

BIRDIE'S BOOKISH ADVENTURE

Let your comprehension skills SOAR as we follow Birdie on her bookish adventure!



TABLE OF CONTENTS

03

**High Concept
and Backstory**

08

Mobile Game

05

**Transmedia
Overview**

15

**Themed
Experience**

06

Why Now?

19

Print

21

Revenue

HIGH CONCEPT

“WordGirl” and “Super Why!” meets reading level testing and enhancement on mobile.

Join Birdie and Fred on their bookish adventure! Read the stories from Birdie’s Bookshelf and venture through literary worlds to meet characters, overcome obstacles, and collect tools to unlock Professor Jitters’ treasure chest.

BACKSTORY

Birdie and Fred are the best of friends. They spend their days reading books, letting their imaginations SOAR, and dreaming of experiencing the adventures they read about. But today, everything changes. The renowned Professor Jitters has a special mission for Birdie and Fred: they must venture into a book, meet the characters, and collect tools to unlock his scholarly treasure chest. This is Birdie and Fred’s biggest adventure yet, and they need YOUR help! Join them on their quest to travel through literary worlds, meet characters, and collect bookish gems.

CHAPTER 1



CHAPTER 2

MEET THE CHARACTERS



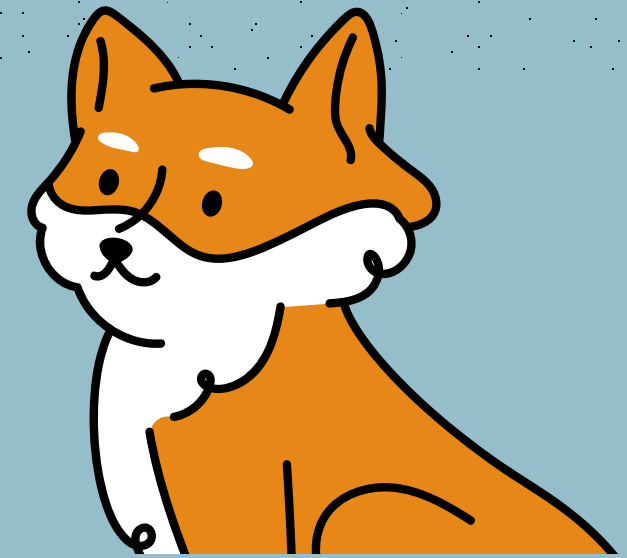
BIRDIE

A brave bookworm, there is only one thing Birdie loves more in this world than stories: her pet, and dear friend, Fred. Birdie knows that reading takes time, so she'll stop and ask you about what you have read before you move on to the next chapter.



PROFESSOR JITTERS

This scholarly wizard's treasure chest hosts thousands of rewards for accomplished bookworms like you. Reading is the most magical power of all, and Jitters wants to help others harness their magic. He is patient, kind, and full of insight.



FRED

Birdie's best friend. He is small in stature but mighty in wit and sass. The keeper of the Bookish Tool Belt, this foxy friend has got a keen eye. He's great at finding book gems!

