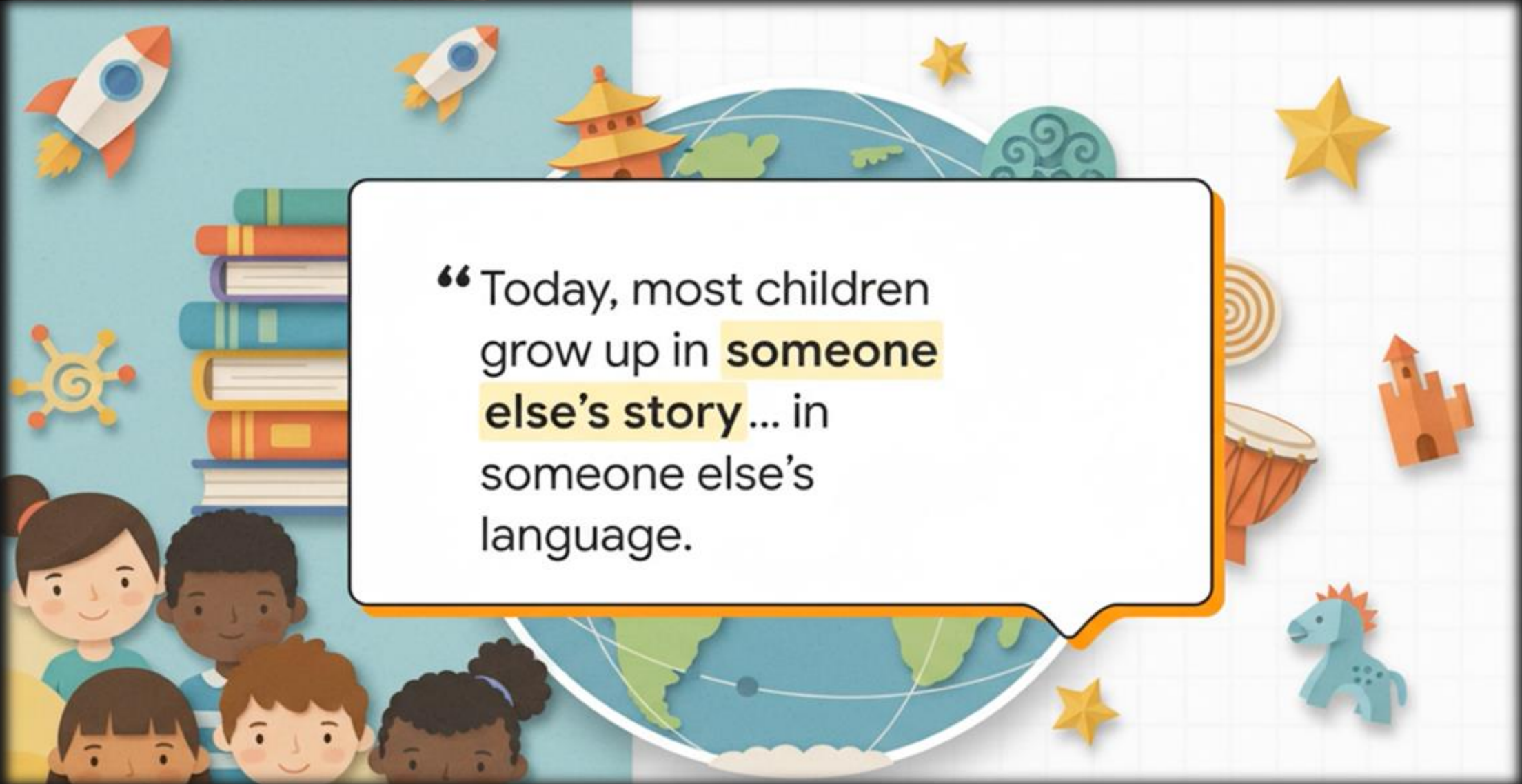




# StoryBond

Where Every Child Becomes the Hero of Their Story

# Problem



“Today, most children grow up in **someone else’s story**... in someone else’s language.



