Jr. Storytellers (JRS)

Investor Supplement

Transforming storytelling into a scalable, defensible business model with global reach and multi-channel revenue streams

September 2025

This presentation contains forward-looking statements for discussion purposes only. Actual results may differ materially from the illustrative scenarios and targets presented.

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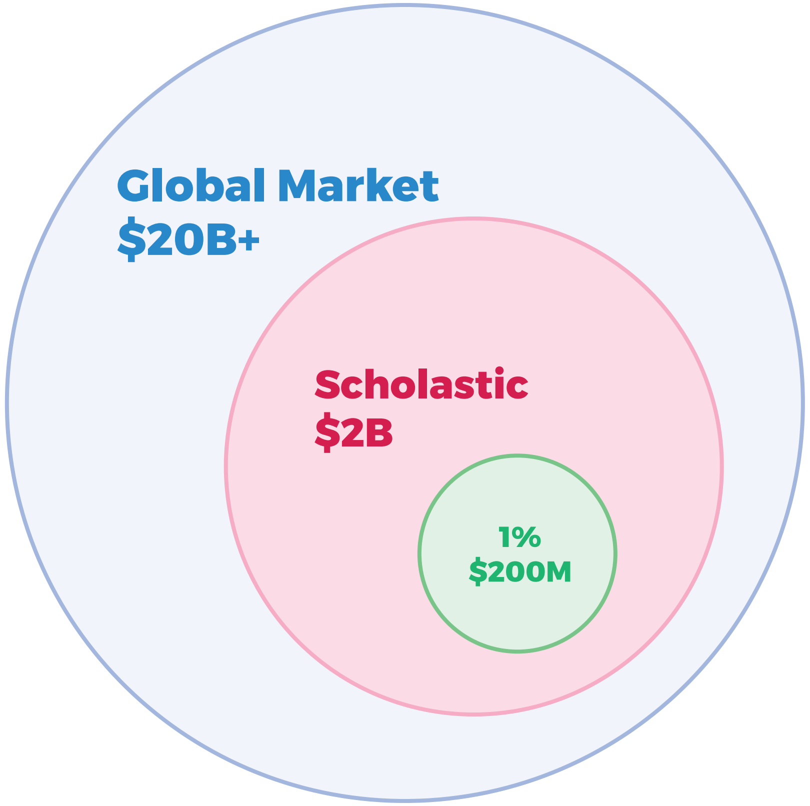
Market Oppurtunity



Total Addressable Market (TAM) Analysis

Global Children's Books & Enrichment

Estimated at $20B+ annually

Scholastic Book Fairs

Generate approximately $2B per year alone

JRS Revenue Opportunity

Capturing just 1%=$200M annually

Capturing even a small share of this market represents a significant revenue opportunity for Jr. Storytellers.

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Marketplace Model Comparison

Care.com

"Uber for caregivers"

- Marketplace connecting families with caregivers
- Trust layer with verification & reviews
- Recurring subscription revenue model
- Network effects drive defensibility

$500M+ Acquisition Value

Jr. Storytellers

Today:

"Uber for storytellers"

- Connecting schools with storytellers
- Book sales + subscription revenue

Future Evolution:

"Uber for educators"

- Broader education marketplace
- Homeschooling & enrichment
- Virtual teaching & curriculum

JRS applies Care.com's proven marketplace model to storytelling, with potential to expand into broader education services.

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JRS Flywheel

The JRS Growth Flywheel

Subscription tiers power the network of storytellers and affiliates:

- **Storytellers Join** - $5/$25/$40 subscription tiers
- **Book Sales** - Storytellers & Affiliates sell JRS titles
- **Bulk Orders** - Schools, NGOs, CSR partners
- **Custom Books** - Branded books, fundraising opportunities
- **JRS Academy & Camps** - After-school programs
- **Mentorship & Downline** - Viral affiliate growth
- **Upgrades & Tools** - CRM, lead gen, higher ARPU

Subscriptions fuel the network. Each activity (books, bulk, custom, academy, mentorship, tools) strengthens engagement and attracts more storytellers, creating a compounding growth loop.

