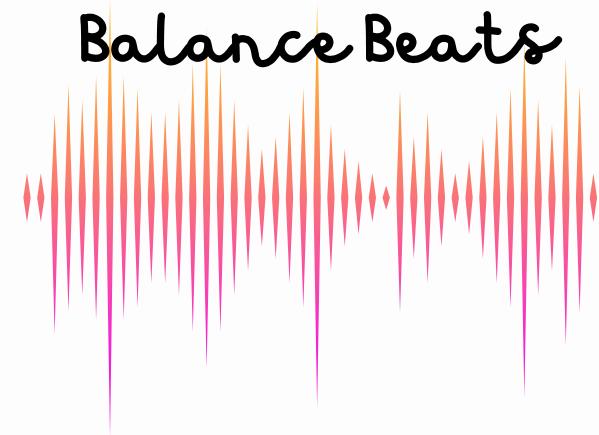
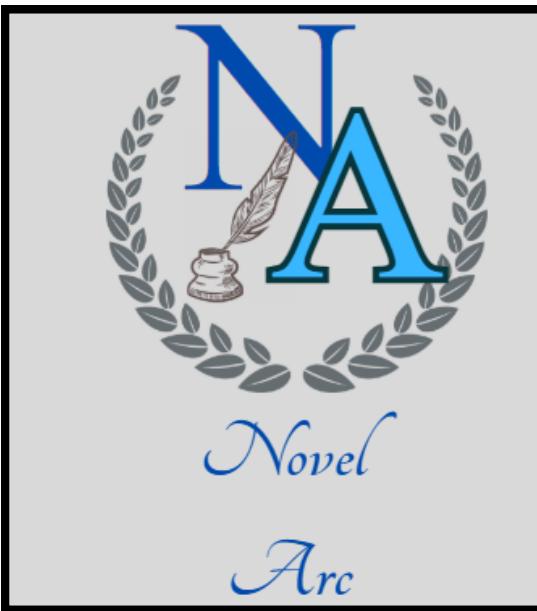


Balance Beats

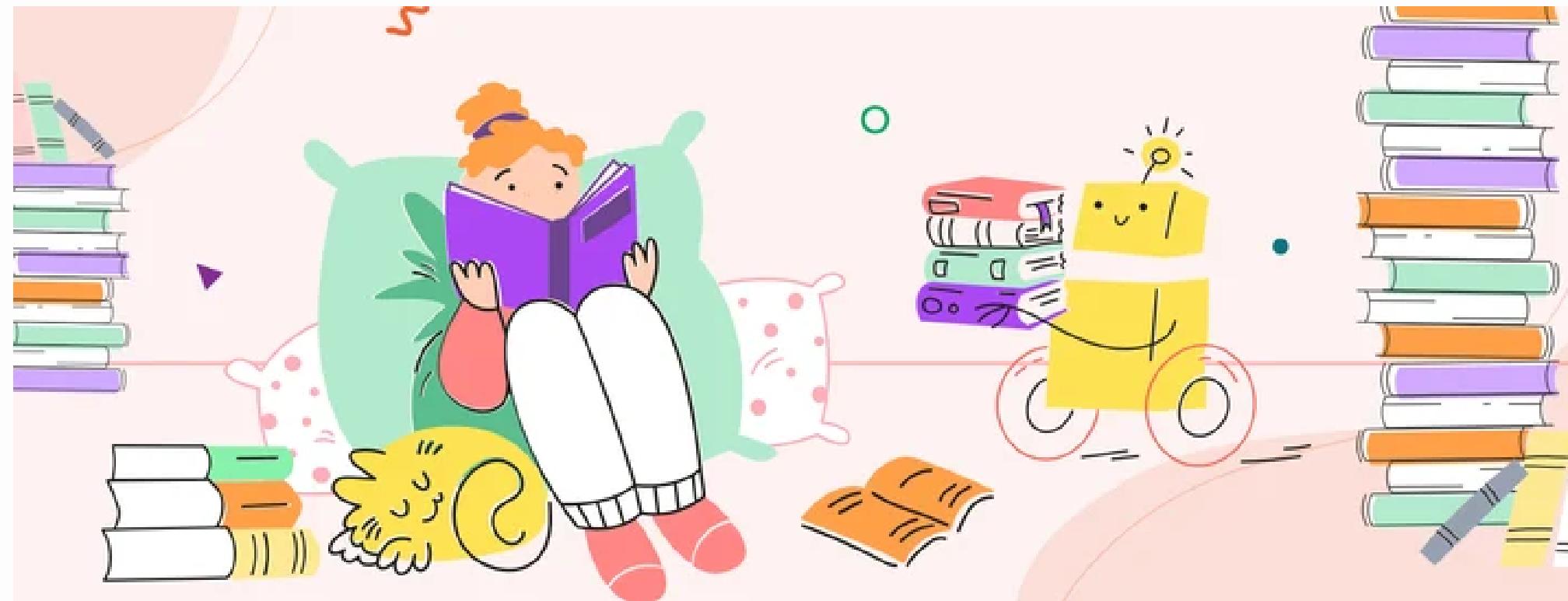


Presents



Novel Arc

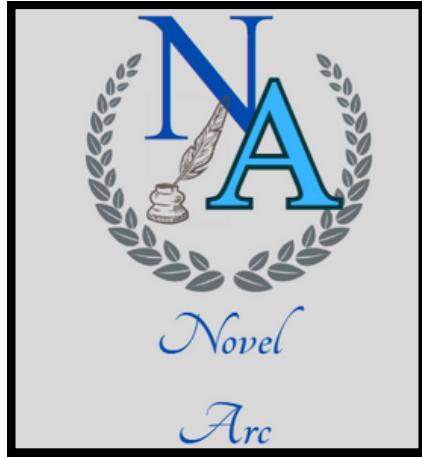
Redefining the reading experience with connectedness, novelty and customization!



