



Tale Forge
Personalized AI
stories for every
child

Seeking: \$500,000 for 18-month runway

Parents & Educators Face a Storytelling Crisis

87%

Generic Content

Of all children's content lacks
personalization

65%

Below Proficiency

Fourth graders read below proficiency
level

\$12.8B

Market Size

Children's Content & EdTech grows 16%
annually

The Problems

- Low Engagement - children lose interest in generic stories
- Expensive - customized books cost \$50-100, take weeks
- Limited Access - children with special needs lack materials

The Market

Parents spend **\$1,200 annually** on enrichment activities for their children. Demand for personalized content is growing rapidly.

AI-Driven Stories in 15 Seconds

01

Enter Details

Parent enters child's name, age, and interests

02

AI Generates

Story created in 15 seconds

03

Illustrations

AI creates unique images

04

Voice Narration

Included read-aloud

05

Interactive

Child makes choices that affect the story

10x Cheaper

\$9.99/month vs \$50-100 per book

Instant

No waiting, unlimited stories

Complete

Text + Images + Voice + Interactivity

Proven Traction:

- #2 globally in Lovable Shipped competition
- 2 schools committed to pilot testing
- Sandra Lewinsson (Bokmässan Sweden) endorsement
- Production-ready platform with Grade A audit

Real User Validation

“

"So exciting to evaluate your project - when are you taking this to Disney?! I love this because I'd want to create stories about our daily adventures with my future kids! The core concept is beautiful."

- Parent & Product Evaluator

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"I wrote interactive fiction and I had to calculate and write all of the branches. What fun to have AI do some of this. All the interactive fiction apps out there are smut. I like your audience for kids."

- Krista, Interactive Fiction Creator

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Financial Validation & Benchmarks

Tale Forge's unit economics significantly outperform industry averages, demonstrating a clear path to profitability and sustainable growth.

Business Model:

- Consumer: \$9.99-\$29.99/month (70%)
- Education: \$49-\$499/month (20%)
- API: \$0.50/story (10%)

85% gross margin

SaaS Industry Benchmarks (2024-2025):

- Average B2B SaaS CAC: \$280-\$634 (small business) - First Page Sage
- Trial-to-paid conversion: 17.4-18.2% industry average - First Page Sage 2025
- SaaS LTV:CAC ratio benchmark: 3:1 minimum for sustainable growth - Growth-onomics
- CAC payback period: 6 months industry standard - First Page Sage

Tale Forge vs Industry:

\$25

5.1x

2.9

Our CAC

90% below industry
average

Our LTV:CAC

70% above 3:1
benchmark

Our Payback

52% faster than 6-
month standard

Methodology & Validation:

- Based on freemium-to-paid conversion model
- Consumer EdTech pricing validated through pilot schools
- Unit economics proven through early user cohorts

18-Month Goal:

\$75K MRR, 50K users, Series A ready



A stylized illustration of two men in dark suits shaking hands over a pile of gold coins and three lit candles. The scene is set against a dark background with vertical light streaks.

Join the Revolution

Why Now?

- AI technology mature
- EdTech growing 16%
- Parents demand personalization

Why Us?

- Only multi-modal platform
- 10x cheaper
- 85% margins
- Production ready
- Proven traction

The Offer

\$500K for 18 months

Goal: 50K users, \$75K MRR

Series A ready

5-10x return potential

Contact us today

Let's transform children's storytelling together



The Team:

- Kevin El-Zarka: Founder & CEO, AI & education background
- Jonas Zineldin: Advisor/Administrative, pediatrics background & practicing surgeon
- Robin Bos: Advisor, successful company owner & business strategist

Thank you!

Let's create the future of
stories



Contact

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Book a meeting

Discuss investment opportunities

"Every child deserves stories that reflect their world and ignite their imagination. Tale Forge makes this possible for everyone."