



# Iltopia Studios

## COMMUNITY AUGMENTED REALITY (AR) BOOK INITIATIVE

**At Iltopia Studios, we make books that open your mind to new possibilities. With our augmented reality app, we bring hardcopy books to life with animation, music, voice overs, and gamification. We do this to create culturally relevant books that encourage black kids to read more. Illiteracy disproportionately affects the black community. That affects the potential of our future generations to be successful. Our mission is to get more books in the hands of black kids so that they read more and improve their opportunities of success.**

With our technology and method of storytelling, we want to work with influential people that have an impact on the African American community, but also have not explored book publishing to tell stories that encourage black kids to read more. Those include artists and athletes. The modern-day Dr. Suess' of our time.

Our mission is simple: Use augmented reality books to combat illiteracy in the Black community. If we do that, we create opportunities for others to overcome adversity.

## PROPOSAL

At Iltopia Studios, our goal is to make comics and cartoons at the intersection of education and entertainment. We make stuff that goes beyond a page or screen to empower readers from all backgrounds. What sets us apart from others is our seamless integration of digital technology and print products. All our books are available in print, but with our proprietary augmented reality app, we incorporate motion graphics, animation, video, audio, and gamification. Not only does it add value to the print media, but also increases the engagement of our books, which is vital during the current Covid-19 pandemic that has forced schools into online and distance learning curriculums.

**In partnership with the Salute2Kindness organization, Iltopia proposes for each book purchased we will donate one book to a child, school or literacy program that services disenfranchised youth. All our books are locally sourced and manufactured in Portland, Oregon. We collaborate with Black Owned businesses and community partners for all our printing. This allows us to directly invest in the community and create economic opportunities that are much needed right now. More importantly, we cover the costs for developing the AR experiences for the authors we collaborate with on the books to further improve access.**

Our proposal deeply considers both the Covid-19 pandemic and the need to motivate youth to stay engaged with reading. The combination of physical books and digital technology through augmented reality takes the reading experience to the next level. It makes it more entertaining and engaging, and also creates opportunities for readers from all skill levels to enjoy great stories.

Steven Christian, CEO  
Iltopia Studio