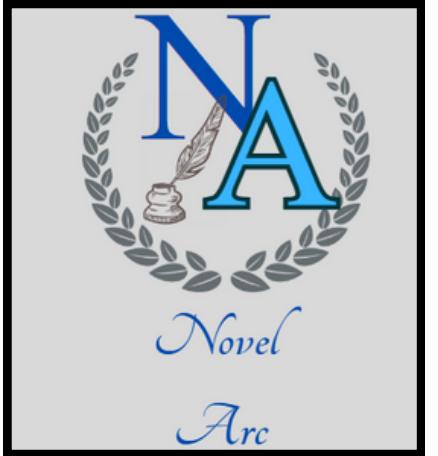
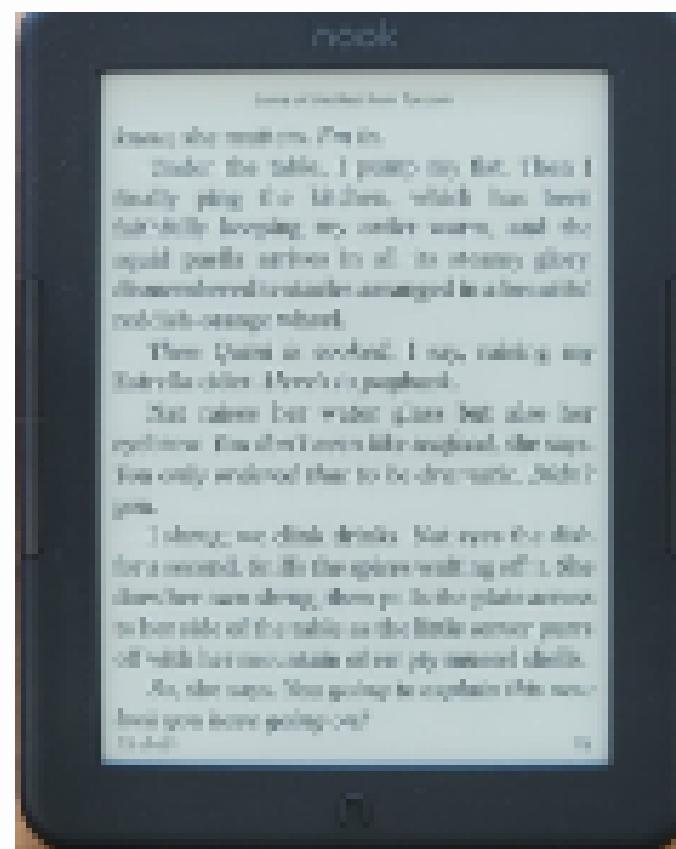
Aparna Iyer
Divya Shanbhag
Harshita Vyas
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B.Tech. AI-ML, Third Year
Symbiosis Institute of Technology (SIT), Pune

Table of Contents



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- ▶ Our Solution
- ▶ Market Opportunity
- ▶ Value Proposition
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- ▶ Impact and Benefits
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Problem Statement

Encouraging people to read and engage meaningfully with books has always been a challenge, especially in the digital age where distractions are abundant. Traditional reading apps fail to create a personalized and engaging experience, leading to low motivation and inconsistent reading habits among users.



The Solution?

NovelArc - An Interactive Reading and Book Preferences Tracking App!

Engaging and Habit-Forming Experience:

Novel Arc blends gamification and personalization to keep users motivated, encouraging consistent reading habits.

Increased User Retention and Satisfaction:

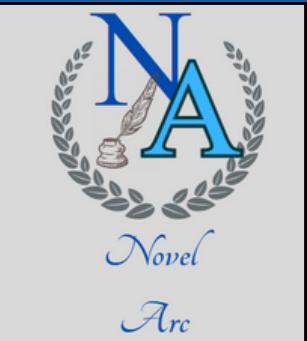
By offering tailored experiences and rewards, Novel Arc keeps users coming back for more, ensuring long-term engagement.

Diverse Reading Exploration:

Users are inspired to explore new genres and authors through personalized recommendations and interactive features.

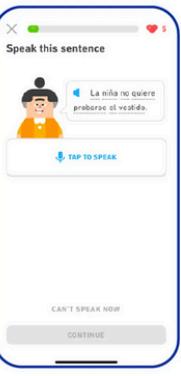
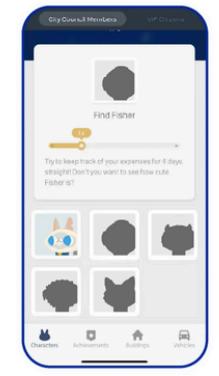
Fostering Meaningful Connections:

The app enables users to connect with like-minded readers, join book clubs, and participate in discussions, creating a sense of community around literature.



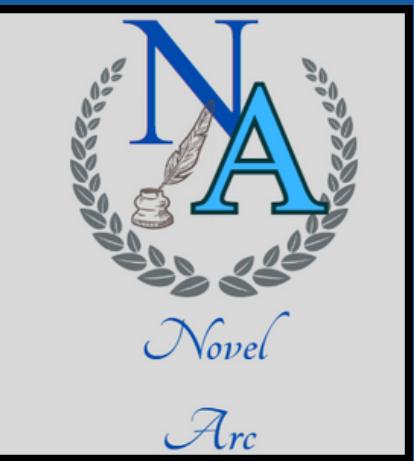
App gamification elements

Characters



Blending gamification with the reading experience: Earn points for interacting with the community or with the AI-powered NovelArc chatbot, answering quizzes, and resolving queries on the community page!

NovelArc is the perfect companion, helping users access their inner reader and unlock their own customized library with the power of personalization, gamification and AI!



Target Audience



Students and Young Adult Readers Leisure + Self-Improvement (A Balance)

Gamified elements like rewards, personalized reading arcs, and engaging quizzes make reading enjoyable and goal oriented. Increased and consistent reading is both productive and leisurely for students.



Working Professionals

Reading Logs + Time-Efficiency + Personalization

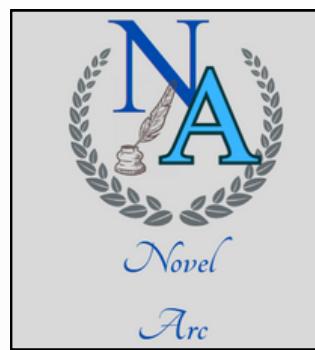
Working professionals looking to enhance their knowledge or unwind through reading can benefit from NovelArc. Curated reading arcs help professionals select books aligned with their goals, whether for career development, personal growth, or leisure.



