



Improving literacy skills through AI-enabled reading assistance and speech identification with real-time feedback and running metric data to record progress.

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# The Literacy Gap Is Growing

1.1 Billion People

Read below standard  
with 130 million in the  
US.

65% US Students

Read below standard  
proficiency levels in the  
fourth grade.

\$2,200,000,000,000

GDP (US) increase by  
raising the average  
reading level to a sixth-  
grade level.

Adolescent 1:1 Reading

25 hours in low-income  
homes compared to  
1,350 hours in middle  
class homes.

80% School Programs

Preschool and afterschool  
programs have no age-  
appropriate books.  
(Ages 5-18)

*Sources: Ferst Readers; Nations Report Card; and Stanford University*



# Bridging the Literacy Gap

## Literacy Impact From Routine Reading Practices

6 Minutes/Day

Achieve a Full Grade Level  
Increase In 8 Months

20 Minutes/Day

Exposed to 2 Million  
Words Per Year

3 Times/Week

Twice As Likely to Score in the  
Top 25% In Reading Skills

*Source: First Readers*



# Why Now – Literacy Impact From COVID

Reading is fundamental for all academic skill disciplines.

1

60% of students in high-poverty schools have been identified as at high risk of having reading issues.

*Source: NY Times*

2

Second and third graders are now approximately 30% behind what would be expected in a typical year.

*Source: Stanford University*

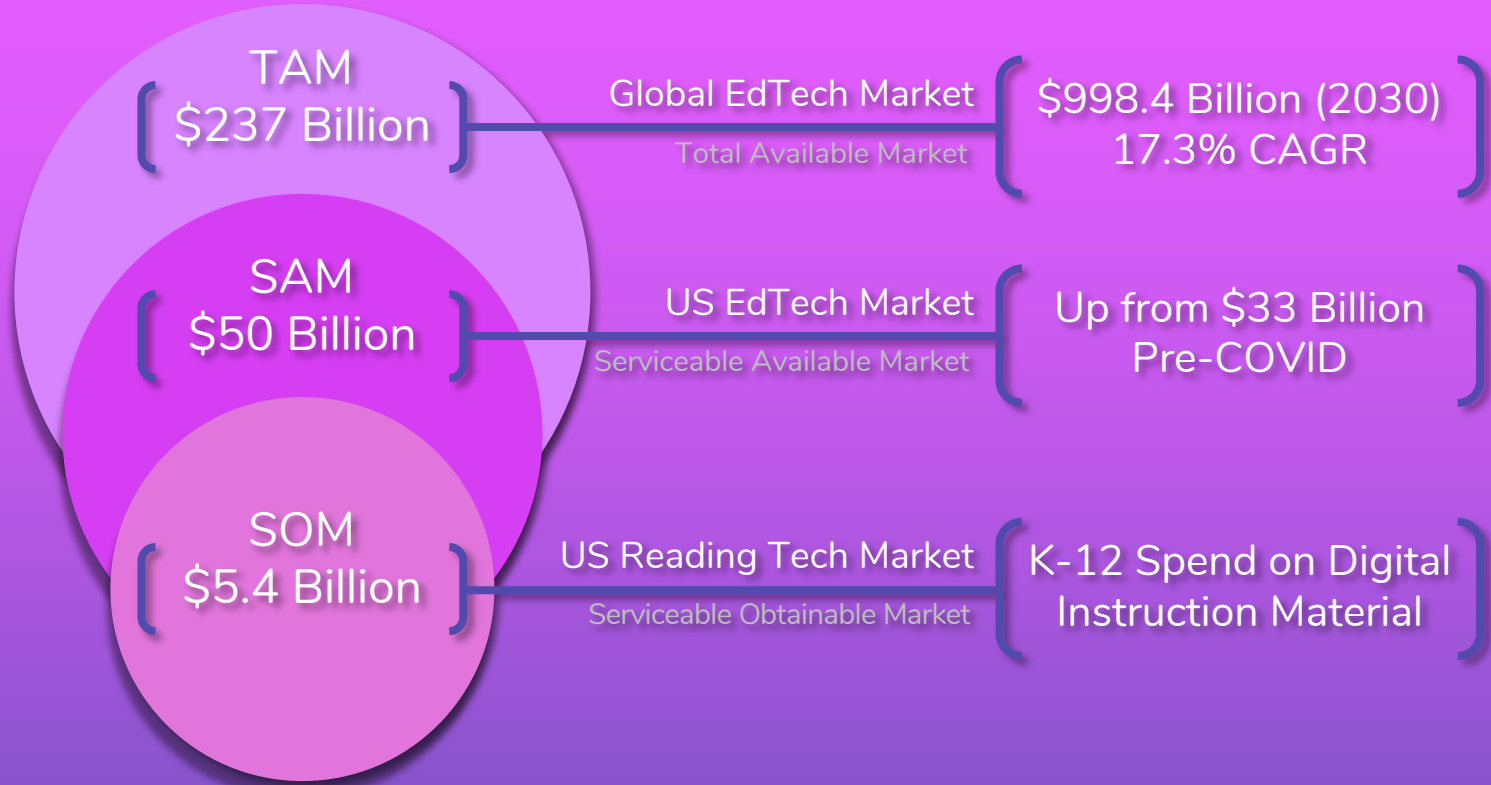
3

Test-score gaps between students in low-poverty and high-poverty elementary schools grew by 15% in reading.