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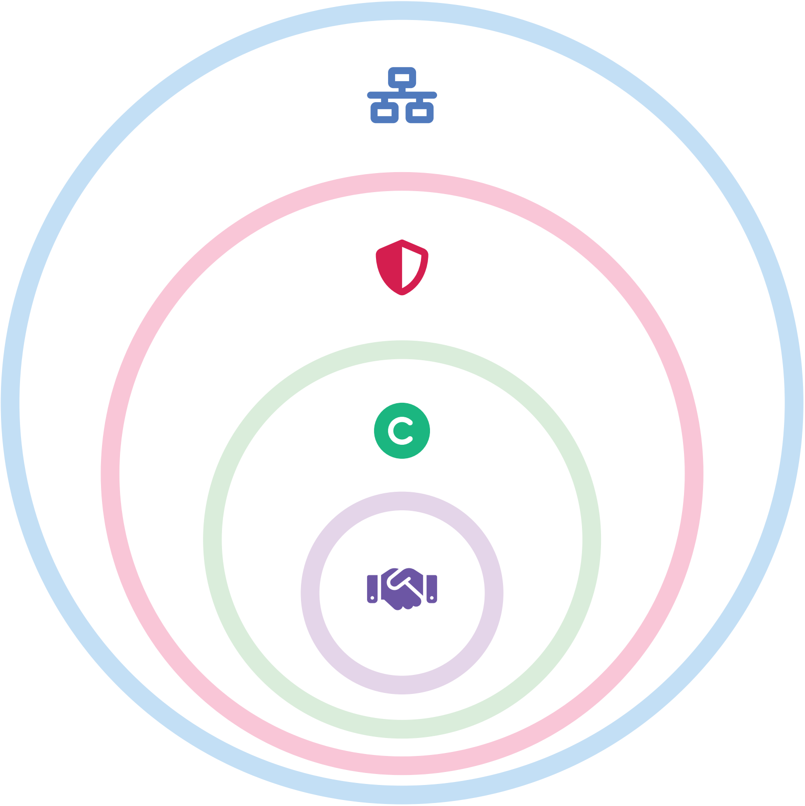
Defensibility



Multi-Layered Defensibility Strategy

Network Effects

More storytellers → more books → bigger catalog → more value

Trust Layer

Background checks & curriculum approval

Exclusive Content/IP

JRS-branded books & curriculum

Institutional Partnerships

School boards, NGOs, sponsors

These layers create a strong defensible moat that competitors will struggle to replicate.

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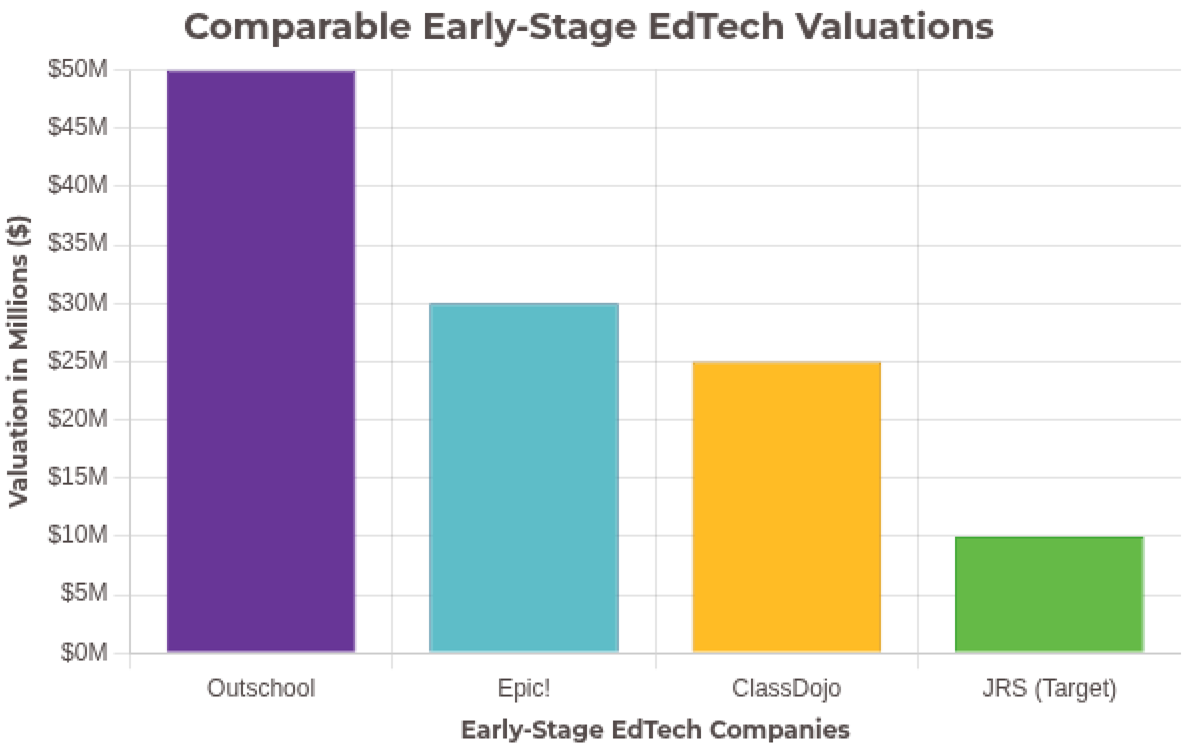
Comparable Valuations