Educators

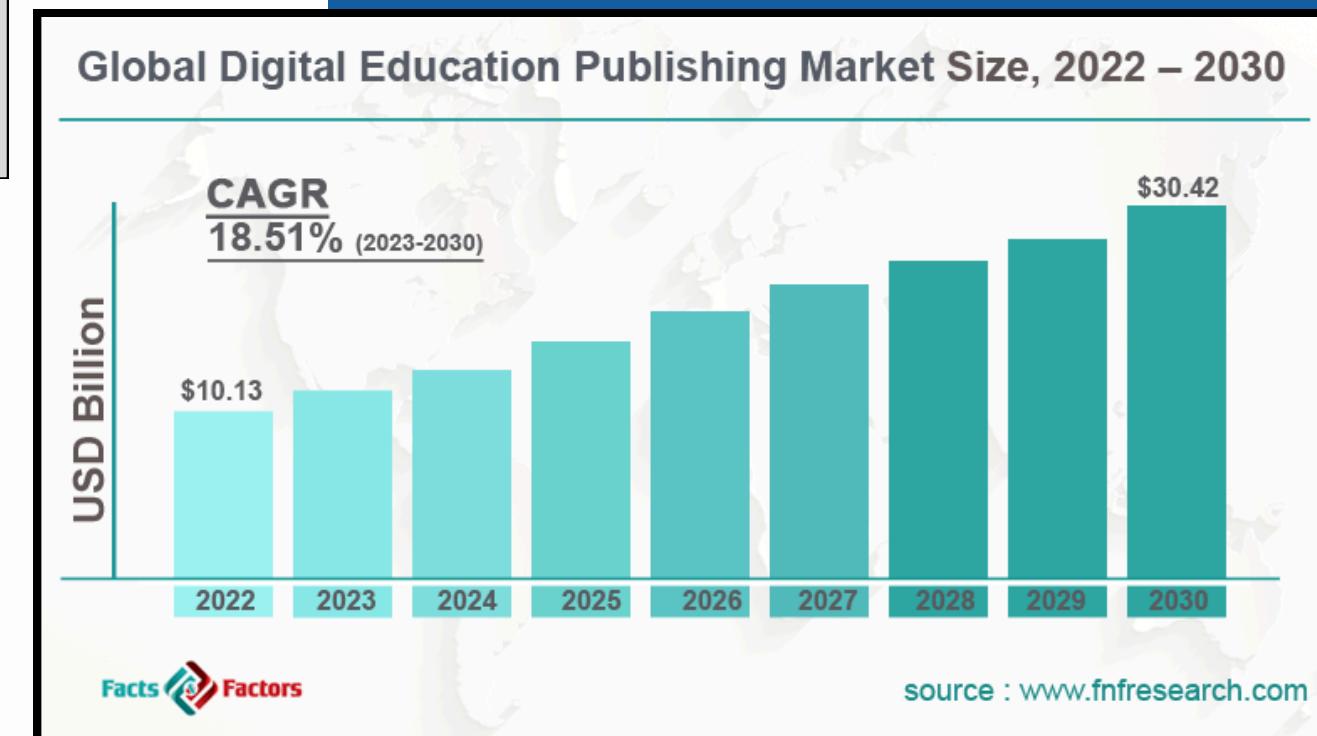
Educators can leverage the author trivia and curated book lists to introduce students to a variety of perspectives. Quizzes can be used to encourage classroom discussions, book clubs, or independent learning. Community engagement features like Discussion, Forum and Community, enable collaboration and sharing of resources among fellow educators.

Market Opportunity

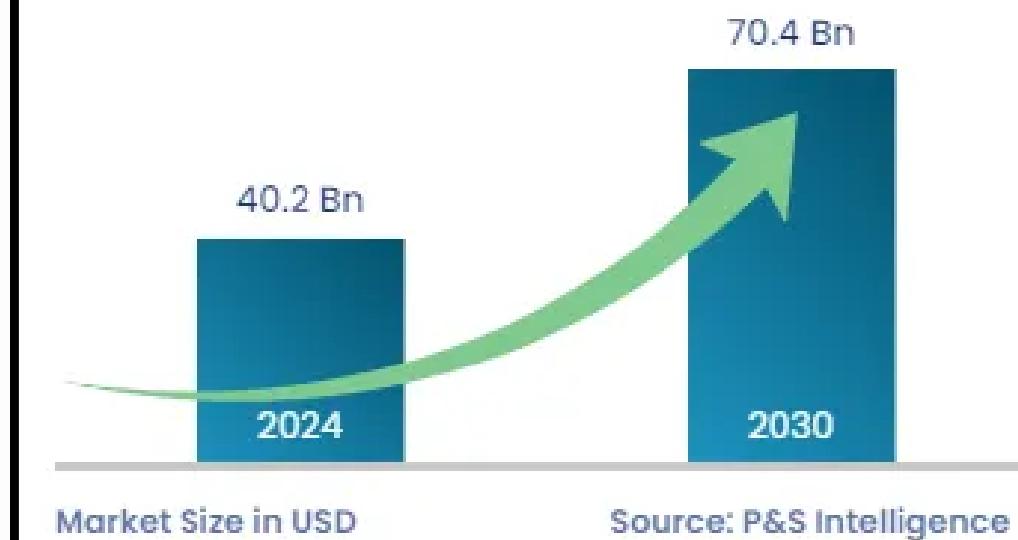


This app capitalizes on the growing demand for gamified, personalized, and interactive digital reading solutions, offering significant opportunities in the entertainment, education, and publishing markets.

- **E-book Market:** The Financial Modeling Institute (FMI) posits that the global e-book market is projected to reach Rs. 1,38,535.6 Cr (\$16 billion) by 2030, growing at a Compound Annual Growth Rate of 4.2%!
- **Gamification:** The gamification market is estimated to reach \$58.8 billion by 2028, with users seeking engaging and interactive learning experiences.



Gamification Market Size
CAGR 9.8%



Challenge 01

Low Engagement in Reading.

The app gamifies the reading experience with points, badges, and quizzes, keeping users motivated.



Challenge 02

Generic Recommendations.

It offers personalized book suggestions based on individual reading preferences and history.



