PINK KIWI

Reinventing Storytelling

Storytelling is Changing

- E-books: **$8.7B** by 2017 > print
- Tweets > Newspaper
- Wattpad: **5M "social"stories, 100M users**
- Texting is a **$200B/year** industry
- Teens text > Facebook **(67 texts/day)**

We love mobile social bite-sized data



Interactive Mobile Stories

Text-Messaging Format

“Choose-Your-Own-Adventure”

Lovelines

Virtual Dating and Messaging

- Romance fiction $1.4B & largest % of book sales
- Featured 3 times in App Store
- 20 sessions/user on average
- 4 sessions/day (2X > industry)
- 1.4 min/session (2X > industry)
- 11% conversion
- 72.5% finished stories



AT&T LTE 7:06 PM

Olivia

Messages

20 +

Marco

Jack

Justin

Robby

Brad

?

AT&T LTE 7:06 PM

Back Preview 20 +



Marco, your PhD teacher:

You've been a good student, and you impressed your teacher. Now that he really believes in you, he wants to teach you a lesson, the kind you'll never forget. A risky relationship, will it prevent you from getting your thesis approved? Will he lose his job or win your heart?

Start

AT&T LTE 7:06 PM

Back Marco 20 +

Mar 16, 2014, 7:06 PM

I thought that meeting went very well, Olivia . You presented your ideas concisely and authoritatively.

Thanks for saying so, Professor Genovesi.

I'll make a note that you approve of authoritative behavior, Professor Genovesi.

AT&T LTE 7:06 PM

Back Marco 20 +

Mar 16, 2014, 7:06 PM

I thought that meeting went very well, Olivia . You presented your ideas concisely and authoritatively.

Thanks for saying so, Professor Genovesi.

...

Marco is typing...

AT&T LTE 7:06 PM

Back Marco 20 +

Mar 16, 2014, 7:06 PM

I thought that meeting went very well, Olivia . You presented your ideas concisely and authoritatively.

Thanks for saying so, Professor Genovesi.

Call me Marco. We'll be working together quite closely for the next several months.

I'm looking forward to it. Hope my company won't burden you too much.

It will be an honor to work with you.


AT&T LTE
7:06 PM
Back
Marco
20 +
A woman like you - so vital and full of blood and life and intelligence- it will be a pleasure. In more ways than one, I hope.
That seems like a very Italian thing to say. Sorry, was that too forward?
I hope you will feel free to say anything to me. You can trust me with your craziest ideas. Those are the ones I like the best.
Thank you, Marco. I will remember this about you.
Marco had to run.
He'll be back in a couple hours.
Jump to the future: 1

Carrier 8:07 PM

Back Justin 20 +

Justin Michael London at your service, Jane.

Justin Michael London. Were you afraid I might confuse you with the OTHER Justin I just gave my card to?

What do I know? Maybe you play fast and loose with your business cards.

I guess you're going to have to find out about that. The fast and loose part. ;)

Justin wants you now.

Unlock 7 days of romance, hundreds of texts.

Unlock The Story: 10


“This is honestly my favorite app to date.”
“Absolutely the best game ever. Definitely my new obsession.”
“I can’t manage to peel myself away from behind the locked bathroom door...Wow!! Great app!!”
Back
Marco
20 +
A woman like you - so vital and full
Thank you, Marco. I will remember

Team



Olivia Dufour, CEO

Founder and CEO of Goodify, MassChallenge winner, mobile startup advisor. Passionate entrepreneur with experience in mobile, social and gamified product development.

Kyle Seaman, CTO

Founder and CEO of High Score House, 500 Startups graduate, mobile startup advisor. Talented and versatile product developer and designer with vast corporate and startup experience.