Early-stage EdTech Valuations

Leading platforms raised at **$10M–$50M** with limited early revenue

Key Inflection Points

- Product built and validated
- Initial market demand proven
- Ready for significant scaling

JRS Position

JRS is at a similar inflection point: **$10M pre-money valuation** is aligned with comparable platforms

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Vision: Today & Tomorrow

Today

"Uber for storytellers"

- Storytellers connect with schools and libraries
- Book sales and storytelling gigs
- JRS platform facilitates bookings
- Focused on early reading experiences

Tomorrow

"Uber for educators"

- Global teaching & enrichment marketplace
- Homeschooling resources & curriculum
- Virtual learning platforms & tools
- Multi-disciplinary educational content

JRS begins as a platform connecting storytellers with venues, but evolves into a comprehensive education marketplace — unlocking greater potential and market opportunities.

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Scaling Roadmap

Three-stage growth strategy with ambitious yet achievable targets

1

Year 1 (Seed)

- 2,000 storytellers
- $3M ARR

2

Year 3 (Series A)

- 10,000 storytellers
- $20M+ ARR

Book Fairs | eJRS App | Publishing

3

Years 5-7 (Series B/C)

- 20,000 storytellers
- $100M ARR

Expanded Publishing | Celebrity Bookshelf | Toys & Media | International

Potential exit opportunities

(Note: These are internal targets; actual results may vary.)

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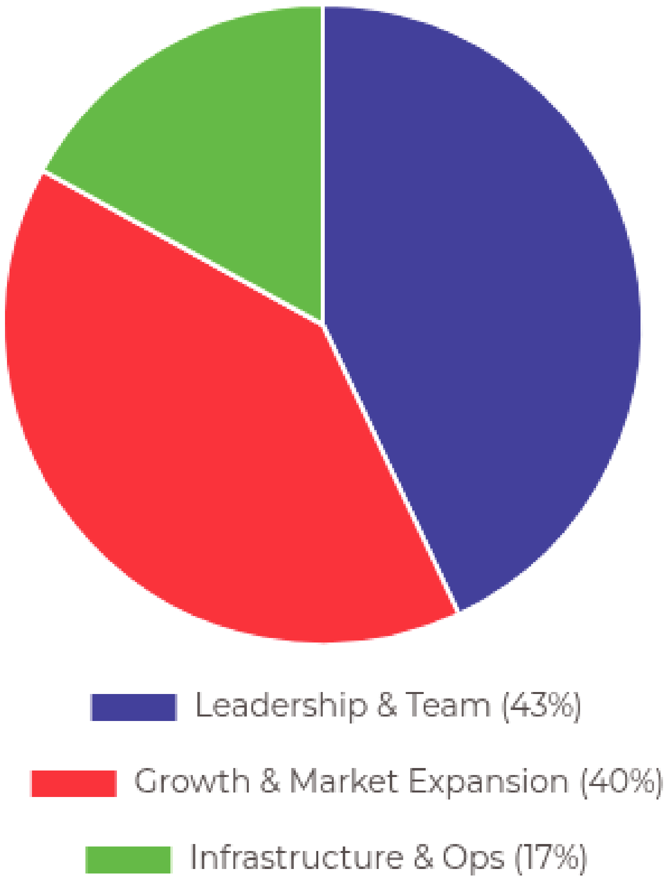
18-Month Seed Allocation: $1.5M