TRANSMEDIA OVERVIEW

MOBILE GAME

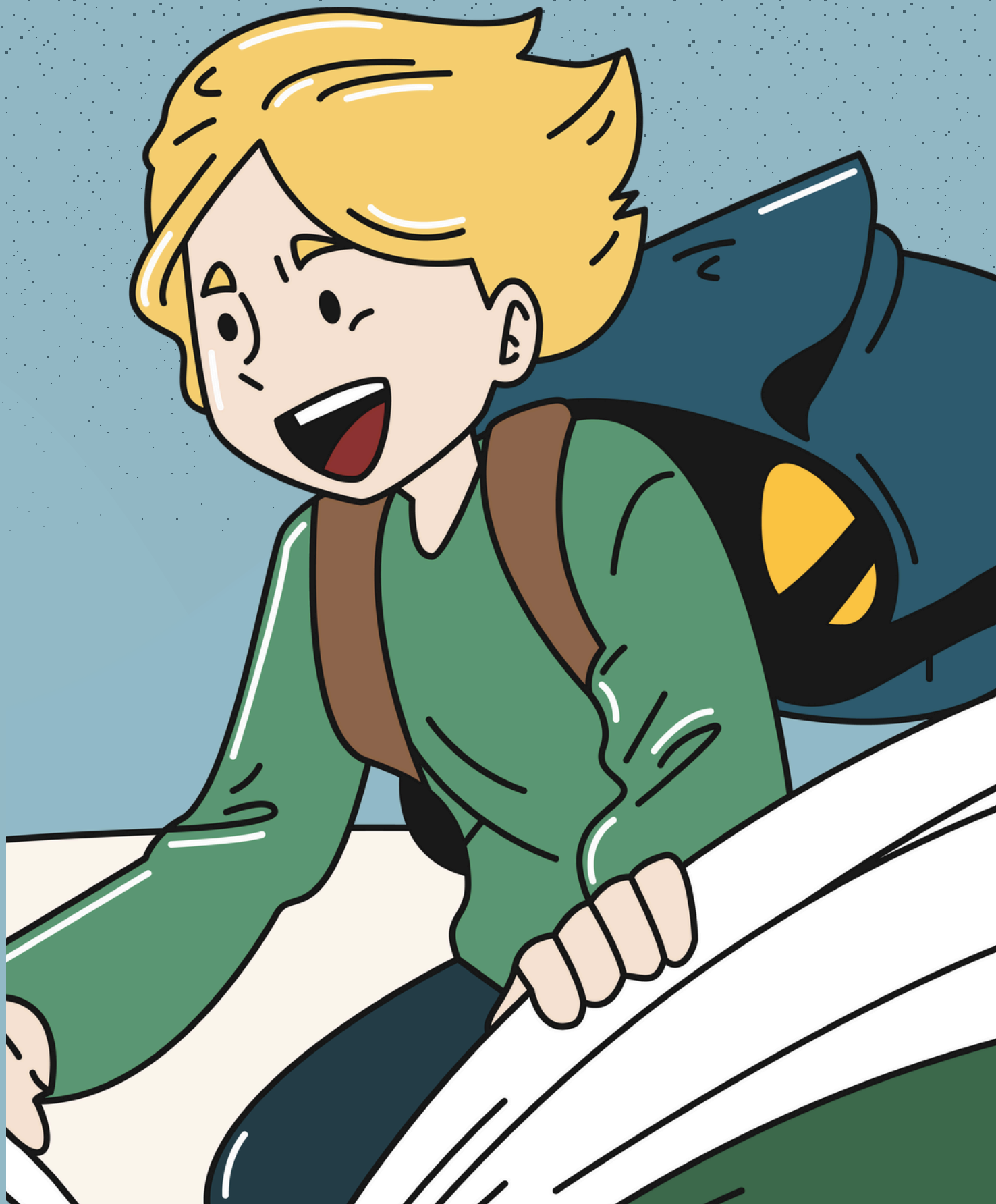
A new educational mobile game. With user-directed pacing and timeless tales for all ages, “Birdie’s Bookish Adventure” offers a lively space for students to read beloved stories and boost comprehension. This awards-based testing system paired with its playful learning of classic texts is not found in any product currently on the market.

THEMED EXPERIENCE

An interactive, live theatre show available for schools and libraries. “Birdie’s Bookish Adventure: LIVE” offers a fun, immersive experience for students to flex their literary knowledge and problem-solving skills. Create a brand new story for Professor Jitters with the help of Birdie and Fred. Who knows, the professor might just add your book to his library!

PRINT

A series of easy-to-read print adaptations of literary classics and public domain stories with in-book illustrations and study guides. “Birdie’s Books” are offered at multiple reading levels, allowing students of all ages and learning styles to take part of Birdie’s literary world.



WHY NOW?

My mother worked as an educator for 20 years. I quickly followed in her footsteps, becoming a substitute teacher and teacher's assistant in early college. In our practices, though years apart, we noticed the same problems: keeping students with differing levels of knowledge engaged, adapting to ever-changing technology, and the connection between reading proficiency and classroom participation.

Everyone has a different learning style. Whether visual, auditory, kinesthetic, or reading/writing, it's hard to accommodate a classroom full of learning differences at one pace. Most K-8 schools have gone paperless, and district requirements make educators meet benchmarks in short timeframes, forcing teachers to advance the curriculum when students are at differing levels of, or even lacking, proficiency.

After a long day of staring at screens for testing and non-personalized curricula, students go home to busy guardians who struggle to find time to review classroom lessons with them. But what if there was a better way?

Stories are integral to our learning. They help us gain a deeper understanding of ourselves and our relationships while offering an entertaining way to enhance academic intuitiveness. To help children understand stories and improve reading proficiency, it is essential to provide them with an innovative space to learn.

Birdie's Bookish Adventure is a transmedia IP that meets students at their level. Whether in the classroom or at home, Birdie helps students find their stride in reading and SOAR to academic success.

WHY NOW?

ACCESSIBLE CLASSICS

No book is too advanced. “Birdie’s Bookshelf” hosts hundreds public domain stories. The mobile game allows readers of any age to engage with classic texts. Third graders at an average lexile can read and comprehend Shakespeare. The app will adjust text to players’ reading level so they may gain full understanding.

ENTERTAINMENT MEETS PEDAGOGY

“Birdie’s Bookish Adventure” may be used in the classroom or at home. This educational game administers fruitful screen time activity for students. A parent app, accessible through settings, allows progress tracking through reading assessment scores and calibrated reading levels. You may gauge whether player(s) are above, at, or below average readers, their attention span based on engagement, and personalized tools to build reading skills.

A “For Schools” version allows educators to track classroom activity and utilize parent app functions.



INTERACTIVE ILLUSTRATIONS

Illustrated pages come to life with character animations and read-aloud pages. Players may collect literary-inspired items as rewards and answer text-based questions to unlock more stories.



**МЛОВИЦЕ
СЛАПМЕ**

BIRDIE'S BOOKISH ADVENTURE

A NEW MOBILE GAME

After selecting a book from Birdie's Bookshelf, story maps invite users on an enchanting chapter-by-chapter adventure. Reading skills will SOAR as users gather Bookish Treasures with every chapter they complete, and these treasures are themed by their respective stories!