*Source: Brookings*



# Market Size



# Competition

						
<b>Speech Identification</b>	✓	✗	✓	✗	✗	✗
<b>Live Events</b>	✓	✗	✗	✗	✗	✗
<b>Reading or Gaming Oriented</b>	Book Reading	Game	Book Reading	Book Reading	Game	Game
<b>Lexile Measurement</b>	✓	✗	✓	✗	✗	✗
<b>School and Home Use</b>	✓	✓	School Only	Home Only	Home Only	Home Only
<b>Data Modeling</b>	✓	✗	✓	✗	✗	✗



# Product

AI-enabled Learning 7  
Content Selection

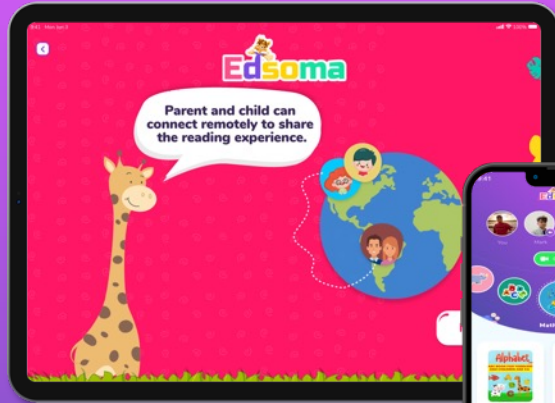
Real-Time Reading  
Assistance

Speech Recognition &  
Identification

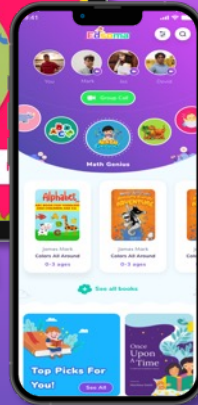
Instant Feedback From  
Spoken Word

Metrics, Reporting,  
Progress Tracking

Apple, Android,  
Chromebook & Fire OS



Android



Apple



# Business Model

 Edsoma Home

\$7.99 per month

Assisted Reading  
Lexile Metrics  
Comprehension  
Live Events

Organic & Viral  
Marketing

 Edsoma School

\$5 per seat/month

Home Features +  
Running Record  
Clever+ Integration  
Edsoma Classroom

Direct Sales,  
Referral & Affiliate





# Team



**Kyle Wallgren**  
Chief Executive Officer



**Bryan Barringer**  
Head of Product  
Technology



**Jeff Horwitz**  
Chief Technology Officer



**Dr. Diane Burton**  
Chief Education Officer



**Vaughn Sutherland**  
SVP, Sales



**Chelsey Barringer**  
Director, Marketing



# Advisors



**Tom Reale**

President/COO

Brown Books Publishing  
5 Years as Global VP at  
Houghton Mifflin Harcourt



**David Meltzer**

Founder

Sports 1 Marketing  
Executive Accountability  
Coach &  
Playbook Podcast Host



**Rick Richter**

Partner

Aevitas Creative Management  
10 Years as President at  
Simon and Schuster



**Carl Grant III**

CEO

Connexa Partners  
20 Years as Global EVP of  
Business Development at Cooley



**Dr. Shaquille O'Neal**

Educational Sponsor &  
Philanthropist  
Serial Tech Investor



# Financials - US

1.1 Billion People Globally are Functionally Illiterate  
130 Million In the United States

\$614,000

2022

6,400  
Subscribers/Mo.

\$7.7 Million

2023

80,300  
Subscribers/Mo.

\$35.2 Million

2024

370,000  
Subscribers/Mo.

\$139.2 Million

2025

1.45 Million  
Subscribers/Mo.



# Financials - India

287 Million People in India are Functionally Illiterate  
*37% of the Global Population*



# Fundraising

Round: **Pre-Seed**

Raising: **\$1,070,000**

Raised: **\$523,000**

## Use of Funds:

Product/Tech	\$450,000
Marketing/Sales	\$150,000
Operations/Personnel	\$250,000
Content	\$150,000
<b>TOTAL</b>	<b>\$1,000,000</b>





Thank You

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