Adrian Video : underlying research, what the founder learnt from the customers, Journey

1. Son, primary school, falling further and further behind, report says behind the class average, every 6 months getting further behind, was really hard to help him and get him to read.
2. Reading disabilities and difficulties, tried getting him interventions, read a few words and mispronounce them completely wrongly
3. An app where he can read outloud and app will stop him every time he pronounce a word.
4. He started using and reading and it worked. Amazing response and significant interest
5. Parents and teachers
6. Having your child reading, learning, enjoying reading
7. 100s books, specifically designed for children that are behind with their reading
8. Vocabulary limited books, listening to kids read and the app knows where the child is at with reading vocabulary. The app suggest the right book according to their reading level. Active in giving them a library interesting for the child.
9. Just find you the right set of books when they read those books that it’s challenging enough but it’s not too challenging. It’s challenging that they grow but not to the point where they are struggling to read the book, that’s where they try to find the fine line with books and that’s another one of the value proposition like CPAN(competitor), being proactive to give the children.
10. Build report as well for the child because they have so much data, one is reading vocab that children has, fluency, how fast they read something, accuracy, how exactly they read words, collecting data and put in a score to show growth and development in a deeper level
11. Marketing channel: SEO, specifically free books, 111, package in a zip, people will typically find that page and find the download and they have to put in their email address to get the free books, they get the link to download it but they also get whole bunch emails, auto responders and sending out emails where setting up that people come along who are interested in children’s book, talking about reading and sending out the value propositions in what they do.
12. Blog: research, right words, a few thousands visitors -
13. Pause: facebook ads channel : able to target parents, moms, worrying about academic development- primary school children mom, collecting emails before releasing the product, and advertising after the effect, convert down the line, download free books, check us out
14. Bigger partnerships, bigger companies with their own distribution channels, a few organisations, great article(only 3 main channels for marketing)
15. Version 2 is coming out with all people asked for and their feedback, put a hold on marketing and partner development
16. Angle for you around impact of covid and lockdown-Parents who can’t supervise their children full time and teaching
17. Investments, broader interest
18. Still needs some things fixed up, addressed
19. Angst around parental guilt to help kids read, get them away from us, give them an app, get them to read without me
20. As famous as happy meal, vision: every child can read well, literacy rates -
21. Neuro atypical is the focus, children who have dyslexia, or spectrum or AHD, and kids with parents who don’t speak English who need the support, - vision: amazing, everybody has that opportunity to learn to read English
22. Adrian’s story ? why not up there? On the web - adrian says, not a reason, good point, probably something to come back to. Value propositions, - on the web. Connect with stories. Good point, to visit to. Next release of the web along side with the next release of the website.
23. Type of messaging/design principles to speak to parents/kids for learning difficulties, what kind of words or language or phrasing colour pallet or design principles found particularly effective?
24. Been trying to focus on, - experimenting a few of the key words,children’s & **kids’ strengt**h-avoid negative stuff and move to positive
25. Colour: 3 different versions in terms of design, melbourne design company: current character - big round head blues and the lighter kinds of light colour.
26. Parents and teachers like the light colours.
27. Parents like and kids go, but kids don’t get moved by that
28. They are looking into China they can market into. China, colour is clean and bold- china -cut through - lots of people
29. Design style more primary colours- testing with more children, eyes light up when imagery show up - incredible positive reaction - kids like more aggressive colours - all in on that- response.
30. Challenge is parents look at it but with reporting it can look intense and ADHD spectrum - starting to consult, how they react to that, might have to mute for certain audiences, might have to mute colours, go crazy with colours - but for other audience, might be hard- parents & teachers, audience -? Who make the purchasing decision but for children , prefer crazy colours more
31. ‘Great reading practice app for kids’
32. Dyslexia - kids- can use colours-backgrounds have colour - black font, reduce contrast slight to make it easier to read, they developed their font themselves
33. Less text and character speaks different voice tons for each robot, the robots provide instructions for how to use the app and answer questions
34. Children struggling with reading - really trying to remove as textual instructions as possible - children who struggle to read- , remove textual instructions
35. Still developing games - level up, move up levels, have different levels, change avatars, accents for australian accent, us accent, english accent
36. What action do you want them to do when they visit the web - straight to app->
37. Relationship to be built with the parents - to get their email address -and then check our app and download it oh you like it that’s the most important thing-
38. Not only download purchase subscription - not only download and purchase subscription- we want the parents to think this is going to make a difference in my child’s life in their reading journey. That’s what they want to create.

**Making a Difference in Child's Life in Their Reading Journey**

**Let your child read with BookBot while you go about your busy daily life. Your child is in good hands.**