For example, in "Little Women," you can collect Jo's quill pen and Amy's limes, while in "The Wonderful Wizard of Oz," you'll find Dorothy's slippers and the Tin Man's oil can. Don't forget to explore treasures from "Peter Pan," like Tinkerbell's Pixie Dust, too! Players can proudly add these treasures to their Bookkeeper's Tool Belt.

Pages come to life with charming character animations, read-aloud features, and insightful thought bubbles. These engaging pop-up questions will quickly spark your curiosity and check your understanding. Remember, the more you read, the more wonderful stories you get to unlock!



GENRE AND OBJECTIVE

Educational user-based adventure game geared to teach audiences classic texts in a playful setting with internal comprehension tests to enhance student lexile, a standardized measure of reading ability and difficulty of a text.

Players may explore texts from the public domain adapted to their reading level through user-based data. Gameplay is similar to mobile apps such as The Bible App for Kids by YouVersion and Serial Reader. Similarities also include online programs Star Reading and Accelerated Reader from Renaissance Learning.

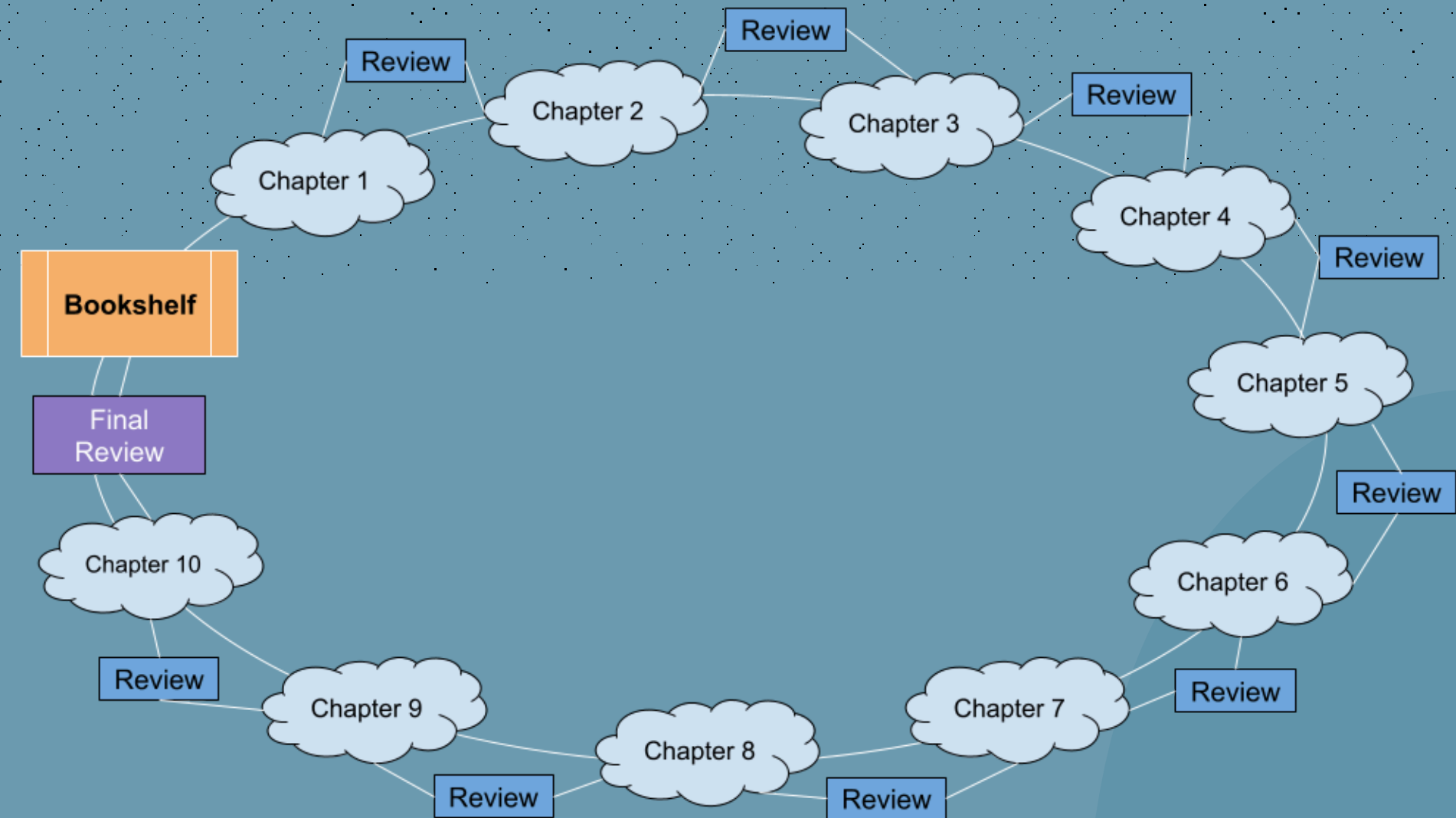


Unlock Jitter's chest by traveling with Birdie and Fred to collect bookish gems, read and understand as many books as possible, and enhance lexile. Users may accomplish this by following the loop and grow gameplay.

