ILLUMINATIONS
LITERACY SOLUTIONS

Building the intelligence layer for literacy instruction.

VTO Reading • VTO Adaptive • Curriculum • Implementation

From measurement to mastery.

Leta Palmiter, Ed.S., CALT, C-SLDS
Founder

Ben Stasa; Atty, Ph.D. Eng. Candidate
Co-Founder



Thirty million American students read below grade level.

Yet the tools schools rely on primarily measure reading speed or produce broad scores—telling teachers what happened weeks ago, not which sounds a student is missing today.

Problem 01

Schools spend billions on reading curriculum, assessment, and intervention, yet teachers still cannot see exactly where a student's decoding breaks down.

Problem 02

Most tools report reading speed or an overall score. They do not measure sound-level accuracy or tell the teacher what to do next.

Problem 03

Schools have more reading data than ever—just not the data teachers need.

We built the missing intelligence layer.

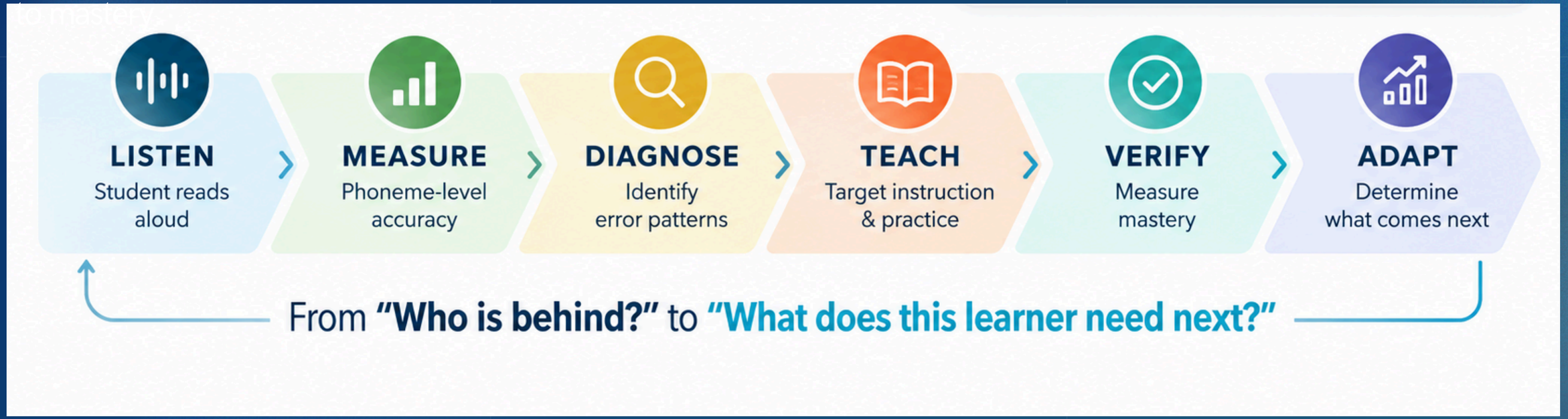
Illuminations Literacy Solutions technology listens as a student reads, analyzes performance at the phoneme level, identifies specific error patterns, and turns that information into instructional action—creating a continuous loop from measurement to mastery.

THE TECHNOLOGY POWERS

VTO Reading
Measurement + targeted practice

VTO Adaptive
Mastery-driven, adaptive progression

Curriculum + Instruction
Content aligned to demonstrated learner need



We Have De-Risked the Foundation.

Company

Delaware C-Corp established to commercialize and scale the technology; experienced operating, engineering, literacy, implementation and commercialization team assembled.

Technology

Patent-pending phoneme-level oral-reading measurement; VTO Reading commercialized; teacher dashboards, assessments, targeted practice and instructional guidance developed; VTO Adaptive now extending the technology into automated mastery-based progression.



Capital

$500K+ seed round closed with institutional and angel participation, following non-dilutive capital used to develop and validate the core technology

Commercial Infrastructure

District customers and pilots; procurement/vendor approvals; Clever/integration capability; Salesforce + sales infrastructure; implementation systems; curriculum and strategic vendor relationships.

The ILS Literacy Platform

One intelligence engine. Multiple products. Distinct commercial channels.

VTO Reading

Customized practice for existing lesson plans.

Daily oral reading measurement and targeted practice aligned to an external lesson plan.



PRIMARY CHANNELS

- Clinics & Providers
- EdTech Partners — Licensing opportunity

ILS LITERACY INTELLIGENCE ENGINE

Measure → Diagnose → Decide → Adapt

VTO Adaptive

Mastery-driven instruction for every learner.

Automatic placement, adaptive grapheme pairs, and individualized progression based on mastery.