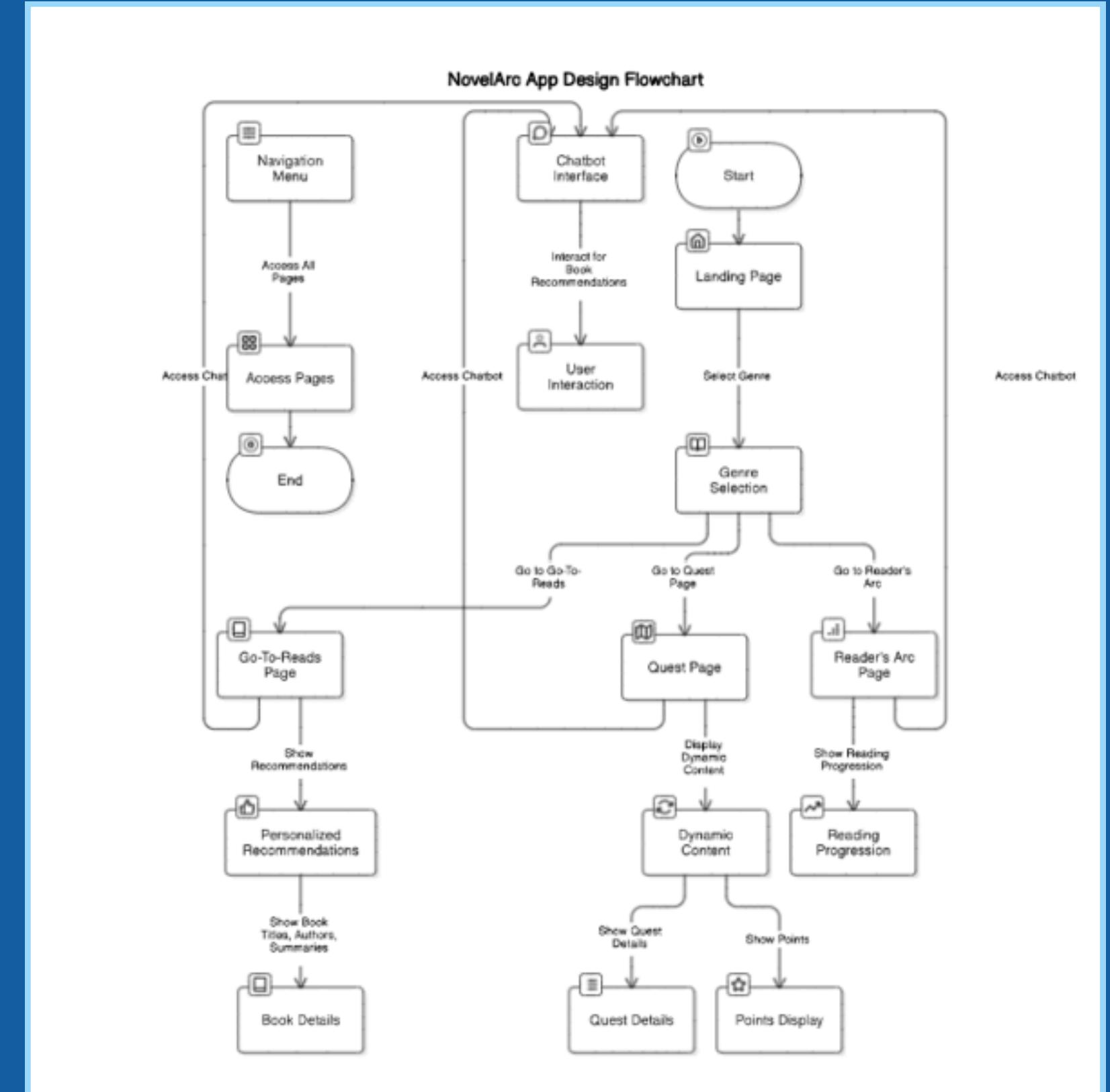
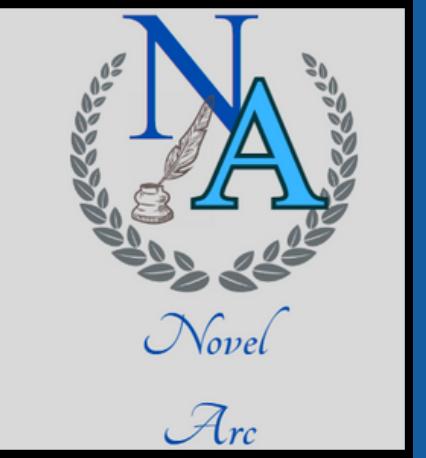
Challenge 03

Limited Social Interaction.

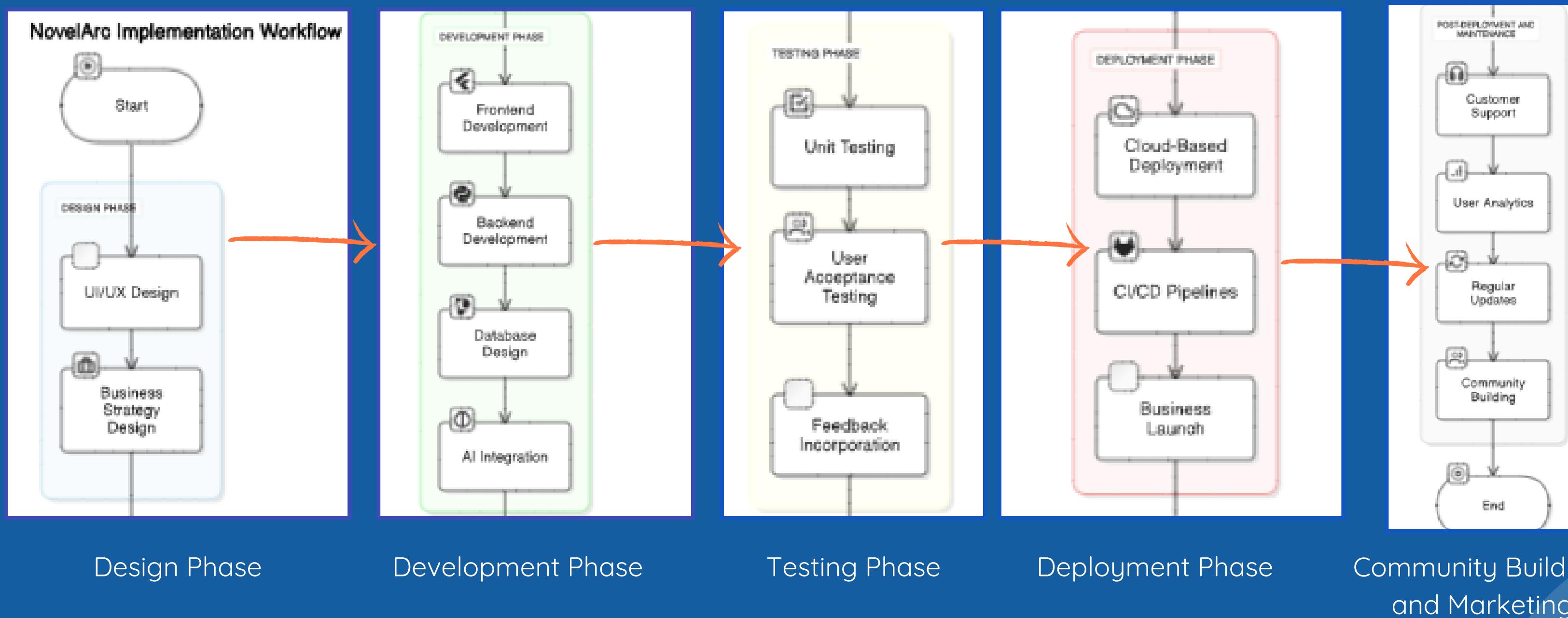
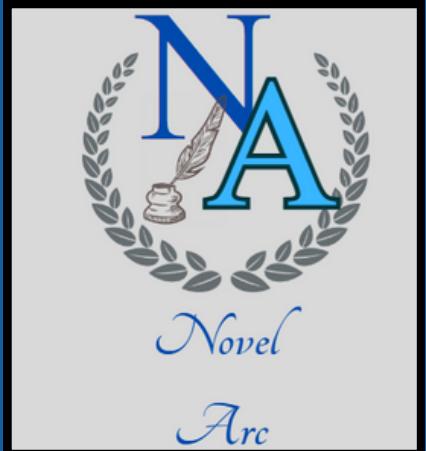
NovelArc creates a community with book clubs, discussions, and quiz challenges to foster social engagement.



