NAME STORY 夢想創意 www.name-story.com

The next big wave in publishing industry: Personalised Storybook

Ir Dr Alan Lam
Founder of Concept Infinity Limited

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NameStory Mission:
Let Children to be part of the story!

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What is personalized storybook?

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How to bring our children into ready?
Offer them a personalised book!

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Brave out, Thumbelina! is personalised novel created by NameStory

"Brave Out, Thumbelina!"

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Chess game inside

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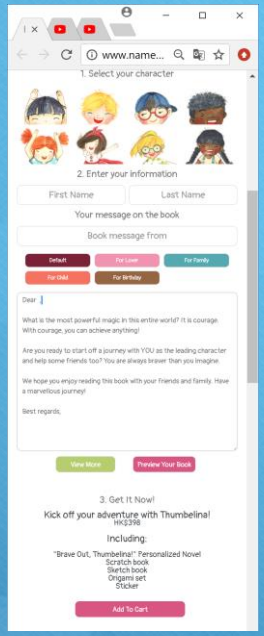
How it works?
Order online and send to your home!

Order from Website: www.name-story.com



Printed by digital printer and ship to customer

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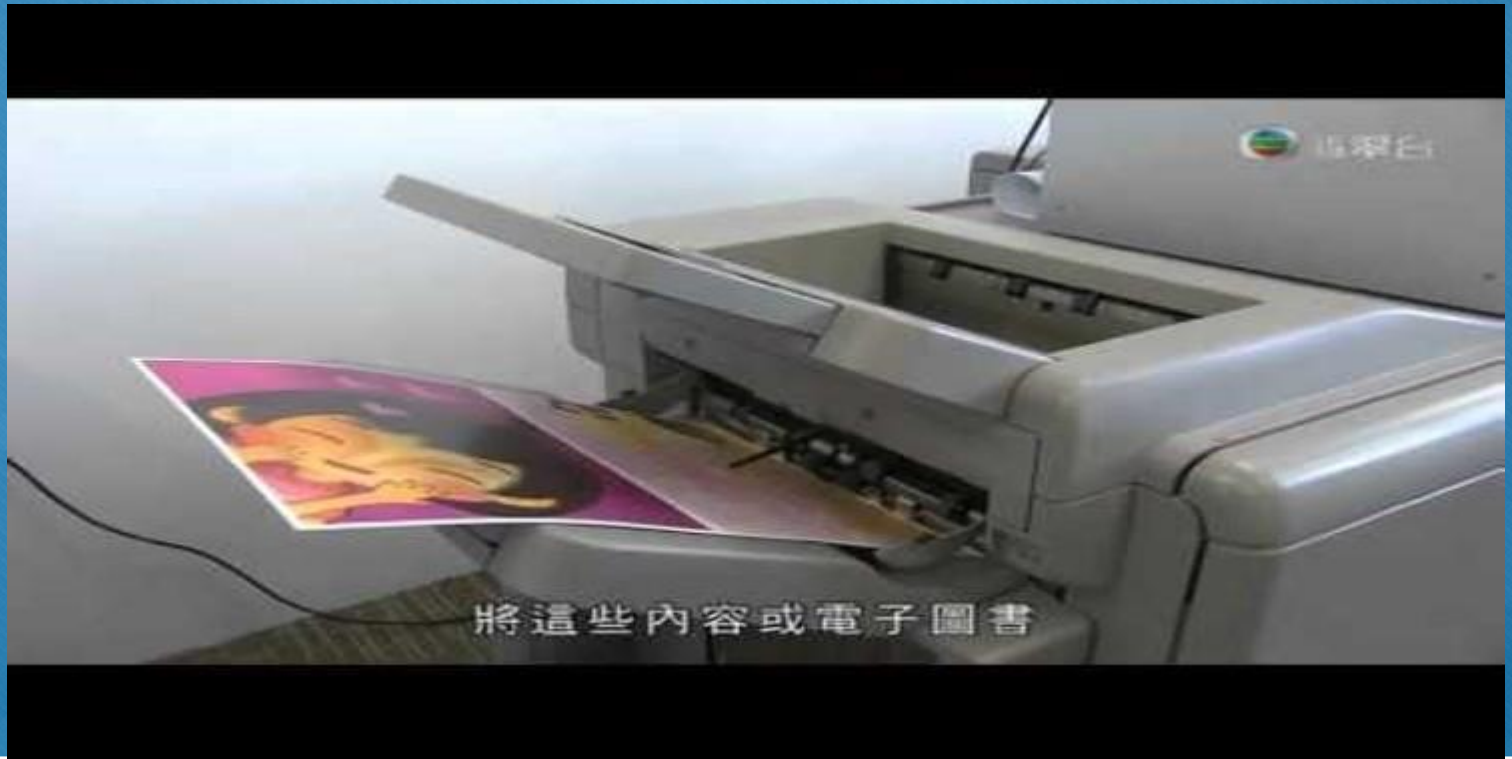
How it works?
Printing for personalized storybooks



