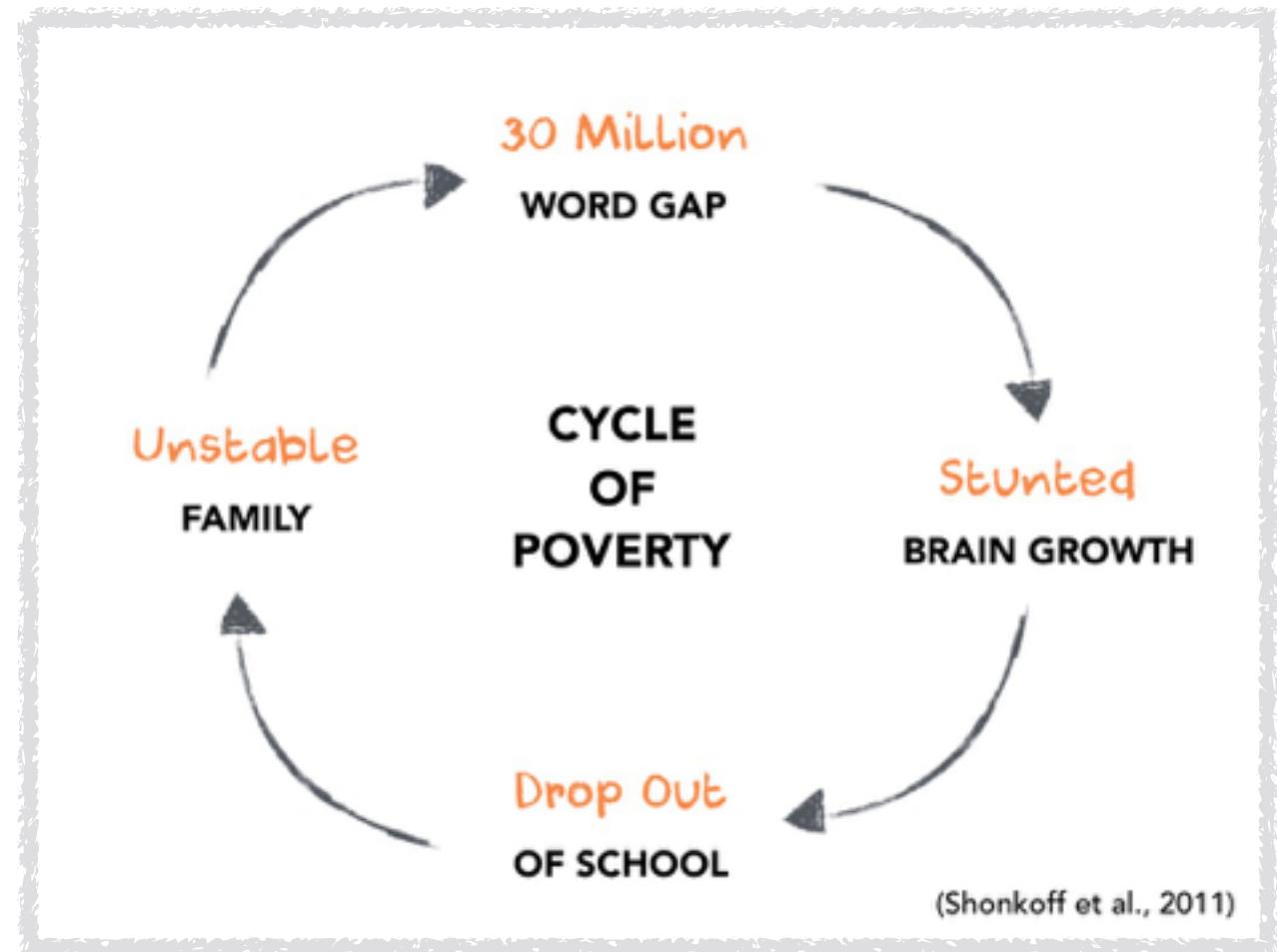




Early literacy by text.

