



# KUNDA KIDS

SELF-PUBLISHING SERVICE

2024



## BRING YOUR IDEA TO LIFE!

### SELF-PUBLISHING WITH KUNDA KIDS

Experienced and aspiring authors want freedom, and speed, with guaranteed quality. Still, unfortunately, mainstream publishers and publishing services make this almost impossible to achieve with unclear pricing and confusing business models.

Our award-winning writers, artists and marketing experts understand how to write and illustrate for children, taking into consideration reading levels, age and culturally appropriate content, all at an exceptional industry standard. **We aim to redefine publishing by supporting people who want to bring their ideas to life.**

### WHAT WE OFFER

- Editorial support
- Book illustration
- Publishing design
- Distribution and marketing assets
- Ghostwriting
- Book printing
- Audiobook and eBook production
- Publishing consultancy

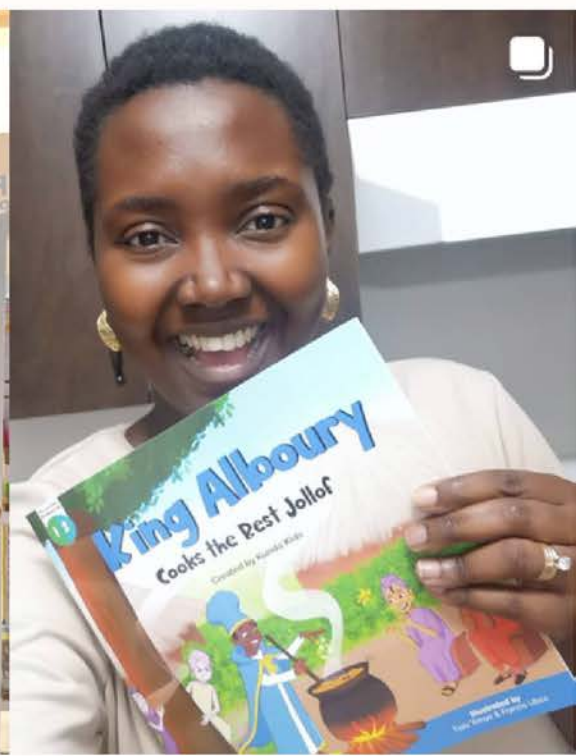
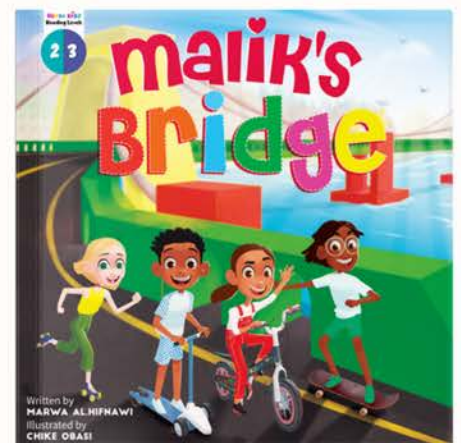
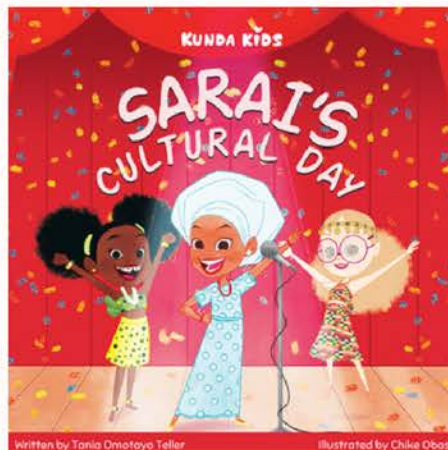
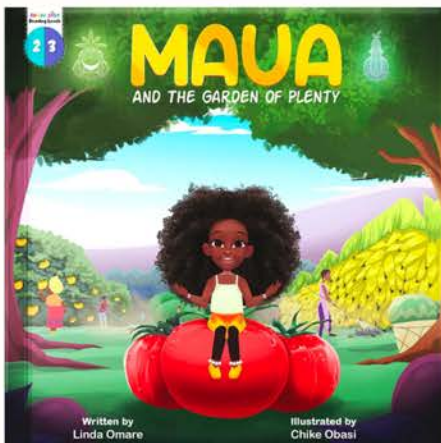




