

# EmoTales - HackEVL Phase 2 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.

# Company Purpose

Emotales creates a playful, mood-based storytelling and music experience to make emotional check-ins simple and comforting.



# Problem

Checking in on emotions or finding the right mood-lifting content can feel boring, overwhelming, or even lonely.

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Current behavior:

- People scroll endlessly through YouTube or Spotify, hoping to stumble on something that matches their mood.
- Mental health apps often feel clinical or intimidating, which discourages casual emotional self-care.
- Quick entertainment options lack a personal touch or emotional connection.

Pain point:

- There's no simple, playful way to instantly match your feelings with curated stories or music in a cozy, approachable format.



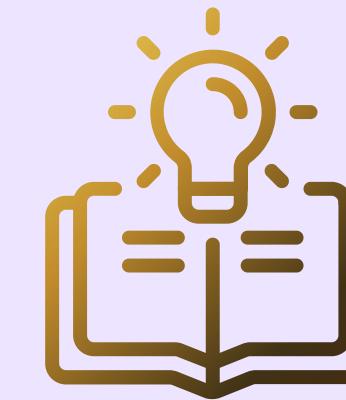
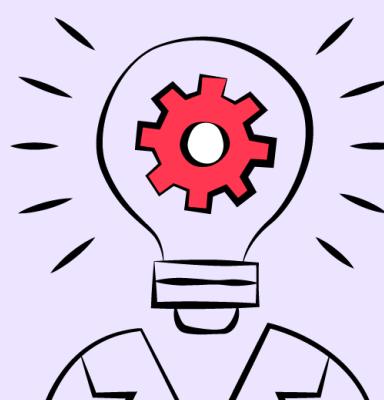
## Solution

Emotales is a kawaii-themed web app that turns your mood into instant, uplifting content.

-  Value Proposition
  - Makes emotional check-ins fun and inviting instead of intimidating.
  - Curates stories and music based on the user's current feeling, removing endless searching.
  - Offers a friendly chatbot interface, creating a personal and interactive experience.
-  Where It Sits
  - Built with Flutter Web, accessible on any browser—no downloads or accounts needed.
  - Lives as a lightweight, cross-platform app, easily shareable via a single link.
- - a. After a long day: A student feeling drained clicks “Sleepy” and gets calming music and a soothing bedtime story.
  - b. When feeling low: A user selects “Sad” and is greeted with an encouraging message, an uplifting video, and a song to lift their spirits.
  - c. During a study break: Someone bored or restless chooses “Happy” or “Brave” and gets energizing, cheerful content.
  - d. Casual mood tracking: People can interact with the chatbot just for fun, making self-expression playful and low-pressure.

## Why Now

-  Rise of emotional wellness tech – Mental health and mood-tracking apps have grown rapidly over the last 3–5 years, proving that people want accessible emotional support tools.
-  Mainstream adoption of Flutter Web – Flutter's stability on web and mobile now makes cross-platform, visually rich apps fast and cost-effective to build.
-  Increased demand for personalized content – With platforms like Spotify and TikTok, users expect content that reacts to their mood and context.
-  Shift toward casual, non-clinical self-care – People are seeking friendly, playful solutions instead of formal therapy-style apps.
-  Accessible media hosting & APIs – Embedding YouTube videos and using lightweight cloud storage makes multimedia experiences easier than ever to deliver.



# Our Market Opportunity

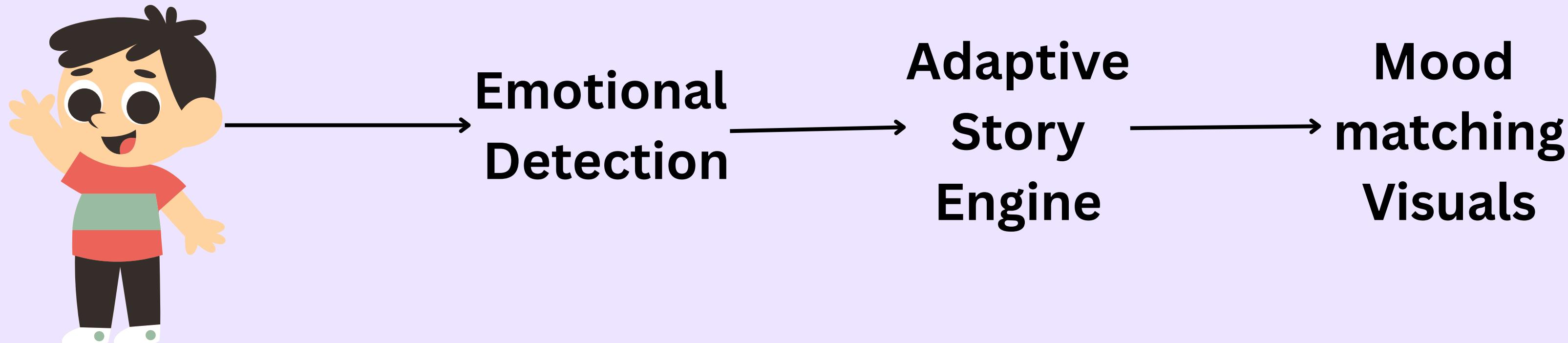
## Target Customer:

Urban Indian parents (aged 28-45) of children aged 4-10 who are seeking high-quality, safe, and emotionally intelligent digital content.

