

EmoTales – HackEVL Phase 1 Idea Pitch Deck

Team Name: Code Blossoms

- Members: Melissa Andria Dsouza & Malita Velany Tellis
 - Idea Name: EmoTales
- One-Liner: An AI-powered storybook that adapts narratives in real-time to match children's emotions, making learning fun and personalized.

Problem Statement

- - Children often lose interest in static storybooks.
- - Lack of emotional engagement reduces literacy and confidence.
- - Current e-books and apps don't adapt to a child's mood.
- Example: 63% of parents report kids lose attention in <10 mins of reading.



Target Audience

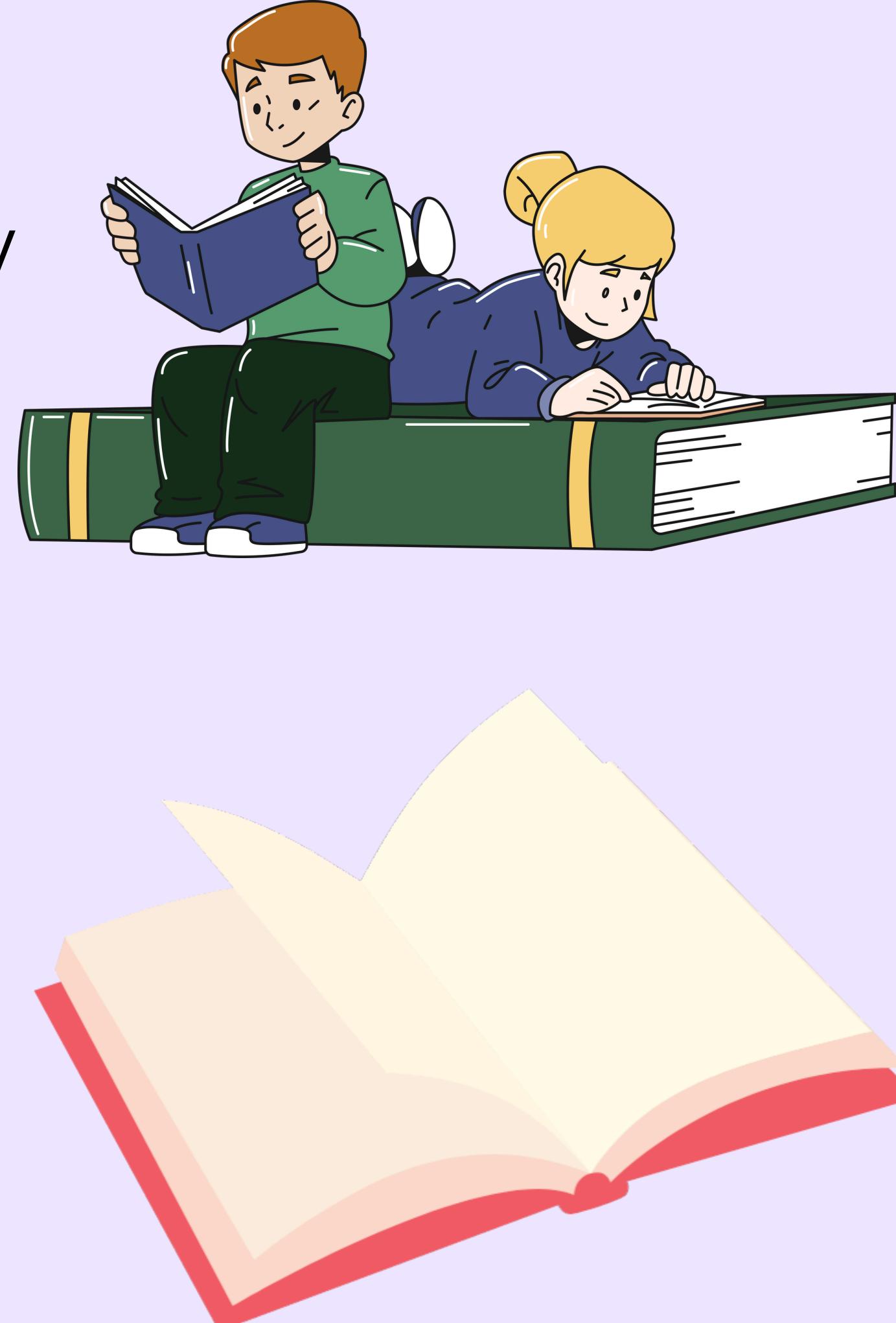
- Primary Users: Children (4-10 years) needing engaging, adaptive story experiences.
- Secondary Users: Parents & educators seeking tools for literacy and emotional development.
- Persona: Aarav, 6, loves stories but gets bored quickly. Needs interactive content that adapts to him.

