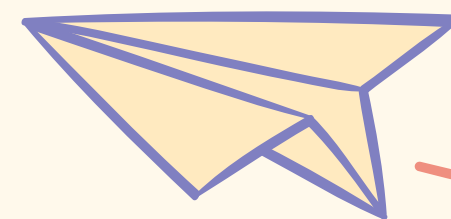




**"The world's largest network of storytellers
inspiring kids through live readings & books."**



"Storytelling Unlocks Human Potential."



Why Storytelling Works

JRS is both a children's book publishing house and a globally scalable Social & Emotional Learning (SEL) delivery platform. We combine engaging stories, live experiences, and a global network of storytellers to inspire kids and teach essential life skills.

Storytelling builds all 5 CASEL core competencies:

-  Self-awareness
-  Self-management
-  Social awareness
-  Relationship skills
-  Responsible decision-making

And more — because storytelling is how humans thrive!

-  Imagination & Problem-Solving
-  Language & Literacy
-  Worldview
-  Confidence & Communication
-  Connection & Joy



The Problems

Declining Literacy & Human Connection

- Kids are reading less.
- Schools aren't teaching storytelling, a critical life skill for communication and leadership.
- As screens dominate, real human connection is fading.

! *Reading enjoyment falls from 57% of 8-year-olds to just 35% by age 9. Only 17% of 13-year-olds read daily for fun (National Education Association).*

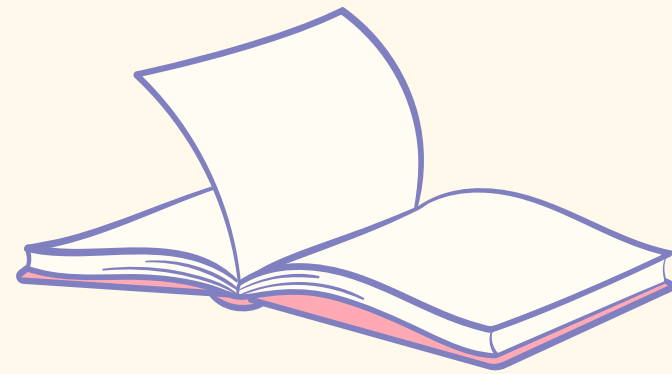
Limited Opportunities for Storytellers & Authors

- Adults are losing jobs to automation and need future-proof, purpose-driven income.
- Children's book authors are passionate but rarely profitable — they struggle to get into schools & communities.
- Many have great children's story ideas but don't know where to start and face high publishing costs.

! *40% of US jobs are at high risk of automation in the next two decades — McKinsey Global Institute*



The Bigger Picture



"We are facing a literacy and storytelling crisis."

- Children are less engaged with reading and live interaction.
- Schools have strict academic needs
(but can outsource SEL like Storytelling)
- Adults need new, human-centered income streams.
- Authors lack a direct distribution network.



Current Solutions



Schools: Test-focused, little room for creativity.



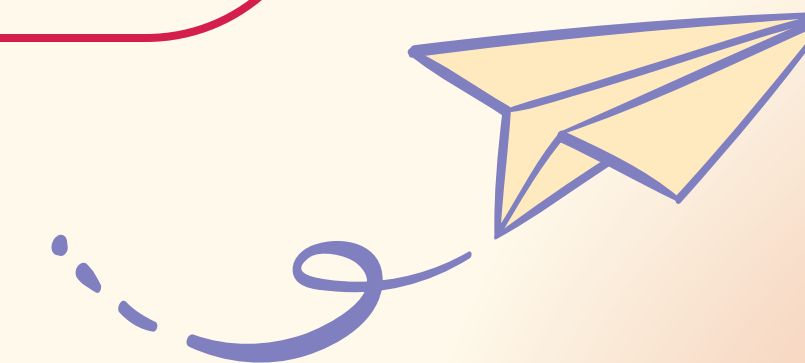
Authors: Self-publishing without school or community reach.



SEL Programs: Isolated, not connected globally.



No one is connecting the dots between storytellers, authors, schools, and communities — at scale.



What If...

"What if we could connect passionate storytellers, brilliant authors, and eager young listeners in every community in the world?"

