CORPORATE INFORMATION
Founded: Depends on how you define founded. I've had an LLC for awhile.
Industry: eCommerce
Product: Web platform to sell books
Market Size: $28B per year
Comparable Valuation: $500M
Staff: 1 FTE

KEY STATISTICS
Initial Target market
Total addressable market

FUNDING STRATEGY
Funding Stage: Bootstrap

THE COMPETITION
Kickstarter
Indiegogo
Patreon
GoFundMe
Amazon Kindle Direct Publishing

Other Useful Information
Corp Structure: LLC

Contact
Lisa Schaefer, Ph.D. Founder & Software Engineer
Lisa@CrowdPublish.TV

CrowdPublish.TV
EXECUTIVE SUMMARY

Problem: Authors are being undervalued by selfpublishing sites. Authors should be able to receive financial compensation for special engagement and perks. Most places that sell authors' products only offer the books themselves. They don't sell the author. It's time consuming to market books, especially for authors that do not have a staff.

Solution: 1. Web platform where authors and filmmakers can sell anything they have such as personalized inspirational social media posts for fans, consulting, or a skype session for book club meetups.
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.
3. Instead of one campaign per product, long-term projects are broken into phases, such as chapters. Projects can have many phases, or mini-campaigns, per product.
This opens up a much larger revenue stream for authors to produce their work. This gives fans much more opportunity to interact with their favorite authors and the possibility for special access. CrowdPublish.TV also gives authors the opportunity to offload some of the marketing work to enthusiastic organizations.

Market: 727000 self published book ISBNs registered in the US in 2015.

Competition: Kickstarter, Indiegogo, Patreon, GoFundMe, Amazon Kindle Direct Publishing

Difference: We're 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.

Partners: Authors that I know, organizations they belong to.

Business Model: We take 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.

Team: Lisa Schaefer: 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 a movie and wrote a book about FAA, Lisa's 80s Catholic High School Movie in progress. Past president of Northern Virginia Writers Club.