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

Jasmine baked banana bread.  
It was bigger than her [redacted]

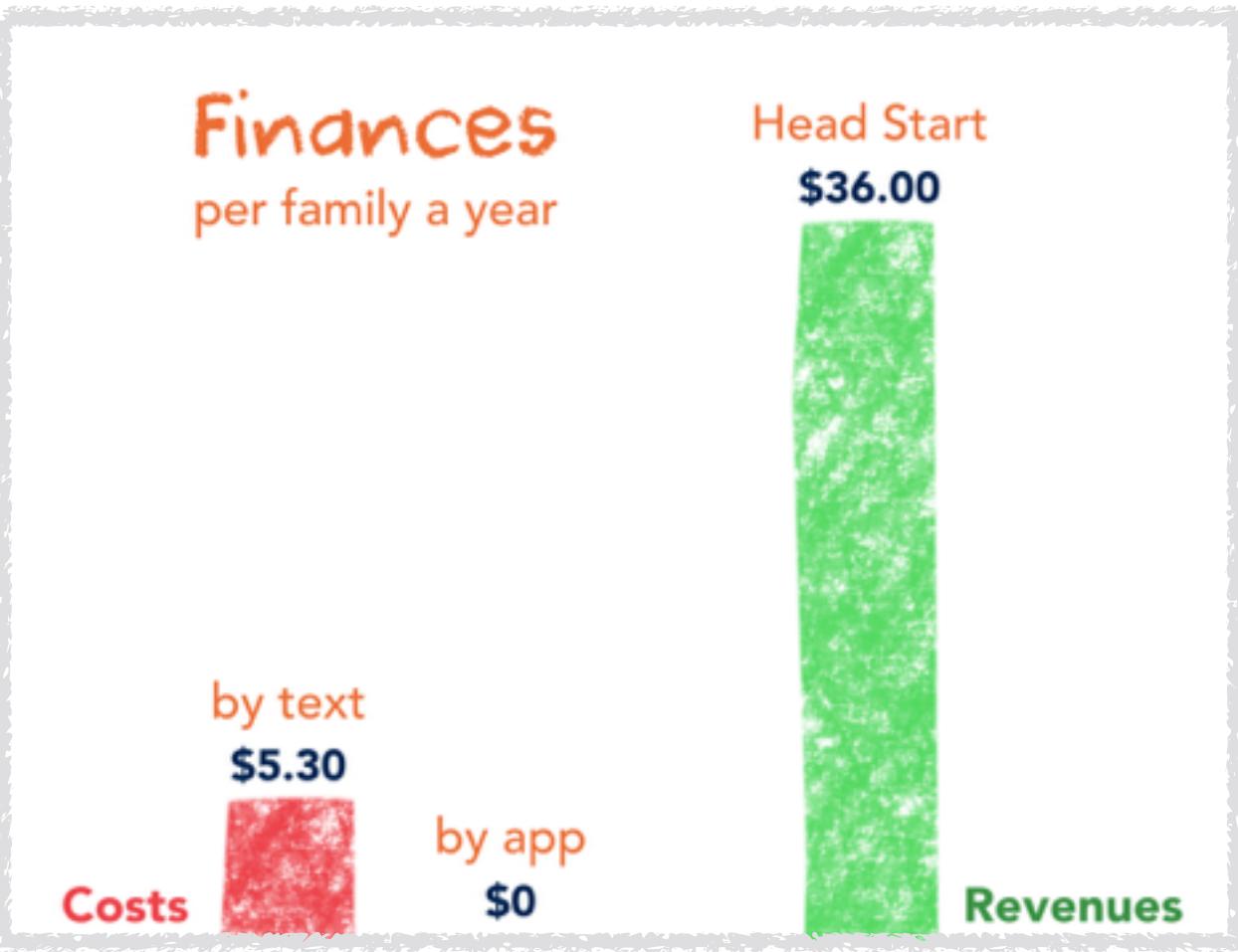
Erase REPLY Options

pg 1 of 2

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

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





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've piloted with **3,000 families**—and **52%** began **reading nightly** after two months.

As we prepare for our **impact 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**  
CEO  
Yale CS '16



**Henok Addis**  
COO  
Yale CS '17



**Sarah Weston**  
Content  
Stanford '14

**David McPeek**  
CTO  
Yale CS '16



**Sophie Burrows**  
Content  
UWE '11

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 COO.
- **Sarah** and **Sophie** lead our content.
- **Jose David** is a Yale CS major and our CTO.

# StoryTime

[phil@joinstorytime.com](mailto:phil@joinstorytime.com)



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@joinstorytime.com](mailto:phil@joinstorytime.com).

**Thank you!**

