

**Overview:**

Seattle-based Novel Effect is the leader in voice-driven media and entertainment. Through the use of voice, Novel Effect's products blend physical and digital worlds to create immersive and interactive experiences across books, video and games.

The company's flagship mobile app was developed to support early literacy by integrating technology with children's books to provide a multi-sensory reading experience. Utilizing voice recognition allows the child's focus remains on the book as it is read aloud. The Novel Effect app simply follows along and plays background music and sound effects, which are perfectly timed to the words in the story. Once a user launches a title in the app, they can set their device aside and simply read together from their book while the app runs in the background, adding a bit of magic to storytime!

Novel Effect's patent-pending technology has applications that can extend beyond books to animation, toys, and games, and can integrate into devices such as in-home assistants, television, and AR/VR platforms.

Novel Effect was featured on Shark Tank and was one of nine startups to participate in the 2017 Alexa Accelerator powered by Techstars. Investors include Alpha Edison, Waverley Capital, Amazon's Alexa Fund, Lux Capital, Maveron, McCune Capital, and TenOneTen Ventures.

**Mission:**

Bringing people together through the power of voice

**Founded:** Jul 29, 2015  
**Founders:** Matthew Hammersley  
Melissa Hammersley  
Melody Furze  
**Industry:** Media, Entertainment  
**Company Size:** 16 employees  
**Company Type:** Privately Held  
**Funding Status:** Early Stage Venture (Series A; May 2018)  
Voice Recognition, Books, Education  
**Specialties:** EdTech, Reading, Storytelling,  
Animation, Video, Games, and Alexa  
**Awards:** Webby (Best Integrated Experience),  
Synopsis (Best Integrated Online  
Experience), Mom's Choice, Parents'  
Choice, CIO Magazine (Top 25 EdTech  
Solutions)

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