Total Addressable Market (TAM): ~\$100 Billion

- The massive global market for children's digital education and entertainment.  
Serviceable Addressable Market (SAM): \$120 Million (India)
- Our initial focus on the 10 million digitally-active, urban families in India.  
Serviceable Obtainable Market (SOM): \$1.2 Million
- Our realistic 2-year goal: capture 1% of our target market

## Flow:



# EmoTales vs. The Competition

## Current Alternatives

- **Vooks & Epic!:** Popular digital libraries of animated storybooks. They are interactive but not emotionally adaptive.
- **Amazon Kids+:** A large subscription service with games and videos, but it lacks deep personalization for a child's real-time mood.
- **Traditional Storybooks:** Physical and static, offering limited re-engagement and no personalization.

### Our Competitive Advantage: Emotional Intelligence

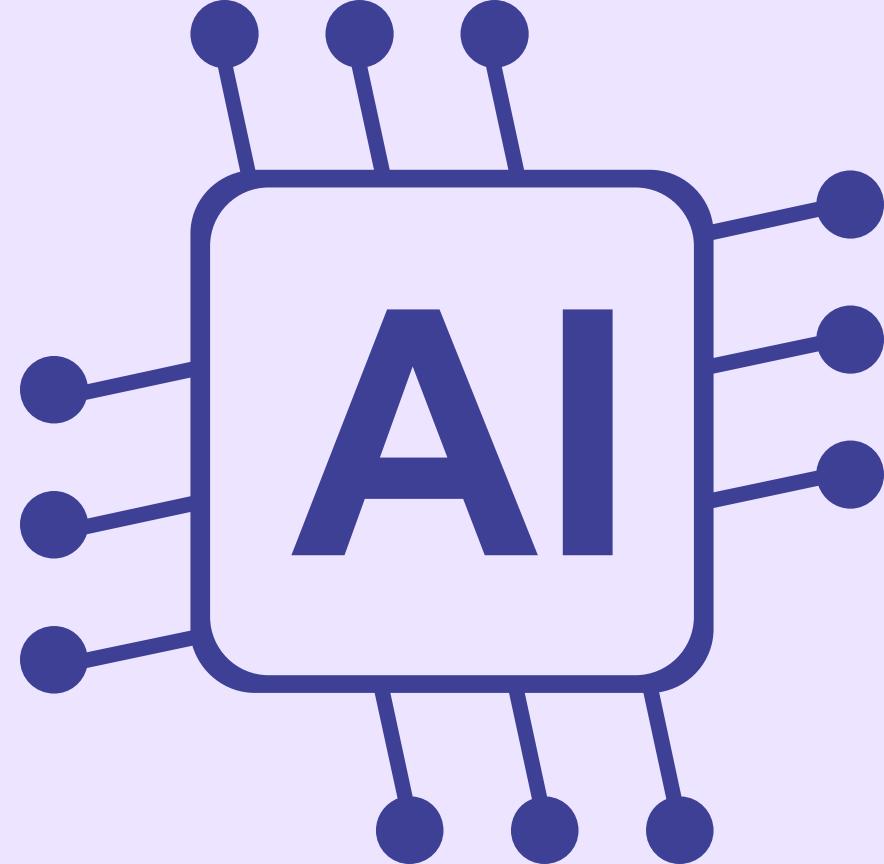
- **First-Mover in Emotional Adaptation:** We are the only platform that uses a chatbot to understand a child's feelings and select a story that truly matches their mood.
- **Deeper Personalization:** Our content is not just personalized for taste, but for feeling, creating a unique and empathetic experience that builds emotional vocabulary.
- **Higher Engagement & Safety:** By matching mood, we hold a child's attention longer. Every story in our library is hand-picked, guaranteeing a safe, high-quality, and ad-free environment.



# Product Architecture

Frontend: A single, robust codebase built in Flutter Web. This allows for a beautiful, high-performance user experience and enables rapid expansion to native iOS and Android apps in the future.

- Content Delivery: Integrated with the YouTube IFrame Player API to stream high-quality, pre-vetted educational content reliably.



## Our Business Model

### Revenue Model: Freemium Subscription

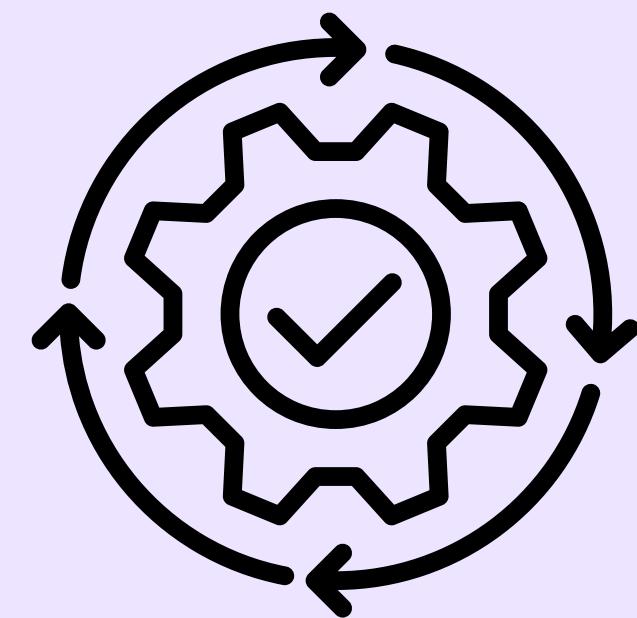
**EmoTales (Free):** Users get access to a limited, rotating library of stories across our core emotions. This allows us to build a large user base quickly.

**EmoTales+ (Premium):** A paid subscription unlocks the full, ever-growing library, exclusive content, and future premium features like the Parent Dashboard.

### Pricing

**Target Price:** A family-friendly ₹999 per year (approximately \$12 USD). This positions us as an affordable, high-value educational tool for our target market "Parent Dashboard" for emotional wellness insights.

**Q3 2026: Compile**



*Thank  
You*

**Team:Code Blossoms**