



Popular Children's Storybook eBook App FarFaria Takes Home Two Top Prizes from VentureBeat's WinSXSW Contest

With 129 Startups Participating From Around the World FarFaria Wins "Investor's Pick" and "Best Seed Funding" Categories

SAN FRANCISCO, CA, March 27, 2013 /24-7PressRelease/ -- [FarFaria](#), the [children's storybook app](#), took home two of the seven top prizes in VentureBeat's WinSXSW startup competition. The [educational eBook app](#), which is available for the iPad through the [Apple store](#), won both the "Best Seed Funding" and "Best Investors' Pick" categories.

Powered by viral content sharing and promotion platform, Fandrop, the competition took place in Austin, TX during this year's South By Southwest Interactive event and winners will be awarded \$100k in prizes and meetings with more than 20 investors/venture capitalists. The "Investors' Pick" category awarded to FarFaria was chosen by a group of over 20 investors. FarFaria CEO & Co-Founder Ajay Godhwani, who is featured in the [video](#), was asked to give a 30-second elevator pitch and then asked to answer 2 questions about the high and low points of FarFaria's entrepreneurial journey in "30 Seconds or Less." Over 30,000 votes were cast through social media sharing, while more than 220,000 people viewed the contest.

"We are very excited that we not only won the Best Seed Funding category, but to be an Investors' Pick winner is truly an honor," said Godhwani. "We are really looking forward to taking advantage of this wonderful opportunity to meet with VentureBeat."

[FarFaria](#), dubbed the "Brain Expander" app by Parenting Magazine, was just one of 129 startups from around the world participating in WinSXSW. FarFaria, an easy-to-use story time app for the [iPad](#) created for kids ages 2-9, encourages children to read both on and offline, with fun, engaging and immersive stories. Adding five new books every week to a library of over 300 beautifully illustrated fantasies, fables, and educational stories, FarFaria is a fun and trusted environment where a child can select from a vast array of high-quality tales and fall in love with reading. Available for a low monthly subscription rate, and completely free of brand ads and placements, FarFaria's narrated stories not only keep children entertained but help instill values, develop character, encourage manners and morals. Hailed as "the Netflix of storybook apps" by USA Today, FarFaria seamlessly merges kid's curiosity for technology together with family time and education.

About Intuary, Inc.

Intuary, Inc. is a San Francisco-based education and entertainment company committed to creating innovative and intuitive apps that enhance people's lives. Intuary is the creator of Verbally, which offers communication to those suffering from nonverbal disabilities, and [FarFaria](#), a children's storybook app that helps foster a lifelong love of reading in kids and promotes families reading together.

About WinSXSW

Hosted by [VentureBeat](#), a media company that covers disruptive technology and explains why it matters in our lives, WinSXSW is a tech startup pitch contest held in Austin during South By Southwest Interactive. Powered by viral content sharing platform Fandrop, WinSXSW allows startups to pitch their companies in "30 seconds or less," then let fans and investors vote for their favorite startups in several different categories. More information can be found at [WinSXSW.com](#).

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