

MERRY CHRISTMAS

I2.002: *Bookstore Owner*

We're now organizing HUNTER's CARDSET using the letters M.A.T.R.I.X. Each letter has four rows—M1, M2, M3, M4—and each row contains seven sub-cards, labeled M1.001, M1.002, M1.003, and so on up to M1.007. This card arrangement is inspired by Niklas Luhmann's note-taking method, and we encourage you to create your own cards in each row. Download the 7 cards from the link below, and let's build them together!



12.002: Bookstore Owner

Subject: Your Store Deserves the Spotlight - Join Us in Bringing HUNTER Cards to Tippecanoe!


Dear [Name],


Your bookstore has become the heart of Tippecanoe, a place where parents, teachers, and children come to find treasures that nurture young minds. You've built something incredible, and it's clear that your passion for childhood education and development runs deep. The community knows that when it comes to educational tools, you're the one to trust.


I'd love to share with you the story of HUNTER, who was born right here in Tippecanoe at Franciscan Health Lafayette East. When he was five and a half years old, he created his first matrix card, and now, as a fourth grader, he's determined to bring those cards back to the community he loves.

Your store could be the place that launches his dream even further, making these creative, learning-driven cards accessible to families across Tippecanoe.



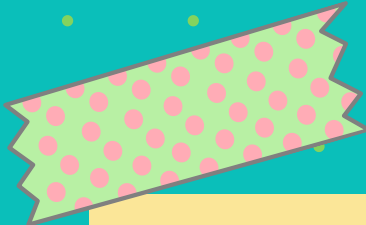
Here's what we can offer you:

 **Boost Your Store's Reach:** HUNTER Cards are designed to drive more foot traffic into your store with exclusive holiday bundles, in-store demos, and custom displays that will get parents excited.


 **Host Creative Events:** We'll provide everything you need to run hands-on, interactive workshops where families can see just how magical these cards are. You'll be known as the hub for early childhood creativity in Tippecanoe.

 **Sales Bonuses:** For every HUNTER Card sold, you'll earn a commission—and on top of that, we'll send bonus inventory that expands your educational product line, at no extra cost.

And there's more! We're planning to expand HUNTER Cards to 3,300 counties across the U.S., with Southern France as the home of the future Museum of Leaf Cards. Imagine your store being the one that helped launch it all!



Let's connect and make your store the epicenter of creativity in Tippecanoe.



"One small step for man, one giant leap for mankind" - and it all started at Purdue University, where we take pride in launching something just as ambitious.

Visit us at:

 www.matrixkidscards.co

 www.matrixkids.org



Best regards,

Matrix Kids Cards

Co-Founded by a PhD graduate from Purdue University, and HUNTER, the fourth-grade creator of the cards, born at Franciscan Health Lafayette East!

**YOU
ARE
LOVED**





*Attachment:
Partnership Agreement –
Exclusive Retail
Collaboration*



I2.002: Bookstore Owner


Attachment: Partnership Agreement - Exclusive
Retail Collaboration

Purpose:


This document outlines the initial cooperation between [Bookstore Owner's Name] of [Bookstore Name] and Matrix Kids Cards in creating a strategic partnership to introduce and promote HUNTER Cards within the Tippecanoe community. The aim of this collaboration is to increase customer engagement, provide exclusive educational products, and establish [Bookstore Name] as a hub for early childhood learning resources.

Responsibilities of Matrix Kids Cards:

- Supply of HUNTER Cards: Matrix Kids Cards will provide [Bookstore Name] with a curated selection of HUNTER Cards tailored to meet local market preferences, ensuring that the product offerings are relevant, engaging, and seasonally appropriate (e.g., holiday-themed bundles).
- Marketing and Event Support: Matrix Kids Cards will collaborate with [Bookstore Name] to co-host interactive events such as in-store demonstrations, workshops, and community engagement days aimed at promoting the cards and driving traffic to the store.

- 
- **Exclusive Displays and Promotions:**
 - ★ Dedicated in-store marketing materials, including promotional stands, signage, and exclusive merchandise, will be provided to ensure the visibility and prominence of HUNTER Cards within [Bookstore Name].

Responsibilities of [Bookstore Name]:

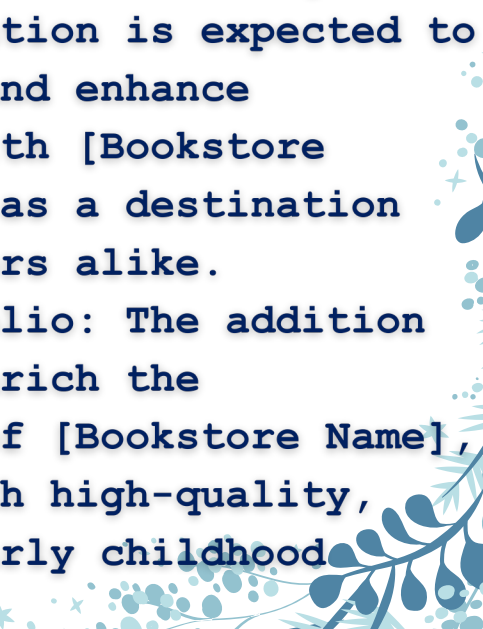
- **Promotional Commitment:** [Bookstore Owner's Name] agrees to promote HUNTER Cards prominently within the store, through window displays, in-store demonstrations, and staff recommendations.
 - **Host Workshops and Events:** [Bookstore Name] will actively engage with local families and educators by hosting HUNTER Card events, including card-making workshops, storytelling sessions, and holiday promotions.
 - **Feedback and Sales Data:** [Bookstore Owner's Name] will provide sales reports, customer feedback, and insights to help Matrix Kids Cards refine its product offerings, ensuring continuous improvement and alignment with customer needs.
- 



Vision for Collaboration:

The goal of this partnership is to position [Bookstore Name] as the leading retailer of educational and creative products for young children in Tippecanoe. By aligning with HUNTER Cards, [Bookstore Name] can become a community focal point for early childhood creativity, offering exclusive products that engage both children and their families.

Key Benefits for [Bookstore Name]:

- **Exclusive Partnership:** [Bookstore Name] will become the exclusive retail partner for HUNTER Cards in Tippecanoe, offering unique products that are not available through other retailers.
 - **Increased Customer Footfall:** Through co-hosted events and targeted marketing efforts, this collaboration is expected to increase foot traffic and enhance community engagement with [Bookstore Name], establishing it as a destination for parents and educators alike.
 - **Enhanced Product Portfolio:** The addition of HUNTER Cards will enrich the educational offerings of [Bookstore Name], providing customers with high-quality, innovative tools for early childhood development.
- 



Duration and Future Prospects:

- The collaboration will commence from [start date] and will be reviewed on a quarterly basis to evaluate its success and explore potential expansion.
- As HUNTER Cards expands to 3,300 counties, [Bookstore Name] will have the opportunity to participate in a national rollout, positioning the store as an early supporter of a growing national brand.

Mutual Interests and Values:

This partnership is founded on the shared belief in the importance of nurturing creativity and learning in young children. By working together, both parties aim to foster a community of engaged parents and educators while enhancing the learning environment for children in Tippecanoe.

Final Note:

This document serves as a preliminary cooperation agreement to outline shared goals and collaboration strategies. A formal contract, reviewed and signed by legal representatives, will follow upon mutual agreement to proceed with this partnership.

