

CORPORATE INFORMATION	EXECUTIVE SUMMARY
KEY STATISTICS	
FUNDING STRATEGY	
THE COMPETITION	
Other Useful Information	<p>Problem: Book authors are being undervalued by having their books sold for \$2.99 and receiving only 40%. Authors and filmmakers can offer more than just ebooks and print books, movies. Authors and filmmakers should be able to receive financial compensation for special engagement and perks. Most places that sell author and filmmaker products only offer the books or movies themselves. They don't sell the author. It's time consuming to market books and films. Kickstarter campaigns are overwhelming.</p>
Advisors/Mentors	<p>Solution: 1. Web platform where authors and filmmakers can sell anything they have such as personalized inspirational social media posts for fans, consulting, or skype into book club meetups.</p>
Contact	<p>2. Organizations that have a stake in projects on the site receive a portion of the authors' cut for recruiting their membership to support a project.</p> <p>3. Instead of one campaign per product, long-term projects are broken into phases, such as chapters or scenes. Projects can have many phases, or mini-campaigns, per product.</p> <p>This opens up a much larger revenue stream for authors and filmmakers to produce their work. This gives fans much more opportunity to interact with their favorite authors and filmmakers and the possibility for special access. Opportunity to offload some of the marketing work to enthusiastic organizations.</p> <p>Total Addressable Market:</p> <p>Competition: Different than kickstarter, indiegogo, or patreon because authors' organizations can do the marketing for the authors and receive a portion of the proceeds. Different than Amazon because the author is the focus, not the books or movies. Authors and filmmakers can earn revenue for many creative products rather than offering their fans only one book every year or two, they offer something once a month. CrowdPublish.TV gets the fans before the product is complete, beating the publishers to the customers. Authors don't have to wait until product is almost complete before creating campaign nor make fans wait months before getting rewards/perks; they can offer something every month.</p> <p>Difference:</p> <p>Partners: Authors that I know, organizations they belong to.</p>

5% of the sales, same as kickstarter and indigogo. In the future there will be add-ons such as paying to be a featured author, premium web features on their page such as livestreaming, maintaining fan email notifications, or event rsvps. Fans pay for premium features such as content, featured reviews, membership discounts.

Fund raising: We are not for sale. I have enough personal assets.

Team: Lisa: Ph.D. in industrial systems engineering from ASU. Self-taught Ruby on Rails. Developed and taught Ruby on Rails course for George Mason University. Mentored one of the students to continue semester project. Supervised research projects at the MITRE Corporation. Took video production courses from American University, screenwriting courses from Hollywood screenwriter. Was involved in Women in Film & Video. Produced movie, wrote book about FAA, movie about high school in progress. Past president of Northern Virginia Writers Club.