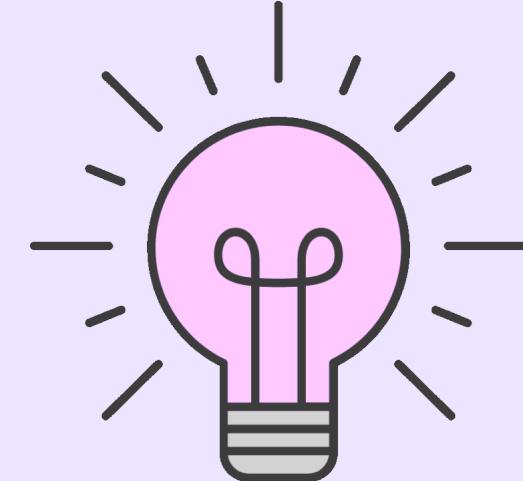


READ

Current Alternatives & Gaps

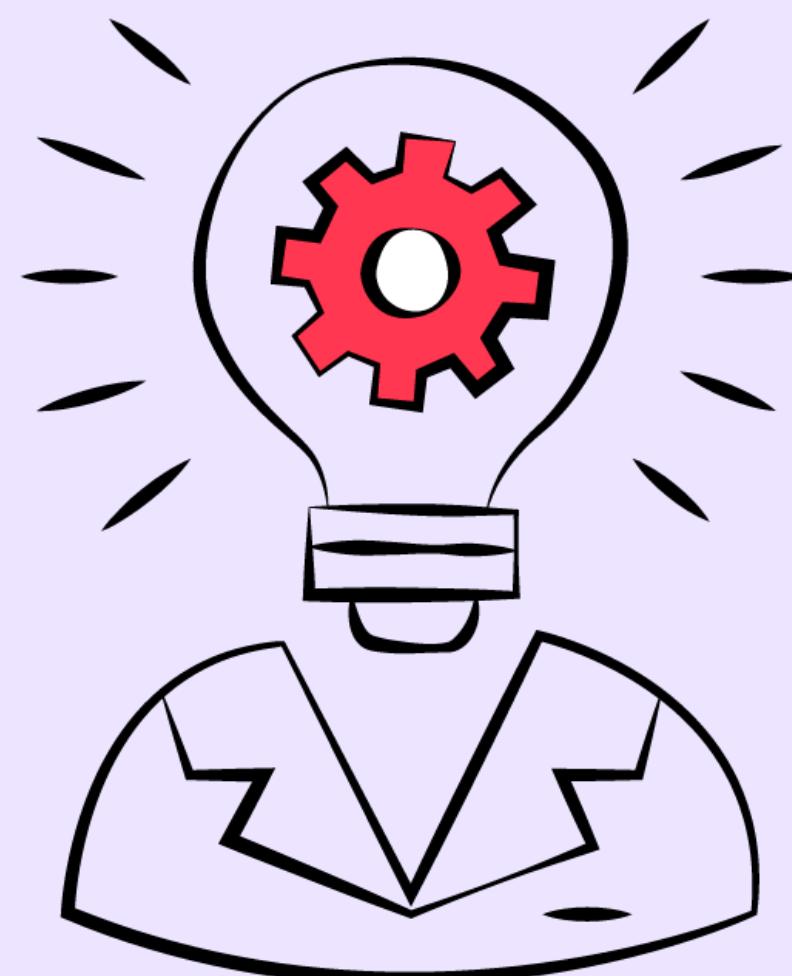
- - Printed/Static storybooks → engaging only once.
- - E-books → interactive but not emotion-aware.
- - AI story generators → creative but not adaptive to mood.
- Gap: No mainstream solution dynamically adapts storytelling in real-time based on emotions.