## WE UNDERSTAND YOU!

### NURTURING DIVERSITY

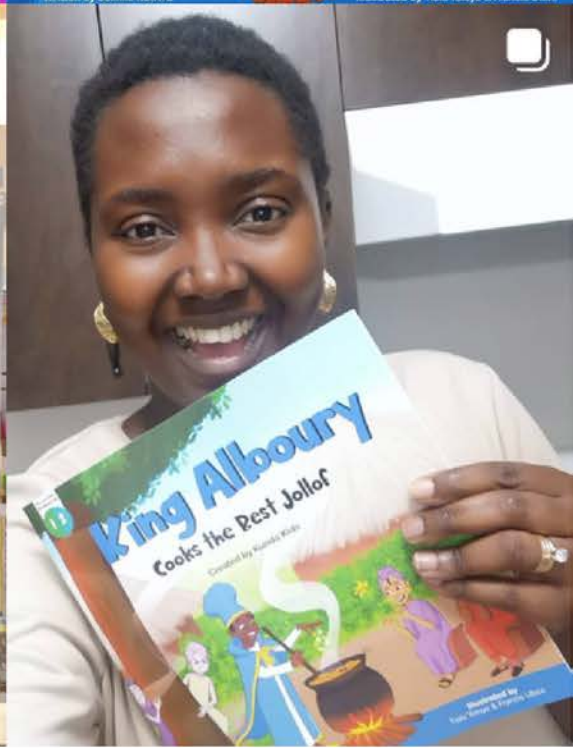
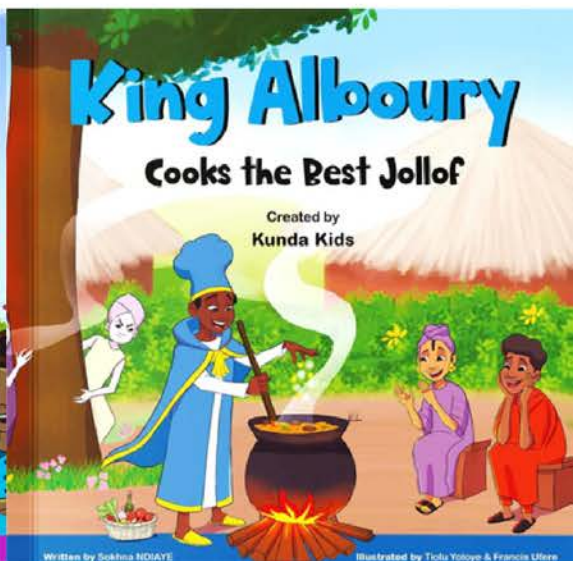
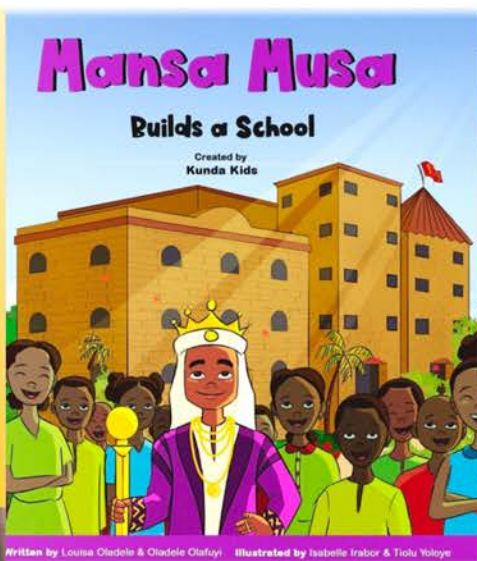
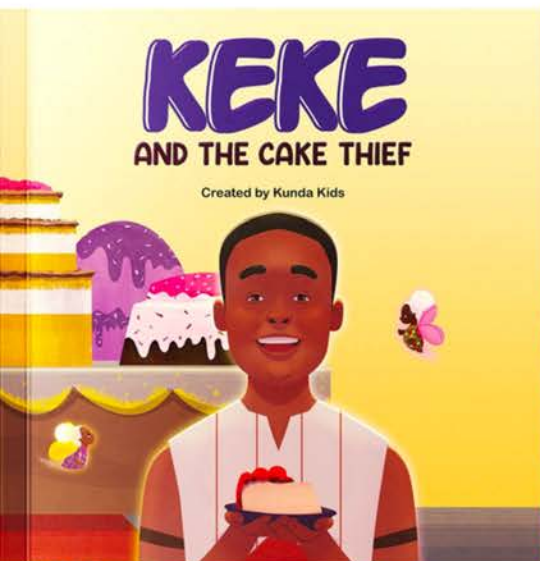
We understand that the publishing industry is slow, exclusive and controlling and that many black and African writers cannot turn to publishers for fear of discrimination and lack of control. Kunda Kids aims to extend our wealth of experience, knowledge and skills in the publishing industry to all aspiring authors who want to write and publish beautiful stories and share them with the world.





# KUNDA KIDS

## WE UNDERSTAND YOU!



## FAQ

### IS WRITING A BOOK WORTH IT?

Writing a book is worth it. You'll be satisfied knowing you've created something entirely new, not just rewritten what other people have done. You'll be able to share your story with someone special or readers worldwide.