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How to personalize an existing storybook?

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By adding one main character (8 styles for selection) to let children to be hero in the story.

Original Storybook

Personalisation

Chi / Eng

中 ENG

8 styles

Chinese & English names

Personalised Storybook

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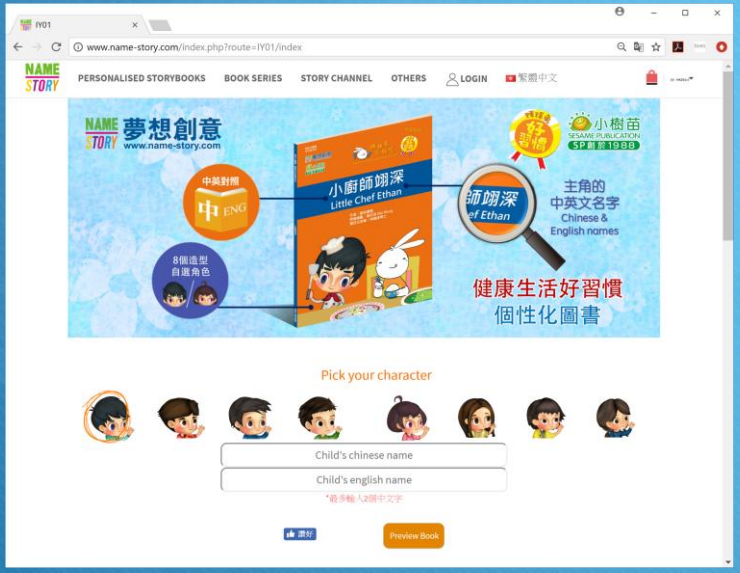
Try to review the personalised storybook:

Website: www.name-story.com



Introduction video

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By adopting AI to personalize books from publishers

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Artificial Intelligent Personalisation Publication Platform

70 Publishers in HK
500 Publishers in China
2767 Publishers in US
754 Publishers in UK
506 Publishers in Canada

Annual revenue US$60B +

Potentially 134M titles of books (pdf file)

1 Provide PDF files

NAME STORY Artificial Intelligent Personalisation Publication Platform (AIPPP)

2 Making user of our content material database, AIPPP can personalize publisher's content efficiently.

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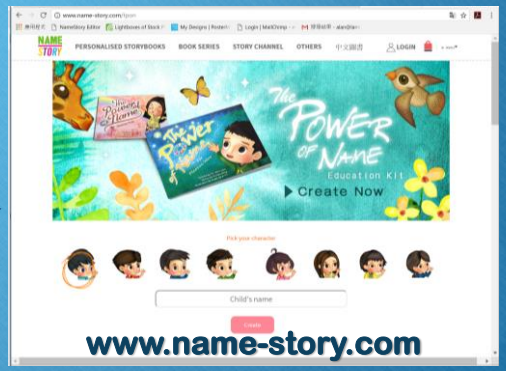
By 4 Steps

3 Fast and efficient way to generate personalised IT system for publishers

4 Personalised Book available in NameStory online platform and API for preview and order



5

6

7 Publishers Channels and Online Channels

500M+ targeted customers (3-8 years old children worldwide)

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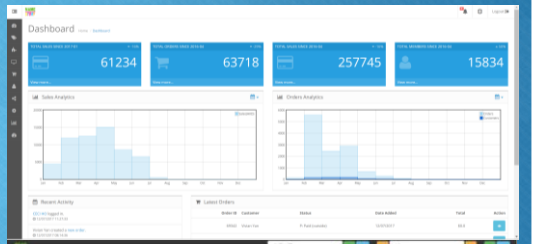
Advanced IT System and Production