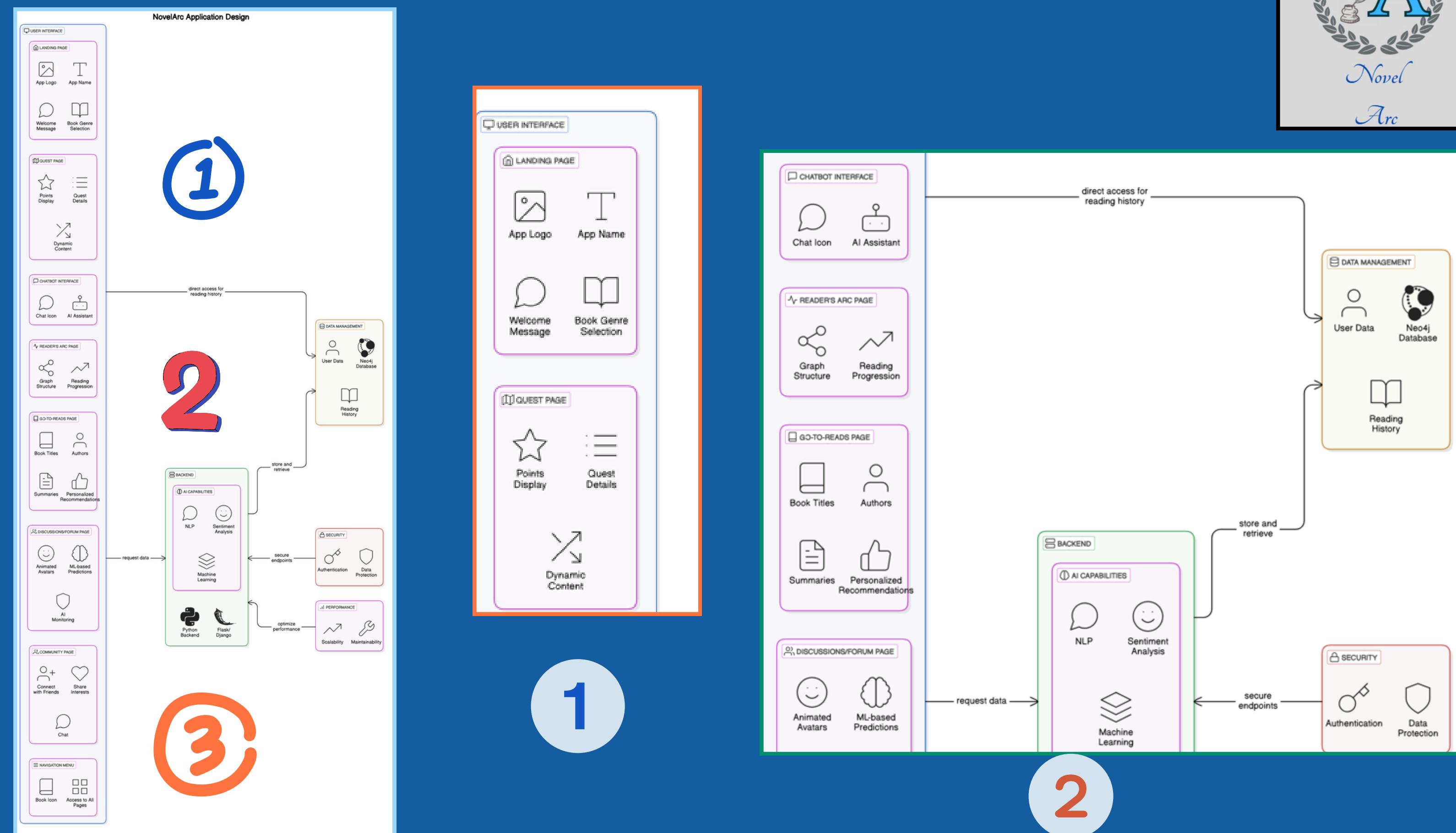
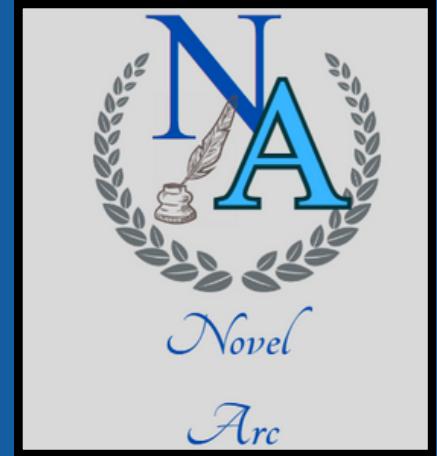
Idea Chart



