PictureTales

PICTURETALES

Generating storybooks with one click

Team 9

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Google

The Dyslexia Dilemma:

- 1 in 10 people worldwide are dyslexic — nearly 1 billion affected.

- Traditional reading tools don't work for them.

- Results: low confidence, poor engagement, and lifelong learning gaps.

- The system is built for readers — not thinkers.

I out of 10 people in the UK has some degree of dyslexia

Has a slow reading rate

Prefers to listen to books

Has difficulty completing timed tests without accommodations

May have a co-occuring disorder (dysgraphia, ADHD, language impairment)

Still struggles with spelling

Difficulty learning a foreign language

Does not enjoy reading or spending time reading

Takes longer to complete assignments

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The Idea

Theme: AI for Good

What does our application do?:

Breaking Barriers for Dyslexic Readers
Our platform transforms photos or general context into fully accessible storybooks with dyslexia friendly words, making reading effortless and engaging, essentially boosting their confidence.

With an **accessibility-first design**, we empower users through:

- **Auditory-first experience** with customizable high-quality text-to-speech
- **Dyslexia-friendly fonts** and adjustable layout to reduce visual stress
- **Full control over audio and visuals** for paced, personalized learning

We're building confidence, fostering a love for stories, and removing the anxiety around reading.

How It Works?:

1. Start with Photos, Not Words
Users upload personal photos, avoiding the pressure of writing from scratch.

2. Let AI Create the Story
Our AI crafts a unique narrative and generates matching visuals, building a rich, multi-sensory experience.

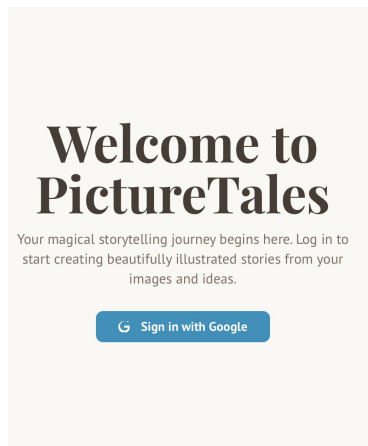**3. Personalize for Accessibility**

- **Listen** with adjustable, high-quality narration
- **Customize** text size, spacing, and switch to dyslexia-friendly fonts
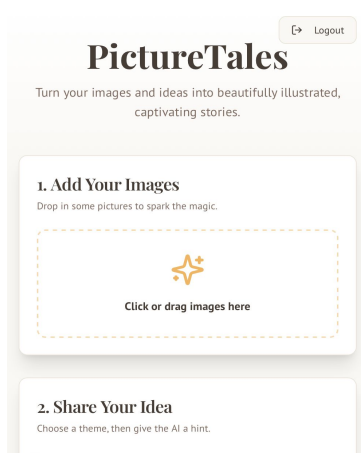- **Set your pace** with voice and speed controls

4. Download and Keep
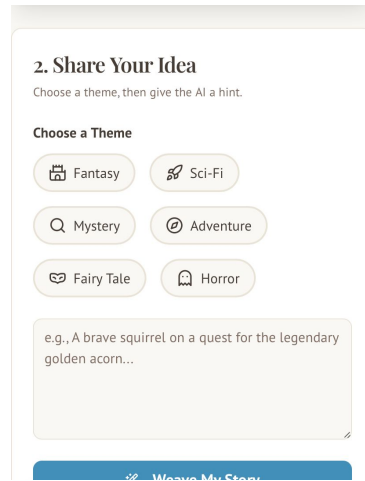Save the finished storybook as a personalized, accessible PDF ready to enjoy anytime, anywhere.

Google

User Flow

Talk us through how someone would use your product.

Welcome to PictureTales

Your magical storytelling journey begins here. Log in to start creating beautifully illustrated stories from your images and ideas.

Sign in with Google

PictureTales

Turn your images and ideas into beautifully illustrated, captivating stories.

Logout

1. Add Your Images

Drop in some pictures to spark the magic.

Click or drag images here

2. Share Your Idea

Choose a theme, then give the AI a hint.

