



PENNZ
Literacy for all





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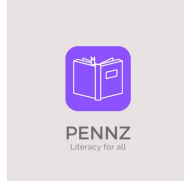
Business Overview

Non-profit focused on the creation and distribution of children's books in multiple languages via a mobile app with the goal of increasing literacy levels.

B2C model targeting parents and educators

Launching with NYC Pilot Program





Value Proposition



PENNZ provides inclusive, multilingual publications via our mobile app teachers and parents for pre-K through 8th grade. We create and distribute all of our educational content and increase accessibility through our technology.

Executive Summary

- Focus on brand awareness and increasing donations and app downloads.
- In-house content creation/distribution sets us apart
- Will utilize omni-channel marketing campaigns and fundraising events to accomplish goals
- By the end of 2022, we are aiming for 10k downloads and \$500k in donations



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Market Analysis

→ 100+ literacy nonprofits in the US

→ 45 million Americans are functionally illiterate and cannot read above a fifth-grade level

→ Covid-19 learning loss

→ An estimated 3 million vulnerable students are out of school nationwide

→ Nationally, only 35% of public school students were at or above Proficient in grade 4 reading.



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Market Analysis

What makes us the market solution?

- Ease of accessibility
- Affordability
- Multilingual- inclusive



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Audience Research



- NYC students have suffered from pandemic learning
- Close to half of students are behind by 3rd grade
- The city has taken steps to address the issue
- Racial and class disparities
- Issues of technological accessibility



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Audience Segmentation

Pre-K- 8th grade in NYC	Principals	Educators	Parents
Age Range	49-55	30-49	30-39
Gender	Skews Female	Skews Female	Mothers tend to be more involved in their child's education
Race	Majority are white at 73.8%	Majority are white at 79.8%	Majority are Asian at 58%
Avg. Income	100k-160k	54k-93k	72k-89k
Educational level	Masters degree	Bachelors or Masters degree	45% of parents obtained a college degree, 26% did not <i>(degree level not specified)</i>
Use of educational technology	95%	95%	Average of 60% households are provided with educational technology for home use



Competitive Analysis



Reading is Fundamental https://www.rif.org/	Leads nation in awareness of literacy crisis. Works with grassroots organizations to impact at local levels. Provides resources for educators and parent engagement materials.
Reading Rockets https://www.readingrockets.org/about	Creates strategy based content for teachers, administrations parents etc. Provides a why and how for users to apply to unique situations.
Room to Read https://www.roomtoread.org/about-us/	Focuses on literacy and gender equality in education for low-income populations. Has a global reach and robust project tracking to measure impact.

Objectives



**Increase landing page
visits by 15% by Q2 2022**



**Increase app downloads
by 7% by Q4 2022**



**Reach \$500,000 in
donations by the end of
2022**

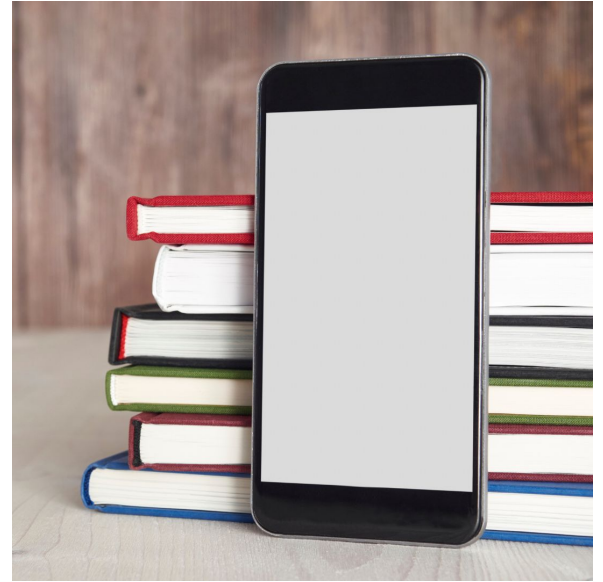
Key Performance Indicators

**Number of app
downloads**

**Open/Click Rate for
Email Newsletters**

**Number/size of
donation**

**% Increase in landing
page sessions**



Marketing Strategies

- Social media campaign targeting donors to fundraise via crowdfunding.



- Content marketing campaign with educational resources for parents and educators



- Email drip campaign encouraging parents and educators to download the app



- PPC campaign with Google AdWords focused on parents and educators



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Content Marketing Strategies



Add 'News' page to website and continually update with earned media mentions and organizational updates.

Continually update resource page for parents and educators with SEO-optimized content.

Add testimonials to bottom of homepage to increase credibility of organization.



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Looking Ahead

- **Partner with major corporations to increase donation size, brand reach & authority**
- **Expand beyond the NYC pilot to state, region and national levels**
- **Partner with Educational Institutions from local to national levels to align with broader company objectives.**



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