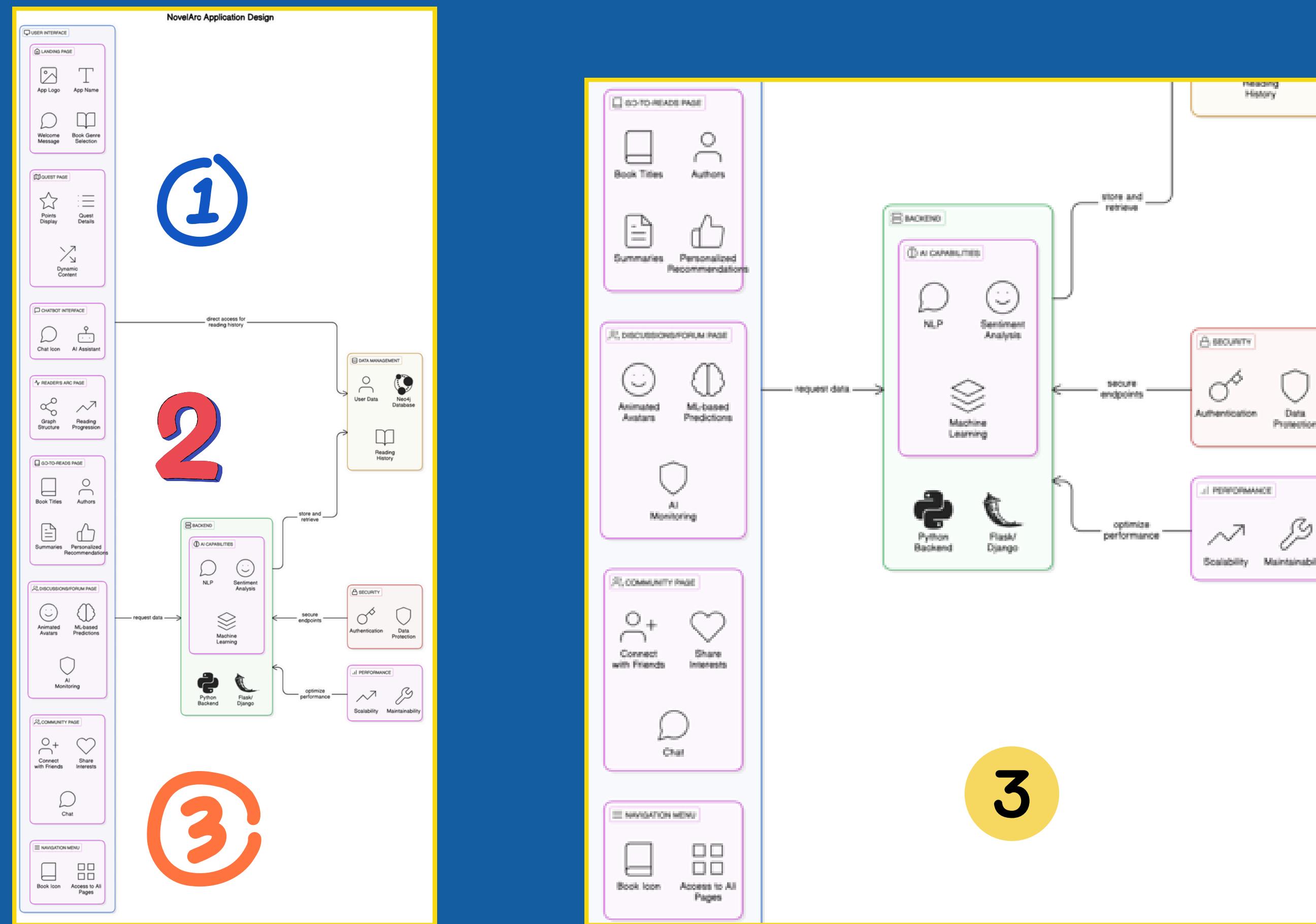
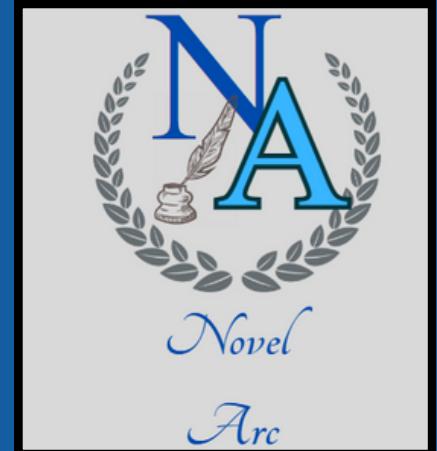
Implementation Plan

