



THE APP THAT'S TOO FUNNY FOR WORDSSM



WE'VE BUILT A BETTER MOOSETRAP.

Everyone knows the hilarious game where you enter in different words and then have those words put into a story. The results are hilarious. And now they're funnier than ever. Imagine having your story read aloud by your iPhone or iPad! That's right, your phone has never been so funny.

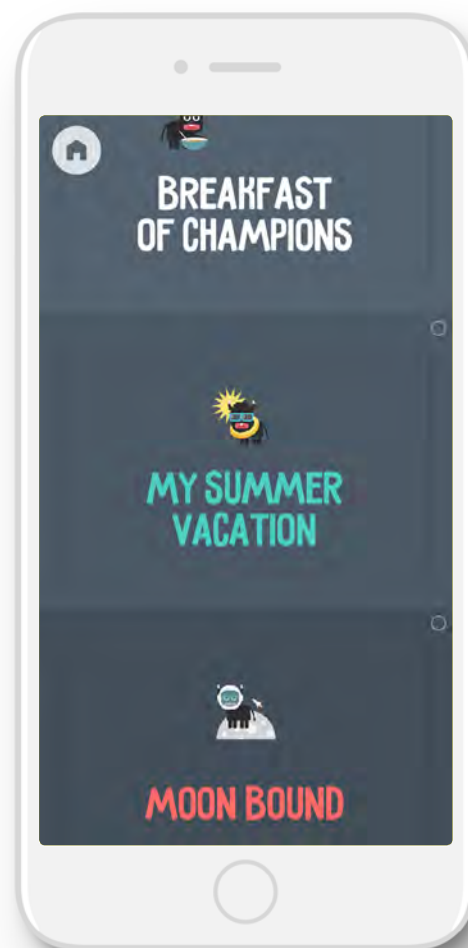
YakLibs is a free app available in the App Store for iOS devices. Features include:

- 12 free YakLibs stories that will have kids rolling on the floor laughing
- Play each story again and again—with a different, hilarious result each time
- Save favorite stories
- Get a score for every story
- Play solo or with friends and family
- Want to read a story aloud yourself? You can.
- Fresh, contemporary design and user-tested gameplay
- Parental controls allow moms and dads to customize the game
- Parent-controlled filtering of inappropriate words
- Optional in-app purchases for more stories and different voices
- No 3rd-party advertising





1. CHOOSE A STORY



The YakLibs app comes with the Laugh Pack Story Collection—12 stories to tickle young funny bones. These stories include:

- The Camping Trip
- More Allowance Please
- Little Brother For Sale
- Roller Coaster Blues
- A Letter To My Teacher
- Everyone Farts
- We Need To Talk
- Breakfast Of Champions
- My Summer Vacation
- Moon Bound
- I Think I'm In Love
- Attack Of The Aliens

There are 10 more story collections available for purchase at 99¢ each. Each of these collections contain 12 new stories:

- School Blues
- The Sports Pack
- Funny Fairy Tales
- Goin' On A Road Trip
- Super Silly YakLibs
- Girls Rule Boys Drool
- Halloween Spooktastic
- The Holiday Edition
- Sleepover Fun
- As Not Seen On TV