- ★ Storytellers earning income & spreading joy.
- ★ Every book paired with curriculum & activities.
- ★ Global distribution in both physical and digital form.



The JRS Solution



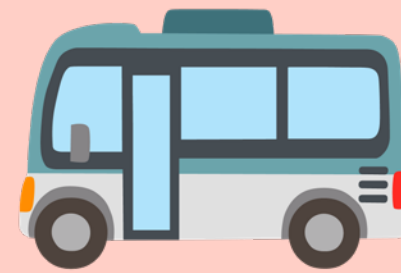
Jr. Storytellers: The world's first global storytelling network.

We:

-  Onboard, train, and equip storytellers to read in schools, libraries, and communities.
-  Provide a library of children's books with matching curriculum & promotional tools.
-  Publish & distribute authors' books within our network.
-  Offer multiple revenue streams: subscriptions, book sales, bulk orders, academy, sponsorships.
-  Expand internationally with eJRS for digital storytelling in non-book regions.



The Big Opportunity



**“Uber for Storytelling” in a
\$20B+ children’s book &
enrichment market.**

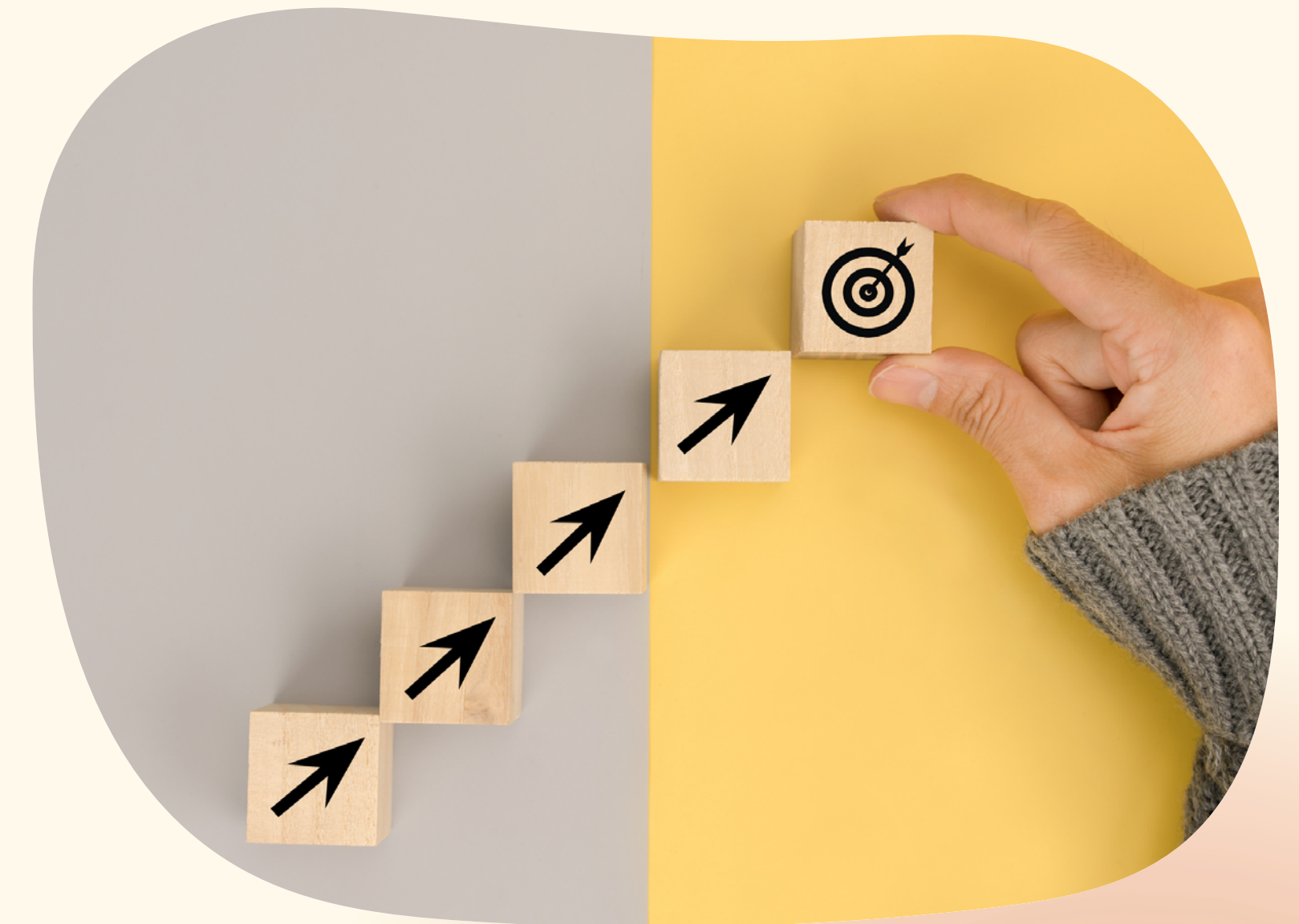


**Scholastic does \$2B/year
with book fairs — we modernize
with live engagement
+ digital reach.**



Traction

- ★ 500 storytellers signed up in our pilot (first 3 months).
- ★ 8,000 newsletter subscribers.
- ★ 20,000 books ready to ship from fulfillment centers.
- ★ Curriculum & activity sheets for every title already built.
- ★ Fully automated onboarding, resource library, and affiliate system.



How We Win



🏆 5 revenue streams: subscriptions, book sales, bulk orders, academy/camps, sponsorships.

🏆 Fully automated onboarding + marketing toolkits.

🏆 Scalable model: storytellers in multiple countries, eJRS for non-book regions.



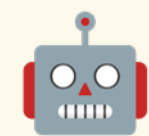
Timing Is Perfect



