

Transmittal Letter

May 23, 2025

Dr. Missy Bufkin
Director of Federal Programs
Jones County School District
5204 Hwy 11 North
Ellisville, MS 39437

Dear Dr. Bufkin,

Please accept this proposal from ROYO in response to Bid 042820252. We are submitting for consideration **only the literacy supplemental resource portion** of the RFP, as outlined in the district's service specifications.

ROYO is an educator-built, research-backed reading platform that delivers personalized, decodable books aligned to phonics instruction. Our technology leverages voice recognition to provide real-time student feedback and actionable data to teachers. ROYO is designed to integrate with any existing phonics curriculum and support a wide range of learners, from emerging readers to those needing targeted interventions.

Enclosed you'll find detailed information demonstrating how ROYO fulfills the district's needs for literacy supplemental software enhancements, individualized learning paths, and teacher resources. We've also outlined our integration capabilities with ClassLink and OneRoster, and our approach to professional development and support.

We deeply appreciate the opportunity to support Jones County's commitment to literacy and look forward to the possibility of serving your students and educators.

Sincerely,
Lauren Butler Macey
Chief Operating Officer, ROYO Inc.
lauren@royo.ai | (209) 623-6182
119 E Weber Ave, Stockton, CA 95202

Proposal Narrative – Supplemental Resource

Executive Summary

ROYO is submitting this proposal solely for the literacy supplemental resource portion of the Jones County School District RFP (Bid #042820252). Our product aligns with the RFP's requirements for supplemental software that enhances student literacy instruction, supports individualized learning paths, and provides resources for teachers to implement Science of Reading-aligned practices.

ROYO's platform generates personalized decodable books aligned with each student's phonics skill needs and interests. It integrates voice recognition to provide students with immediate reading feedback and teachers with real-time data on student progress. Our tools are built to save educators time, personalize instruction, and meaningfully engage readers.

Alignment to Literacy Supplemental Requirements

1. Supplemental Software Enhancements

ROYO provides dynamic literacy support through:

- Personalized book generation based on specific phonics skills and sight words
- Student choice and avatar customization to boost engagement
- Voice recognition that mimics one-on-one reading support
- Real-time feedback and skill tracking for independent reading

2. Individualized Lesson Paths

Teachers can group students by skill, assign custom reading sequences, and monitor progress. ROYO's adaptive approach allows each student to build fluency through stories tailored to their instructional level.

3. Literature and Informational Texts with Assessments

Each student receives access to a digital library of over 100 personalized decodable books annually, featuring fiction and nonfiction topics. Each book includes:

- Texts aligned to target phonics skills
- Embedded comprehension questions
- Formative feedback and engagement metrics

4. Professional Development

ROYO offers:

- Virtual onboarding and training sessions
- On-demand support and implementation guides
- Optional live coaching and PD webinars. All at no additional cost.

5. Technology Compatibility

ROYO supports secure rostering and single sign-on (SSO) through **Clever** and is fully compatible with **Chromebooks**, aligning with the technology infrastructure used in many schools.

Firm Fixed Cost Quote

Product: ROYO Supplemental Literacy Platform

License Term: Annual

Pricing Options:

- **Site License:** \$2,100 per campus
- **Classroom License:** \$295 per classroom
(Minimum of 1 classroom; each license serves up to 32 students)

Each student receives:

- Ability to create 100+ personalized books
- Ability to read classmates' books
- Real-time fluency feedback via voice recognition
- Progress dashboards for teachers and families
- No additional fees for professional development or usage reporting

Signed Proposal Acknowledgement

Vendor Name: ROYO Inc.

Address: 119 E Weber Ave, Stockton, CA 95202

Contact Person: Lauren Butler Macey, Chief Operating Officer

Phone: (209) 623-6182

Email: lauren@royo.ai

Signature:



Name: Lauren Butler Macey

Title: Chief Operating Officer

Date: May 23, 2025

[Profile](#) / [My Roles](#)[Account Details](#)[My Roles](#)[Following](#)**Entity**

PROFILE

My Roles

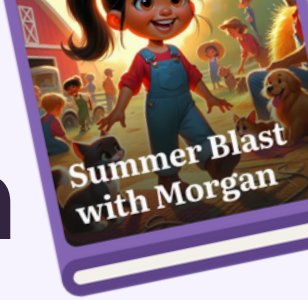
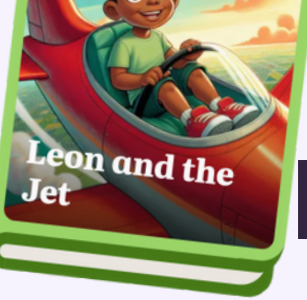
Showing 1 - 1 of 1 results