2. FILL IN YOUR WORDS

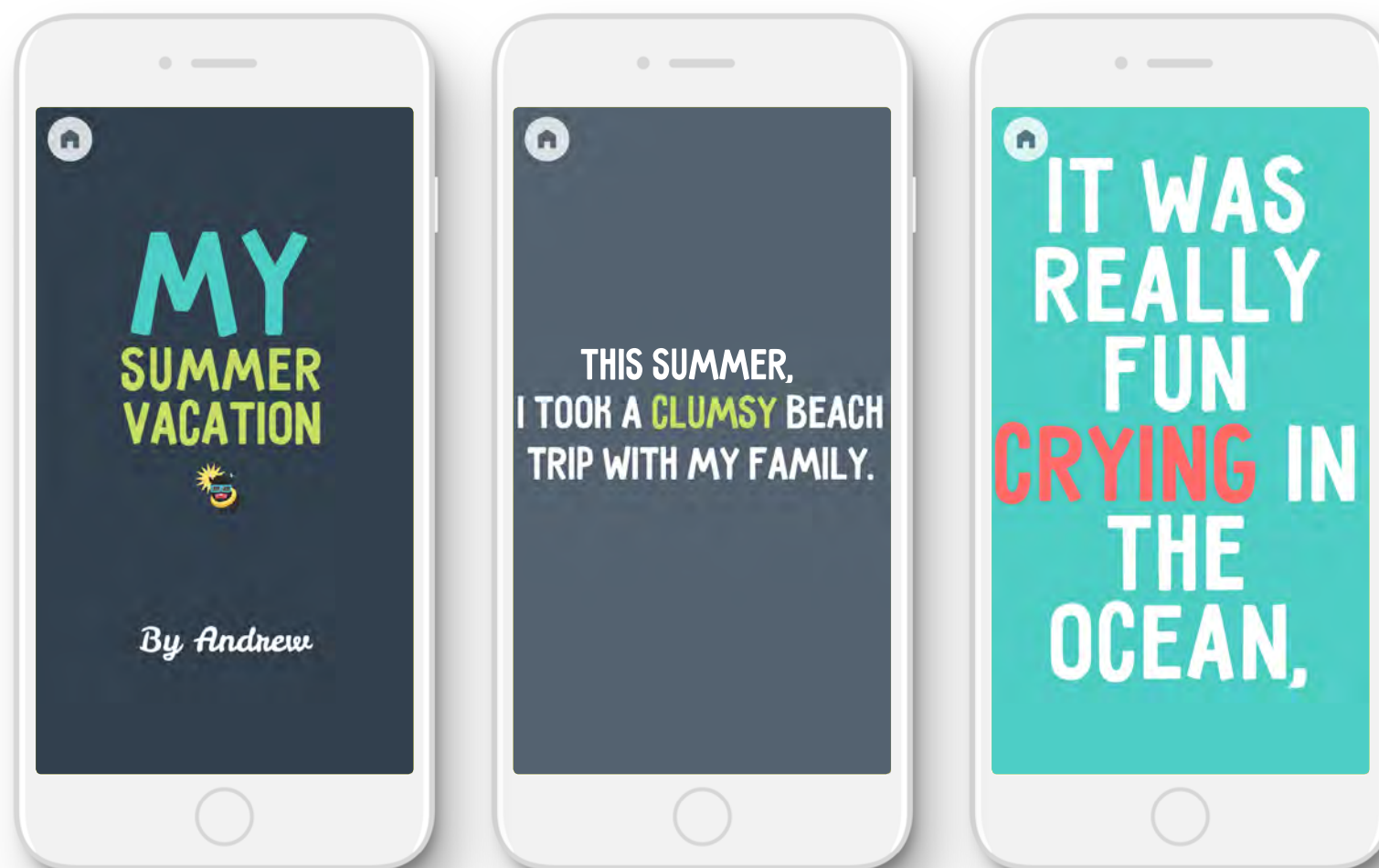


After choosing a story, you'll be asked to fill in different words. Need help understanding the different parts of speech? The app provides instruction and suggestions for every type of word.

You can either fill in each word yourself or click on the Random button to have a word suggested for you.



3. LAUGH YOUR **BIG TOE** OFF



Now you're ready to sit back and laugh. Push play and watch your story come to life.

Each story is animated and read aloud by your device, with ridiculous results.



IT'S BETTER. IN MORE WAYS THAN YOU CAN CATAPULT.

