

PIERRE VILLANUEVA

Word Gap Project

Wavhello

WAVHELLO

Founded with a pregnancy speaker system to play music, sound, and voices to the womb.

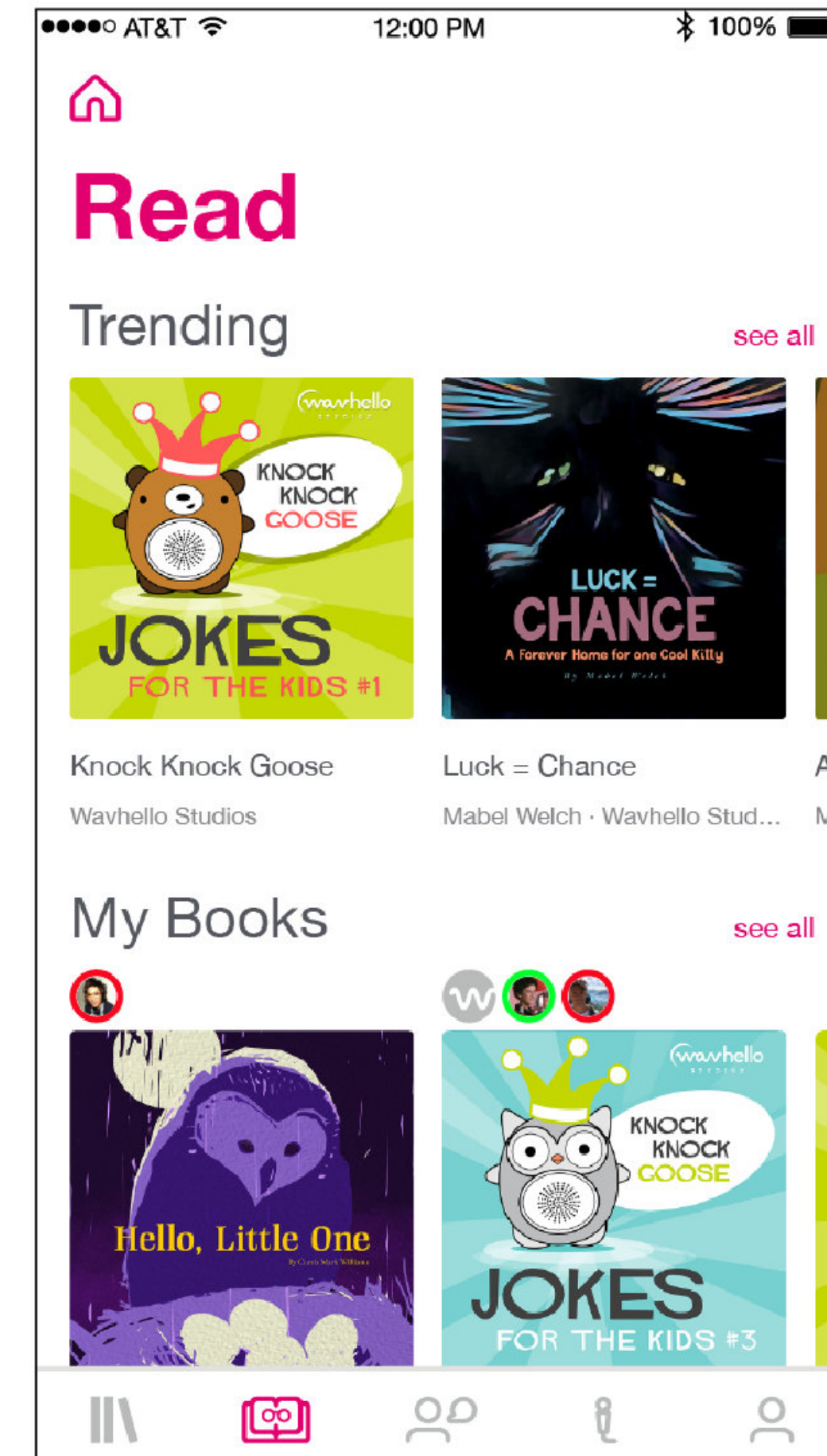
The company went on Shark Tank looking for investment and failed. The sharks were concerned the market opportunity was too limited. BellyBuds target pregnant women during 18–40 weeks of gestation.



VOICESHARE

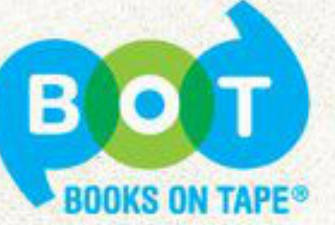
Wavhello then created a companion app to allow family members to create unique content for playback via Wavhello products or customers' existing hardware.

Wavhello's goal was to sell interactive content for family members to record—books, songs, lullabies.



THIRTY MILLION WORDS

This book was plopped on my desk
and I was asked to find something to
do with this book.



