



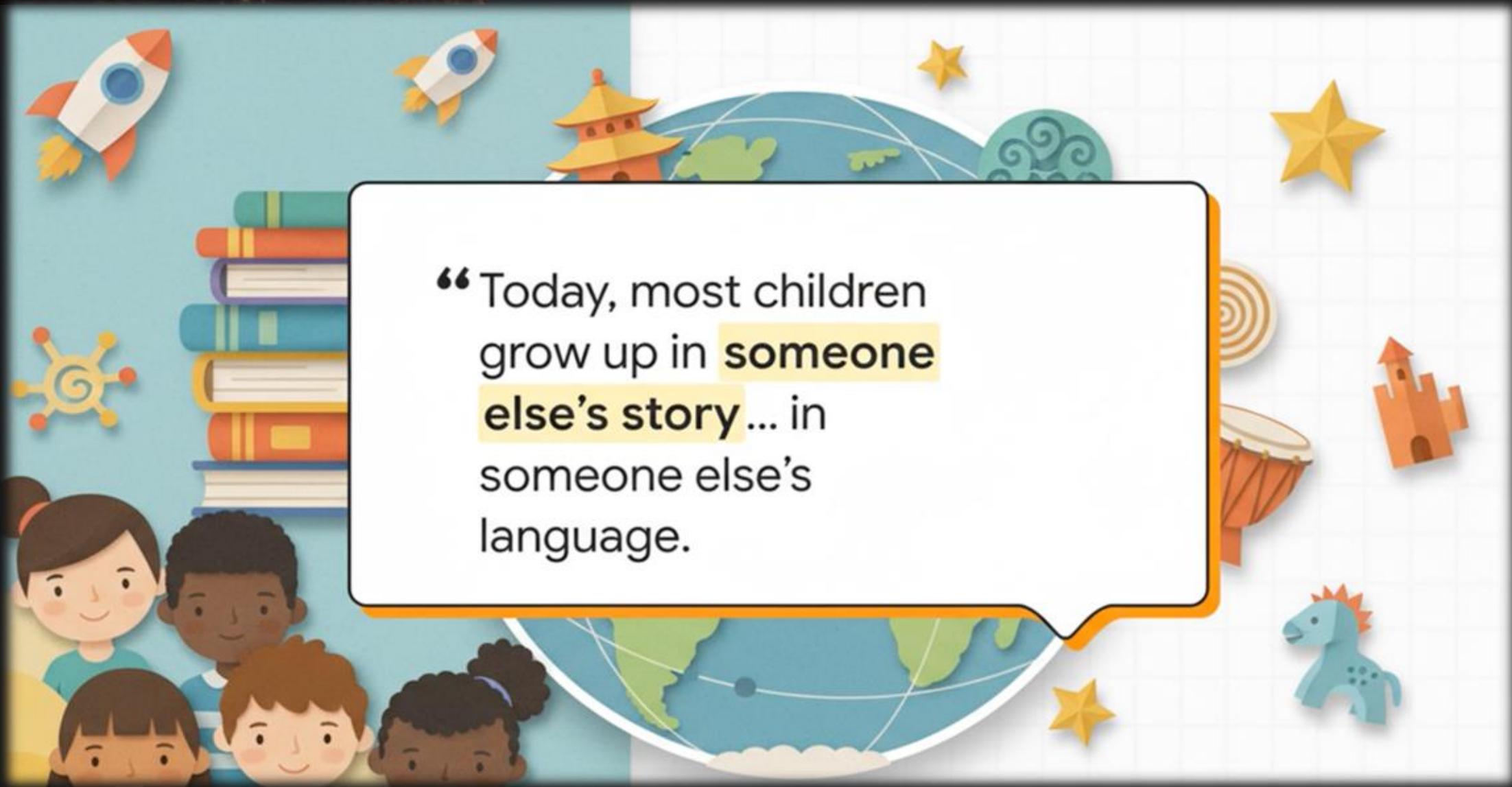
# StoryBond

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.

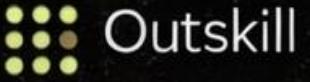
## 2. AI Creates Story

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 fulfilment		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

Week 1–2

Week 3–4

Week 5

Week 6

Child profile,  
story prompt  
engine, language  
support

Illustration generation,  
narration,  
mobile UX

Feedback loop,  
parental controls,  
content tuning

MVP launch,  
pilot users,  
iteration &  
scale readiness

# Thank You ✨