We've spent four years crafting, building, testing and re-crafting YakLibs. The result is a hilarious app that actually takes itself very seriously, Beyond reading stories aloud (which is, if we didn't mention it enough already, amazingly funny), YakLibs has many other noteworthy features:

- **Story Scoring.** We've added an element of gamification to the app that kids loved in our testing. And the scoring system rewards them for entering in their own words and not relying on the Random Word Button.
- **Parental Controls.** We know who wears the pants in the family. Which is why we've put parents in control of many of the apps functions and features.
 - Parents can choose how much word filtering they want to apply to the words their kids can enter into their stories.
 - Parents can turn off the Random Word Button, so kids have to enter words instead of having random words filled in for them.
 - Social sharing can be turned on or off.
 - Story scoring can also be turned on or off.
- **Personalization.** Every story credits the child as the author.
- **Kid's Choice.** Each story can be played with animation and voice, or presented in scrollable form to be read by the child.
- **The Details.** We've sweat the details. That's why the app adjusts the story if the entered word is a vowel (using "an" instead of "a"). And why some stories put the child's entered username right into the story. And why each story has a custom Yak illustration.





Testimonials from some of our Beta testers:

“It made my son laugh like crazy!”

—Dad of 8-year-old

“Mom! Siri’s telling a funny story!”

—7-year-old

“I’m going to get all my friends to download this!”

—10-year-old

“It’s hilarious. I love the visuals.”

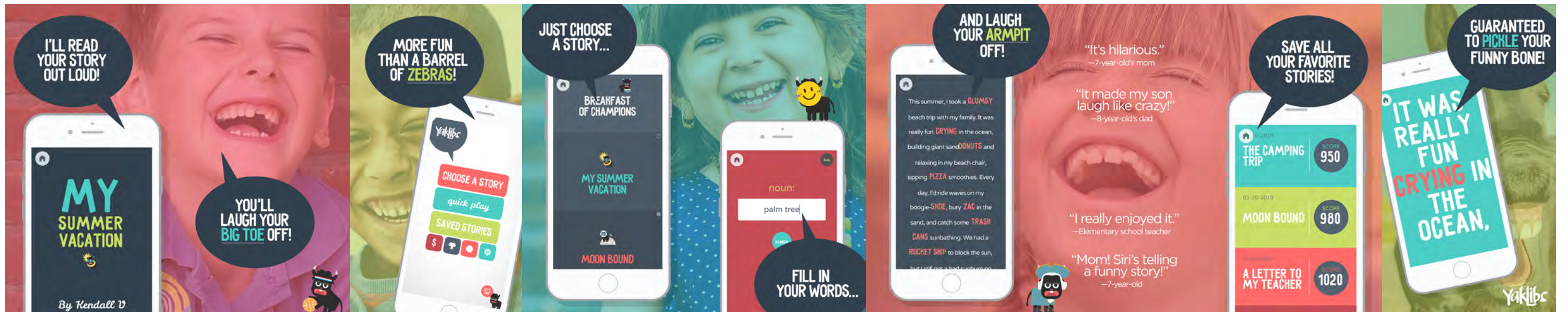
—Mom of 7-year-old

“It’s fun and easy to navigate. I really enjoyed it.”

—Elementary school teacher



APP STORE SCREEN SHOTS





MADE BY ITCHY BRAINS.

The YakLibs app was created by Itchy Brains, LLC, an idea factory based in Detroit, MI. Founded in 2011, Itchy Brains currently has five other apps in the App Store including the ZodiaCat app, which has been profiled by numerous outlets from Trend Hunter to Refinery29.

- Praise for the ZodiaCat app:

“Is it absurd? Yes. Is it also the best? Heck, and yes.” —*Bustle*

“I might go adopt a kitty just for the app. Really.” —*Tech Girl*

“The app is perfect for learning about your feline’s fate in the stars.” —*Trend Hunter*

Bob Veasey, partner and co-founder of Itchy Brains, is the brains behind YakLibs. Bob has spent a career in advertising, winning nearly every award on the planet. In 2012, he was featured in *Business Insider* as “one of the 25 most creative people in advertising.”

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THANK YOU