

The #1 family-trusted bilingual children's media publisher built by community

PITCH VIDEO INVESTOR PANEL



lilibros.com Los Angeles CA  

Retail Entertainment Social Impact Minority Owned Education

LEAD INVESTOR



Veronica Garza

Lil' Libros and their commitment to increase representation and tell diverse stories in children's literature is inspiring and one of the main reasons I've chosen to invest in them! I am confident that their efforts will have a positive impact, especially in underrepresented communities, as their books encourage children to read culturally relevant stories and foster inclusivity. I'm so excited to have the opportunity to invest in and support a business that believes in the power of representation and making a difference, and I admire their commitment to maintaining a strong sense of community and wholeheartedly living out their values.

Invested \$10,000 this round

Highlights

- 1 \$1.7 MILLION gross revenue in 2020; \$1.4 MILLION in 2019; \$1.2 MILLION in 2018
- 2 Over 1.5 MILLION children's books sold worldwide
- 3 Sold at Target, Barnes & Noble, Walmart, MoMA, Whole Foods, Amazon, and 2,500+ independent retailers
- 4 18% YoY gross revenue growth in 2020, one of the most challenging years for small businesses. independent retailers
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- 5 Strong direct-to-consumer (B2C) sales with 53% year-over-year (YoY) growth in 2020
- 6 Consistent business-to-business (B2B) sales with 24% YoY growth in 2020
- 7 300K+ social media reach across all platforms
- 8 100% Latina-owned

Our Team



Patty Rodriguez & Ariana Stein Founders

Lil' Libros was founded by two mothers, Patty Rodriguez and Ariana Stein, to encourage reading in two languages at the earliest age with books that celebrate inclusivity, different cultures, and authenticity.

As mothers and women of color, we want to teach our children our language, our culture, and our stories. Yet, in 2020, only 6.1% of books focused on Latinx characters. Lil' Libros was created to fill that void, and we want to share our mission with YOU! Together, we have the power to transform this industry.



Ariana Stein CEO + Co-Founder

12+ Years in Entrepreneurship, Business Degree, Goldman Sachs 10K Small Business Alumni, Entrepreneur of the Year Award recipient, and mom.



Patty Rodriguez CCO + Co-Founder

One of the most influential American Latino leaders in the country. 20+ yrs experience in entertainment, media, and marketing. Producer and on-air talent at iHeartMedia's On Air w/Ryan Seacrest. 2019's California Woman of the Year. Mom of 2 boys.

The #1 trusted bilingual family brand founded by Latina women and built by community.

As mothers and women of color, our goal is to share our language, culture, and stories with our children. Quality and authentic bilingual children's books are hard to find, a problem traditional publishers fail to prioritize, despite the fact that 1 in 4 children in the U.S. are Latino -- a challenge millions of families continue to experience.



To fill the gap, we created Lil' Libros and have sold over

1.5 MILLION books worldwide with consistent year-over-year growth.

We celebrate the American-Latino experience by creating books and products that reflect our identity, culture, traditions, and history.

Our goal is to open a world of possibilities by sharing our mission with YOU!



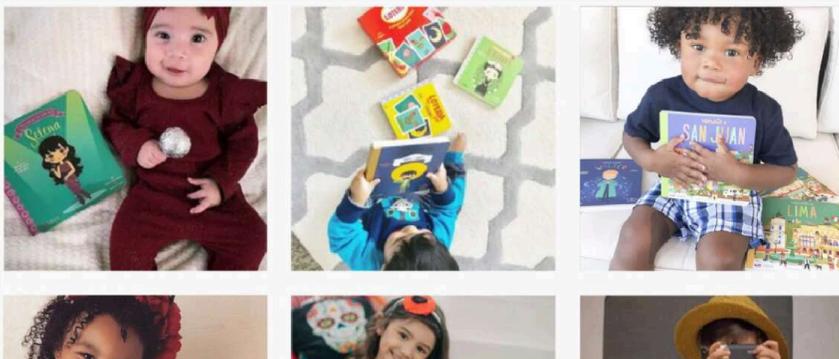
Let's become the first children's book publisher that's owned by our community.

