65-75% gross profit margin) in year one.

Why partner:

With childhood literacy at an all-time low, parents, families, and caregivers are craving opportunities for developmental, learning, and creativity-expanding experiences for the children in their lives.

Beyond the potential for financial gain, a Stories2Tell.ai collaboration is an opportunity to make a difference for children and families around the world.

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