PRIMARY CHANNELS

- K–12 Districts — Recurring SaaS for universal, Tier 2/3 and progress monitoring

Curriculum + Content

Instructional resources aligned to learner need.

Decodable texts, practice sets, and instructional materials that connect assessment to instruction.



CHANNELS

- Districts
- Clinics & Providers

Implementation + PD

Support that drives fidelity, adoption and outcomes.

District launch, educator professional development, coaching and data-driven implementation support.



CHANNELS

- Districts
- Clinics & Providers

- **SAME INTELLIGENCE ENGINE** — Across all products and channels
- **MULTIPLE PATHS TO RECURRING REVENUE** — Software, content and services
- **STRONGER ADOPTION AND FIDELITY** — Through integrated data and support
- **GREATER IMPACT AT SCALE** — For all learners

FROM MEASUREMENT TO MASTERY.

A Large Market. One Customer. Expanding Revenue.

A bottom-up market model built from the customers we actually sell to.



U.S. K–12 BEACHHEAD

49.3M

public-school students
2024–25

$10 / student / year

current VTO Reading
district price

≈ $493M

software-only annual TAM

THE PLATFORM EXPANDS VALUE PER DISTRICT

The $493M calculation reflects VTO Reading alone—not the full ILS platform opportunity.

VTO READING — **Recurring SaaS**
$10/student today

VTO ADAPTIVE — **Recurring SaaS**
Adds adaptive placement + mastery

CURRICULUM + CONTENT — **Licensing / content**
Expands instructional spend captured

IMPLEMENTATION + PD — **Services**
Accelerates launch, fidelity + retention

Sources: NCES 2024–25 enrollment; ILS commercialization plan and current district pricing.

FOCUS THE BEACHHEAD — THEN EXPAND

TAM
49.3M U.S. public-school students
≈ $493M at today's VTO Reading price

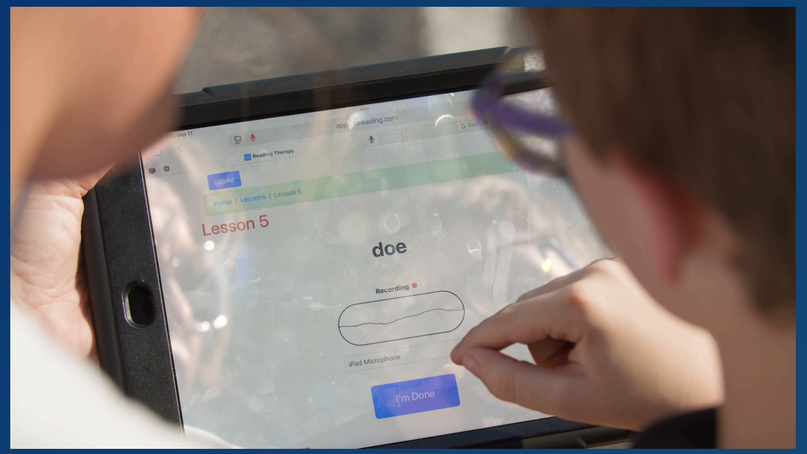
SAM
Tier 2/3 • MTSS • dyslexia • structured literacy
Districts needing frequent progress monitoring

SOM
Southeast + high-fidelity implementation sites
Pilot → procurement → district expansion

Adjacent expansion: tutors & clinics • adult literacy • strategic technology partnerships

Competitive Landscape

Assessment & Progress Monitoring	Curriculum & Intervention	AI / Adaptive Reading
Measures performance	*Delivers instruction*	*Automates/adapts practice*
i-Ready	Lexia Core5	Amira
Acadience	SPIRE / EPS	Microsoft Reading Coach
DIBELS-based tools	Reading Horizons	Project Read AI



Why ILS is Different

Curriculum-agnostic

Works alongside a district's existing structured-literacy instruction rather than requiring curriculum replacement.

Instructionally actionable

Moves beyond scores and fluency measures to identify phoneme-level error patterns and inform what happens next.

Closed instructional loop

Measurement, targeted practice, mastery and adaptation operate within one connected system.

Key Competitive Advantages

ILS connects what the market keeps separate.

Phoneme-level measurement → identifies the specific skill gap → connects data to instruction → delivers targeted practice → measures mastery → adapts what comes next

Proprietary Measurement

Instructional Intelligence

Literacy Domain Expertise

Data + Learning Loop

The moat is not AI alone. It is the combination of proprietary measurement, literacy intelligence, domain expertise and an increasingly integrated instructional system.



Early Market Validation. Infrastructure for Scale.

Real organizations. Real district procurement. Real implementation lessons.

