



Because every child has a story to tell.

Introducing a safe A.I. platform for any child to create original storybooks **in their own words**, artfully illustrated in a style they choose and delivered right to their door.

Company Profile

Founding Team

Michael Oberman & David Merhar

Award-winning, acclaimed advertising and entertainment executives, entrepreneurs & consumer behavior experts

Leadership, Technology & Data Team

Yash Gad, PhD: AI & Data Science Lead

Tim Lemke: Technology Lead

Amy Hatton: COO

Advisory Board

Technology & New Ventures

User Experience Design

Child Development

Legal, IP & Finance

Target Audience

DTC: **Parents, grandparents, family, friends and care-givers** of children aged 5-14

Corporate & Institutional: **Entertainment & recreation, pediatric hospitals and care centers, education and developmental programs and schools & therapeutics**

Marketing & Awareness Strategy

Celebrity, entertainment & influencer

Financial Projections

Y1 **gross revenue: \$11.25M**

Y1 **gross margin: 64%**

Based on \$45 per printed book (retail)

Core Differentiators

- Proprietary software: **aimee™**
- A.I.-for-good
- Developmental tool: To nurture creative, literacy and story-telling skills
- Child-friendly: Integrated safety checks for profane language and images
- Fun, engaging experience
- Easy to use: For all digital literacy levels
- Premium, distinguished quality
- First-to-market: No comparable, commercially available offerings
- Ethical, pro-artist model: Royalty-based compensation for member artist network
- Closed-source A.I. model: We don't steal (no scraping)

Welcome to Storybooks by Me:

The inspiration came when co-founder David Merhar's daughter was six and he encouraged her to create her own story about a wiener dog's day of adventures. With only a few simple questions and the help of an illustrator friend, he turned her story into a storybook and lifelong keepsake.

Recognizing advances in technology, we developed StorybooksByMe to give every child and family the same opportunity to create original stories, share bonding experiences and provide lifelong memories. Professionally illustrated by ethically compensated artists, each stunning hardcover storybook can be delivered in just days.

These stories are told **in the child's own words (versus A.I.-generated copy) with characters and an illustration style they choose on journeys they've imagined. We're also working to give children the option of a companion black-and-white** version of the storybook to color as another opportunity for creative expression.

All of this magic is thanks to our unique, powerful, versatile and proprietary software, **aimee™**, which generates these incredible illustrations in seconds.

Meet aimee™:

aimee™ is our **proprietary, closed-source A.I. model, guide, illustrator and magic-maker**. Built on stable diffusion technology, we use a unique and proprietary process to minimize the need for large training sets. Instead, **aimee™** has been trained to work from a tightly defined subset of initial inputs from compensated, professional artists to achieve faithful reproduction of their unique artist style and consistency of character from page to page.

aimee™ is also "safe by design," with embedded filters to block profane language or imagery and ensure child and family-friendliness.

Market outlook:

With 60M U.S. children aged 5-14, StorybooksByMe only needs to achieve .4% penetration to sell 250,000 units at a retail price of \$45 per book in Year 1, achieving \$11.25M in gross revenue and a 64% gross margin.

Why partner:

With growing concerns about the fundamentals of reading, writing, and storytelling; parents, families, and caregivers are craving opportunities for developmental experiences with and for the children in their lives.

Beyond the potential for financial gain, a StorybooksByMe collaboration is an opportunity to make a difference for children and families around the world.

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