### REASONS TO WRITE A CHILDREN'S BOOK

- To bring your idea to life
- To earn money through
- As a special gift for a child
- To teach children about a cultural day or practice
- To preserve stories for future generations
- To tell a niche or unique story
- As a gift to a school or teacher

and more!

### HOW LONG DOES IT TAKE?

On average, it takes about three months to publish a book, depending on your chosen plan and options to fast-track production if you need your book sooner.

### HOW DO I GET STARTED?

It's simple and easy. Open this form and tell us a little about yourself and the children's book idea you have. Someone from our team will get back to you within 24 hours to discuss this further.

### [CLICK HERE TO FILL OUT A REQUEST FORM.](https://forms.gle/R7BiGsgLAyCRwVmt5)

Link <https://forms.gle/R7BiGsgLAyCRwVmt5>



# KUNDA KIDS

## ABOUT US

Kunda Kids is an award-winning children's publishing, media and EdTech company. Founded in 2020, Kunda Kids is committed to inspiring the next generation with diverse characters. Each story promotes all-important soft skills such as self-confidence, teamwork and kindness - essential for children's development. Kunda Kids transcends the norm by infusing African culture into modern storylines with inspiring and adventurous characters and beautifully illustrated designs.



**2020**

FOUNDED IN

**20K+**

BOOKS SOLD

**130+**

COUNTRIES

**300+**

SCHOOLS & LIBRARIES

**5\***

RATED



AS SEEN IN



**ONLY 12%**  
**OF CHILDREN'S BOOKS ARE ABOUT**  
**BLACK OR AFRICAN CHARACTERS.**

Only 12% of children's books are about Black or African characters. Furthermore, 2021 saw a 23% decrease in children's bestsellers with Black and African main characters (CCBC, 2022).

At Kunda Kids, we strongly believe that every child should have exposure to diverse and inclusive stories that make them feel represented and teach them about other people and places.

**10/10**  
**BLACK & AFRICAN**  
**CHILDREN FELT SEEN IN**  
**OUR STORIES.**

**9/10**  
**NON-BLACK & AFRICAN**  
**CHILDREN RELATE TO OUR**  
**CHARACTERS.**

Kunda Kids creates content that is fun and engaging, and that helps young people build on all-important soft skills such as self-confidence, friendship and kindness.

Our children's books have been celebrated as one of the **Top Children's Books with Diverse Characters** by **The Independent** for two consecutive years (2021 & 2022). Kunda Kids was also recently featured by **The BBC World Service** for our contribution to the children's literature space.

**100%**  
**OF PARENTS & TEACHERS WOULD RECOMMEND**  
**KUNDA KIDS.**



## OUR STORY

Kunda Kids was founded in 2020 during the Covid-19 pandemic by parents, husband, and wife, Oladele and Louisa Olafuyi.

Oladele is a former consultant and Cambridge MBA Alumni. Louisa is a former journalist, TEDx organiser and innovation specialist at Unilever.



## WE CREATE & OFFER

- Children's Print Books
- Kunda Kids Mobile & Desktop App
- eBooks and Audiobooks
- Author Readings & Events
- Confident Kids Workshops
- African History Kids Guides
- African language animations
- Teacher's Guides & Resources

## OUR TRACTION & IMPACT

- Over 20k+ books sold in 2 years
- Available in 130+ countries
- 5\* rating (Amazon, Trustpilot)
- Available in 300+ schools & libraries
- Improving diversity in children's literature and content
- Growing community impact, independently and with partners (PwC, London Libraries, AFBE-UK)



'KUNDA' MEANS LOVE!



# KUNDA KIDS

## IMAGES



London Libraries



Cambridge University Press



Maureen Waitutu



Adekunle Gold



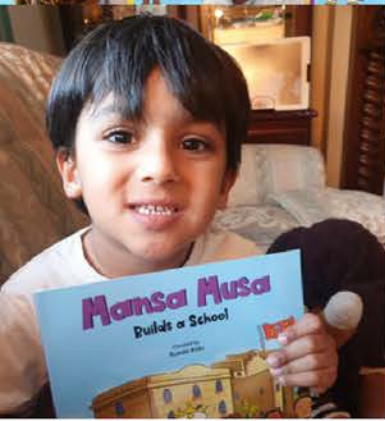
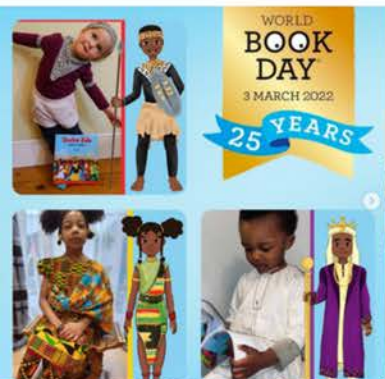
Dapo Adeola



