



## Introduction

Bedtime stories have been a part of a child's nighttime routine for centuries - long before bubble gum flavored toothpaste. What we read or illustrate on the page of a bedtime story is like that explosive stuff on the tip of a match - share a story with a child and you will spark a brilliant fire inside their imagination. For a few moments each night Storytellers are superheroes, with the power to build literacy, build character and take a child to another world.

*Simply add **video** to this nightly, household routine and you add more family members to the **eXperience!***

As social media platforms grow and video chat is rapidly adopted, families are clearly engaging in new technologies that enrich their relationships, despite any distance apart. *Be There Bedtime Stories* is a new platform that enables bedtime stories from the Web with an iPad or webcam - trademarked *Webtime Stories™*. Now grandparents, traveling or military parents and aunts/uncles can build relationships and build literacy as they read a story within a video frame right on the page of the children's e-book.



## 1. CHOOSE

*an e-book from the online bookstore...*

## 2. READ

*the story aloud in front of your iPad or webcam...*

**3. EMAIL** a link to your *Webtime Stories™* to anyone, viewable any number of times.



## Contact Us

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# Meet Our Storytellers

## Meet Vivian

She lives 2000 miles away from her **only** 2 grandchildren, but she still reads them a bedtime story every Sunday night!



"My 4 year old granddaughter was glued to the computer for the entire 20 minute story!"

**Vivian Sulzman, Arizona**  
Grandmother of 2

"This is like a dreamland! Thank you for providing this reading opportunity..."  
**Anonymous Blue Star Family Parent**



## Meet Charlotte

She is a mom, but she's also a soldier, serving as a Marine overseas. She can't 'be there' for bathtime, or bake her daughter cookies, but she CAN 'be there' to watch her 4 year old as she learns to read!

"I think that this service is cleverly and attractively packaged, very easy to understand and use, and a barrel of fun!"

**Phillip G. Traynor, Florida**  
Father of a 5 year old

## Meet Phillip

Being in the hotel business, he's on the road half the week. But the time zone difference doesn't keep him from 'being there at bedtime' - he can record a story in his hotel room for his son to watch anytime!



Focus Group Reports representing user profiles are available upon request.



*"This is the sweetest service I have seen in quite awhile. What an innovative idea. My granddaughter (5 years old) lives about 200 miles away from me. I don't get to see her as much as I would like to. This idea is a great way to keep in touch and she won't forget who I am. I definitely want this service!!!"*

**Bunny Bigger, Florida**

# Meet Our Vision!



be there

...happily ever after,  
with Multi-Media Keepsakes

Storytelling has been around for centuries. So we're thrilled to have created a new technology that preserves this age-old tradition. By combining personalized narrative video to other social experiences, families and friends are discovering simple, convenient and entertaining ways to build relationships when far apart.

- Webtime Stories™ offer a dual value in a technology experience - the educational and emotional benefits motivate families in a way many other online programs cannot compare.
- Webtime Stories™ create motivation for outside family members to support reading development by participating - whether reading a story or watching a story.
- Webtime Stories™ last forever and can be enjoyed by future generations as a family keepsake.
- Our technology is in concept development for products supporting military families and connecting families with their ancestors on a family tree.



Look for more products in development by our parent company, *Be There Media*, offering a unique new experience for the 21st century family - both tonight and for generations to come!



*"Webtime Stories™ offer some unique and story-specific advantages over other webcam alternatives like Skype and iChat."*

~ SavvyAuntie.com

# Meet Our Research

Webtime Stories™ Build Relationships and Build Readers.

Currently, 34% of children enter kindergarten without the basic language skills they will need to learn to read. **Reading aloud** to children is the single most effective tool for developing language and literacy.

~ ReachOutandRead.org

35% of parents go to **Friends or Family** for recommendations on children's books for kids under age 7.

~Bowker & Assoc. Booksellers for Children (Joint Study)

Children who are read to at least **three times a week** by a family member are twice as likely to be in the top 25 percent reading level.

~ U.S. Department of Education

**Literacy** doesn't begin at kindergarten—or even in preschool. Babies respond to adults talking to them; 1 year-olds point to pictures in books; and 2 year-olds chant nursery rhymes. These and other first steps lay the foundations for literacy.

~ NAEYC Natl. Assoc. for the Education of Young Children

How to Sustain Child's Interest in an App:

- Fresh humorous content
- Incentives/goals
- **Personalized** options

~Joan Ganz Cooney Center

Visit our **Storyblogger**, linked off our homepage, for storytelling ideas, literacy tips and author interviews.



*"Education is one of the top eight industries most rapidly impacted by tablets."*

~ TabTimes.com

# Meet Our Research

## Did You Know?

While our testing has revealed all family members enjoy webcam storytelling, the grandparent profile is uniquely larger than any other demographic. The US Census Report from 2008 calculates 25M children under the age of 5 in the US with an average of 2 kids per household. That puts the grandparent storytellers potentially at 48M, if you consider 4 grandparents per household!

Grandparents today are also the infamous Baby Boomer demographic, with characteristics that are shattering the presumptions about the power and behaviors of this age group. They have, in fact, reinvented the term 'senior citizen'.



### Grandparents.com Statistics on Baby Boomers:

- The average age of a grandparent was projected at 50 in 2010
- They control 75% of the wealth in this country
- By 2010, they will earn the highest average income
- They spend \$2 trillion every year on consumer goods and services
- 75% of Baby Boomers are online
- 55% play video games with their grandkids!