Sort By

Entity Name

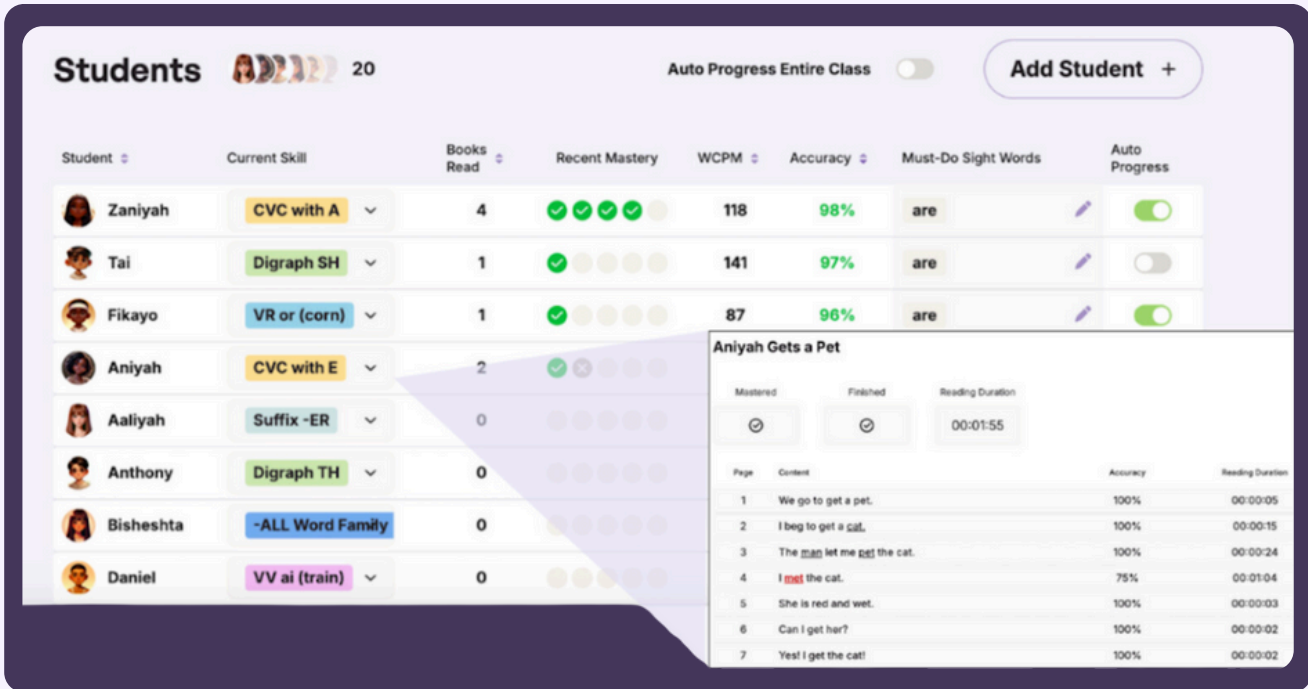
[Request Role](#)

| Entity | Role | Domain(s) | Permission(s) |
|---|----------------|---------------------|---------------|
| ROYO, INC UEI: FY3MNRBKTVL3 STOCKTON, CA, 95202-2704, USA | UEI Data Entry | Entity Registration | |



Read on Your Own

Foster a love of reading with personalized decodable books adaptable to any phonics curriculum!



| Student | Current Skill | Books Read | Recent Mastery | WCPM | Accuracy | Must-Do Sight Words | Auto Progress |
|-----------|------------------|------------|----------------|------|----------|---------------------|---------------|
| Zaniyah | CVC with A | 4 | ✓✓✓✓ | 118 | 98% | are | ✓ |
| Tai | Digraph SH | 1 | ✓ | 141 | 97% | are | ✗ |
| Fikayo | VR or (corn) | 1 | ✓ | 87 | 96% | are | ✓ |
| Aniyah | CVC with E | 2 | ✓ | | | | |
| Aaliyah | Suffix -ER | 0 | | | | | |
| Anthony | Digraph TH | 0 | | | | | |
| Bisheshta | -ALL Word Family | 0 | | | | | |
| Daniel | VV ai (train) | 0 | | | | | |

| Page | Content | Accuracy | Reading Duration |
|------|-----------------------------|----------|------------------|
| 1 | We go to get a pet. | 100% | 00:00:05 |
| 2 | I beg to get a cat. | 100% | 00:00:15 |
| 3 | The man let me get the cat. | 100% | 00:00:24 |
| 4 | I met the cat. | 75% | 00:01:04 |
| 5 | She is red and wet. | 100% | 00:00:03 |
| 6 | Can I get her? | 100% | 00:00:02 |
| 7 | Yes! I get the cat! | 100% | 00:00:02 |

ROYO uses voice recognition to gain valuable insights to the hidden dynamics of independent reading

melt / ed



I blended the dip and it melted.

I tested it but it is hot.