**THIRTY
MILLION
WORDS**

**BUILDING A
CHILD'S BRAIN**

**TUNE
IN**

**TALK
MORE**

**TAKE
TURNS**

DANA SUSKIND, MD

READ BY KATHLEEN McINERNEY

AN UNABRIDGED PRODUCTION

AN EMOTIONAL COMPLEMENT

I took an analytical approach to
contrast Wavhello's emotional apps.



RESEARCH TAKEAWAYS

- Academic success strongly linked to early language exposure and interaction (0-3 age)
- Parents overestimate how much they speak with their child
- 4–30 million word gap exists at age 3 between poor and professional families—grows exponentially
- Parents consistently increase word count when given feedback on how much they talk

ETHNOGRAPHIC STUDIES CONDUCTED

Went out and observed my own
research.

Focused on caregiver versus affluent
parent/child interaction.



LEARNED

- Caregivers interaction largely limited to boundary/expectation communication e.g. "Stop", "Pay attention", "Eat your food", etc.
- Affluent moms externalized their thought process e.g. "I don't know what to make for your Dad tonight," "...that has too much sugar," "...it's not organic"

ASKED QUESTIONS

Added one question surveys to our newsletter.

Inquired about appropriate time to consider education, primary caregiver, screen time and desired life outcomes for their child.



LEARNED

- Parents don't start to consider education until 3–4 years
- ~50% receive care from someone other than a parent
- 1 hour of screen time (probably more)
- Parents want their child to be emotionally intelligent

(understand your emotional state and of others)

OPPORTUNITY

Parents underestimate the influence talking, singing and reading has on child's academic and emotional outcome during the early years of infant and toddler care.



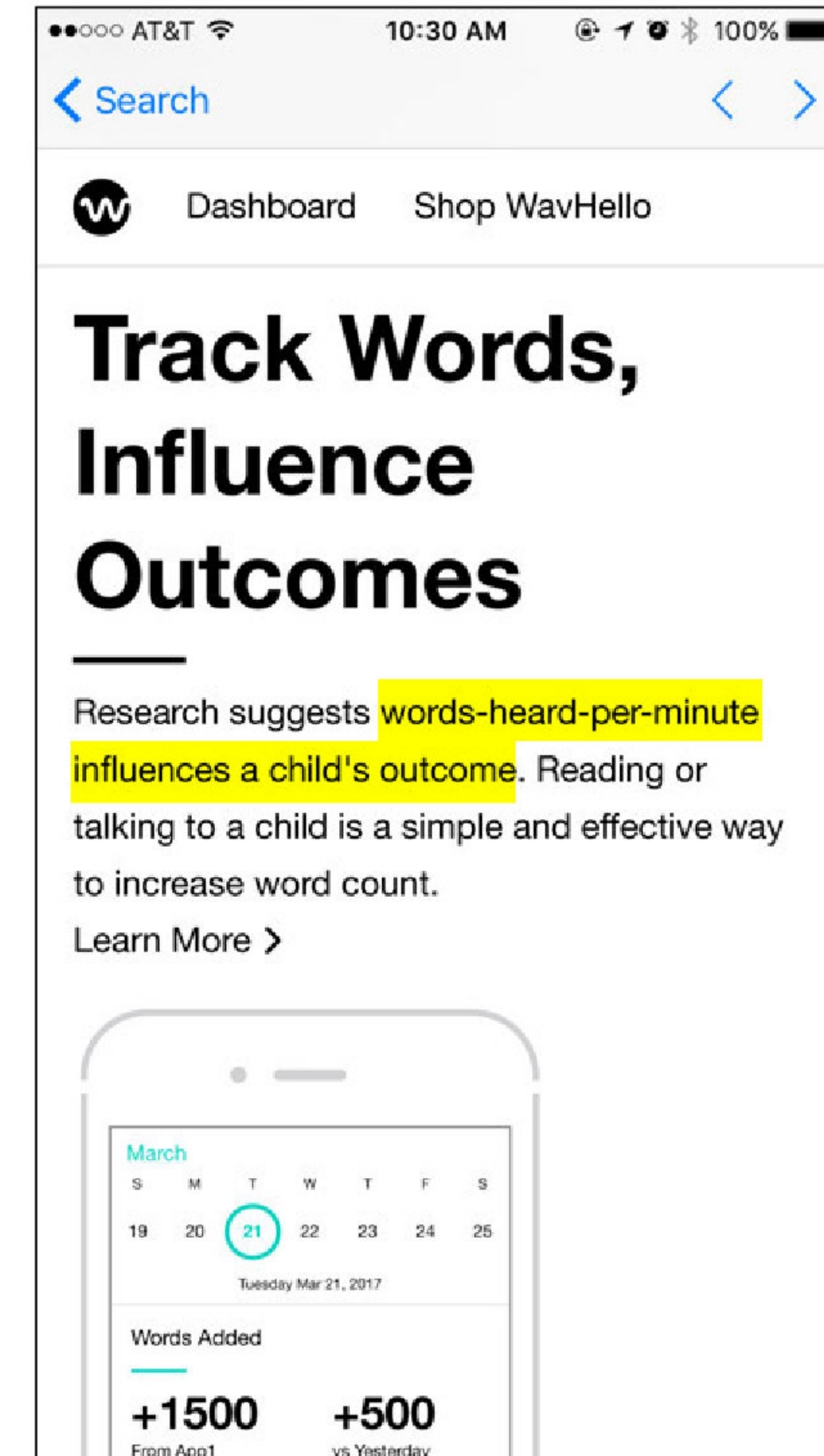
JESSICA

Second-time mom. Active Wavhello apps user. Believes growing and adapting are necessary to be a good mom.

