Designed for:

Designed by:

Iteration:

Key Partners

Content Creators

Publishers



Key Activities • Develop app





Market to Publishers

• Marketing to Content creators

• Market Research

Revise app

• Create video, audio, digital content

Value Propositions

• For readers who want to experi-

and integrate into their technolo-

ence stories that come off the page

gy-filled lives, we are creating a free

app that allows them to access the

multimedia content for enhanced

• For writers and publishers who

want to create a multimedia experience around their content for our app, we provide media production services and a distribution channel.



Customer Relationships



• Learn what our customers like and automated suggestions of other books they may be interested in

Customer Segments



Horror Fans

• Children (Parents)

• Education System (Teachers, Parents)

Publishers

Key Resources



novels.

• Physical – Computers, Video & Audio Equipment

• Intellectual – Novels, textbooks,

• Human – Developers, Film Crew, Designers

• Financial - Grants, Tax Credits

Channels



Publishers

• Book Stores

iTunes

Android

Website

Cost Structure

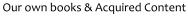


• Labour - Developers to create app, Video and Media Producers to create media, Designers to design features, Marketing (Social Media, Traditional), Management, Professional Fees

• Channels - Cost to be on iTunes / Android

• Equipment - Computers, Video & Audio Equpiment

Revenue Streams



• Book Sales

• Extra Features Sales

Publishers and Content Creator's books

• Media Production Services

• Percentage from each user sign-up

