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Kusoma: The Future Of Reading



Purculate International
"A Boutique Tech Company"

Our Mission

Our goal is to create a social reading platform that will transform and inspire reading worldwide by:

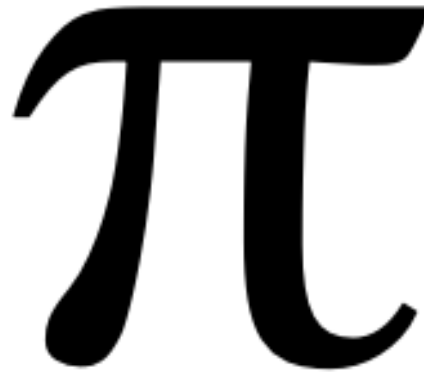
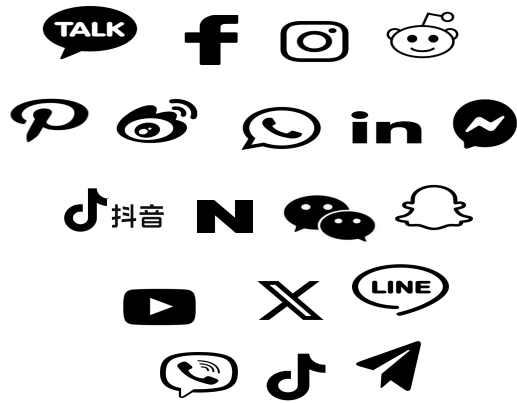
- **Re-imagining** the experience, decoupling “personal” reading from its educational roots because for some it is reminiscent of past challenges or failures,
- **Re-brand** it as a lifelong human experience defined and enjoyed by the individual with boundless opportunities for exploration,
- **Re-introduce** it with tools for users to creatively build their ideal reading experience, increase their comprehension, expand their literary interests, and build a supportive community!

It's simple, reading is a global market!



“Learning starts with reading!”

The Social Media Market



There are a plethora of social media platforms that connect billions of people and millions of communities across the world everyday for various reasons,
we endeavor to use this model to inspire and influence reading!

Kusoma: A Social - Interactive Reading Network!

The Darwin Effect

The Evolution of Reading For The Digital Age!

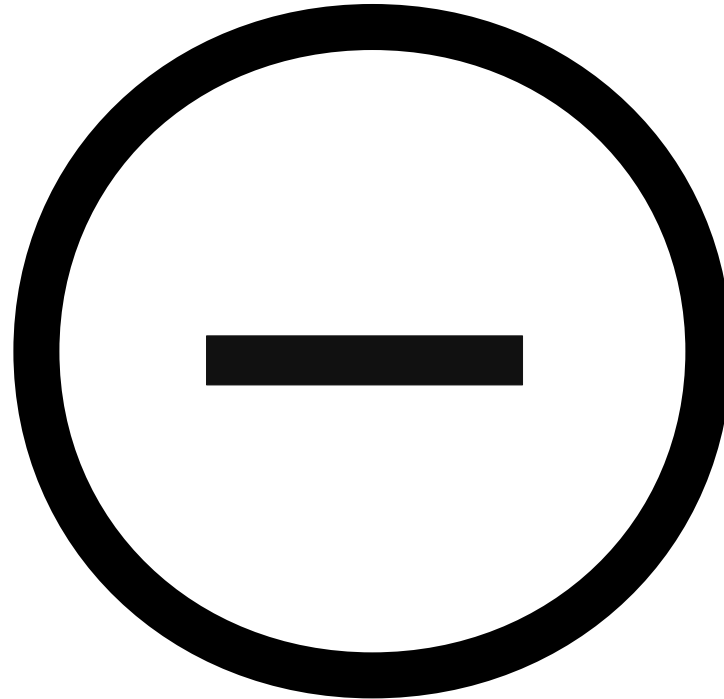


- There are an abundance of traditional and digital resources available for individuals to learn and develop in reading, yet many worldwide continue to read below grade/age level.
- Users of all ages (**and especially non-readers at an early age**) quickly and intuitively learn how to access, use, and share social media or technology with ease.
- Social media and technology empowers users to independently think, learn, and problem solve while using these platforms without barriers, judgement, or educational requisites.
- Users can uniquely and creatively communicate their ideas, thoughts, and experiences to a menagerie of users worldwide.
- We see this model as an opportunity to evolve reading within its transparent, creative, communal environment that will inspire users to approach reading with natural curiosity. And similar to social media and technology, the same enjoyment and liberation of the experience will connect them with others for acceptance, growth, and or inspiration to read!

