



PROSPECTUS & ROLLOUT PLAN

The Peer-Driven Literacy Platform

A structured reading engagement platform. Replacing passive reading logs with peer-to-peer recommendations.

THE DATA IS CLEAR

The "Decline by Nine"

According to the benchmark *Scholastic Kids & Family Reading Report*, reading frequency and enjoyment suffer a severe drop-off as students approach middle school.

While 57% of 8-year-olds consider themselves "frequent readers" (reading independently 5-7 days a week), this drops to just **35% by age 9**. As digital screen time increases, independent reading is frequently displaced.

The Traditional Intervention Fails: Mandated, passive reading logs treat reading as a compliance task. They fail to leverage the primary psychological driver that motivates pre-teens and teens: *peer connection*.

FREQUENT READERS AT AGE 8

57%

FREQUENT READERS AT AGE 9

35%

SOURCE: SCHOLASTIC READING REPORT

Flipping the Script.

In an environment where adults prescribe what constitutes a "good book," we provide young readers with structured agency.

KRKB—Kids Review Kids' Books—is built on a fundamental truth of adolescent behavior: **students are exponentially more likely to pick up a book recommended by a peer than one assigned by an adult.**

Digital storefronts are saturated with reviews from adults stating "My grandson loved it." However, we rarely hear the actual student's perspective. What specifically resonated with them?

KRKB shifts reading from an isolated compliance task to a socially relevant activity within your school. We utilize the mechanics of modern digital feeds—peer reviews and community validation—and apply them exclusively to literacy within a highly moderated environment.



"I started KRKB because kids deserve a dedicated, safe space on the internet where their voices matter. Every review shared is a step toward building lifelong independent reading habits."

ANUSHKA RAI
FOUNDER

Structured Reading Milestones

Instead of tracking minutes on paper, students document their reading progress through a structured digital timeline.

VISIBLE PROGRESS

The platform emphasizes consistent effort over reading speed. By visualizing their historical reading data and the peer impact of their reviews, students develop a tangible identity as an active reader.

IMMEDIATE FEEDBACK LOOPS

As students complete titles, submit reviews, and reach genre targets, they unlock digital credentials. This systematic feedback loop provides the immediate validation necessary to sustain engagement and redirect focus toward literacy.

Curated Shelves & Challenges

Librarians and Media Specialists can seamlessly build digital displays, organize Summer Reading Challenges, or coordinate "Battle of the Books" rosters. Students discover new titles based on verified peer reviews and educator collections.

Active Comprehension Checks

Comprehension assessments shouldn't feel punitive. KRKB transforms them into a collaborative exercise.



PEER-GENERATED QUIZZES

Students demonstrate reading mastery not through standardized multiple-choice tests, but by **authoring their own quizzes**. By challenging their peers, they exhibit thematic understanding and critical thinking while providing a valuable assessment artifact for the educator.



CREATIVE EXTENSION

Beyond reviewing, students are encouraged to author original narratives inspired by their reading material. A distraction-free text editor paired with a secure publishing workflow gives students an authentic audience of their peers.

Layered Human Moderation

Architected specifically for K-12 environments. Content moderation and data privacy are the foundational layers of the platform.

FERPA & COPPA ALIGNED

Student records are strictly isolated. KRKB does not sell, track, or share student data with third-party networks. Verifiable parental consent (VPC) workflows are integrated directly into the provisioning architecture.

THE PARENT PORTAL CONNECTION

Every student account requires linkage to a verified adult. Guardians retain absolute visibility into their child's activity, can restrict privacy settings, and access historical reading data on demand.



The Dual-Layer Verification

We prioritize human-led oversight. While automated filters instantly flag inappropriate vocabulary or PII (Personally Identifiable Information) during submission, **human moderators execute the final approval.**

Every flagged submission—and all student profile avatars—are physically audited by the KRKB Moderation Team before reaching the educator's Student Work Queue for classroom-level approval.

Measuring the Impact

KRKB equips administrators with the reporting tools necessary to justify the intervention, manage rosters efficiently, and quantify growth in independent reading.

THE KRKB ANALYTICS ENGINE

Administrators receive real-time visibility into metrics that actually matter, moving beyond simple page-counting to measure authentic engagement.



VOLUME TRAJECTORY

Track school-wide completion rates and identify reading slumps before they become trends.



PEER INFLUENCE MAP

Measure the viral impact of student reviews —see exactly which recommendations drove checkouts.



GENRE DIVERSITY

Visualize the genres your student body is exploring and where library collections may need expansion.



COMPREHENSION DEPTH

Report on active learning by tracking the volume of student-generated quizzes and stories published.

TURNKEY ROLLOUT SUITE

A School/Library license includes a comprehensive implementation suite to guarantee zero-friction adoption for your instructional staff.

Teacher Lesson Guides: 4-week structured launch scripts.

Automated Take-Home Letters: Bilingual Parent Portal instructions.

Impact Reports: Exportable analytics for administrative review.

FRICTIONLESS PROVISIONING

Teachers manage rosters seamlessly via our bulk **CSV Import System**. Readers access the platform via printable **QR Code Login Badges** or secure join links, bypassing common SSO hurdles for early elementary grades.

Licensing Tiers

We utilize a simplified flat-rate model. No complex seat calculations or hidden overages. One transparent invoice covers your institution.

School Library Plan

SITE LICENSE — \$1,000/YR

Full access for media specialists and teachers. 250 reader seats + 5 staff accounts. Features curated digital shelf displays, class visit launch scripts, Battle of the Books tools, roster import, and principal analytics summaries.

Public Library Campaign

BRANCH LICENSE

Designed for community engagement. Includes public branch registrations, seasonal reading challenges (summer reading), community QR poster displays, and director-level metric briefs.

Classroom Pilot

4-WEEK LAUNCH

Perfect for individual educators to trial the platform. Includes secure rostering, QR code login badges, first review cycles, and basic weekly parent digest reporting.

Ready to initiate your rollout?

We fully support manual invoicing, purchase orders (PO), and vendor registration workflows to accommodate district procurement policies.

REQUEST ACTIVATION

krkb.com/pilot

DIRECT CONTACT

admin@krkb.com

Standard 4-Week Rollout

Adopting new software should not be an administrative burden. Our standard 4-week timeline ensures a structured, zero-friction deployment for your IT staff and educators.

WEEK 1

Provisioning & IT Setup

We coordinate directly with your IT department to whitelist KRKB domains and establish firewall exceptions. Roster data is ingested via simple CSV upload, automatically generating structured Classrooms. QR Code Login badges are generated as PDFs, ready to be printed and distributed, bypassing complex SSO configurations.

WEEK 2

Educator Sandbox & Setup

Teachers and Media Specialists are granted early access to their administrative dashboards. During this phase, educators build out their initial "Curated Shelves," set up reading challenges, and familiarize themselves with the Student Work Queue moderation interface.

WEEK 3

Student Launch & First Reviews

Utilizing our provided 15-minute lesson script, educators introduce the platform to students. Students log in via their QR badges, select their avatars, and write their first book reviews. This initial cycle allows teachers to actively model appropriate digital citizenship using the moderation queue.

WEEK 4

Parent Portal Activation

Automated, bilingual "Take-Home Letters" are generated from the dashboard and sent home in student folders. These letters contain unique registration codes, allowing parents to link their accounts to their children, enabling full visibility and verifiable consent moving forward.