June Sarpong



Eddie Kadi





# KUNDA KIDS

SCHOOLS, LIBRARIES & WORKSHOPS



 **UNITED KINGDOM**



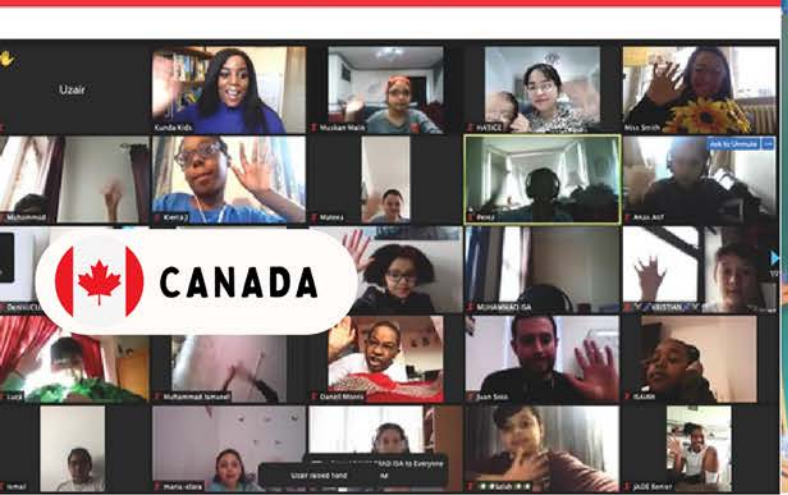
 **NIGERIA**



 **UGANDA**



 **UNITED STATES**



 **CANADA**



 **KENYA**



**MANY OF THE INGRAINED PREJUDICES AND UNFAVOURABLE PERCEPTIONS OF AFRICA THAT EXIST IN SOCIETY ARE GREATLY INFLUENCED BY HOW IT IS PORTRAYED IN THE MEDIA AND LITERATURE.**

**THIS IS ESPECIALLY IMPORTANT WHEN WE EXAMINE EARLY CHILDREN'S LITERATURE AND CONTENT THAT DEFINE THE FOUNDATION OF ANY CHILD'S LIFE, VALUE, AND BELIEFS.**

**BY PROVIDING FUN-FIRST AND EASY-TO-READ STORIES THAT CELEBRATE AFRICA'S HISTORY, CULTURE AND PEOPLE, WE ARE ONE STEP FURTHER IN INSPIRING **ALL** CHILDREN TO LEARN A DIVERSITY OF PEOPLE AND PLACES.**

**GOOD THINGS CAN ONLY COME OF THIS!**

**- LOUISA OLAFUYI, CO-FOUNDER, KUNDA KIDS -**



# SELF-PUBLISHING SERVICE PRICING

Pricing (GBP)	£699	£1,999	£2,999
	Lite	Standard	Full Service
<b>Editorial</b>	Proofreading & copywriting	Developmental writing & Proofreading	Developmental writing & Proofreading
<b>Book Illustration</b>	x	Up to 16 pages of illustration with front & back	Up to 28 pages of illustration with front & back
<b>Publishing Design</b>	Print ready files (in-design & Print PDFs)	Print ready files (in-design & Print PDFs)	Print ready files (in-design & Print PDFs)
<b>Marketing Assets</b>	Book Mockup files (Front, Back & one inside page)	Book Mockup (Front, Back, Fan & 2 Inside pages)	Book Mockup (Front, Back, Fan & 2 Inside pages) & A book trailer
<b>Distribution Assets</b>	ISBN	ISBN, Price recommendation, Author's Guide	ISBN, Price recommendation, Author's Guide
<b>Training Sessions</b>	x	One 45 minute session to help with your book strategy	Two 45 minute sessions: Your book strategy + Selling on Amazon
<b>Kindle eBook files</b>	x	ePub files	ePub files
<b>Kunda Kids Endorsement</b>	x	Yes	Yes
<b>Feature on Kunda Kids App</b>	x	Yes	Yes

## ADD ONS

Ghost Writing

Printing

Animated book trailer

Audiobooks

Additional Illustrations

Chapter book publishing







## FEATURES

**BBC AFRICA & BBC WORLD SERVICE:** [LINK](#)

**THE INDEPENDENT:** [LINK](#)

**FORBES:** [LINK](#)

**ARISE NEWS:** [LINK](#)

**TRT NEWS:** [LINK](#)

## CONTACT

**Co-founders**

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@kundakids