Until recently, our community wasn't able to invest in start-ups because only the wealthiest were legally allowed. However, now with recent changes to securities laws, even your abuelita can INVEST!

We've spent our entire lives supporting brands and giant businesses that monopolize markets and lose sense of community.

Now you have the opportunity to be part of the **FASTEST GROWING** bilingual independent children's media company while working toward building wealth and fixing the lack of resources, a problem we've been facing for generations.

Let's create better opportunities for the next generation, and prepare our children for the future.





The Problem: Lack of representation and limited resources continue to create negative long-term effects.

THE PROBLEM

Early education resources are **limited or non-existent** in communities of color, creating negative effects on their educational experience and reduced success in adulthood.

Less than 1% Shortage of bilingual children's books in the United States.

6.1% Representation matters. In 2020, only 6.1% of books focused on Latinx characters.

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Our Solution: Solving the problem requires a strategy and addressing the foundation of the issues.

THE SOLUTION

- Continue to provide **high-quality and culturally-relevant** content for parents, children, and schools.
- Substantially **increase the number of multicultural books** and children's media content in the U.S.
- Provide **Latinx Black and brown authors and illustrators** a platform to share their voices and stories and reach **mainstream success**.
- Inspire families to introduce a **second language at home**.
- Diversify school libraries and classrooms.

For the first time in history, a children's media company creates quality content for the underserved Latinx community that resonates at an **emotional level with consumers**.

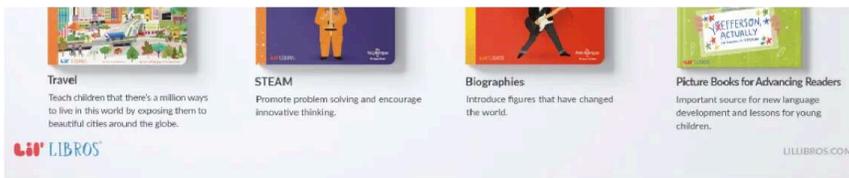
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Our books connect with our customers in ways that no other publisher can. Our high-quality, richly-illustrated titles, cover a wide range of topics and subjects for ages 0-8, the most critical age in children.

BOOK CONCEPTS

First Concepts
Build a foundation of listening and visual skills that will support the development of independent reading skills.

Traditions
Celebrate our traditions and cultures like food, games, and holidays.



Our products go BEYOND books! We're taking these beloved stories and creating innovative consumer products that promote learning experiences across all areas crucial to the development of young minds.



If 2020 taught us anything, it's that parents are seeking quality tangible content and real life experiences for their children and our numbers show.

In 2020, one of the most challenging years on record for small businesses, our gross revenue increased by 18%.

18%

**YOY GROWTH
IN 2020**

\$ 1.7M

2020 REVENUE

People love us! And our NUMBERS show.



Our customers connect to our content!

1.2M+

AVG MONTHLY
SOCIAL MEDIA IMPRESSIONS

Our reach grows daily!

300K+

SOCIAL MEDIA REACH

With only 36 titles, we've sold over 1.5 MILLION books across the globe.

1.5+ MILLION

BOOKS SOLD

Our success has been organic. We've been able to scale our business through a grassroots approach and the power of word-of-mouth. The power of mothers discovering Lil' Libros from other mothers has been a successful strategy.

\$40

AVG B2C
ORDER SIZE

\$1.32

CUSTOMER
ACQUISITION COST

\$120

CUSTOMER
LIFETIME VALUE

We have become a leader in the marketplace with shelf space at big box stores, high-end boutiques, museums, and over 2,500 independent retailers worldwide.