"Every challenging experience in my life has changed me at my core-why should motherhood be different?"

JESSICA

Learns a child's academic and emotional outcome strongly linked to word exposure and interaction via a Wavhello newsletter.



PROPOSAL

- Highlight child development studies
- Present adaptable language curriculum
- Aggregate words heard from Wavhello apps
- Provide tailored recommendations

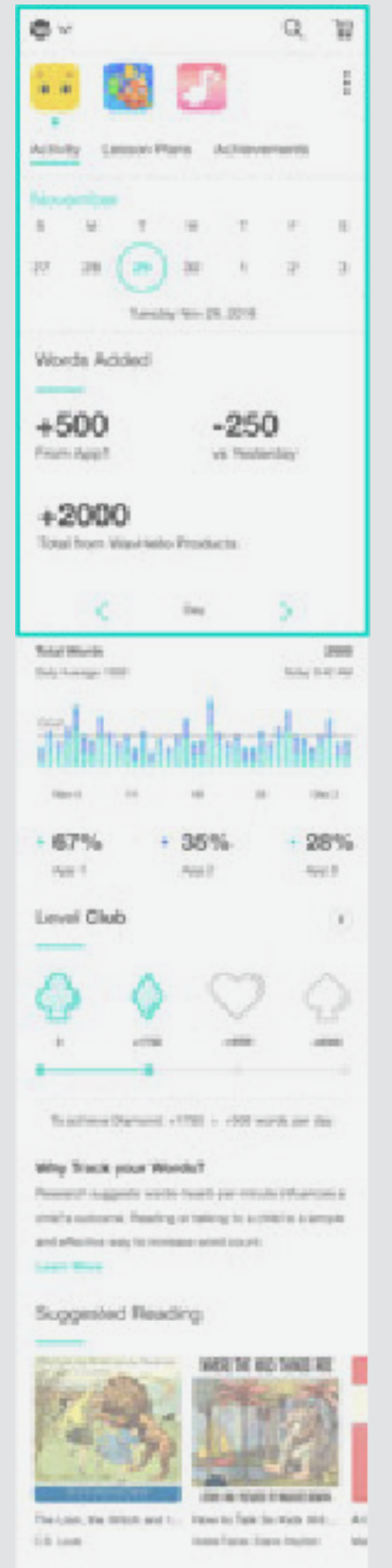
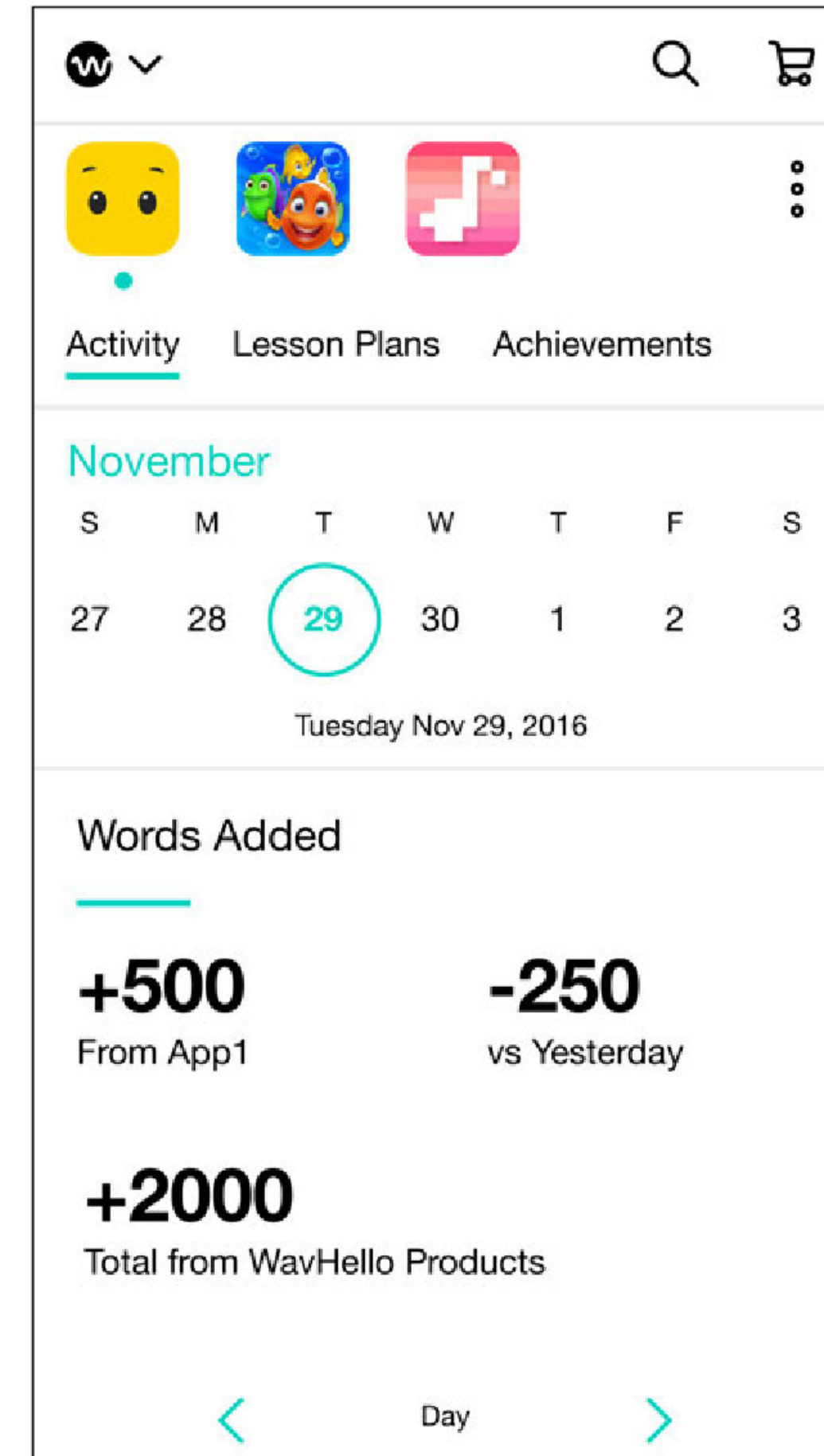
JESSICA

