

Investment/Donation



Opportunity

What are we doing

Our unique and tested method meets the global challenge of reading acquiring difficulties for 4-8 aged children from Preschool / Kindergarten on. It prevents most deficiencies and eases the rest. The method can also help aging people to amend their declined memory and delay or stop mental decline as Alzheimer for better wellness.

Need/Opportunity

After a steady increase for nearly a decade, average reading scores among eighth-graders decreased between 2013 – 2015 and so progress among fourth-graders too.

In 2015, 7 % -11% of children of above / below poverty line families, were identified as having learning disabilities. [//www.childtrends.org/](http://www.childtrends.org/)

We prevent & amend it via our method with the joy of computer AI musical games.

About 300 million aging people need to amend their memory from constant decline.

Solution

Sound2Read enables easy and enjoyable transition from concrete to abstract thinking, thus solving the problem of learning and memory. This is done using a primeval language that we developed which is based on a natural combination of 8 symbols – notations (as letters) and music sounds.

Top achievements milestones

Pre-release Hebrew/English SW with handbooks practiced by over than 10,500 students achieved significant improve of reading/learning skills.

Competitors: How we are different

There are no direct competitors. No one initiates concrete easy music reading to enhance abstract reading components via music tech and solve the root problem of teaching abstract to children with concrete grasp enabling easy acquire the verbal reading d preventing most deficiencies.

Marketing channels

We'll use: Direct channels, Digital Marketing using Google ADS, Social Media (LinkedIn, Facebook,

WhatsApp's), and B2G, B2B & B2C marketing, models; national and local Governments, Schools, Teachers.

Revenue model

Read and Play will offer the Sound2Read product price models as follows:

- Municipality and School site professional license with back office
- Private Teacher license
- Student license
- Customers license
- Medical centers for aging people.

Intellectual Properties (IP)

Provisional Application for Patent, fifty-two claims.

Sound2Read of Read and Play enables millions of children to overcome difficulties and acquire reading skills, as well as reversing memory decline in the aged population and improving their wellness.

Stage: Pre-Revenues, Seed.

Industry: Education, Mind-care/Wellness

Numbers of Employees: 4

Market Size: Between \$1B and \$5B

Investment opportunity: \$5^M for 5 years children donations & studies for customization for aging people.

Use of Proceeds

Develop the 1st version application, initial marketing & sales. With donates we give it to children at risk & hospitals and ho

Magement &Team

Dr. Yehudit Carmon - Entrepreneur & CEO Founders - Ph.D. in education & music, M.A & B.A. in Musicology, & and violin Academy - Tel Aviv University. Teaching/ lecturing experience of many years. **Shay Ben-Avi** -CTO **Itzik Shalom**- financier and computer. **Rami Zarr**-Marketing

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