Save Time



Accelerate Outcomes



Engage Students

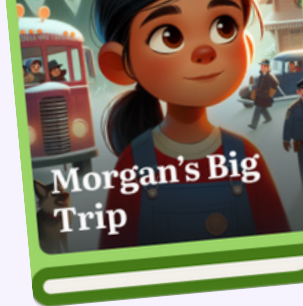
Unlock Personalized Reading Today!

www.royo.ai





How ROYO Works



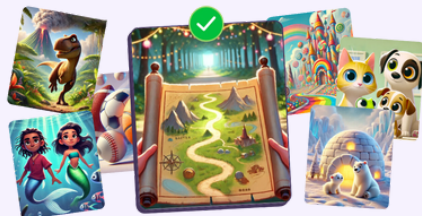
Entertain: Students create stories, earn coins, and personalize books to make reading an adventure!



1. Create an Avatar



2. Pick a Topic



3. Generate Books

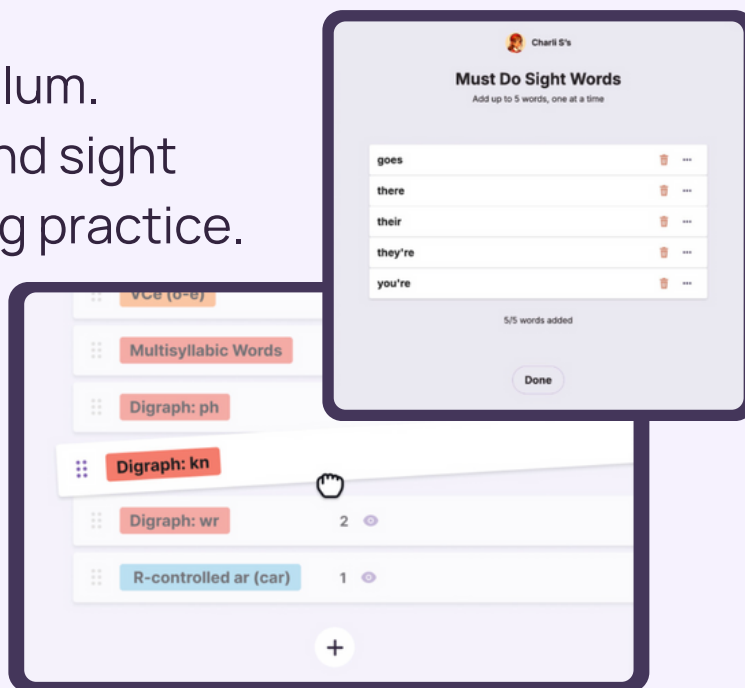


4. Earn Coins



Integrate: Aligns to any curriculum. Customize scope, sequence, and sight words for truly tailored decoding practice.

Educate: Track student progress 1:1 with voice recognition insights—fluency, accuracy, and more!



What Teachers are Saying about ROYO:

"I'm very impressed by the decodable books. They're thoughtfully designed, engaging, and exactly what I needed to help my students grow their reading skills. Highly recommend!"

-Jess, Literacy Specialist

"I especially appreciate the ability to differentiate texts based on the specific spelling patterns and sight words we're focusing on in class. It's truly a one-stop platform for fostering both reading growth and enjoyment!"

-Sophia, 2nd Grade Teacher



Request for Taxpayer Identification Number and Certification

Give Form to the
requester. Do not
send to the IRS.

► Go to www.irs.gov/FormW9 for instructions and the latest information.

| | | |
|--|--|---|
| Print or type. See Specific instructions on page 3. | 1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank. Read On Your Own, Inc. | |
| | 2 Business name/disregarded entity name, if different from above | |
| | 3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only one of the following seven boxes. <input type="checkbox"/> Individual/sole proprietor or single-member LLC <input checked="" type="checkbox"/> C Corporation <input type="checkbox"/> S Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate <input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ► _____ Note: Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is not disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner. <input type="checkbox"/> Other (see instructions) ► _____ | |
| | 4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3): Exempt payee code (if any) _____ Exemption from FATCA reporting code (if any) _____ (Applies to accounts maintained outside the U.S.) | |
| | 5 Address (number, street, and apt. or suite no.) See instructions. 119 East Weber Ave | Requester's name and address (optional) |
| | 6 City, state, and ZIP code Stockton, CA 95202 | |
| | 7 List account number(s) here (optional) | |

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

Note: If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.

| | | | | | | | | |
|--------------------------------|---|--|---|---|---|---|---|-------|
| Social security number | | | | | | | | |
| | | | - | | | | - | |
| or | | | | | | | | |
| Employer identification number | | | | | | | | |
| 9 | 3 | | - | 4 | 9 | 5 | 3 | 0 0 9 |

Part II Certification

Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
- I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
- I am a U.S. citizen or other U.S. person (defined below); and
- The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

| | | |
|-----------|--|-----------------------|
| Sign Here | Signature of U.S. person ► <i>Yasun Hapitt</i> | Date ► <i>2/14/25</i> |
|-----------|--|-----------------------|

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to www.irs.gov/FormW9.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

- Form 1099-DIV (dividends, including those from stocks or mutual funds)

- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
 - Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
 - Form 1099-S (proceeds from real estate transactions)
 - Form 1099-K (merchant card and third party network transactions)
 - Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
 - Form 1099-C (canceled debt)
 - Form 1099-A (acquisition or abandonment of secured property)
- Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding, later.