

Infinitales

AI generated interactive stories for kids

The Opportunity

Children

- Get easily bored of the same stories, books don't last
- Lose attention fast and struggle to stay focused on a book
- Wish for stories to be based on what they like

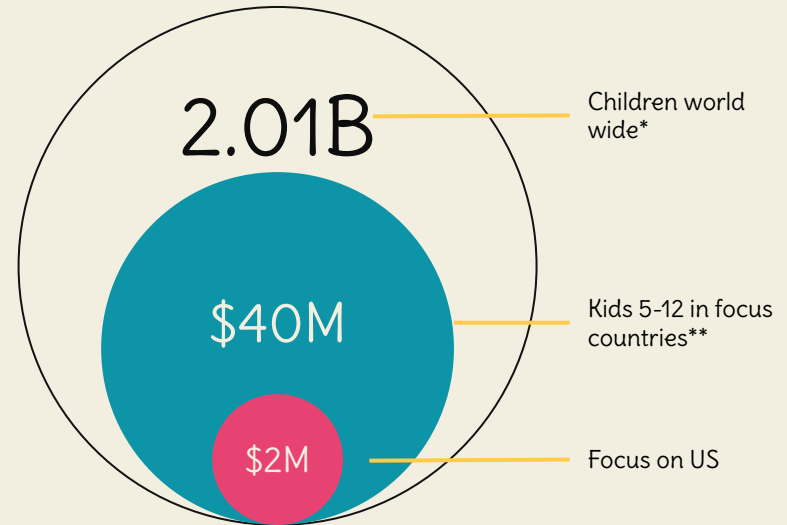
Parents

- Hard time finding new stories
- Dread having to invent a story on the spot, especially for bed time when tired
- Buying books that don't last is an expensive proposition
- Kids at that age grow fast and quickly outgrow the stories parents learned

Market opportunity

The global children and young adult books market size will grow from \$11.35 billion in 2022 to \$11.59 billion in 2023 at a compound annual growth rate (CAGR) of 2.1%***

- 2.01B kids 0-14
- Targeting largest western english speaking populations first (US, UK, AU)
- Focusing on capturing 5% of 5-12yrs old in the US



* <https://data.worldbank.org/indicator/SP.POP.0014.TO>

** <https://data.unicef.org/how-many/>

*** <https://www.thebusinessresearchcompany.com/report/children-and-young-adult-books-global-market-report>

The Solution

AI Generated Interactive Stories

- Generate any story you want
- Children (and parents) can decide how the story evolves
- Have the story narrated to you
- Different entertaining voices for every character



Differentiators

Interactivity

- Children can choose how the story evolves among 3 options
- In paid version parents and kids can provide their own options
- In future versions children will be able to play as one of the characters

Voice-Narration and prompting

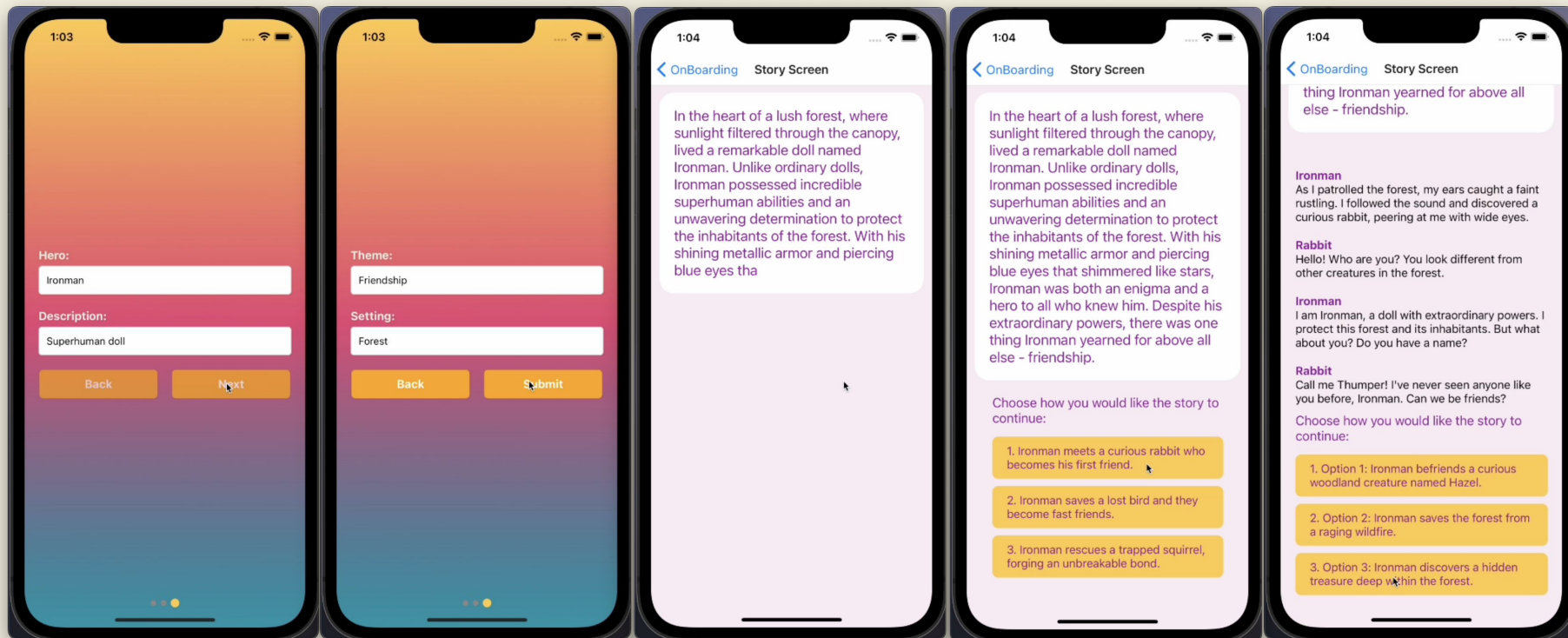
- Narrated story is more engaging than reading
- Unique voices for each character deepen emotional connection
- In paid version interactions are voice based