Jessica opts-in to Wavhello's FREE
value add—*Word Gap**



JESSICA

Word Gap* allows Jessica to track the words her child interacts with while using Wavhello apps.



JESSICA

Jessica scrolls down, she notices she's reached Diamond level—Yay!

Jessica taps the info button to learn more.

The screenshot shows the 'Words Heard' app interface. At the top, it displays 'Total Words' as 2000 and 'Daily Average: 1500'. Below this is a bar chart showing daily word counts over time, with a goal line. The chart shows dates from Nov 4 to Dec 2. Below the chart, there are three progress indicators for different apps: App 1 at 67%, App 2 at 35%, and App 3 at 28%. The 'Level Club' section shows four levels: Club (0), Diamond (+1750), Heart (+4000), and Spade (+8000). A purple box highlights an information icon (i) next to the Diamond level. Below the level club is a progress bar and the text 'To achieve Diamond: +1750 > +500 words per day'. At the bottom, there is a section titled 'Why Track your Words?' with the text 'Research suggests words-heard-per-minute influences a'.

This is a full screenshot of the 'Words Heard' app interface. It shows the same data as the zoomed-in view, including the 'Total Words' section, the bar chart, the app progress indicators, the 'Level Club' section with the Diamond level highlighted, and the 'Why Track your Words?' section. The app also shows a 'Words Added' section at the top with '+500' and '-250' and a 'Suggested Reading' section at the bottom with book covers.

JESSICA

Learns she's adding an average of +1750 words a day.

She'll reduce her child's word gap deficit by 1.9 million if she keeps it up.

Jessica also receives stage relevant pro tips.



Level **Diamond**

You're adding an extra **1750** words per day. That's **+26%** more than baseline. These extra 1500 will shrink the word deficit by **6 million** words.

ProTips

— **Use positive affirmations**

"Great job finishing your food."

— **Describe your actions to your child**

"Mommy doesn't know what to make Daddy for dinner." "Mom is putting on yellow dress."

— **Increase quality time with your child**

JESSICA

Taps back and scrolls down.

Jessica notes she's been recommended The Lion, the Witch and the Wardrobe.

Jessica taps on the recommendation.

0 +1750 +4000 +8000

To achieve Diamond: +1750 > +500 words per day

Why Track your Words?

