

# KanjiLens Investment Proposal

To: Hayato Kawai From: Jay (JWorks) Date: February 5, 2026 Subject: Investment Opportunity - KanjiLens Japanese Reading App

## Summary

I'm inviting you to invest **\$5,000 for 15% equity** in KanjiLens, a camera-based Japanese reading assistant app that I've built and tested today.

**What makes this different:** I built a working, tested prototype in 3 hours using AI-assisted development. This isn't a pitch deck for an idea - it's a **working product ready for beta testing**.

## What I've Built (Today)

**Working Features:** - ✓ Real-time camera OCR for Japanese text - ✓ Context-aware furigana readings above kanji - ✓ Intelligent kanji-only rendering (hides hiragana you can already read) - ✓ Professional settings UI (customizable colors, text size, opacity) - ✓ Fully tested on Samsung Z Flip 7

**Development Time:** ~3 hours (original estimate: 4-6 weeks)

**I can show you the working app right now on my phone.**

## The Opportunity

### Market Problem

- 3-5 million Japanese learners worldwide struggle to read kanji
- 100,000+ heritage speakers (Japanese-Americans) can speak but can't read
- Current apps have terrible ratings (2.5★) and charge \$12.99/month

### Our Solution

- **Better product:** Context-aware furigana (knows 生 = なま in 生ビール, せい in 学生)
- **Better UX:** Clean, modern interface that only shows what you need
- **Better price:** \$4.99 one-time OR \$1.99/month (60% cheaper than competitors)
- **Better tech:** Built with AI agents - we iterate 60x faster than traditional dev teams

## Revenue Projections (Conservative)

Year	Users	Revenue	Your 15% Share
Year 1	1,500	\$7,000	\$1,050
Year 2	5,000	\$25,000	\$3,750
Year 3	12,000	\$75,000	\$11,250
Year 4	25,000	\$175,000	\$26,250
Year 5	50,000	\$400,000	\$60,000

**5-Year Total Return:** \$102,300 on \$5,000 investment (20x ROI)

## Your Built-In Distribution Advantage

You already help me run **Boston J Lounge** - weekly events with 20-30 Americans studying Japanese.

**But there's more:** I just accepted a Vice President role at Mr. Takinami's Boston local publishing company (he's my boss at Boston Kanko tourism company). This gives us a **triple distribution channel**:

### 1. Boston J Lounge

- 20-30 weekly attendees studying Japanese
- Direct beta testing community
- Word-of-mouth marketing

### 2. Boston Japanese Publishing Network [NEW]

- **Mr. Takinami's comprehensive Japanese network** in Boston
- **Free advertising:** I'm building the bulletin board website for his publishing company - can promote KanjiLens there
- **Established credibility:** Publishing company endorsement = instant trust with Japanese community
- **Access to Japanese-American market:** The exact target demographic for KanjiLens

### 3. Boston Kanko Tourism Company [NEW]

- Japanese travelers to Boston = perfect users (need reading assistance)
- Can promote app to tourism clients
- Real-world use case: "Download KanjiLens before visiting Boston"

**Beta Testing Plan:** 1. **Week 1-2:** I finish polish & testing 2. **Week 3:** Launch beta at Boston J Lounge event (Feb 15 or 22) 3. **Week 3:** Announce on publishing company bulletin board 4. **Week 4:** Gather feedback, fix bugs, get testimonials 5. **Week 5:** Public launch on Google Play Store

**This gives us:** - 20-30 real beta testers immediately (Boston J Lounge) - Access to established Japanese network (Publishing company) - Tourism company client base (Japanese travelers) - Multiple testimonial sources - Word-of-mouth marketing across three communities - Validation before public launch

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## Investment Terms

### Option A: \$5,000 for 15% Equity (Recommended)

- **Your investment:** \$5,000
- **Your equity:** 15% ownership
- **Revenue share:** 15% of net revenue ongoing
- **Why:** Fair valuation, aligned incentives

### Option B: \$3,000 for 10% Equity (Lower Risk)

- **Your investment:** \$3,000
- **Your equity:** 10% ownership
- **Revenue share:** 10% of net revenue ongoing
- **Why:** Lower risk, I retain more equity

### Option C: \$5,000 Convertible Note

- **Your investment:** \$5,000 loan at 5% interest
  - **Conversion:** Converts to 15% equity when we hit \$50K revenue
  - **Repayment:** If app fails, I repay from other income
  - **Why:** Deferred equity decision, lowest risk
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## What Your \$5,000 Funds

Item	Cost
Phase 3-4 completion (polish, App Store prep)	\$1,500
Marketing budget (Reddit, ProductHunt, Google ads)	\$2,000
Google Play Developer account	\$25
Server hosting (1 year)	\$60
Buffer for bugs/unexpected costs	\$1,415
<b>Total</b>	<b>\$5,000</b>

**Note:** Development is nearly free because AI agents work so fast. Your money goes to **marketing and launch**, not coding.