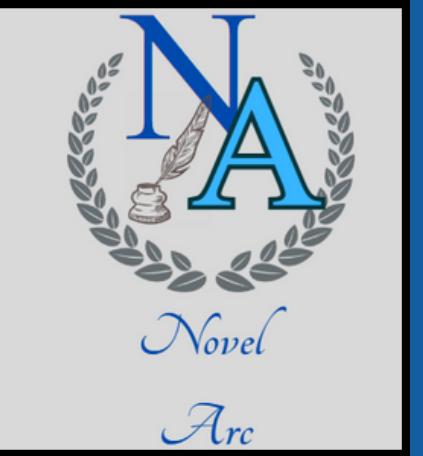


NovelArc Application Design



NovelArc Application Design



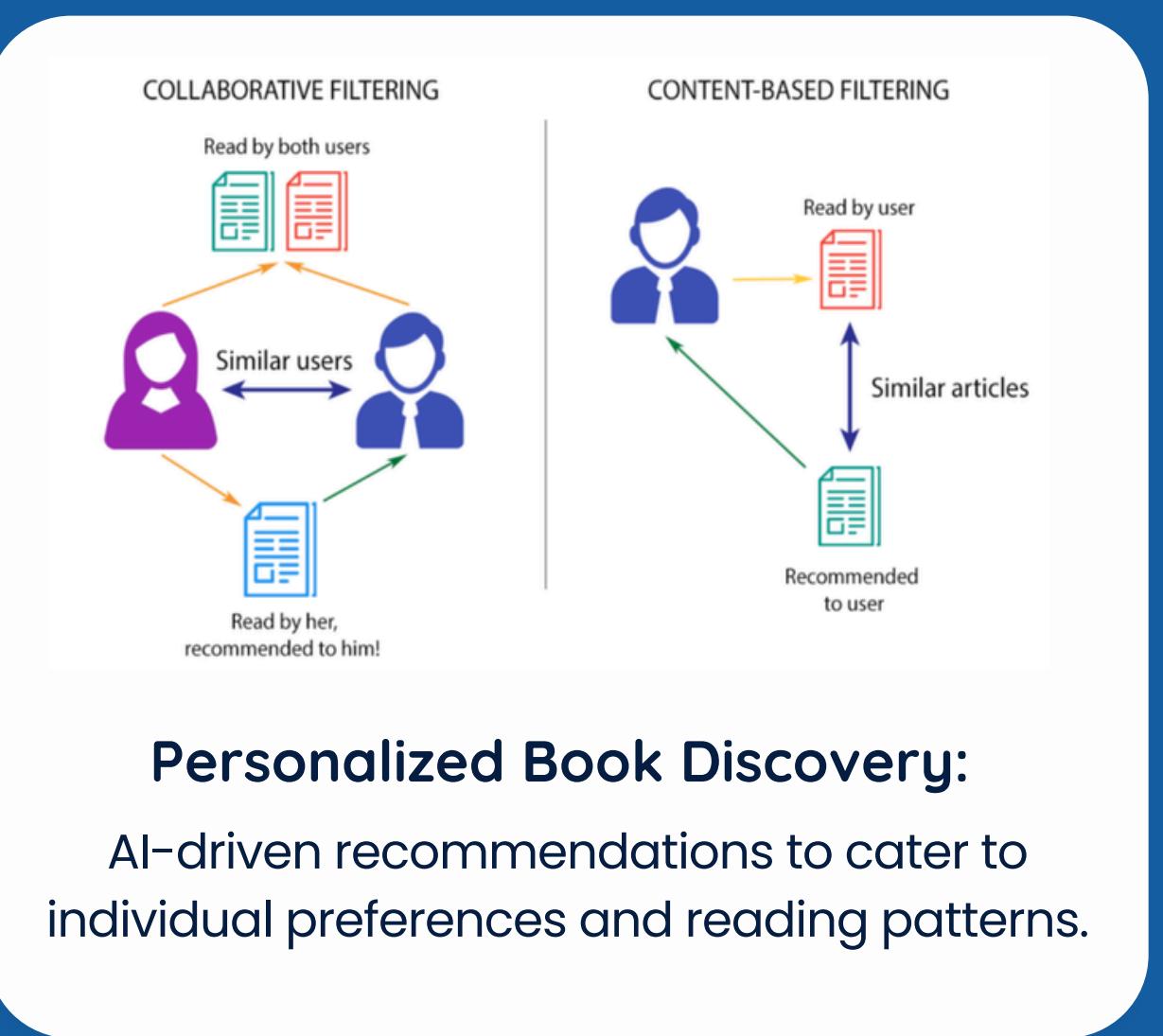


Value Proposition



Gamified Engagement:

Keeping users motivated through points, badges, and quizzes, fostering consistent reading habits.



Personalized Book Discovery:

AI-driven recommendations to cater to individual preferences and reading patterns.

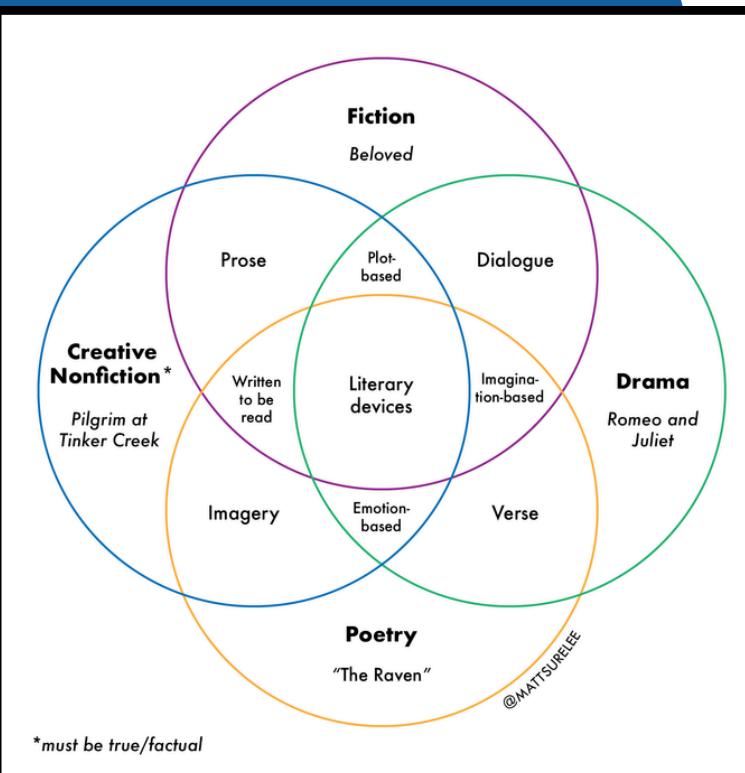


Social Connectivity:

Fostering community through book communities, NLP-powered conversations with a chatbot, discussions and quizzes.



Impact and Benefits



01

Improved Reading Habits

Encourages consistent reading by transforming it into a habit through gamification, resulting in higher literacy levels and personal growth for users.

02

Increased Engagement with Literature

Inspires users to explore diverse genres and authors, broadening their perspectives and fostering a lifelong love for reading.

03

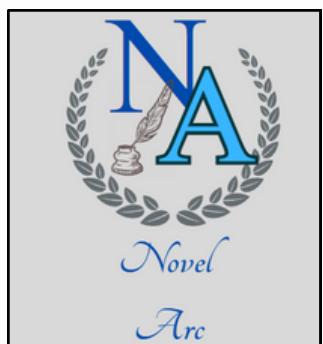
Community Building

Creates a vibrant community of readers by facilitating meaningful discussions, book clubs, and social connections, enhancing the social and cultural value of reading.

04

Economic Growth in Digital Reading Markets

Drives demand in the e-book and gamification markets, supporting publishers, authors, and technology providers through increased engagement and revenue opportunities.



Impact and Benefits

A Unified Portal for Personalized Book Preferences Tracking, Recommendations, Gamified Engagement and conversations-combining learning with growth and choice!



Reading helps build foundational literacy (and numeracy) skills, fostering critical thinking and empathy, and building a strong emotional, social and ethical foundation.

It encourages moral oral self-questioning, which, according to the UN, is an essential tool for citizens to work through challenging situations without allowing them to affect their mental or physical health.

Reading as little as 6 minutes a day can reduce stress levels by 60%, strengthen cognitive function, boost mood and build empathy.

The experience of reading is transformative in both preventing and alleviating stressors and mental health issues, which plague one-third of the global population.