CAMEPLAY

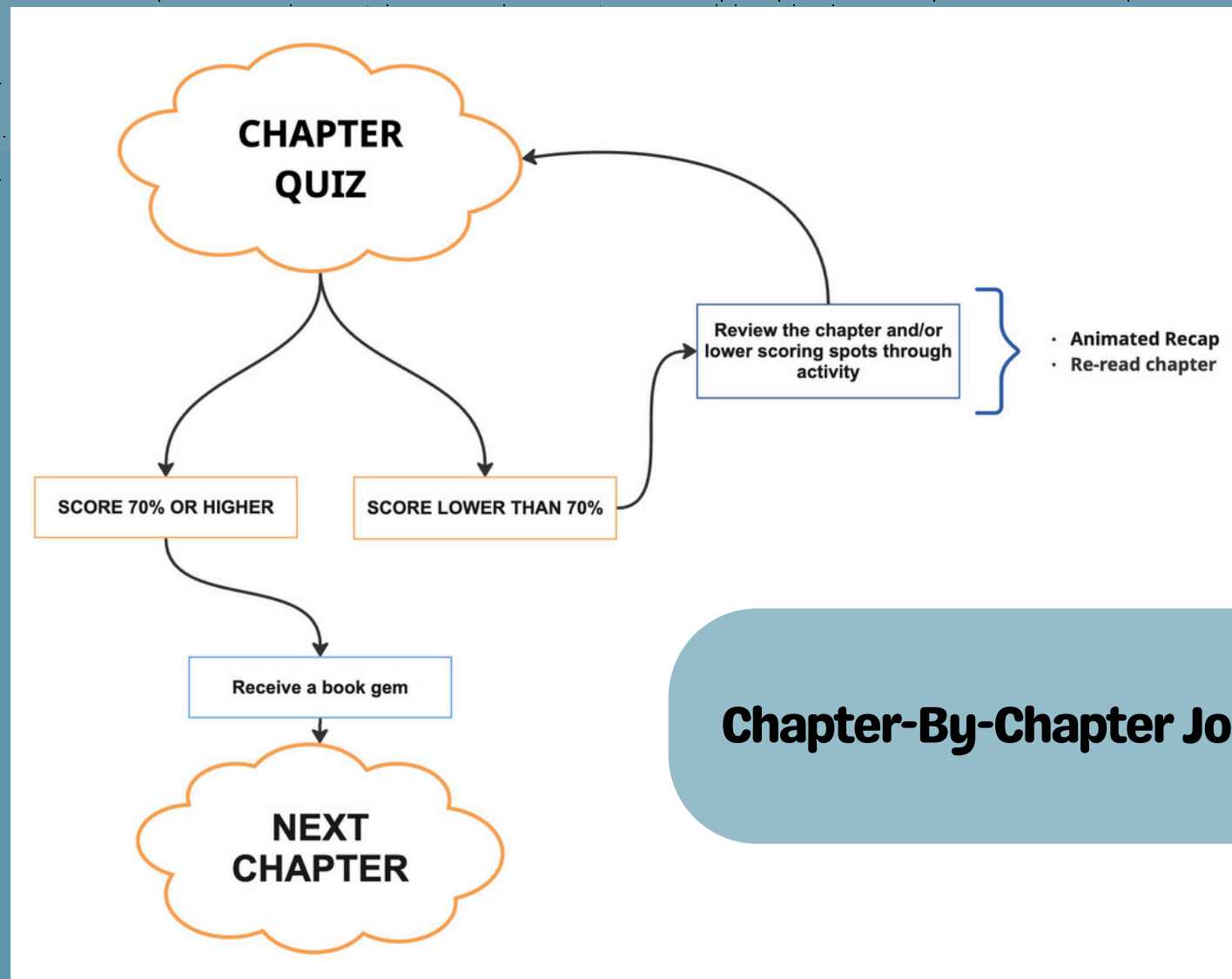
The homepage serves as the BOOKSHELF. From there, users will navigate to the CHAPTER CLOUD MAP, where they will answer comprehension questions upon completing each chapter. After finishing all chapters, test results will calculate a comprehension score and decide whether users return to the bookshelf or revisit the text. Each outcome brings its own rewards and eventually routes back to the BOOKSHELF.

Regardless of scores, users will not receive any messages indicating that they have failed or performed poorly. They will simply continue to the next prompted task!