### Accenture Statistics on Baby Boomers:

- 95% Own a Computer
- 51% Prefer Computer Over Mobile Device
- 36% Enjoy Watching/Posting Videos on Internet



*"When new technology products enter the market — products that are well-designed and can help create the life baby boomers want — they are enthusiastic early adopters who help lead the way."*

~ Rob Sinclair,

Director of Accessibility at Microsoft

Source: "Baby Boomers Are Shaping the Future of Technology, AARP and Microsoft Research Shows"



*"Baby boomers want technology that reflects their values and helps them express those values with greater purpose, meaning and impact..."*

~ Adam Sohn,

Director of Integrated Communications, AARP

# Meet Our Partners

## Our Mission: Create Happy Moments

That is our Mission Statement for *Be There Bedtime Stories*. As it turns out, when we give through our Charitable Outreach Programs, well that just multiplies the happy moments tenfold!

## Our Shared Mission to Support Literacy and MilFams



ReachOutandRead.org is raising awareness on early literacy with the help of 28,000 pediatric doctors, nurses and medical providers, utilizing the programs developed from their 14 published research studies. One of their programs now serves more than 25% of all children under age 5, who receive healthcare from a military treatment facility.

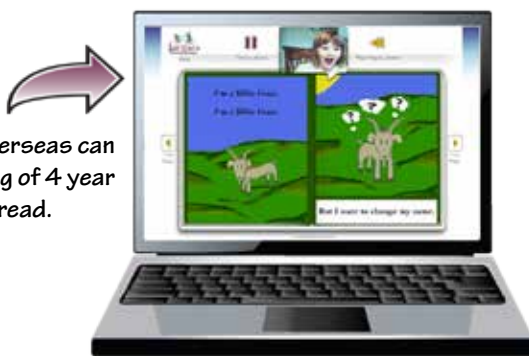
**BlueStarFam.org** is a military family support organization, serving as a bridge between military families, the shapers of policy affecting military life, and the nation. This leading organization has worked directly with many high-profile leaders and celebrities, including Cher, Jack Black, the Ellen Show, and Dr. Jill Biden and First Lady Michelle Obama, raising awareness on the ongoing needs of MilFams.

"My kids could not BELIEVE Daddy was reading with them. The site said that we can watch it unlimited times, which will also be a blessing. When the kids get lonely, this video/storybook will come in handy. Anything I can do for this organization, it has helped keep my kids and I going. THANK YOU" :) Becky Long, Military Mom



We are proud to be recognized as a partner with these leading national organizations. These alliances reflect our shared value of the physical book necessary in the literacy development experience of a child. The technology of *Be There Bedtime Stories* is supplemental to the development process, enabling families serving overseas to witness and participate in the read-aloud techniques delivered via webcam.

Mom or Dad overseas can watch recording of 4 year old learning to read.



Soldier overseas can read a bedtime story to child.



*"Reading to children improves family relationships, reduces stress, and promotes resiliency. In fact, parents reading daily to their children may be one of the greatest protective factors for families during deployment."*  
**Dr. Eric Flake, Major, U.S. Air Force,**  
*Developmental-Behavioral Pediatrician*

# Meet Our Leadership Team

**Alison Sansone**, Creator and CEO, started her career in the hospitality industry, working in diverse leadership roles for brands such as Motel 6, Embassy Suites, Hilton and Marriott. In 2005, she combined her training in videography with her passion for marketing to start her own company, producing web-based media tools. Her experience with video media inspired the business model of connecting families across miles through the simple activity of a bedtime story, considering her own frustration living so far away from her only two nieces.



Sansone, an Irvine, CA resident, was selected as a finalist, chosen as one of more than 25 rising business stars, by the Irvine Chamber of Commerce Entrepreneurial Forum. *Be There Bedtime Stories* qualified for the competition recognizing the best entrepreneurial ideas for a new company in 2011, by receiving the highest number of public votes via the Youtube online voting criteria.

In 2012, she was nominated for the prestigious *Women in Business Awards*, sponsored by the *Orange County Business Journal*, and continues to spearhead the company's growth and strategic vision:



"Aunt Ali" with Abby (6) and Cassie (4)

- Over 250 titles have been licensed for her bookstore by publishers, featuring a variety of genres for ages 2-8.
- She is a strategic partner of *Blue Star Families*, offering free Webtime Stories and webcams to this nationally leading military family support org.
- She is endorsed by *Reach Out and Read*, a national leading, research-based organization raising awareness on early childhood literacy.
- She serves on the steering committee for the *Los Angeles Children's Literacy Coalition*, a distinguished co-op of national literacy organizations.
- She serves on the marketing and design team for the 'Read Across CA' campaign launching March 2012, following recent legislation ARC 62.
- Her online platform has been awarded the *Mom's Choice Award* for 'best of the best' in Family Friendly Media and Services.

## Development Support Team



**Paul Pacun, CTO**, is founder of Appsolutely, Inc, and the creator of vablet™- a ground breaking new technology that manages and secures content on tablet and mobile devices for large enterprises across the globe. Users are among the top ten global banking institutions, in addition to leading healthcare and pharmaceutical groups. Learn more at [Vablet.com](http://Vablet.com).



**Jesse Pierpoint, Creative Director**, is also Creative Director at Seven2.com, with over 10 years in digital strategies for major brands in entertainment and telecom. See also: [www.pierpointwebsite.com](http://www.pierpointwebsite.com).



" "I was amazed at how easy and fun it was to record my first story. I didn't have to adjust anything because the website does all the work..."  
~ GaGaSisterhood.com