

# LuvYa Reader

God's Word. Your Voice. A Child's Smile.



# HOW IT BEGAN:

Walt Petticrew lost his father and his son in the same year.



**THEN GOD LED HIM TO A PLACE HE NEVER COULD HAVE IMAGINED**

“After my loss, I was looking at an old photograph of my dad reading to my son when he was little. I was touched in a profound way. From that point forward, I was inspired to focus my future on the challenges facing families, grandparents, grandkids and Christianity in today’s America. The more I learned, the more my mission became abundantly clear.”

Walt Petticrew  
LuvYa Reader Founder

## WALT'S VISION:

His vision was to create new technology that would connect grandparents with their distant grandchildren using computers and mobile devices, Christian children's e-storybooks, love, faith, and the human voice.



And with the help of dedicated partners,  
that's exactly what he did.

Walt recruited Steve Gurasich and Steve Martin to help achieve his vision. Having founded GSD&M and SicolaMartin (respectively), these two agency executives were ready for a venture that would help families leave a lasting legacy.



# PRODUCT FACTS:

**LUVYA READER LETS PEOPLE SELECT A DIGITAL CHILDREN'S STORYBOOK, RECORD THEIR VOICE READING ALOUD AND EMAIL IT TO KIDS THEY LOVE.**

## Website - LuvYaReader.com

- Launched August 2015
- 4 free titles to begin sharing quickly
- 41 books and 24 devotions currently loaded
- Clean interface and easy to use
- Records with user's PC microphone
- Record the titles one page spread at a time or in a continuous mode
- User can replay recordings on each page spread
- Page spreads can be easily re-recorded
- User may send a written personalized message with each story
- Each purchase comes with three shares
- Books cost \$7.99
- Devotions cost \$1.99
- Additional shares of a recording are \$0.99
- Recipients are emailed a link to the book that remains on the cloud to be shared for generations

## iPad App - LuvYa Reader Recorder

- Launched November 2015
- Has ranked #8 in the Books Category in the App Store
- 4 free titles to begin sharing quickly
- 41 books and 24 devotions currently loaded
- Quick start and easy to use
- Record the titles page by page or in a continuous mode
- Record different versions of the same title
- Each purchase comes with three shares
- Preview all contents in the shop
- Filtered access to contents by age, theme or character
- Completely cloud-based system. The same account can be shared by different devices.
- Clean and sharp recordings with the iPad microphone
- Books cost \$4.99
- Devotions cost \$1.99
- Additional shares of a recording are \$0.99
- Recipients can access titles shared with them on the free LuvYa Reader Listener App



**Visit [LuvYaReader.com](http://LuvYaReader.com)  
or find us in the iPad App Store:  
"LuvYa Reader Recorder".**

## WEBSITE REVIEWS

“This is a wonderful way to bring God’s word to life and create a memory for the parent and child.”  
— Laurie Ann Lavallee, Director of Children & Family Ministries

“I think LuvYa Reader is an extremely valuable tool helping form those bonds between children and grandparents who aren’t necessarily close in distance but want to be close in connection.”  
— Nancy Phillips, Ph.D. Chemical Engineer

“WITH LUVYA READER, I’M A PART OF THEIR LEARNING TO READ. I’M A PART OF THEIR LIFE. I’M NOT SOMEONE WHO IS FAR AWAY AND HAS LITTLE TO DO WITH THEIR LIFE.”

— DR. PAUL MUENCH, CONCORDIA UNIVERSITY



## APP REVIEWS

“I love the concept behind the LuvYa Reader Recorder app as it offers a great way to use technology for families to stay connected. The set up is easy to use and parents or grandparents can easily download the app, set up their profile and begin recording one of four pre-loaded stories and devotionals that can be sent to their children or grandchildren anywhere. The images and illustrations included are also very engaging and the receiver (using the LuvYa Reader Listener app) can easily access the recording and follow along with the story or devotional with ease. The quality of the recording is also very good which is important for this kind of app.”

— Lamisha Serf-Walls, Best Apps for Kids



“I LOVE THIS APP! YOUNGER KIDS WOULD BENEFIT FROM GRANDPARENTS SENDING THEM STORIES, OR EVEN A PARENT PRE-RECORDING BEDTIME STORIES BEFORE TRAVELING. HOWEVER YOU USE IT, IT’S DEFINITELY ONE TO CONSIDER!”

— HEATHER, SMART APPS FOR KIDS



## MANAGEMENT TEAM



**Walter Petticrew**  
**Product & Business Development**

35 years of expertise in high-tech software development and marketing. Leadership roles in U.S. and international companies from startups to Fortune 100 corporations.



**Steve Martin**  
**Acting CEO**

Founder & former CEO of SicolaMartin Marketing/Advertising with 37 years of experience in high-tech advertising and marketing.



**Steve Gurasich**  
**Acting COO**

Founder & former CEO of GSD&M Advertising with 45 years of leadership and entrepreneurial success.



**Kristen Parkhurst**  
**Marketing & Social Media**

9 years of expertise in social media, marketing and advertising in the Christian space. Experience directing full marketing campaigns for a broad range of faith-based organizations.

## CONTACT INFO

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