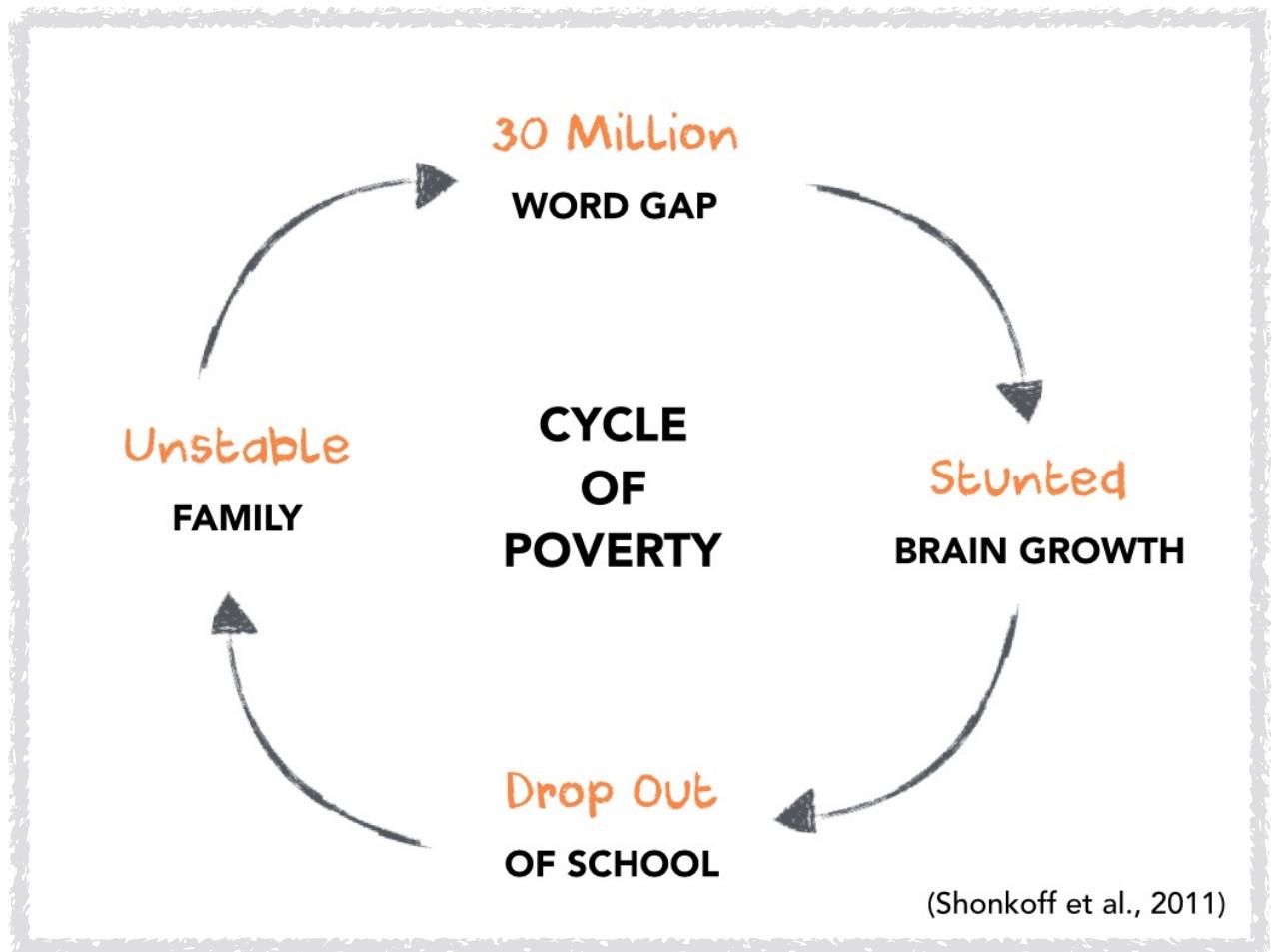




Early literacy by text.

Life makes it hard for low-income parents to read at home— they're **tired**, **stressed**, and have **few books**.

The result? Poorer kids hear **30 million fewer words** than wealthier kids, setting them up to fail before they start.





To close the word-gap, StoryTime sends illustrated children's **stories by text** and messaging apps.

We **build reading habits** and get families **talking face-to-face**.

Word-for-word, it's **200x cheaper** than shipping paperbacks.



Parent Engagement

The kids had a great show and tell today!

-Ms. Wilson

Teachers also show parents **what's going on in class** by choosing stories and including notes.

And with **audio** and **multi-language** support, it's for all parents.

Above all,
our curriculum's
in-story prompts
get families talking.

Parents point out
rhyme and alliteration,
building **phonological
awareness** for
early reading.



Phonological Awareness

baked banana

Point out rhyme and alliteration

[redacted]

Child supplies the rhyme

With back-and-forth conversation, they also develop **oral language through relationships**.

This conversation habit **reduces stress hormones** that delay brain growth.



Finances per family a year

Costs

by text	\$5.30
by app	\$0

Head Start

\$36.00



Revenues

And we **sustain**
our impact.

To send a family stories
for a year, it costs us:

- about **\$5 by text**, and
- **\$0 by messaging app**,

while our federal Head
Start customers
are paying us **\$36**.

So far, we're piloting with **3,000 families**—and **52%** began **reading nightly** after two months.

As we prepare for our **RCT**, we're piloting with:

- Bridgeport, CT
- Palm Beach County
- and federal Promise Neighborhoods.



But our ultimate target
is the **1 billion kids**
who don't have books
or Internet—but do
have mobile phones.

StoryTime is the only
reading platform that
doesn't require
Internet and can
scale to reach them.

I billion kids
only StoryTime can reach.



Our Mentors



Martin Klein, PhD
Associate Dean
Yale Public Health



Mike Meotti
Former CT Higher
Ed Commissioner



Erika Christakis, PhD
Lecturer
Yale Child Study Ctr.



Patrick McQuown,
Founder & CEO,
Proteus SMS



Ken Coleman
Director,
C8 Sciences



Natasha Ray
Service Director
Comm. Found. GNH



Jess Sillman
Fmr. Growth Director
Teach For America



Anne Van Kleeck, PhD
Prof. of Preliteracy.
UT-Dallas

We've got mentors to guide us, including the

- Yale Child Study Center director,
- former CT Higher Ed director, and
- Obama '08 texting director.

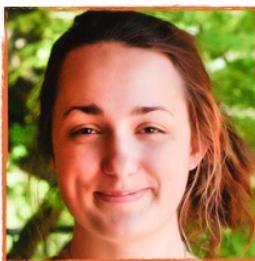
Our Team



Phil Esterman
Co-founder, CEO
Yale CS '17



Henok Addis
Co-founder, CTO
Yale EECS '17



Sarah Weston
Content
Stanford ENGL '14



Jordan Zeldin
Research
UF Med '19

And we're doing it:

- **Phil's** a former Head Start teacher, a Yale CS major, and CEO.
- **Henok's** a Yale EECS major and CTO.
- **Sarah's** a Stanford English grad and leads content.
- **Jordan's** a U. Florida med student and leads research.

StoryTime

phil.esterman@yale.edu



We're using the tech **every parent** has
to **solve the word-gap at scale.**

Try it out! Just text **SAMPLE** to (203)-202-3505.

And get in touch at phil.esterman@yale.edu.

Thank you!