Total Seed Funding: $1.5M

Leadership & Team 43% | $650K

- CEO, CMO, Head of Sales, Ops → $450K
- Book Sales Coordinator → $75K
- Web/IT Lead → $100K
- Curriculum Contractors → $25K

Growth & Market Expansion 40% | $600K

- Marketing & acquisition → $350K
- Bulk order pilots → $50K
- Content development → $200K (15-20 new titles + translations)

Infrastructure & Ops 17% | $250K

- Tech contractors → $75K
- Platform tools → $100K
- Legal, accounting, buffer → $75K

Total = $1.5M

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Investor Alignment

"Seed funds are fully allocated toward leadership, growth, and the storyteller network. Founders will not take salaries from this round. Modest compensation may be introduced once revenue traction is achieved, ensuring alignment with investors."

- 100% of funds directed to growth
- No founder salaries from seed round
- Compensation tied to revenue traction

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Funding Path Projection

Seed (Now)
$1.5M raise @ $10M pre ($11.5M post)

Series A (2-3 years)
$15-20M raise @ $100-150M valuation

Series B (4-5 years)
$30-50M raise @ $250-350M valuation

Series C (6-7 years)
$50-100M raise @ $400-600M valuation

Funding sizes and valuations are illustrative scenarios, not guarantees.

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Additional Revenue Opportunities

Near-Term Exploration (ASAP)

- Affiliate program (TikTok/influencer-driven book sales)
- Mentorship program (sub-affiliates under storytellers)
- Print-on-demand (affordable publishing, faster turnaround)
- Storyteller tools (CRM, lead generation, social automation, JRS Academy and Workshop packages)
- School board partnerships (e.g., Toronto current interest in "The Backpack")
- Custom publishing for schools/organizations (bulk buys)
- Directory exclusivity (verified profiles, premium listing)

Later Expansion

- Book clubs (storyteller-led, recurring engagement)
- Payment processing (schools/venues pay via JRS)
- Publishing for English learners (China CIP)
- Multilingual publishing (Spanish, Mandarin, Arabic)
- Modernized book fairs (live storyteller stations)
- Celebrity bookshelf (partnerships with celebrities)
- Toys, games, and licensing (extensions of IP)
- Media & film opportunities (storytelling IP for screen)
- App & gamification platform (student engagement tools)

These revenue streams build on the core JRS model and offer multiple paths to scale beyond the current business.

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The Vision

Every storyteller is a business node in the global JRS network.

For a small monthly fee, they receive training, curriculum, marketing, and fulfillment. They earn from storytelling, while JRS earns recurring subscription and book revenue.

At scale, this model has the potential to build a $100M+ company with defensibility others can't replicate.

The JRS Moat: Why Storytellers Stay in JRS

Leads & Bookings

Core Value Proposition

- Direct paid opportunities from schools & libraries
- One booking per month justifies subscription fee
- Creates immediate, tangible ROI for storytellers

Publishing Pathway

Author Opportunity

- Print-on-demand publishing for storytellers
- JRS Bookshelf showcases their titles
- Additional income & professional status

Gamified Profile

Reputation Building

- Verified profiles with review system
- Achievement badges & certification status
- Higher investment = higher switching costs

Community & Mentorship

Belonging & Support

- Monthly Q&A sessions & peer groups
- Sub-affiliate mentorship program
- Leaving means losing community status

Tools & Benefits

Upsell Potential

- CRM & lead generation tools
- Social media automation features
- Deeper reliance increases platform stickiness

Directory Exclusivity

Verified Visibility

- Only certified storytellers get listed
- Background checks & quality control
- Leaving means losing preferred status

Recognition & Rewards

Status & Identity

- Leaderboards & spotlight features
- "Storyteller of the Month" recognition
- Creates pride & professional identity

These integrated retention factors create multiple ties between storytellers and JRS, increasing platform stickiness and building defensible moats.

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Financial projections, valuation targets, market sizing, and business forecasts are based on internal analysis and are not guaranteed outcomes. The funding roadmap and dilution scenarios are illustrative and subject to market conditions.

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