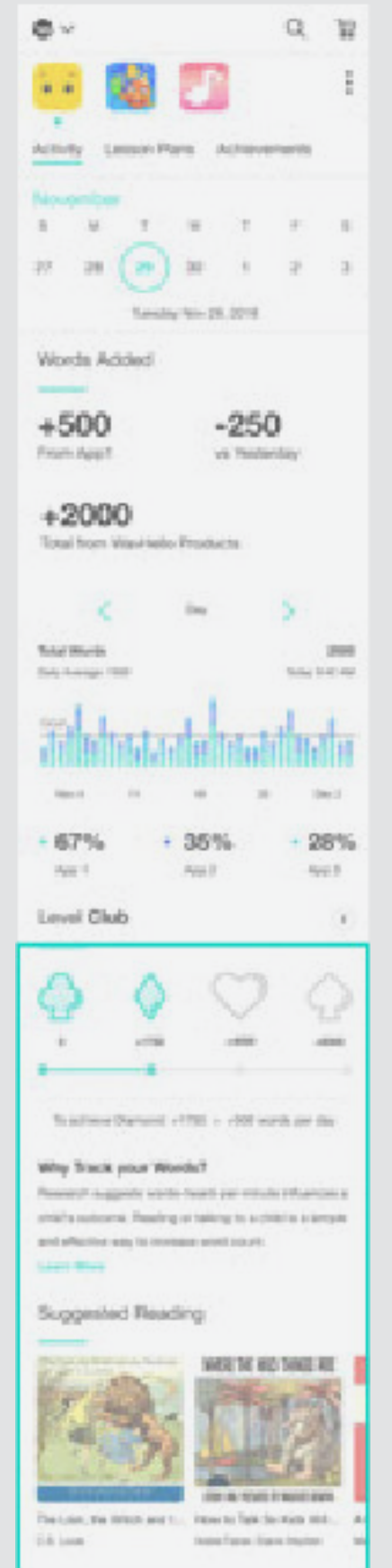
Research suggests words-heard-per-minute influences a child's outcome. Reading or talking to a child is a simple and effective way to increase word count.

[Learn More](#)

Suggested Reading

The Lion, the Witch and the Wardrobe
C.S. Lewis
The Chronicles of Narnia
UNABRIDGED

WHERE THE WILD THINGS ARE
HOW TO TALK SO KIDS WILL LISTEN
A B
dele Faber, Elaine Mazlish Mic



JESSICA


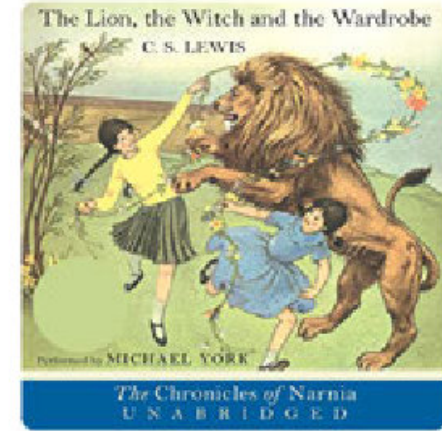
Reviews the recommendation.

Jessica hadn't considered this book before. Jessica feels reassured it's an appropriate option.