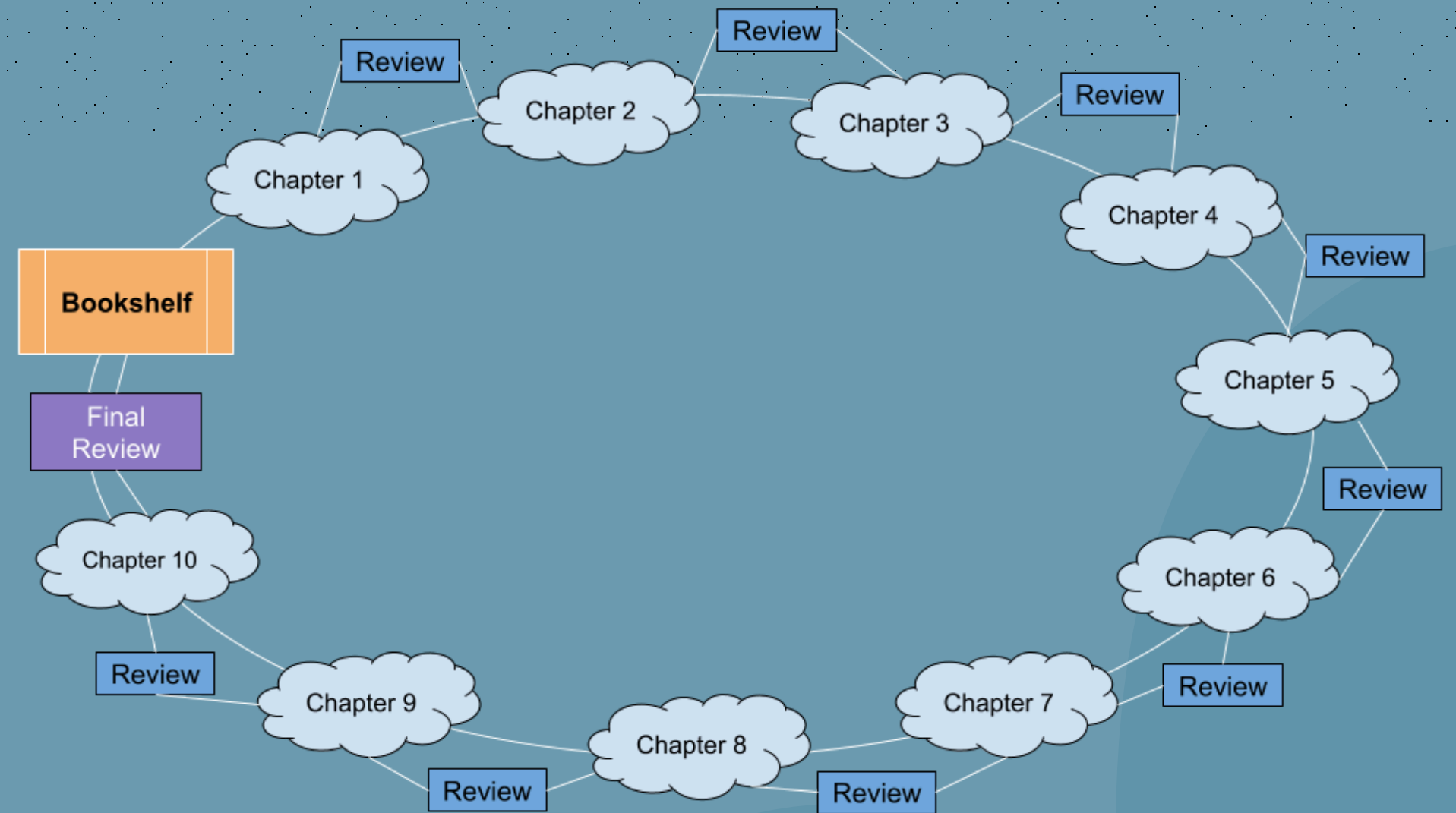


CAMEPLAY CONTINUED

Our adventure starts at the BOOKSHELF with a book selection. Following chapter completion in a book, users are prompted with comprehension thought bubbles.

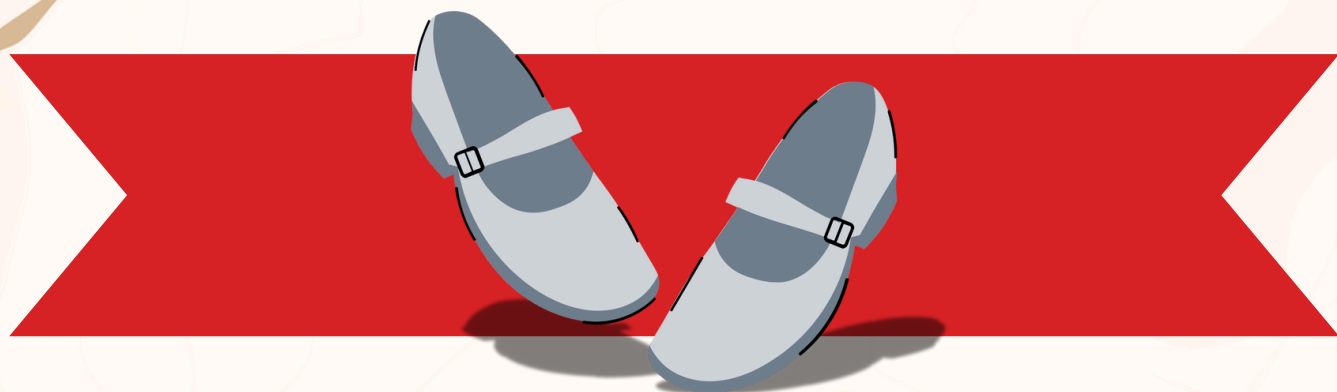


Chapter-By-Chapter Journey



POP-UP AND REVIEW MOCK-UPS

YOU FOUND A BOOK GEM!