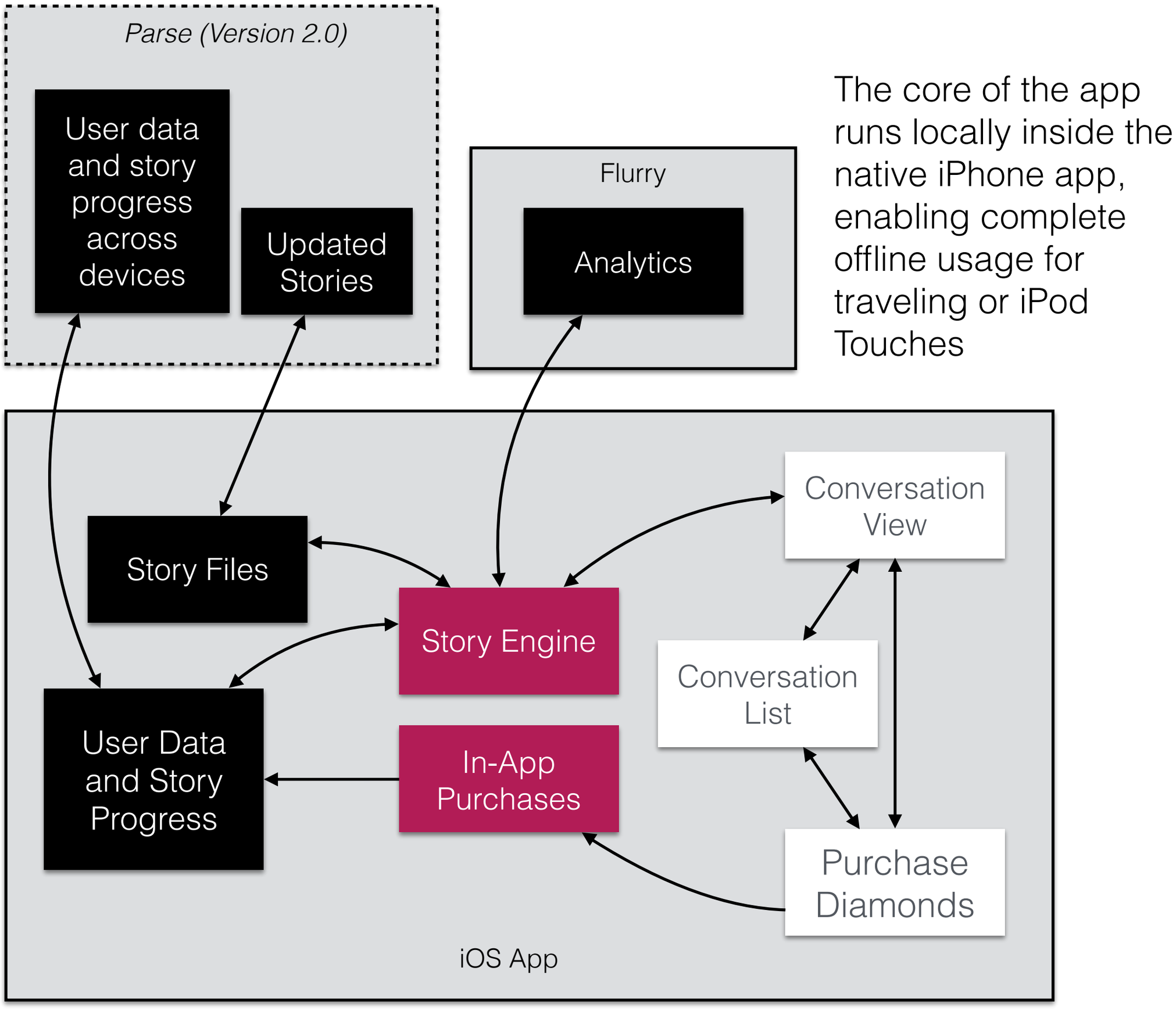


Michaela Spampinato, Lead Writer

Master in Fine Arts. Creative, versatile and passionate writer who masters the Pink Kiwi story flow.

+Android/Unity Dev + Designer

Lovelines Architecture



The core of the app runs locally inside the native iPhone app, enabling complete offline usage for traveling or iPod Touches

How it works

Each story has multiple endings, and contains 7 days worth of messages initially (~25 messages/day)

Story Files

Story Beginning

Ending 1

Ending 2

Each message has 1-3 response options. Based on the response selected the next message with the corresponding action tag is loaded

Message Object

Tag: Message Tag
Message: Sender Message Content
Mode: Next / Pause / End of Day
Response Option 1: Response Content + Action Tag
Response Option 2: Response Content + Action Tag
Response Option 3: Response Content + Action Tag

Vision

MAKE READING AS ADDICTIVE AS TEXTING

- Social Integration, Picture Sharing
- Teens & Kids Adaptations
- Partnerships with Publishers & Famous Authors
- Cross Platform: iOS, Android, & Kindle
- Open Platform: Anyone Can Publish

Let’s build this together!

Yes! Drop me a line:

olivia@pinkkiwi.co