# Problem



## Language Loss

- 22 official Indian languages, yet 99% of kids' content is English-only
- Parents lose connection to family culture and heritage



## Cost & Time Barrier

- Custom story: ₹5,000 + 3 weeks
- Result: Parents give up on personalized content



## Identity Loss

- Kids need to see themselves as heroes (developmental psychology)
- First stories (ages 2–8) shape lifelong identity





# Our Solution



# StoryBond

Where Every Child Becomes the Hero of Their Story

Personalized Stories | Native Languages | Physical Keepsakes

## 1. Parent Enters Prompt

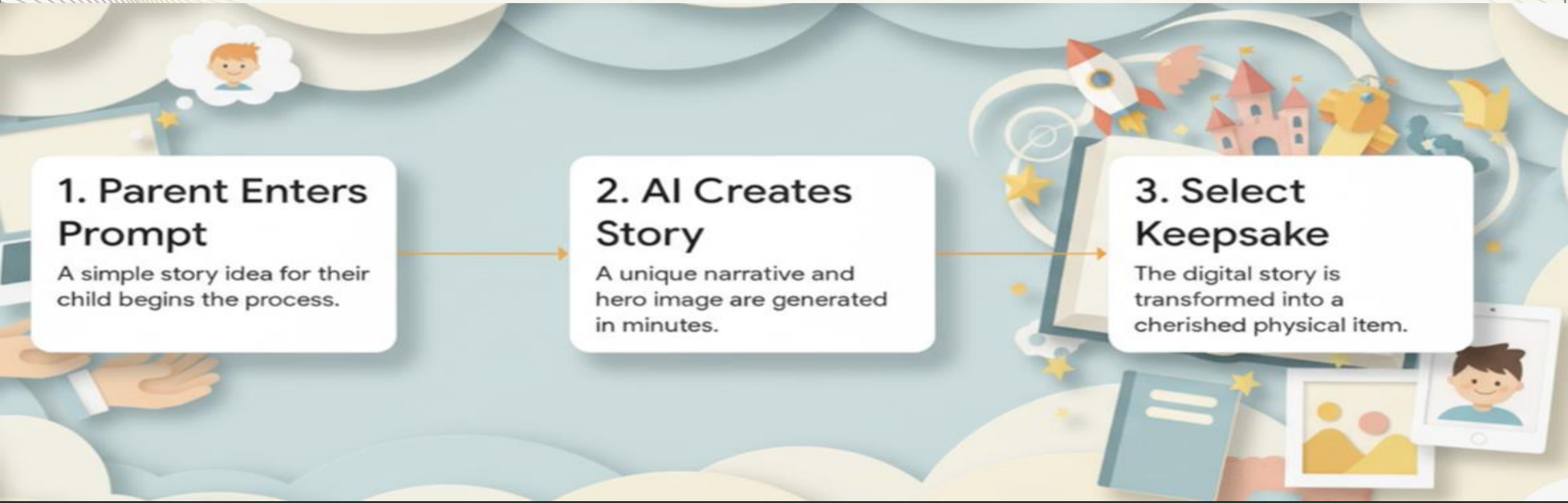
A simple story idea for their child begins the process.

## 2. AI Creates Story

A unique narrative and hero image are generated in minutes.

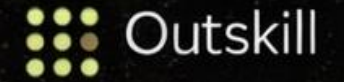
## 3. Select Keepsake

The digital story is transformed into a cherished physical item.





# StoryBond | Product Flow



Vendor	Best For	Strengths	Typical Use
 Printrove	All-around POD	Wide product range + ecommerce integration	Story mugs, posters, apparel
 GetPrintX	Brand-ready POD		Merch with logo & brand experience
 Vendorboat	Dropshipping fulfillment		E-commerce merchandise
 Printondemandindia.in	Apparel	Core clothing POD	Onesies, tees, hoodies
 Qikink	Stickers	High-quality stickers	Custom StoryBond stickers
 Printo	Fast local printing	Established network across cities	Small batch or urgent-deliveries
 Send2Print	Book POD		Storybooks, printed narratives



# Target Audience & Market Segments



## Primary Audience



- **Urban mothers**, ages 28–42
- **Income:** ₹8–25 LPA
- **Cities:** Bangalore, Mumbai, Delhi, Chennai, Hyderabad
- **Pain:** They want personalized stories in their child's language, but it's **expensive** & time-consuming
- **Willing to pay:** ₹300–₹600 per story
- **Size:** 15M families