Schools & parents seeking SEL enrichment.



Rise of gig work & purpose-driven side income.



AI tools speed up curriculum & marketing production.



Why Us

- ♥ Jason & Derek: authors with decades of experience storytelling & working with kids.
- ♥ Jason proved the JRS model — repeatedly invited back by schools — before becoming CEO of a global children's franchise.
- ♥ Founders invested \$150K of personal capital to build and prove the platform before seeking investment.
- ♥ Product is built, market tested, ready to scale.



The Next 18 Months



Milestones:

- ★ 2,000 active storytellers.
- ★ \$3M annualized run rate.
- ★ Launch eJRS internationally.
- ★ Secure 20 large bulk order clients.



The Ask

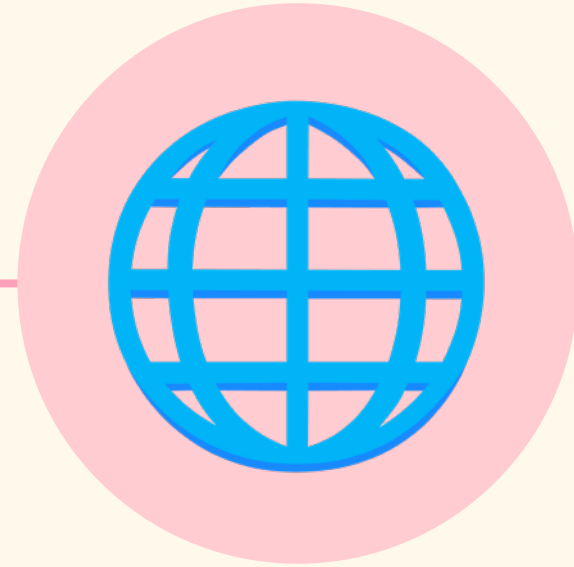


We're opening a limited allocation for strategic investors at a \$10M pre-money valuation.

- Minimum investment: \$115,384 $\approx$ 1% equity equivalent via SAFE.
- Capital will fund:
 - Key leadership hires (CEO, CMO, Head of Sales, Ops Manager).
 - Aggressive storyteller acquisition & book sales marketing.
 - Bulk sales program targeting schools, NGOs, and corporate sponsors.
 - Development & launch of the eJRS international platform.
- Investor rights: Pro-rata rights to maintain ownership in future rounds.



Massive Market, Multiple Exits



Potential for \$100M+ revenue scaling to 20,000 storytellers globally.



Multiple exit paths: edtech acquisition, major publisher buyout, or franchise.

Contact



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"The next chapter in humanity starts here."