Core Features & Visuals

- Set a theme for the story, settings, and main character
- Choose how the story develops as it goes
- Voice narration
- Individual character voices
- Share the best stories
- Remix stories you loved
- ...and much more in paid and future versions



Visuals



Tech Stack

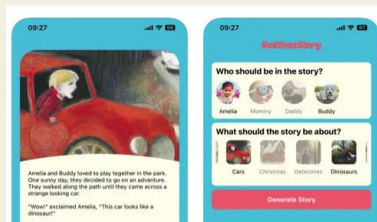
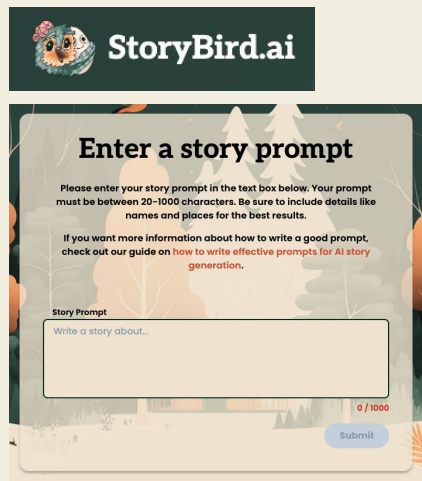
- Mobile first frontend in React Native for high quality mobile experiences to evolve to smart TVs
- OpenAI for story generation, to be replaced by customer LLM fine tuned on story creation
- Elevenlabs for voice narration
- Python + FastAPI backend to handle story generation and narration



Competitors

Focus on story creation and visuals

- Several iOS apps, all doing pretty badly
- Focused on creating the story, no interactivity
- All text + images, no audio options
- Generally low quality
- Storybird seems the best, but is focused on selling printed books
- A couple iOS apps do well possibly thanks to great visuals



Business Model

Free App

- Create 1 story a day
- Rate and share stories (earn Creator Tokens)
- Remix stories you loved (reply story, but make different choices)
- Leaderboard with best stories and their creator
- Narrate 3 shared stories
- Buy Creator Tokens to create more stories
- Use tokens to create additional stories

Paid \$5/month

- Everything in free +
- Get 10 Creator Tokens
- Enable custom choices - prompt the AI to create the story you want
- Parents can clone their voice to narrate the story to their kids
- Children can clone their voice to become the main character
- Save stories for offline narration

Team



CEO
Engineering
Vraj Shah



Media
Li Jiao



Business
Spike

Our Ask

- Free access to 11labs APIs
- More voices to improve narration engagement
- \$100K for fine tuning LLMs for story generation (higher quality stories = more engaging stories = more usage)
- \$100K for user acquisition (influencers and paid advertising to kickstart growth loops)
- \$300K for core team to work on this full time for a year