Billions

- * The number of current and estimated future citizens reading below age/grade level globally.
- * The number of dollars countries have invested in the past, and have pledged to support future initiatives to impact literacy, led by the United Nations and others.
- * The future economic impact of illiteracy on the world economy is estimated in the 100s of billions.

Competitive Neutrality



We realize the potential impact that our product could have on global literacy! And, acknowledge the vast and diverse pool of governmental, public and private educational institutions, organizations, and businesses devoted to its progress.

We share this commitment in a non-traditional, creative way; however, because this issue is critical to the quality of life of users on our platform and the future global ecosystem, we pledge to encourage all entities to use our platform to advertise their services for the betterment and support of our users.

A Catalyst For Life-Long Learning



As reading is demystified through transparent community interactions, sharing its normalcy across all social, economic, cultural, and educational demographics, users will embrace it as an inclusive “human right” and a lifestyle enjoyed by all.

It is our hope that:

- Instead of the estimated 3 or more hours users spend daily on social media platforms or other leisure tech products, users will spend more time reading, and participating in literacy related activities.
- Education and learning will be approached with confidence than trepidation, improving performance, and sparking creativity,
- Users will overcome obstacles and take risks to pursue dreams, jobs, and or careers.
- And most importantly, incorporate reading as part of a healthy lifestyle regiment, along with eating right and exercising!

“Reading is the gateway to learning; knowledge is power!”

A Social Reading Platform Designed For Inclusivity!



- Kusoma's overall designed was inspire by social media's framework, its familiar aesthetics, user experience, and communities that facilitate global interaction.
- The model was designed to appeal to readers of all types: early, beginners, slow, challenged, creative, distracted, intuitive, and devout.
- It has been integrated with tools to increase comprehension, encourage self expression, interaction, and support imagination.
- Reading challenges, monetary and non-monetary rewards, as well as other encouragement tools were built into the platform to influence and motivate readers.
- Personal communities in the form of family trees (families as defined by the user) and other groups were designed to quickly build a support system to share the experience.

$$\mathbf{B2(B+C) = B2B + B2C}$$

A Distributive Revenue Model

B2B Revenue

Exclusive Contracts - Preferred Entities

- Independent Authors
- Publishing Companies
- Bookstores
- Libraries
- Businesses Services
- Software Products

Exclusive Contracts - Manufacturers

- Exclusive contracts with e-reading and other related manufacturers.