 TARGET.  BARNES & NOBLE  H-E-B  Walmart  amazon

 THE MET  MoMA   LACMA  GRAMMY MUSEUM®

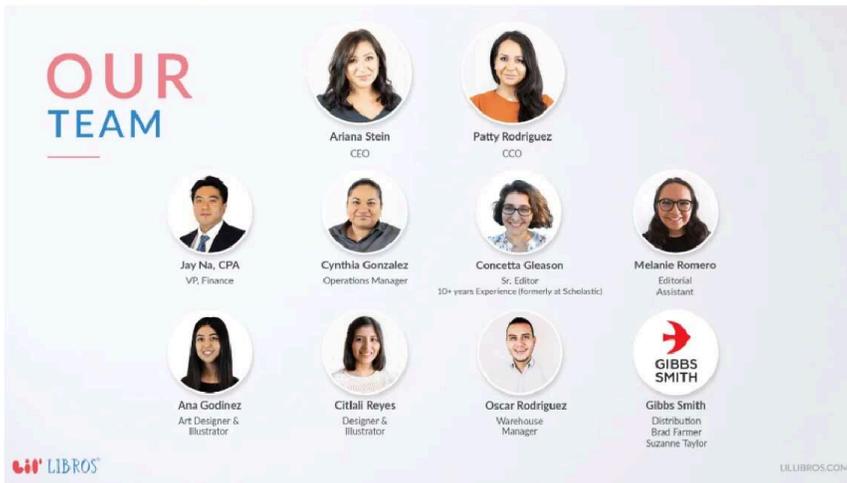
 THE MEXICAN MUSEUM  DMA  DALLAS MUSEUM OF ART  San Diego Children's Discovery Museum  Skirball Cultural Center  BOWERS MUSEUM



We've been featured in The New York Times, CNN, Forbes, The Washington Post, Los Angeles Times, and more!



Our team is majority women-operated.



Our full-time employees receive company shares and retirement benefits.



This is only the beginning. With your investment, we plan to substantially increase our book catalog, implement a subscription membership, create additional consumer products, and more!

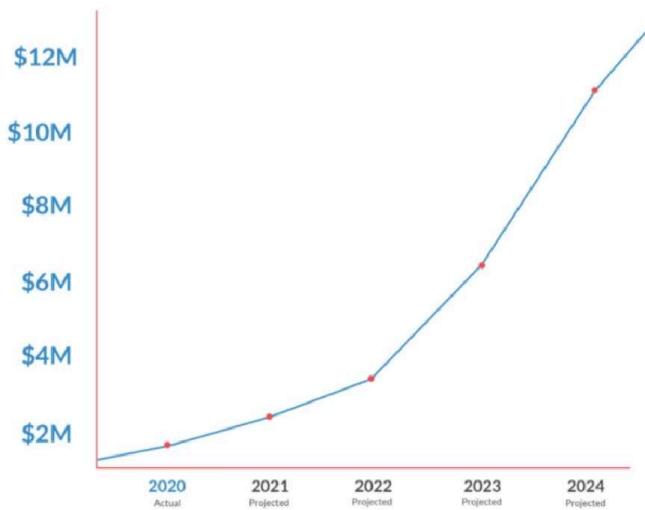
WHAT'S NEXT?

- Continuously increase our annual publishing catalog: 60% by 2022, 120% by 2023, and 150% by 2024.
- Launch subscription membership by 2023.
- Increase consumer products by 260% by 2024.
- License IP for animation and additional consumer products by 2024.

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Our forecasted revenue increases as we grow our publishing catalog, and introduce more products and subscription membership.

REVENUE



You can be part of this growth!

Join our mission to create content that is reflective of our children's culture and life experiences. Let's give parents the access to resources their children need to succeed in a global society.

We also believe that you should own the companies you

love and put your money in. This is how we build wealth for our children and families.

What are you waiting for? Let's do this! Let's create beautiful stories, build generational wealth, and change the world.

JOIN US!



INVEST IN **Li'l** LIBROS®
AND HELP US
CHANGE THE WORLD!

Patty • Ariana