Overview:

The story of Novel Effect began with Melissa and Matt Hammersley. Melissa was a visual designer with a growing passion for children's books and Matt was an engineer working on the edges of voice recognition.

As a married couple preparing for our first child, we came up with the idea for Novel Effect after Matt watched a friend read aloud with a young child while adding her own silly voices and sound effects. The child laughed and begged to read more books. It was magical and stuck with us as parenthood approached.

With a desire to experience the same magic while reading with our own child and leveraging our backgrounds, we built a prototype. It worked! With that, Novel Effect was born to empower grown-ups to share magical story times with their kids, instill a love of reading, develop early literacy skills, and ensure everyone looks forward to reading together again, and again.

Today, Novel Effect is the only app which combines children's story books and powerful speech recognition. The result plays layers of interactive music and sound effects that respond as you read aloud from your print book during your regular story time routine. Storytime will never be the same.

Mission:
Our mission is to encourage our children's social, emotional, and cognitive growth by inspiring kids and grown-ups to read aloud together more consistently.

novel effect™

Founded:	Jul 29, 2015
Founders:	Matthew Hammersley Melissa Hammersley
Industry:	Technology, Media, Entertainment
Company Size:	10 employees
Company Type:	Privately Held
Funding Status:	Early Stage Venture (Series A; May 2018)
Specialties:	Voice Recognition, Books, Storytelling, Reading, Education, EdTech, Animation, Video, Games, iOT
Awards:	AASL (Best App for Teaching & Learning), Webby (Best Integrated Experience), Cynopsis (Best Integrated Online Experience) CIO Magazine (Top 25 EdTech Solutions) Mom's Choice, and Parents' Choice,

Celebrate the wonder of childhood.
Honor the power of story time.
Boost the magic of real books.

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