



DREAM BIG BOOKS

Pitch Deck 2025



An Exploding Market Ready for Innovation

- The North American education app market is worth \$13.81B (2024)
- Projected to grow to \$67.34B by 2031 (25.4% CAGR)
- Parents are demanding smart, safe, personalized tools for their kids
- Billions are pouring into AI — yet no one has meaningfully built a story world just for kids... until now.

A Better Way For Kids To Read, Play and Create

- Most story apps require too much reading or typing – kids need constant parental help
- Interactivity is limited – creativity feels shallow and scripted
- Kids are stuck with meaningless games or passive video content.
- Parents want tools that are engaging, safe, and actually educational



Story Personalization At Scale

- Kids generate a new story by choosing a theme, setting, and objects — they become the star
- Every book is a one-of-a-kind experience, built in real-time from curated selections
- Our AI pipeline delivers high-quality books with minimal production cost and no manual effort
- This unlocks a new category of storytelling: personalized, scalable, and instantly delivered

Creating A Story Using Dream Big Books



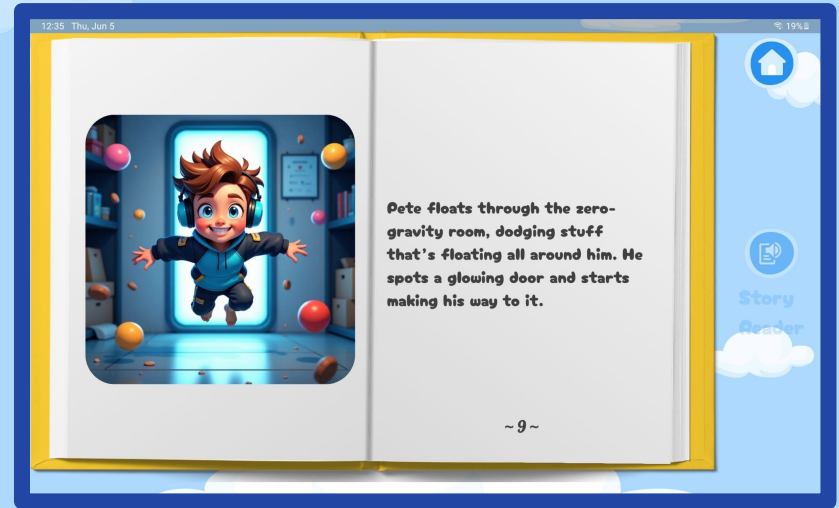
Click on Create A Story, then choose a theme.

Select What You Want



Choose from over 160 items.

Finishing Touches



Choose an art style then enjoy your personalized story.

Welcome To Booktown

- A growing story world where new books appear daily, giving kids endless adventures to explore.
- Booktown offers curated, mindfully crafted stories featuring licensed characters.
- This free, high-quality experience is designed to drive engagement and seamlessly convert users into the paid ecosystem.



Where Competitors Fall Short

- Most apps require typing, reading, or adult assistance — making them unusable for young kids
- Many platforms output low-quality or unfiltered stories with no real safeguards
- Competitors rely on templated books or basic generators — not true, personalized creation
- Dream Big Books delivers safe, high-quality, child-led storytelling — in under one minute

What Makes Dream Big Books Different

- No typing, no reading – kids create stories using simple visual selections
- Words appear in sync with narration, helping kids stay engaged
- Built-in credits reward kids and unlock new avatar wearables to create unique, fun styles
- Having a custom avatar makes every story personal
- Option to adjust difficulty at any time to match the child's learning level





Meet The Founder

Ryan Steinberg has worked on film sets and built content for kids on YouTube.

When ChatGPT was first released, it sparked a single idea — and that idea became Dream Big Books.

As a father, Ryan believes reading is at the root of a child's development — and he built this platform for his own home: something fun, safe, and truly engaging for his 1-year-old son.

Outside of work, he's a passionate snowboarder and trained boxer who brings the same energy and focus into building this business.

While new to tech, Ryan is supported by a diverse group of experienced mentors helping guide the vision forward. Such as:

Mentors

Neil Grunberg (AlayaCare, Storytime Capital), Corey Gross (Sensibill), Daniel Warner (Chaitech), and Will Woods (Woods Entertainment-Film Production) provided key guidance on strategy, tech, and creative direction.



Where We Are – And What's Next



- Beta Testing (Now): App in beta on iOS and Android with early feedback driving final improvements
- Raising Seed (Next 2–4 Months): Finalize pitch materials, engage with investors, and secure \$815K seed round
- Launch (Within 6 Months of Funding): Complete development and launch on Apple and Google Play across North America
- Post-Launch (Months 6–12): Test and optimize marketing strategies to maximize user growth and retention

Year 2 Post-Launch: Reach up to 28,300 users, expand into licensing and international markets, and operate as a self-sustaining platform (*with Booktown driving top-of-funnel traffic*)

Making Reading Fun Again

Kids don't just read our stories — they become the main character. Dream Big Books makes reading personal, engaging, and fun through real-time AI.

The product's working. The market's growing. We're ready to scale.





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