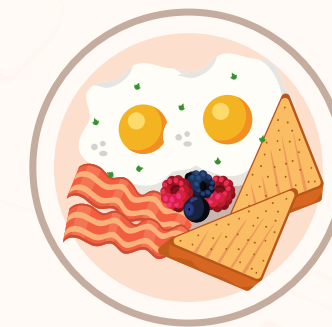
DOROTHY'S SLIPPERS 1/8

QUESTION

***WHAT DID MARMEE GIVE THE GIRLS
ON CHRISTMAS MORNING?***



BOOKS



BREAKFAST



TOYS

POP-UP AND REVIEW MOCK-UPS

BREATHE IN..



DEAR BOOKWORM,

**YOUR READING SKILLS HAVE
SOARED! YOU'VE EARNED A
BOOK BADGE FROM MY
SPECIAL COLLECTION.**

SINCERELY, PROF. JITTERS



The background is a solid blue color with several faint, light blue illustrations of books and folders scattered around. One book is open at the top left, another is open at the bottom left, and a third is open at the bottom center. There are also several closed books and folders of various sizes and orientations scattered throughout the scene.

THEMED EXPERIENCE

BIRDIE'S BOOKISH ADVENTURE: LIVE

LIVE THEMED ENTERTAINMENT

“Birdie’s Bookish Adventure: LIVE” is an interactive show where students can dive into the exciting world of writing and storytelling! With a strong focus on character roles and plot development, this improvisational show empowers students to step into the shoes of an author, helping them gain a deeper understanding of narrative structure. Perfect for schools and libraries, Birdie and Fred guide students on a create-your-own adventure as they craft a story for Professor Jitters. Who knows? The professor might add their masterpiece to his library!

This collaborative show provides a lively environment for students to explore and grasp storytelling foundations by creating their own unique adventures. A guided lesson in narrative structure, Birdie and Fred invite students to fill in the blanks and invent an exciting new journey. Armed with literary building blocks, students can stretch the limits of their creativity and productively color outside the lines with this fresh narrative experience!

BIRDIE'S BOOKISH ADVENTURE: LIVE SHOW BREAKDOWN

Birdie has traveled far and wide to keep a promise of finding the perfect book for Professor Jitters. The professor will soon arrive to collect the book, but before he does, Birdie wants to share the story with you. However, something is amiss—the pages are completely blank! What will Birdie do? The professor will be here shortly!



With your assistance, Birdie can craft a new story before the professor arrives. Experience Joseph Campbell's The Hero's Journey as you explore what makes a book alongside Birdie. YOU are the creator of this adventure as you fill in the blanks and act out your new narrative. Discover what it takes to be a hero and the obstacles they encounter. When challenges leave you feeling stuck, your furry companion Fred is the one to call. With Birdie's determination, Fred's cleverness, the Bookkeeper's Tool Belt, and your creativity, this quest will leave you feeling unstoppable.

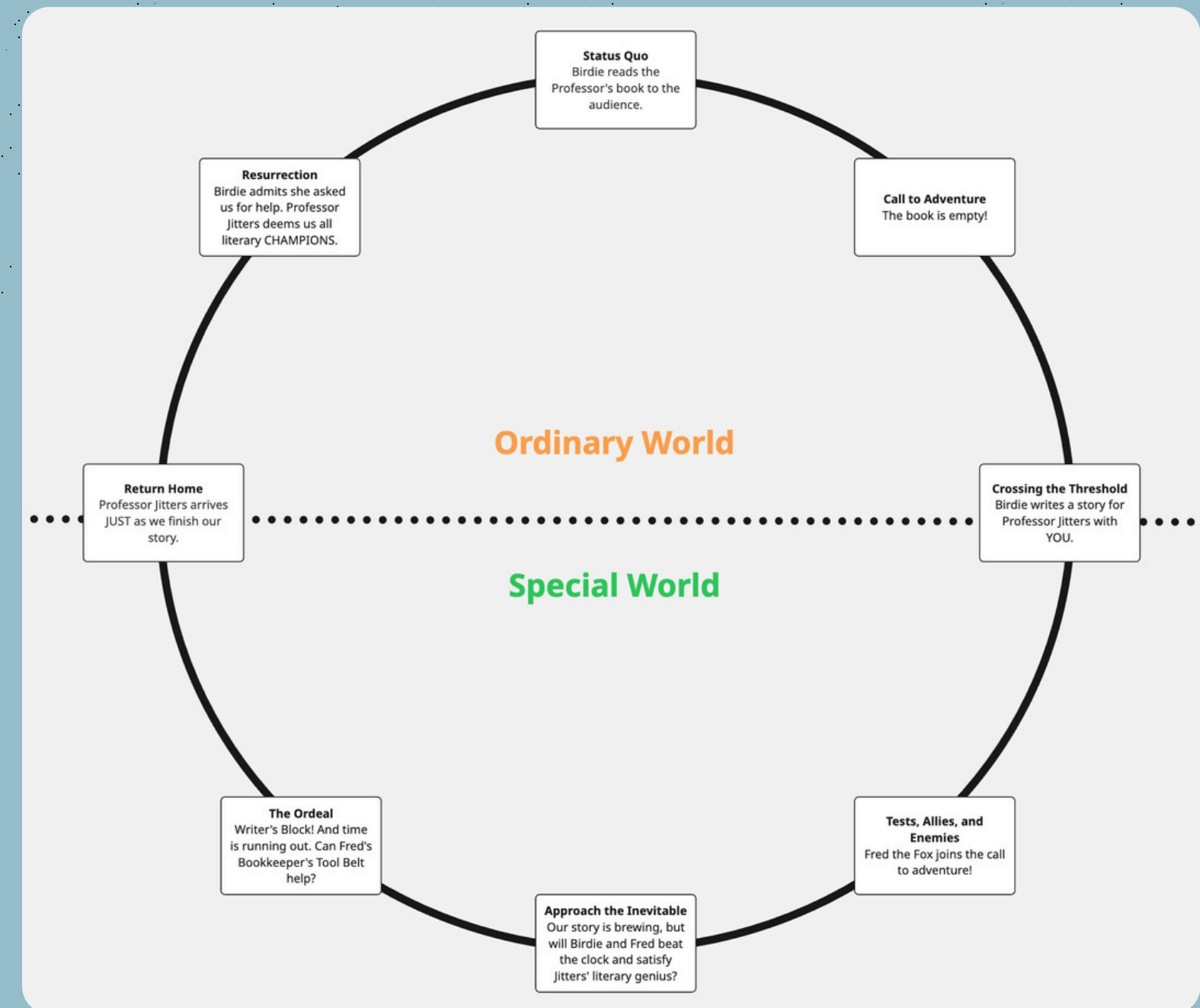
The new story will be put to the test when Professor Jitters arrives. Is our tale worthy of his bookshelf? Will he add this book to his collection? Do we have what it takes to become literary scholars like him? Only time will reveal the answers.