~40
ORGANIZATIONS
represented historically

16
ACTIVE ORGS
shown in current dashboard

314
STUDENTS
current platform base

$500K+
SEED CAPITAL
raised

USAGE

314 students in the current platform base
26 lesson attempts started • 19 completed in the last 7 days
Active use spans schools, therapy providers and literacy programs

MARKET

District procurement motion established
Approved-vendor, RFP/RFQ and pilot pathways in Mississippi and beyond
Sales infrastructure now includes Salesforce + Starbridge

VALIDATION

Product deployed beyond prototype in real instructional settings
Implementation has clarified the next challenge: sustained educator use + measurable reading impact
Those lessons are shaping VTO Adaptive and the evidence strategy

CAPITAL + EXECUTION

$500K+ seed capital raised from institutional and angel investors
Core technology built and commercialized with non-dilutive + private capital
Company infrastructure now supports product, procurement and implementation

The next phase: turn adoption into sustained usage, instructional change and measurable reading outcomes.

Seed Round concluded August 2026.

PROVE

Demonstrate Measurable Impact

- Establish high-fidelity implementation sites
- Validate measurement reliability
- Build independent efficacy evidence
- Document instructional change and student outcomes

BUILD

Scale the Intelligence Engine

- Launch and refine VTO Adaptive
- Strengthen instructional decision support
- Improve interoperability and district workflows
- Continue platform reliability and scalability

SCALE

Create a Repeatable District Motion

- Convert pilots into district contracts
- Build implementation capacity
- Expand procurement and approved-vendor channels
- Grow within existing district relationships

Series A planned for Q3 2027.

BUILD

Strengthen Infrastructure for National Scale

- Expand cloud infrastructure, data storage, and processing capacity to support nationwide adoption
- Continue refining VTO Adaptive and its AI-powered intelligence engine
- Improve interoperability and streamline onboarding
- Strengthen platform reliability, security, and scalability

PROVE

Validate Impact Across Diverse Settings

- Expand independent efficacy research and third-party validation
- Demonstrate growth across grades, districts, and student populations
- Validate against established measures of reading achievement
- Document implementation success and instructional impact at scale

SCALE

Build the Team to Drive Nationwide Adoption

- Expand the sales team to accelerate acquisition and contract growth
- Build a national implementation and customer
- success team
- Increase conference, exhibition, and field marketing capacity

Strengthen procurement channels and approved-vendor relationships

Meet Our Team



Leta Palmiter

CEO, ED.S., CALT, C-SLDS
FOUNDER





Ben Stasa

COO, ATTY, PH.D. ENG. CANDIDATE
CO-FOUNDER



Brad Baker

CTO



Hollis Phillips

Software Engineer

INVESTMENT THESIS

A Proven Problem. A Unique Solution.

A Clear Path to Meaningful Impact and Value.

We are building the literacy intelligence platform that can transform how the world teaches and supports reading.



A REAL PROBLEM

Millions of students struggle to read, and educators still lack clear, individualized data to determine what each learner needs next.

PROPRIETARY TECHNOLOGY

Patent-pending phoneme-level measurement connects oral-reading performance to instructional action.

LARGE MARKET OPPORTUNITY

Schools already invest billions in literacy—yet personalized, data-driven instruction at scale remains out of reach.

MULTIPLE COMMERCIAL PATHS

The same literacy intelligence technology powers distinct solutions for clinics/providers, EdTech partners and K–12 districts.

FOUNDING TEAM WITH UNIQUE EXPERTISE

Deep literacy science, real-world implementation experience and proven ability to build and commercialize educational innovation.

WHAT WE INTEND TO PROVE BY 2027

We are using 2026 to build the evidence, implementation model and commercial foundation for a successful Series A.

PRODUCT
VTO Adaptive commercially deployable with the literacy intelligence loop operating across the platform.

EVIDENCE
Reliable measurement, high-fidelity implementation and documented student reading outcomes.

MARKET
A repeatable pilot → procurement → expansion model with district renewals and growing adoption.

ECONOMICS
Growing recurring revenue, increasing revenue per customer and a scalable customer-acquistion model.

TARGET 2027 SERIES A

$1.2 Million

To scale a validated literacy platform—not discover whether the technology can be built.

Capital will accelerate product development, evidence generation, district implementation and commercial growth.

Book a Demo with me today!

leta@illuminations.group

VTO READING | VENTURE ATLANTA 2026

Your Network Could Help More Children Learn to Read.

We're building better readers in just five minutes a day. And you can help us get VTO Reading into more schools.

Know a superintendent, principal, or district leader?

One introduction could open the door for hundreds—or thousands—of students.

Make an Introduction

READY TO SEND

Send a ready-to-use email to an education leader in your network.

Open Prewritten Email