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Level Diamond

The Lion, the Witch, and the Wardrobe
The Hermit, C.S. Lewis



Selected for

- Easy-to-medium words
- Themes
- Word Count

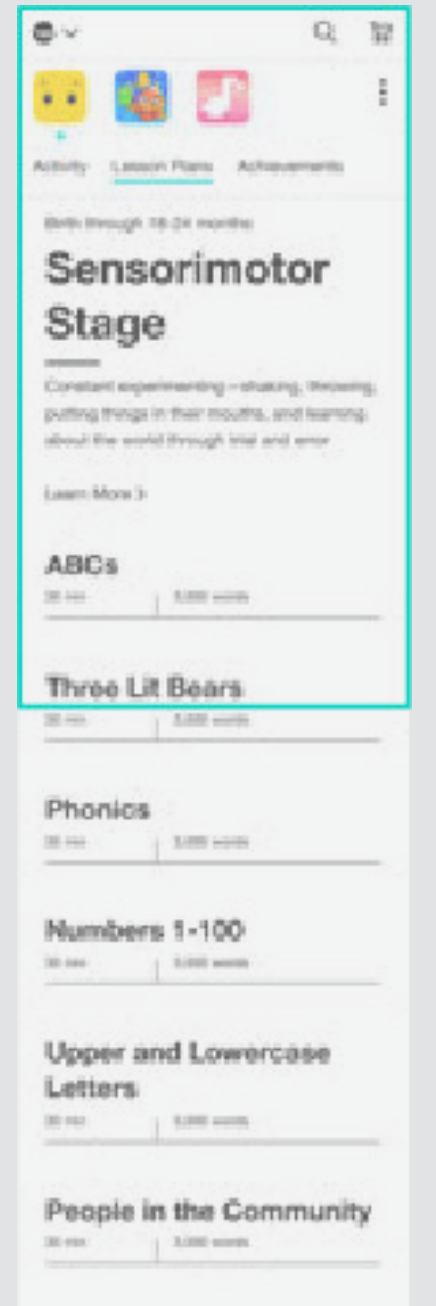
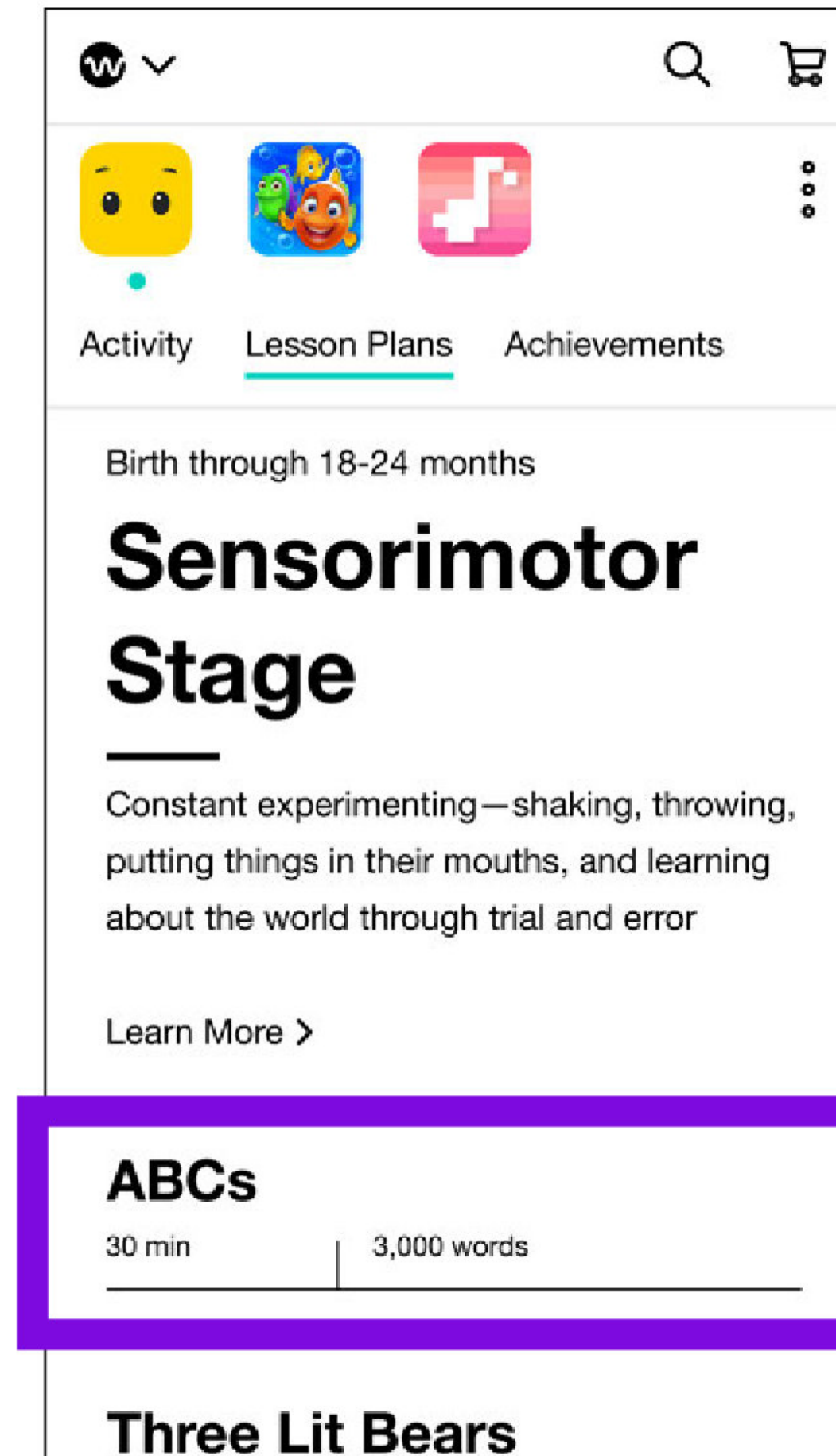
[Buy Book \\$2.60](#)

[Publisher's Summary](#)

JESSICA

On the Lesson Plans page, Jessica discovers stage appropriate lesson plans to help her add more words exposure.

Jessica wants to learn more—she taps on a lesson for more detail.



JESSICA

Jessica reviews the lesson plan.

She feels inspired with clear directions and resources to help her complete the plan.