Unique Selling Proposition

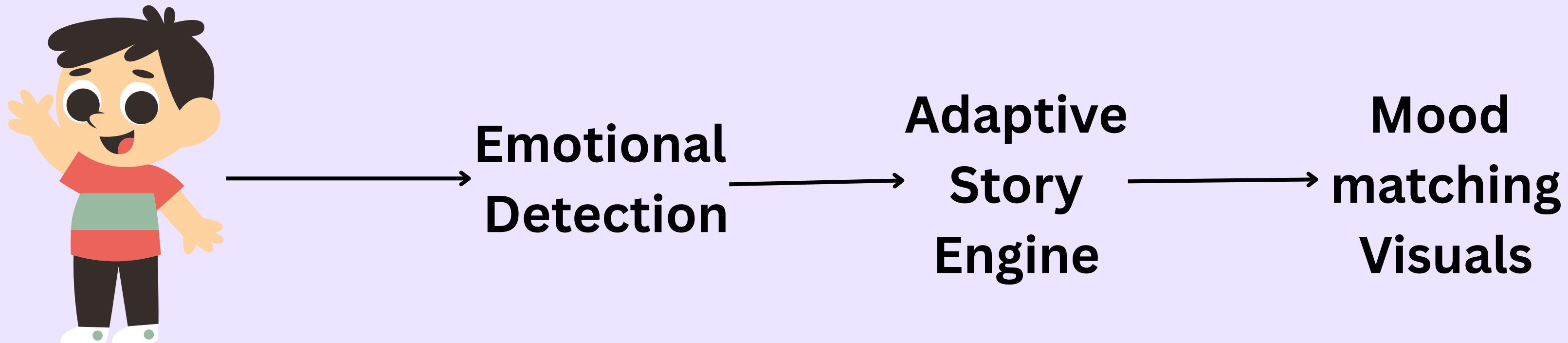
- The first storybook that changes its plot, tone, and visuals instantly based on your child's emotions.



Solution Overview

- Our App: EmoTales
- - Uses camera/mic to sense child's emotions (happy, sad, bored, excited).
- - Storyline, tone, and visuals adapt instantly.
- - Encourages literacy & emotional awareness.

Flow:

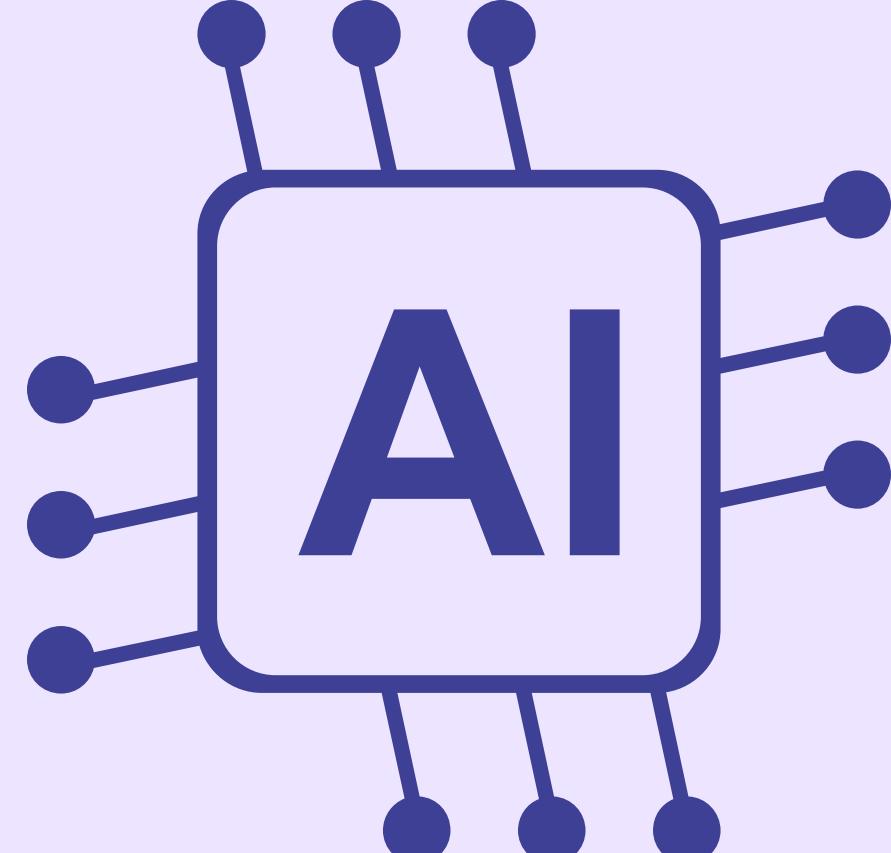
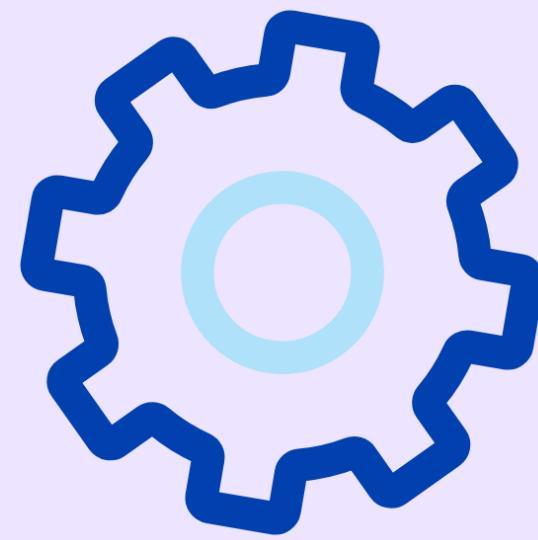
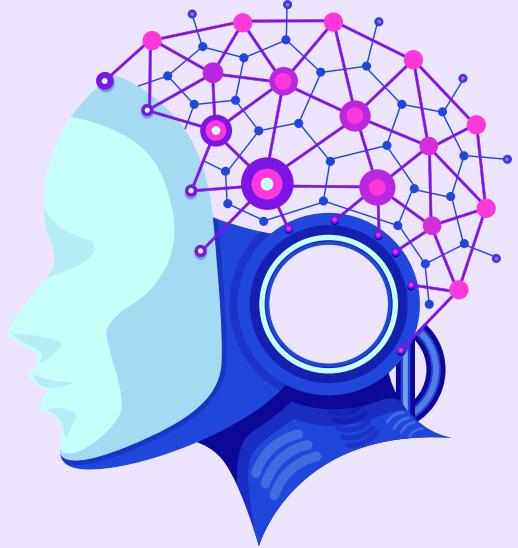


Market Potential

- - Immediate market: Urban parents & schools.
- - 50M+ children aged 4–10 in India using digital tools.
- - EdTech + Edutainment rapidly growing sectors.



Implementation Strategy



- Tech Stack:
- - Emotion detection → open-source models (FER2013, MediaPipe).
- - Adaptive story engine → branching logic + NLP.



*Thank
You*

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