B2C Revenue

Individual Subscriptions @ \$4.99 mo

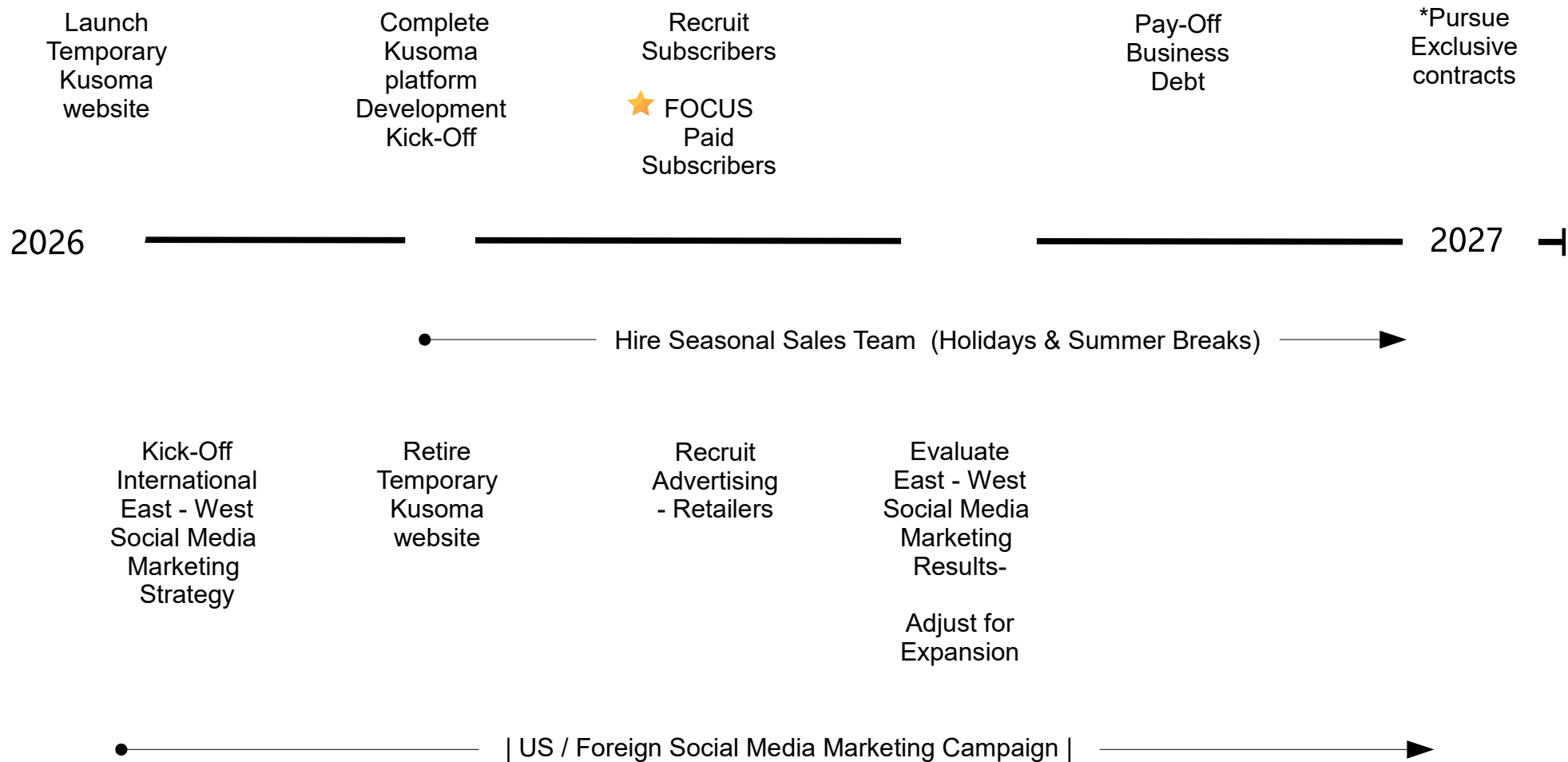
Family Plan @ @2.99 mo

Revenue Potential

Our model was designed to capitalize upon current subscription-based revenue producing models, with the flexibility to expand within the industry for future exponential growth.



The Next Steps





Kusoma Financial Forecast

(See attached)



Resource Requirements

- Technology
 - Platform Developer
 - Hosting Service
 - Technical Support
- Marketing
 - US Social Media Marketing Consulting
 - Foreign Social Media Market Consulting
- Sales & Contracts Staff
 - Seasonal to full-time



Risk Assessment

RISK

1. Fundraising Goals Shortfall

MITIGATION PLAN

Develop platform in phases.

Phase 1: Core Platform

Phase 2: App Store Mobile Apps

2. Cyber Attacks

Invest in cyber security protection

3. UnMet Social Media Quarterly
Subscription Goals

Reassess strategy, consider early expansion into other regions, increase subscription promotion campaigns, Pop-Up SignUp in-person enrollment

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Launch Issues

Funding

Funding in the amount of \$50,000 is needed to complete development of Kusoma's Social – Interactive Reading Platform as described below.

Platform Development	\$30,000
App Store Mobile Apps (For Androids and iPhones)	\$20,000

If we can secure funding by the end of Q4, 2025 a Boston-based consulting company will develop the software platform and mobile apps by Q1, 2026.

Revolving West - East Marketing Campaign

An aggressive West-East international marketing plan will kick off in January led by joint U.S. and India based social media consulting. Our U.S. based company will launch and lead the regional pacific West-East social media campaign including countries in this LL region. The India social media marketer will simultaneously launch an aggressive East-West Euro-Asia campaign. The campaigns will use both popular international social media platforms as well as local or regional platforms beloved by its citizens.

A temporary website will manage both campaigns, mailing lists, countdowns, etc., until Kusoma is accessible in production. Therefore, website development and the funding thereof is the critical path for success!

The future of reading is

Kusoma!

A Social - Interactive Reading Platform

By



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The Wilson - Hairston Family Trust