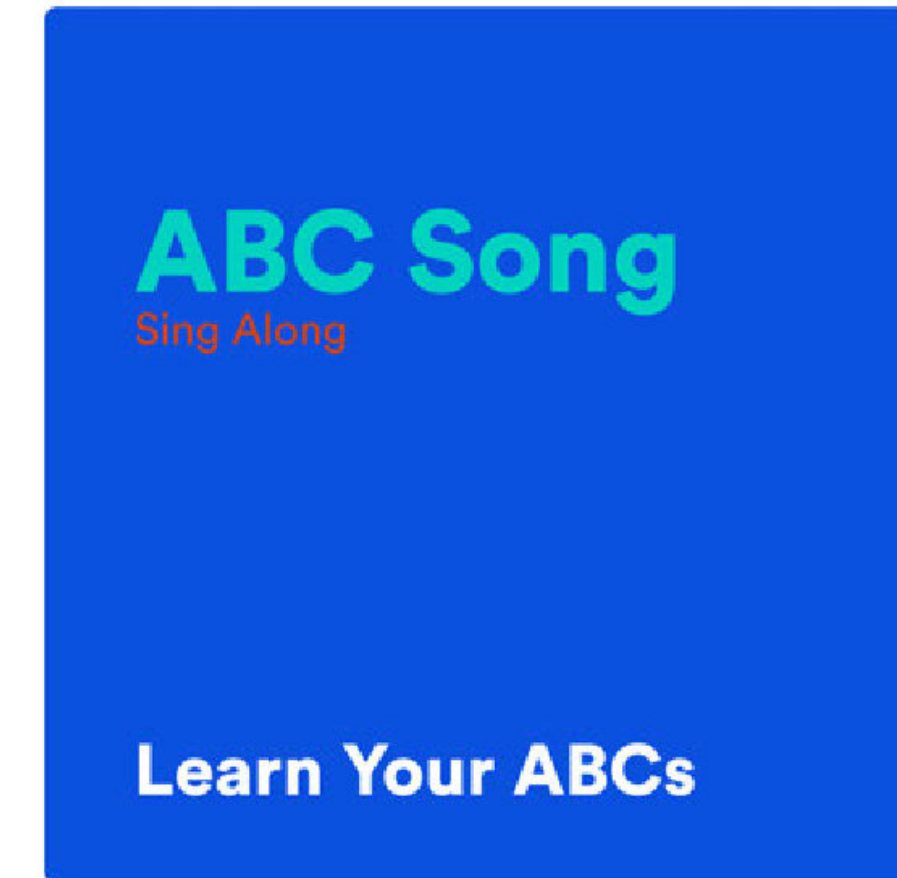
A screenshot of a lesson plan page titled "ABCs". The page includes a back arrow in the top left corner. Below the title, it shows a progress bar with "30 min" on the left and "3,000 words" on the right. The main content is under a "Directions" heading, which is underlined. The directions are: "Read Letters in their Own Words", "Sing ABCSong", "Talk Talk about the different animals featured in the book", and "Encourage students to share their favorite animal. Ask to students to give two reasons why this animal is their favorite". Below the directions is a "Music" heading, also underlined, followed by a blue rectangular placeholder.

A smaller, vertical version of the lesson plan page shown in the previous block. It contains the same text and layout, including the title "ABCs", the progress bar, the "Directions" section with its four activities, and the "Music" section with a blue placeholder.

JESSICA

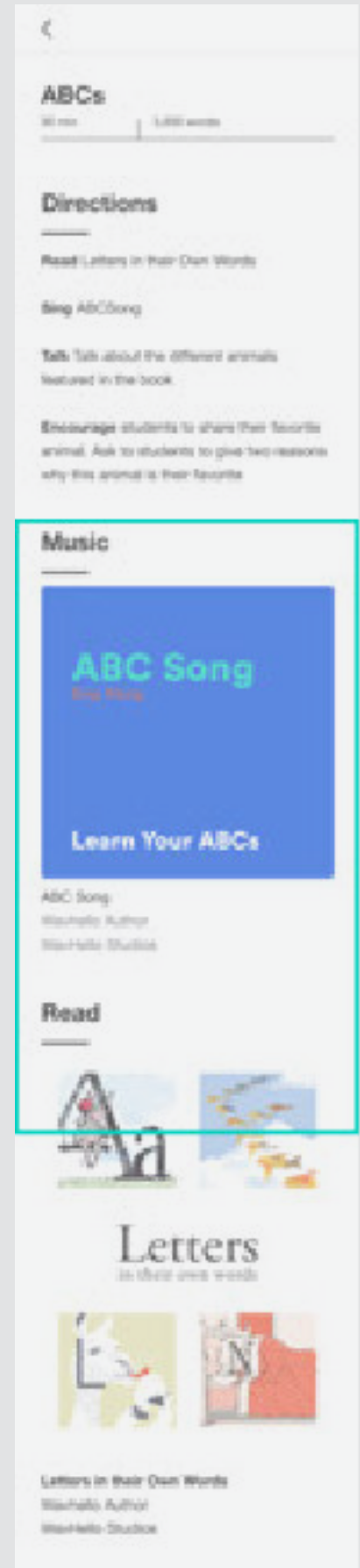
Jessica views the music selection.

Music



ABC Song
Wavhello Author
WavHello Studios

Read



JESSICA

And the reading selection.