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## Timeline

Date	Milestone
<b>Feb 5</b> (today)	Phase 1-2 complete, working prototype
<b>Feb 6-11</b>	Phase 3: Polish, performance optimization
<b>Feb 12-18</b>	Phase 4: App Store prep, screenshots, description
<b>Feb 15 or 22</b>	Beta launch at Boston J Lounge
<b>Feb 26 - Mar 3</b>	Bug fixes based on beta feedback
<b>Mar 4-7</b>	Public launch on Google Play Store
<b>Mar 8+</b>	Marketing push, revenue starts

**First revenue:** 4-6 weeks from today

## Why This Will Work

### 1. Triple Distribution Channel

- **Boston J Lounge:** 20-30 weekly attendees studying Japanese
- **Publishing Network:** Mr. Takinami's comprehensive Boston Japanese community connections + free advertising on bulletin board website
- **Tourism Company:** Boston Kanko visitors (Japanese travelers needing reading assistance)
- **Result:** Three built-in marketing channels to the exact target demographic

### 2. Established Credibility

- **Vice President role** at Boston publishing company = business credibility
- **Publishing company endorsement** = instant trust with Japanese community
- **Not a solo founder** = backed by established Japanese business network in Boston

### 3. AI-Powered Development Speed

- Build features in hours, not weeks
- Fix bugs instantly
- Respond to user feedback same-day
- Competitors can't keep up

### 3. Better Product Than Competitors

- **Accuracy:** Context-aware furigana (industry-leading)
- **UX:** Clean, modern, kanji-only rendering
- **Price:** \$4.99 vs \$12.99/mo (60% cheaper)
- **Tech:** Real-time, offline-first, actually works

### 4. TutoringJay Synergy

- Integrate into my tutoring curriculum
- Students become users
- Parents buy premium subscriptions
- Cross-promotion opportunity

## Competitive Analysis

App	Price	Rating	Our Advantage
Furigana Camera	\$12.99/mo	** (2.5★)	Better UX, 60% cheaper
Yomiwa	\$5 one-time	***	Context-aware accuracy
Dokuen	Free	***	Better tech, no accessibility hacks

**Market gap:** No app combines real-time accuracy + clean UX + fair pricing. We fill that gap.

## Risk Mitigation

### "What if it doesn't sell?"

**Worst case:** Integrate into TutoringJay for free, use to attract tutoring students. Even without app revenue, it pays for itself in student acquisition.

### "What if development takes longer?"

**Proof:** I built Phase 1-2 in 3 hours (estimated 4-6 weeks). We ship fast.

### "What about iOS?"

**Plan:** Android first (70% of global market). Port to iOS in 2-3 hours once we hit \$10K revenue. Then we double our market.

### "What's stopping Google/Duolingo from copying?"

**Speed:** By the time they decide, get budget, hire devs, and ship... we'll have 10K users and 500 reviews. We move in HOURS, they move in QUARTERS.

## Demo Instructions

I have the working app on my Samsung Z Flip 7 right now.

**To see it in action:** 1. Pull out any Japanese text (book, menu, sign, phone screen) 2. I'll point my camera at it 3. You'll see furigana readings appear above kanji in real-time

**What you'll see:** - Small white pills with hiragana readings above kanji characters - Colored boxes around kanji (customizable in settings) - Hiragana/katakana you can already read stays hidden (clean UI)

**This is real, working software - not a mockup.**

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## Next Steps

### If You're In:

1. **Today:** Verbal agreement
2. **By Feb 7:** I draft investment agreement
3. **Feb 8:** You wire \$5,000 to JWorks business account
4. **Feb 9-11:** I finish Phase 3-4
5. **Feb 15:** Beta launch at Boston J Lounge
6. **Mar 4:** Public App Store launch
7. **Mar 8+:** Revenue starts flowing

### If You Need Time:

- **Give me 7 days:** Beta test the app yourself for a week, then decide
- **Ask questions:** I'm happy to explain any part in more detail
- **Try Option B or C:** Lower risk options if \$5K feels high

## Decision Timeline

I need an answer by **February 7** to hit our March 4 App Store launch date.

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## The Ask

**I'm offering you 15% of a working, tested, App Store-ready app for \$5,000.**

**What you get:** - Ownership in a product that's already built and tested - Potential 20x ROI over 5 years (\$102K total return) - Low risk (\$5K, not \$50K like traditional startups) - Fast timeline (revenue in 4-6 weeks, not 6 months) - Built-in distribution through Boston J Lounge

**What I get:** - Capital to finish professionally and market effectively - A partner who understands the Japanese-American market - Validation that this is worth pursuing aggressively - Your network and Boston J Lounge community support

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## Why Now?

**This isn't a typical startup pitch.** Most founders ask for money with just a pitch deck and a dream.

**I'm showing you working software** that I built in 3 hours, that solves a real problem for millions of people, with built-in distribution through our Boston J Lounge community.

The app exists. The market exists. The distribution exists. The only question is: **Do you want to be part of it?**

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## Contact

**Let's talk:** 301-919-4292 **Email:** [jayismocking@gmail.com](mailto:jayismocking@gmail.com) **Demo:** Available anytime - I have the app on my phone right now

**I'm excited about this opportunity and would love to build it with you.**

Best, Jay

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