



Textfyre creates
eLearning Fun

Product/Service Introduction

- Virtual Storybook or Interactive Fiction
- Similar to Choose-Your-Own-Adventure
- Reader acts as main character
- Reader types sentences to interact with story
- Story has non-playing AI characters
- Story may have multiple endings

Market Opportunity

- Video games are violent and addictive
- Children love to read and solve puzzles
- Parents seek educational activities
- Schools and libraries have media centers
- Casual game market expanding rapidly

Targeted Market Segments

- Reading aged children (8 to 14 years old)
 - 19 million 5 to 9 year olds
 - 20 million 10 to 14 year olds
- Public schools and libraries
 - 84,000 serving 45 million students
 - 4.7 visits per capita
 - 2.1 billion materials, 35% for children
- Private schools (6.2 million students)

Competitive Positioning

- Kids like computer games
- Book publishers – Harry Potter
- Strong support for new educational tools
- Educational publishers will take notice
- Quality interactive story-telling is complex
- Two year head start in story development

Product Development

- Timeline:
 - 2 stories in 2009, 12+ every year after
- Risks:
 - Talented designers/writers are scarce
 - Selling to schools
- Cost:
 - Each story will cost \$20,000 to create
 - Content development takes 3 to 6 months



Marketing & Sales

- Marketing strategy
 - Direct to Parents and Teachers
 - Educational Partners
- Sales tactics
 - Annual Licensing to Teachers and Classrooms
- Support
 - In person training and business hour hotline

Management Team

- President – David Cornelson, 24 yrs in IT
- CEO – Brady McClary (prelim)
- CFO – Angie Noll (prelim)
- Advisors include:
 - Michael Gentry, interactive fiction expert
 - Dr. Nick Montfort, interactive fiction expert
 - Prof. Dennis Jerz, new media expert
 - John Cummins, attorney
 - David May, business associate
 - Kapil Sood, business associate



Business Strategy

- Incorporated in 2007
- First products completed in 2009
- Seeking funding in 2009
- License 100,000 students per game
- Reach \$2,000,000 in profit and attaining a \$30,000,000 valuation
- Sell to educational or media company like Scholastic, Follett, or Disney



Requested Funding

- Seeking \$500,000
- Profitable in January 2011
- Half for branding and marketing
- Content and technical development
- Full-Time management
- Strong public launch

Exit Strategy

- Sell when valuation is \$25,000,000
- Potential buyers include Scholastic, Pearson, Dorling Kindersley, Disney
- Complimentary Products
- Partnerships will already be established

Summary

- Textfyre makes reading exciting
- Educational material is growing market
- Strong understanding of medium
- Unlimited potential with foreign languages, partnerships with popular authors
- Investors will own preferred shares
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