Read

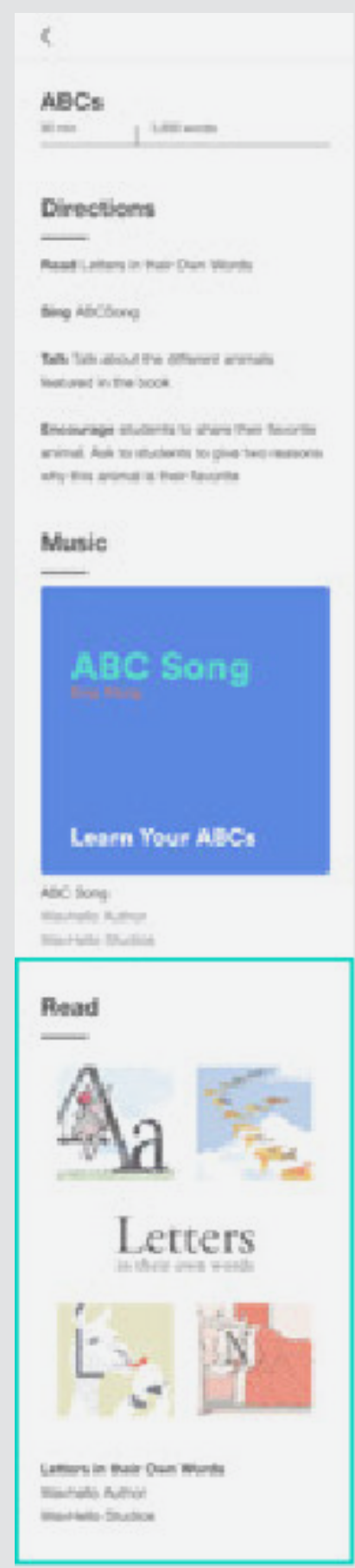


Letters in their own words



Letters in their Own Words

Wavhello Author
WavHello Studios



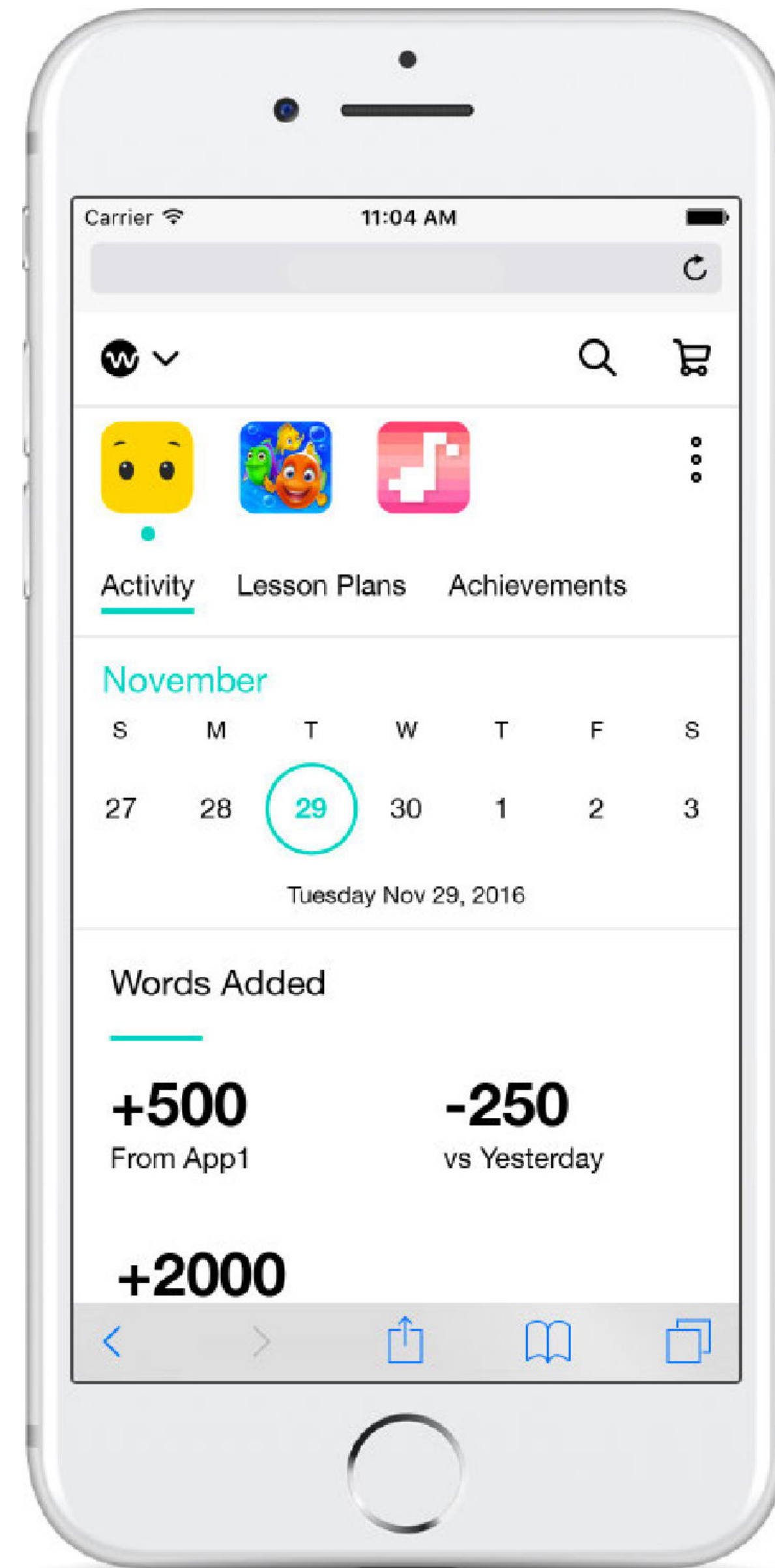
SUMMARY

*Word Gap** helps parents discover the influence early word exposure has on a child's academic and emotional outcome. Parents stay engaged with automated goal setting, progress tracking and tailored recommendations.

The business gains a unique competitive advantage, leverages its interactive content, and opens verticals e.g. child education, entertainment, games.

PROTOTYPE

<https://marvelapp.com/icd8966/screen/30439859>



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