

Young Authors Publishing is a book publishing company that exist to share the stories of children, many who live in the impoverished cities of America. We provide our Young Authors a self sufficient pathway through book publishing. The problem at hand is that 41% of children in the U.S live in low income households, this results in generational poverty, low college attendance/ graduation and low self- esteem. The opportunity is 223 million units of Children's books were sold in 2017, out of the 223 million books sold less than 6% were written by black latino and native authors combined. Thus being, there is a deficit in diversity in children's books. The great opportunity is that 56% of low income communities (our target audience) are comprised of black Latino and native potential young authors.

Our solution is to use book publishing as a self sufficient pathway for children in low income communities. Young authors go through our eight week Experience Program that teaches children how to write a compelling children's book and educates them on the fundamentals of financial literacy. Our writing curriculum entails creative writing activities and a detailed course plan that leads to a published book. The Experience Program includes a financial literacy component that exposes our Young Authors to the fundamentals of saving and budgeting; in efforts to develop financially literate individuals.

After they go through our experience program we publish their books with distribution across Amazon, Barnes & Noble, libraries and bookstores. Eighty percent of their book royalties are deposited into a secured savings account for each young author to access at the age of 18. The remaining twenty percent goes to programming cost for the non-profit.

We launched our pilot cohort spring of 2018 and impacted four middle school girls. They collectively wrote and published their book titled, Roxie's Day in Vine City. Since their publication date, June 23rd 2018, they have sold over 185 copies and counting. Currently we have thirteen African-American boys between the ages of 12-15 from the westside of Atlanta in our Experience Program. In early June 2019 each individual young author will have published their debut book. Our anticipated impact on our current young authors is for them to sell a minimum of 1,000 copies. We will do this through our distribution outlets Amazon, Barnes & Noble, libraries, bookstores, wholesale orders and vendor opportunities. As a result of selling 1,000 books our young authors could save up to \$10,000 and cultivated entrepreneurship abilities and increased their confidence.

Since we are entering a highly competitive industry, book publishing, we are and will continue to focus on branding and marketing. We believe that all kids are story worthy and ensure our customers know that they are helping a child write a new story when they purchase one of our books. We recently on-boarded a Brand Manager whose primary focus is promoting the great work we're doing through social media book influencers, press through magazine, radio an tv appearances plus more.