BIRDIE'S BOOKISH ADVENTURE: LIVE SHOW BREAKDOWN AND BEHIND THE SCENES

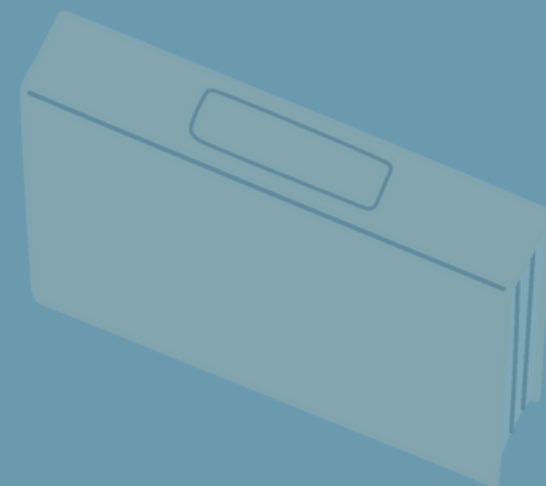
Not only does the live show teach students a condensed version of “The Hero’s Journey,” it also follows that very same structure. The attached graphic illustrates the show’s order.

The structure of Joseph Campbell’s theory enables students to co-create a story as an audience. Birdie and Fred will invite suggestions and volunteers to fill in the gaps. For instance, every story requires a HERO. A student might volunteer and declare our hero is a TIGER. That student would then enter the stage and embody the hero for the rest of the performance with the aid of the bookish duo. Next comes a WANT. A student might suggest the tiger desires to be human. Another student will then step up to personify this ‘want,’ and so on. The Bookkeeper’s Tool Belt offers suggestions from other stories to support students’ creativity when needed.

When Professor Jitters arrives and opens the previously blank book, it magically reveals the story that the students have created together. Impressed by their storytelling success, Jitters awards all attending students literary diplomas.