## Secondary Audience



**8M NRIs & Grandparents**  
who want meaningful gifts



**50K institutions & Schools**  
that want bulk, culturally-relevant stories



**2K Influencers & Parent Bloggers**  
who want viral parenting content



# MVP Features



## Must-Have

- ✓ Story generation (GPT-4, 4 languages)
- ✓ Hero image generation (DALL-E 3)
- ✓ **The Nursery** (central dashboard)
- ✓ **The Story Lab** (creation wizard)
- ✓ **The Reading Room** (immersive reader)

## Should-Have

- ✦ Voice recordings by family members
- ✦ Live story sessions with kids
- ✦ Memory box keepsakes & stickers



## Could-Have

- ✦ Monthly story subscriptions
- ✦ Collaborative storytelling for families
- ✦ AI-generated learning activities





# Competitive Advantage

## Why StoryBond Wins

- ✓ Child is the hero, not just a listener
- ✓ Stories generated in native & regional languages
- ✓ Created in minutes, not weeks
- ✓ Emotional bonding > passive entertainment
- ✓ Extends beyond screens into keepsakes & memories




StoryBond shifts the focus from passive entertainment to active, emotional engagement.



# StoryBond | Team




**Binu Chacko**  
Bangalore

 Role 1: Product  
& Customer




**Rajesh K Agarwal**  
Chhattisgarh

 Role 2: AI &  
Prompt Engineering




**Abhigyan Srivatsava**  
Noida

 Role 3: Design &  
Content Strategy




**Kumar LR**  
Chennai

 Role 4: Backend &  
API Orchestration




**Neev Bafna**  
Mumbai

 Role 5: Frontend  
& UX Implementation




**Vishawajeet Sarkar**  
Delhi

 Role 6: DevOps  
Infrastructure

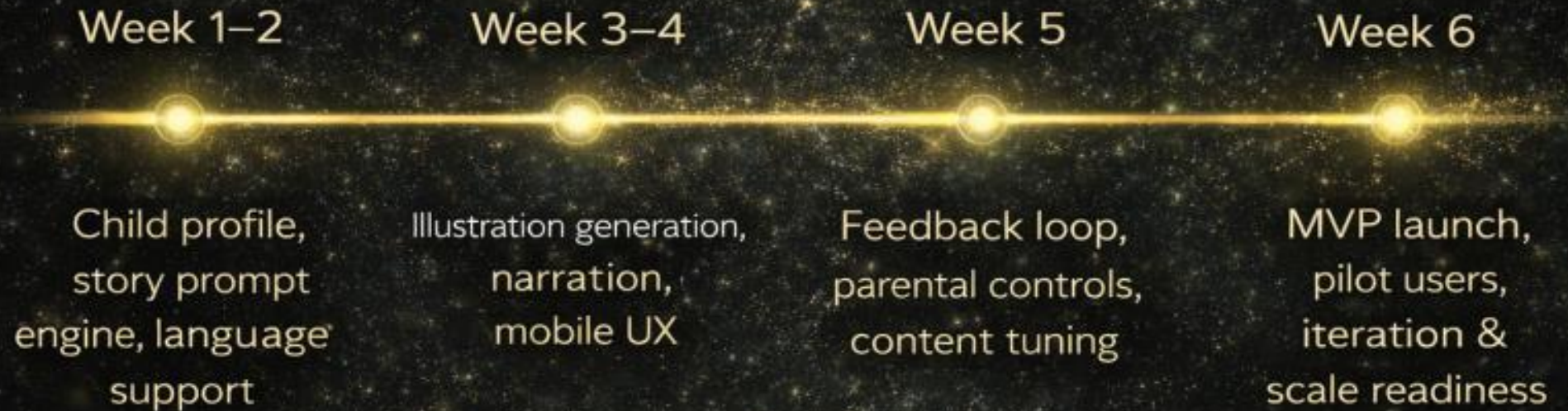


**Zaheer Ul Islam**  
Delhi

 Role 7: Quality  
Testing & Analysis



# 6-Week Product Roadmap





Thank You ✨



**StoryBond**

Where Every Child Becomes the Hero of Their Story