2. Share Your Idea

Choose a theme, then give the AI a hint.

Choose a Theme

Fantasy | Sci-Fi | Mystery | Adventure | Fairy Tale | Horror

e.g., A brave squirrel on a quest for the legendary golden acorn...

Weave My Story

Step 1: Login using your google account

Step 2: Add your images for the generation of the story
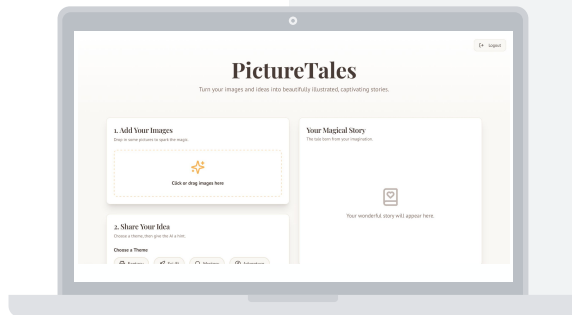
Step 3: Add more details for the story

Google

DEMO

Showcase Technical Prowess:
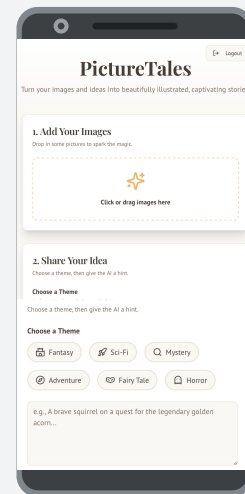
- Link to the website
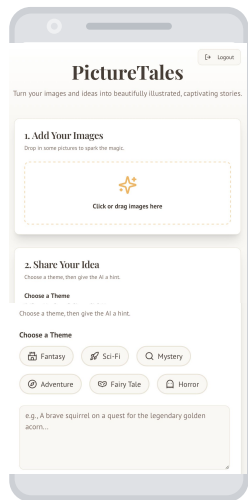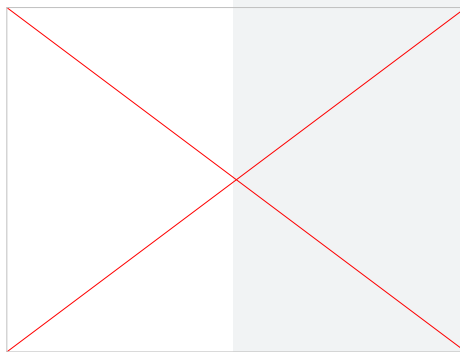
Phone, Mobile, Smartphone

Laptop, Desktop, Screen

Phone, Mobile, Smartphone (darker)

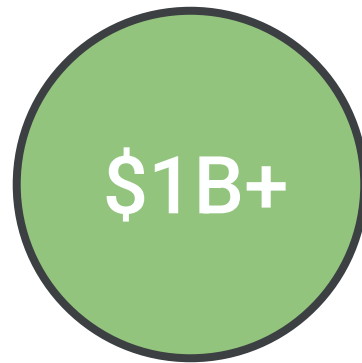Google

Business Capability

Total Addressable Market

~800M people in the
world have dyslexia

$5.2B+

(growing at **~6.5% CAGR**)

Serviceable Available Market

~50M potential users

English-speaking dyslexic users aged 10–35

$1B+

Willingness to pay: Est. **$5-7/month**

Google **Build for everyone**

User Acquisition Strategy

Channel	Description	Goal
👩🏻‍🦰 **School partnerships**	Partner with 5–10 schools or tutors who specialize in dyslexia. Offer a free pilot program.	First 200–300 users
💬 **Online dyslexia communities**	Reddit (r/dyslexia), Facebook groups, Discords — share early demo + call for feedback	Engage with 300–400 early adopters
📢 **Dyslexia NGOs / Nonprofits**	Work with organizations like Dyslexia Association, Made By Dyslexia, IDA, etc.	Build credibility, source schools and families
🎁 **Incentives / Free Perks**	Offer free lifetime premium for first 1,000 users or let them co-create story templates	Attract core creative users

Thank you!

Google **Build for everyone**