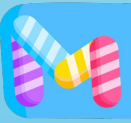




Smart tales

Interactive books for smart kids





Introducing Smart Tales

A Collection of interactive educational tales and games for preschoolers to develop creativity, concentration, problem solving skills and to grow up learning positive values such as equality, friendship and respect for the environment.

AWARD-WINNING APP



500K+ downloads



4.5/5 stars on 4000+ reviews



2000+ teachers onboarded



10+ international awards for educational and pedagogical value and for overall safety



50+ countries in which it has been featured as App of the Day by Apple



IN COLLABORATION WITH UNICEF

A collection of short stories is promoted by Unicef to raise awareness among children on important social issues, such as collaboration, respect for the environment, the prevention of bullying and the promotion of healthy lifestyles.

Smart Tales is also committed to donate part of the proceeds to support Unicef projects around the world.

Find out more about the partnership [HERE](#)



for

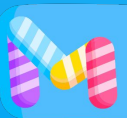


for every child

KEY FEATURES

80+ stories, 700+ animated tales to fall in love with reading

- Positive values and reinforcement to grow self-confident children
- Strong focus on female empowerment
- A new content released every other week



KEY FEATURES



500+ logic games,
mathematics and coding with
various difficulty levels to
improve logic and problem
solving skills



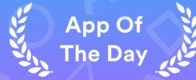
SCREENSHOTS

Get ready
for **school**
in 15 minutes
a day

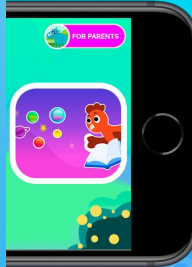


Play,
learn and
have fun!

Ages 3-6



Develop:
reading
logic
counting



Read
educational
stories



Approved by
unicef  **ITALY**



SCREENSHOTS

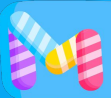
Try **500+**
games and
activities



Enjoy
new content
every week



Collect
all the
characters



OUR STORY

To us at Marshmallow Games, Smart Tales is more than an app -- it is a mission.

For the children using it, for the parents paying for subscriptions, it is more than an app -- it is a companion.

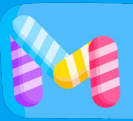
Yes, we are app developers, our apps have been featured around the world, we're growing and in the process of closing an 8-figure investment deal but before all that, we're one thing and one thing only: we are parents.

As we do with our children, we put all the love into making Smart Tales, a product we can be proud of:

- **Educational** and used in schools
- **Positive values:** Our tales deal with socially sensitive topics such as respect of the environment, healthy eating habits, gender and race equality. We partner with Unicef to promote children's fundamental rights internationally and donate part of our revenue to Unicef Italy.
- **Safe (Kids Safe certified):** No ads, safe parental gate
- **FUN!** Through our animation, characters and stories, we bring laughter and happiness to children around the world.



MANAGEMENT TEAM



Cristina Angelillo
CEO



Massimo Michetti
COO



Marianna Pappalardi
Creative Director



Francesco Capozzi
CTO

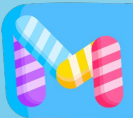


Roberto Attolico
Marketing Manager



Aldo Leo
Art Director

[Find out more about the team](#)



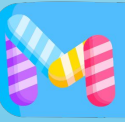
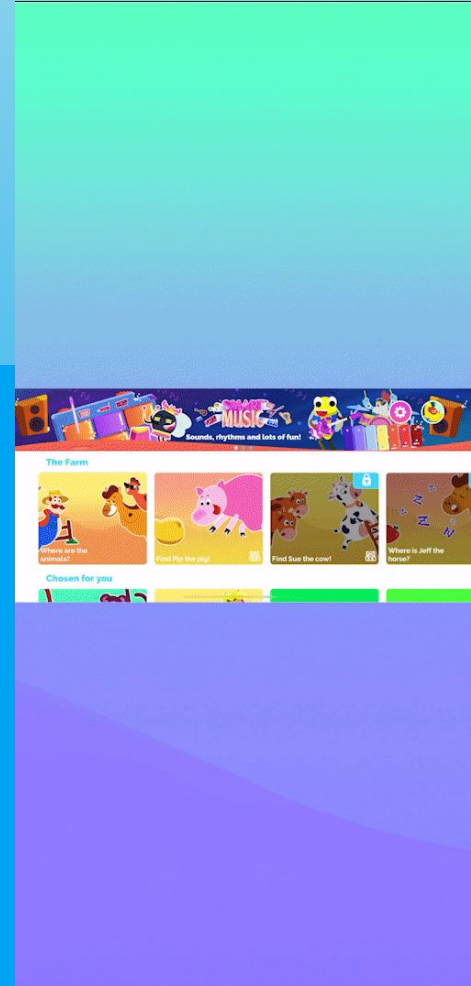
NEW FEATURES & GAME FORMATS

A selection of our latest game formats

Parental Area

We understand how important it is for parents to be able to monitor their children's activities on digital devices.

This is why we're ready to release the Smart Tales parental area where moms and dads can track their children's progresses and favourite tales, control screen time and learn more about all the amazing things that children can learn playing with Smart Tales.



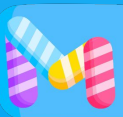
KEY FEATURES

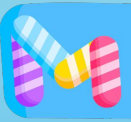
THE FIRST SCIENCE LABORATORY

With Smart Tales, explaining science to children is a fun game! Andrew the bear and the wise owl accompany the little ones on a journey to sensational discoveries in the most magical laboratory there is.

The new series "**Science or Magic**" collects thematic episodes on some basic concepts such as the Archimedes principle, states of water, density of liquids...

In the Smart Tales laboratory experiments are in fact interactive and the little ones experience science as the protagonists.





Smart Tales - Toys

Toys is the new Smart Tales features that allows kids to collect stickers of our characters by completing tasks and activities in the app.

Stickers are interactive, and kids will be able to play with them.

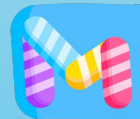
Each character will have its own profile with name, role, characteristics, personality, this way kids will be able to learn more about them and to take care of them.





Smart Music: unlocking children's creativity

Smart Music is a new format by Smart Tales that allows children to play with keyboard, drum kit and xylophone! With Smart Music children can unlock their creativity and create their own rhythms and music. It's the first of a series of new contents aimed at stimulating children's creativity, through music, drawing and coloring.



Smart Tales AR for iOS

Discover pop-up books with animations and games in augmented reality! Gift your child an unforgettable reading experience!

Thank You



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