- Cloud-based E-commerce Platform with big data analytics to analyse consumer behaviors. Backend CMS for Personalized book preview generation using AI and game engine (DNA Algorithm)
- Online personalized content development and editing platform called Artificial Intelligent Personalisation Publication Platform (AIPPP) that can convert publishers content to personalise version
- Advanced cloud-based content generation server system with high security content protection for automatic digital printing production line



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Potential Market of Personalised storybook

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500M+ Children need meaningful stories!

- **Addressable Market:**
  - 500M+ population of 3-8 years old children worldwide.
  - After China launched second child policy, china has about 100M child with 20M+ births yearly

- **Addressable Yearly Revenue:**
  - Print books revenue @US is USD28B, @UK is £5B, @Canada is $2B, and @China is $20B.

- **Potential Products:**
  - Books for personalisation potentially reach 134M @2016
  - 10M+ new books launch every year.

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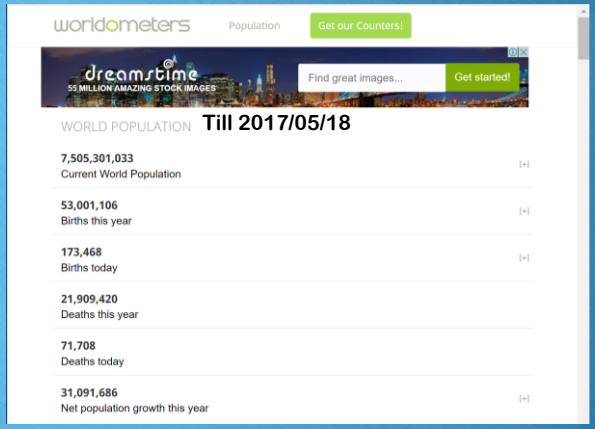

Reading is important to child

- Our Founder, Alan Lam, is from poor family and his parent **encourage him to read** when he was young. He knows his achievement today is from reading and learning in the past.
- Then Alan did the same thing to his children that he **encourages children to read**.
- **Parenthood and concerns** are important for children's education and developmental wellbeing.
- Thus, Alan **read books with his children**.

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Why do we start?

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Why we start this business?

I read books with my daughter very often since her 3 years old.

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My personal experiment:

I wanted to let my daughter to be part of story. I gave a photo of 3.5 years old Amelia to my designer to draw the storybook graphics.

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My personal experiment:

After the design was done, Amelia was five years old. She wanted to be princess with long hair at that time.

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Let Child to be part of story!

I printed the book with her graphics, then Amelia was exciting!

She love her own book.

Amelia then cut her hair to become three and half years old.

That makes me to start a personalized child book company: http://www.name-story.com/

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What is next?

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Serving Community and Young Generation

夢想閱讀計劃

https://dreamreading.org

主辦機構

創意 Creative Learning Association

發起機構

UNLEASH

支持機構:

教育局 Education Bureau

SPSC

香港資助小學校長會

香港幼稚園協會

香港幼兒教育人員協會

IVE Member of VTC Group

CUHK Alumni Charity Foundation

家庭與學校合作事宜委員會 Committee on Home-School Co-operation

OIWA 離島婦聯 www.oiwa.org.hk

香港島校長聯會

九龍地域校長聯會

新界校長會

元朗區幼稚園校長會

觀塘區學校聯會

優質圖書館網絡

南心七小福

KIDS FIT LET KIDS BE FIT

PEOPLE ON BOARD 樂在棋中

Cyberport 數碼港

VIENNA BOYS CHOIR MUSIC ACADEMY HONG KONG 維也納兒童合唱團音樂學院

HKSEA

DREAM come true 童夢城通識學園

arts building character

香港話劇團 HONG KONG REPERTORY THEATRE since 1977

CUHK 香港中文大學 Electronic Engineering 電子工程學系

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Serving Community and Young Generation

- Provides personalized books and activities to underprivileged students
- Over 120 schools to join and over 10,000+ students to be benefit

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NameStory Love Stories

To promote love and positive attitude

To encourage reading and happy learning