



Making Education Fair

Brighter Text
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Contact Information

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Overview

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01

**Serves dyslexic students
in grades K-5 across all
socioeconomic
backgrounds**

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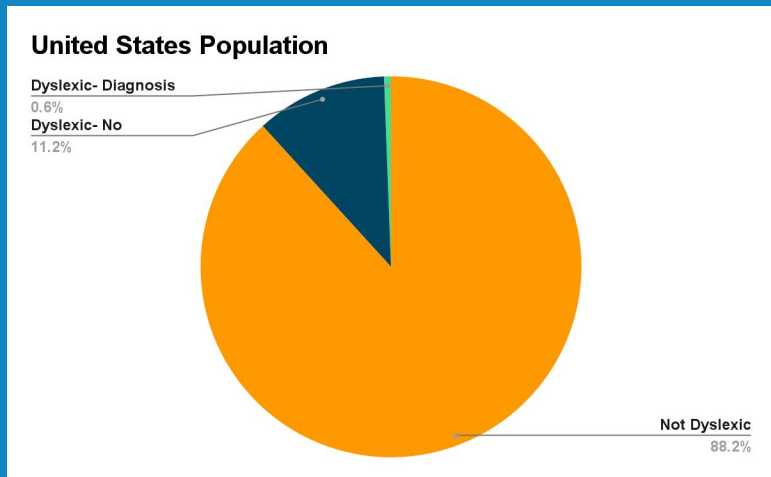
**BrighterText is an AI
powered literacy platform
for students with dyslexia**

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**Uses a digital model to
enable scalable growth
and national accessibility**

Problem

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1 in every 10 people are estimated to have Dyslexia

- **Tutoring can be \$40–125**
- **Annually ~\$5,200– ~\$16,250**
 - **Assuming tutoring 2–3 times per week for aggressive intervention**
- **Median for U.S. households is \$83,730 in 2024**
- **30.6% U.S. Americans make less than \$50,000 a year**

Early reading intervention is time-sensitive; delays compound academic gaps.

Customer Segments

Primary Users:

- **Dyslexic students in grades K-5**

Primary Buyers:

- **Parents and caregivers of dyslexic students**

Institutional buyers:

- **Private/public schools**

Future expansion:

- **Middle and high school kids**

The initial target market centers on early intervention to maximize educational outcomes and customer demand.

Unique Value Proposition

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Affordable, AI powered literacy support that adapts to each dyslexic learner, without the cost of traditional tutoring.



Built on evidence based structured literacy research

Interactive AI Tutor:

- **Delivers personalized structured literacy instruction**
- **Adapts lessons in real time based on student performance**
- **Provides immediate feedback and guided practice**

Gamified Learning Experiences:

- **Reinforces skills through interactive reading games**
- **Adjusts difficulty automatically to match learner progress**
- **Builds confidence through mastery based progression**

Channels

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Search (Primary Growth Channel)

- **Low/Medium cost**
 - **SEO (low)**
 - **Google ads (medium)**
- **Search for Dyslexic tutors is a crisis search**
 - **High effectiveness**

Referrals and Partnerships

- **Word of mouth referrals**
- **School and dyslexia organization partnerships**
 - **Build trust with customers**

Initial growth prioritizes high intent search, followed by partnerships for scalable expansion

School and District Licensing

- Annual licensings for schools and districts
- Per-student or Per-school pricing model
- Integrates with existing literacy programs

Subscription Model

- Monthly/Annual subscriptions for individual/families
- Extremely affordable compared to tutoring
- Full access to the AI/games
- Predictable cash flow

Cost Structure

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Customer Acquisition Costs

- Search advertising
- Outreach



Platform Costs

- Cloud hosting
- AI model usage and maintenance



Human Resources Costs

- Platform development
- Curriculum work



Other Operating Costs

- Research and product testing
- Legal costs



Key Metrics

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- Monthly active users
- Subscription retention rate

**User
Growth**

Product Performance

- Literacy rates
- Accuracy of AI personalization

- User retention
- Skill mastery progression

Learning and Engagement

Competitive Advantage

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**Adaptive AI
backed by
evidence
based
structured
literacy
research**

**Makes a
difference in
modern day
educational
systems**

**Gives
opportunities
to kids, who
without this
program
wouldn't
have
anything**

Conclusion

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Why BrighterText? Why would this be successful?

- **Addresses a large, underserved literacy market**
- **Uses a scalable, low-cost digital model**
- **Generates recurring revenue through subscriptions and licensing**

**Make education accessible to all,
regardless of one's socioeconomic
background.**

