Read With Me

**One-Line Pitch:** Read With Me is an interactive website designed to promote reading among children and their parents through the use of social media.

**Company Description:** Read With Me is an organization dedicated to motivating the parents of young children to read with their children daily and to show how easy and fun it is to teach important skills such as numbers, shapes, and colors while reading. It is our mission to create an interactive and dynamic website where children can listen to stories read by celebrities and authors, where older readers can share videos of themselves reading with young children, where children can learn specific skills, and where parents can find tips on how to encourage their child to become a life-long readers.

**Team:** Read With Me is managed by Courtney Mills, a senior at Colgate University. As manager, Courtney updates the website, recruits new authors, and markets the website to schools and libraries across the country.

**Customers:** The target audience is parents of children who are looking for new ways to teach their children topics and skills in reading as well as their children.

**Customer Problem:** Parents often struggle with how to read with their children and keep them engaged in the learning process. These parents may surf the Internet for tips; however, they may still struggle to find ways to encourage their children to engage in reading and learning.

**Product and Services:** Read With Me is an interactive website dedicated to promoting reading among young children and their parents. The website includes videos of authors reading their stories and famous sports stars, movie stars, and politicians reading. Visitors can submit their own video or simply browse the website for tips and suggested readings. The website is dedicated to getting the children involved in the reading process.

**Marketing and Customer Acquisition:** Because Read With Me is in the early stages of development, customers are currently acquired through marketing and various competitive incentives at schools and libraries. Authors and other famous individuals are contacted directly.

**Competition:** The largest competitors for Read With Me are various research based websites as well as "mommy bloggers."

**International Reading Organization- [www.reading.org](http://www.reading.org)**

**Competitive Advantage:** Currently, websites dedicated to reading initiatives have a focus on the research and development side of reading, a technical approach. Read With Me attempts to take an alternative approach by providing information for parents in an engaging and interactive manner. Furthermore, the website acts to engage children in the reading process.