PRINT

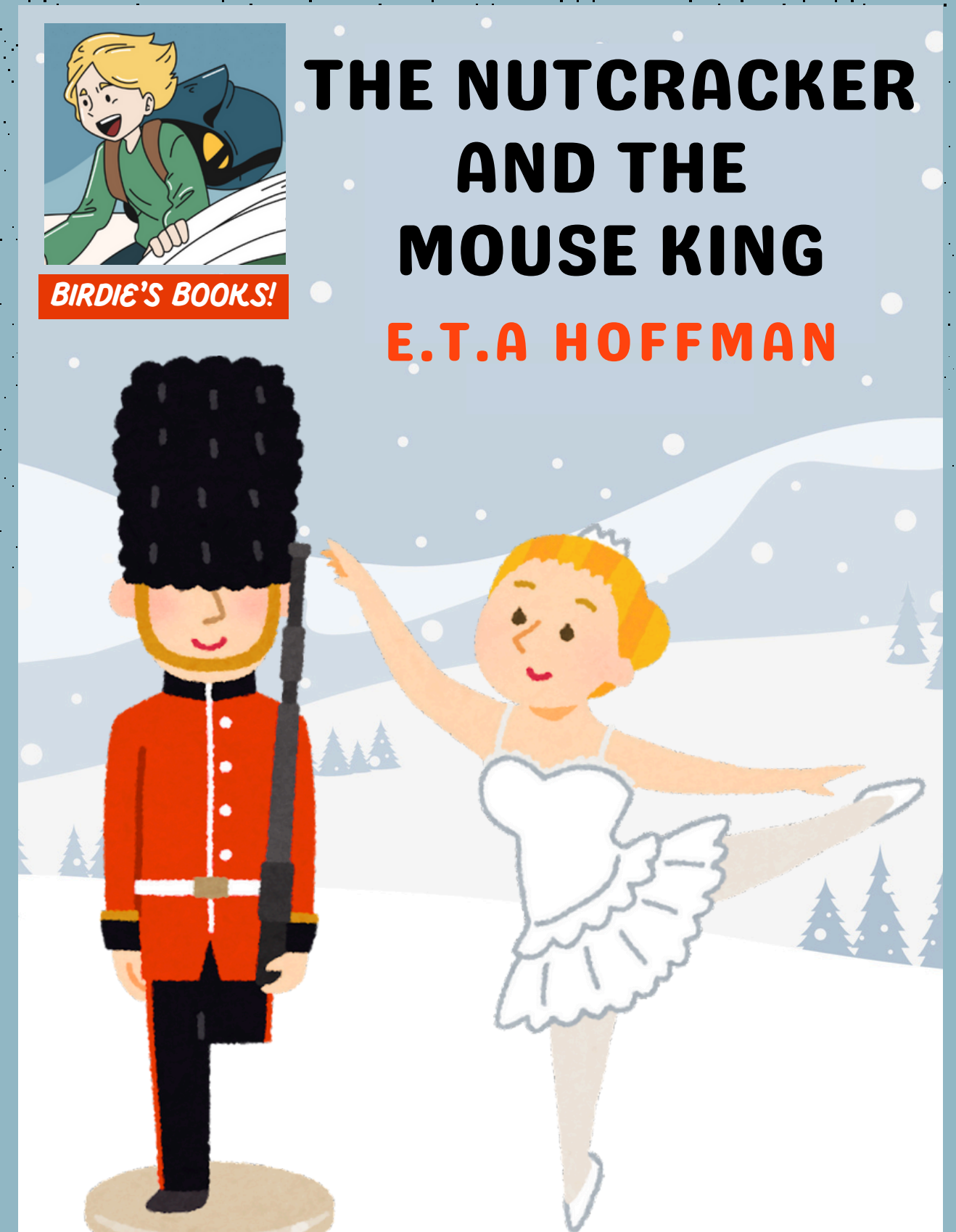


BIRDIE'S BOOKS

PRINT

Birdie's Books is a series of classic and public domain stories offered on various reading levels. Books include illustrations and study guides influenced by lexile. Students can log print books in their mobile app library with a code found in the back of each book.

This is a great way to give students a tangible connection to their favorite stories.



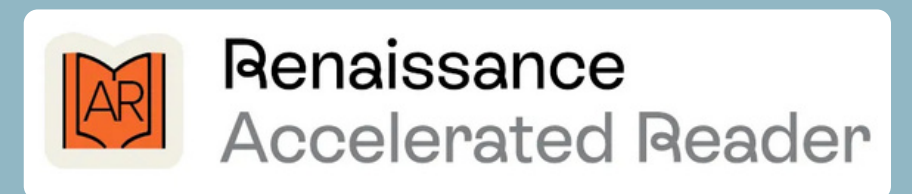
REVENUE MODEL

MOBILE GAME

Birdie's Bookish Adventure will be accessible through any mobile app store. It will be free to download with 100 books available. Extra costs unlock the unlimited library. The "For Schools" version charges for initial download, but tracks multiple players and comes with the unlimited library included. Price will be based on how many students per classroom. Bundle prices are available.

Birdie's Bookish Adventure may partner with Renaissance learning (Accelerated Reader and Star Reading) and attach to their subscription-based program plans.

This app may also partner with LitCharts to offer literary guides and breakdowns to amplify understanding and facilitate socratic dialogue. Great for older, more advanced readers.



REVENUE MODEL THEMED EXPERIENCE

Schools and libraries may book a touring story via our website, where they can also play a web-based version of Birdie's Bookish Adventure. Costs will include a flat rate and individualized travel fees. If event costs are inaccessible to a place of performance, no worries! Reading competitions are annually hosted to challenge readers and encourage reading proficiency. Performances are complimentary upon competition success.

Birdie's Bookish Adventure: LIVE may partner with touring children's theater companies such as The Acting Company, Bright Star, Theater Works USA, and more to supply actors and production materials.

The books students create live will be available for purchase through an order form after the show. Containing illustrated snapshots of the performance and timeless writings, this is a great keepsake for the family.



REVENUE MODEL

PRINT MEDIA

Birdie's Books will be available through bookstores, libraries, and our online platform. Classroom bundles, which include study packets and curriculum tool kits, will also be available for purchase online.

Birdie's Books may partner with Scholastic and the Scholastic Book Fair, Dolly Parton's Imagination Library, and Children's Books on Wheels to allow students accessible literature.