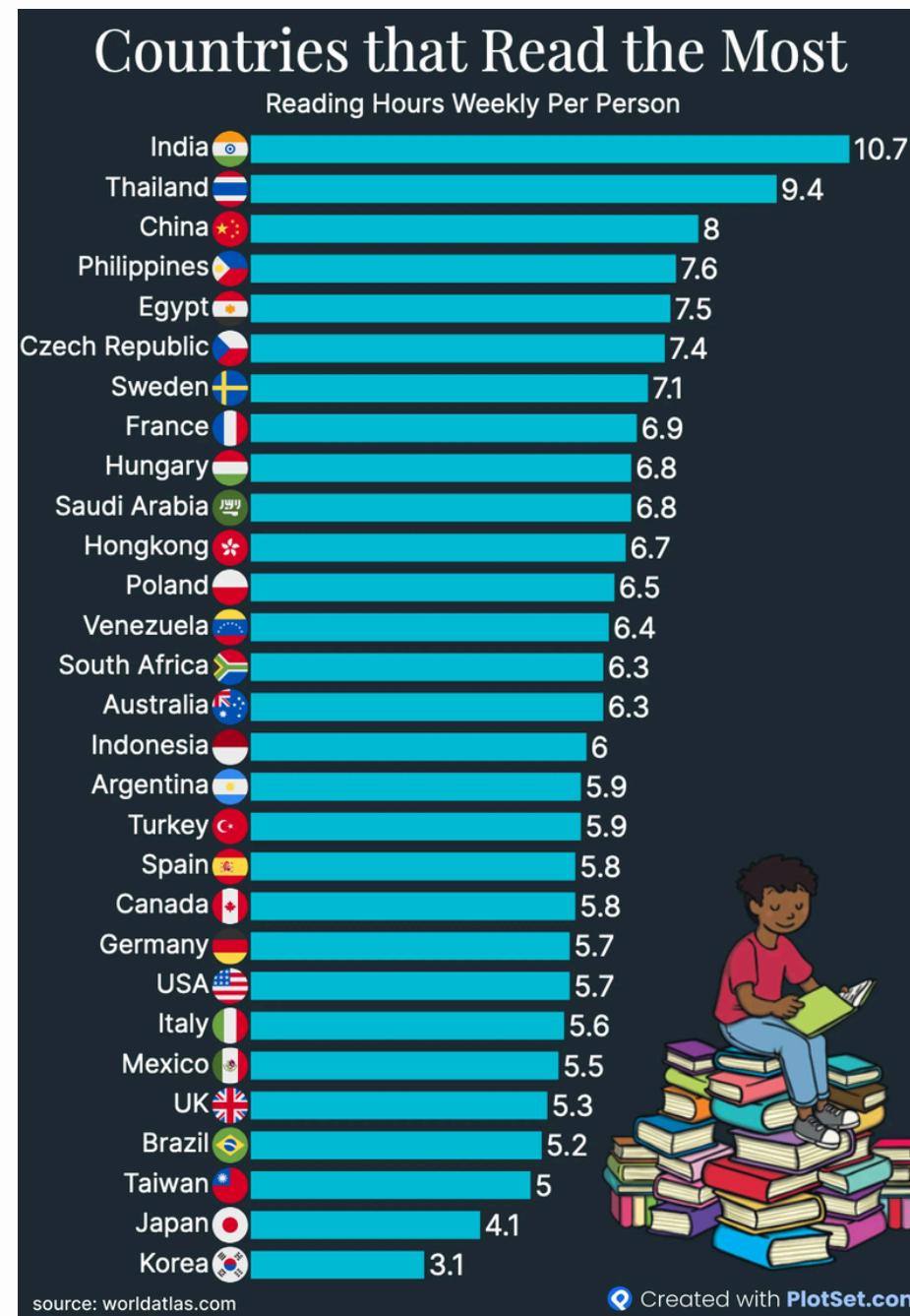
Novel Arc is poised to realize two of the United Nations' SDGs

(Sustainable Development Goals) for 2030- Good Health and Well-Being, and Quality Education.

STATISTICS

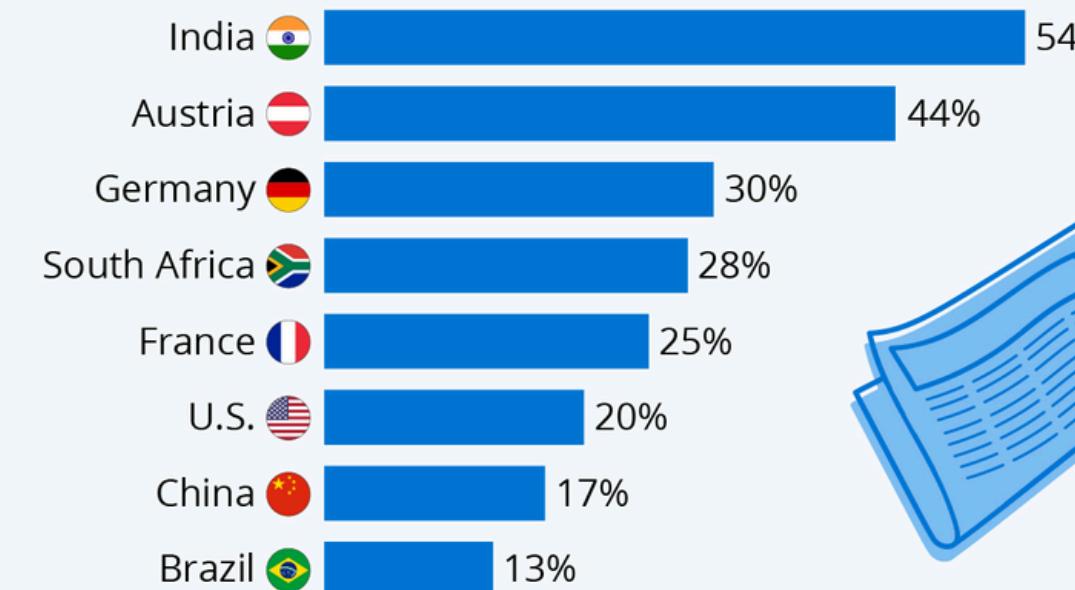
Why NovelArc matters!

Impact in India



Indians Most Likely to Read Newspapers in Print

Share of respondents in selected countries who read a printed paper daily in the past two weeks



2,000 - 7,600 respondents (18-64 y/o) per country, surveyed Apr 21-Mar 22
Source: Statista Global Consumer Survey

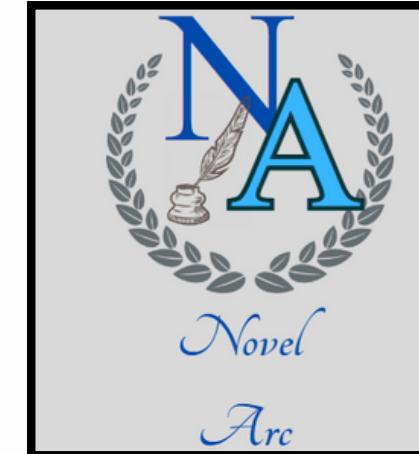


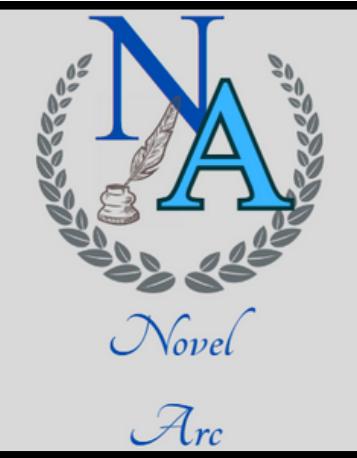
statista

Let's capitalize on the immense reading opportunity and interest in our very own country and ensure that every person who has picked up a book continues to stay motivated to finish it!

People need to read and want to read, but several circumstances limit their reading exposure and choices, along with their consistency.

What if we brought the gamification and e-learning experience to the book space, minus the pressure?





Statistics

The global e-book market is projected to grow by USD 12.40 billion between 2024 and 2028, with a compound annual growth rate (CAGR) of 10.08%.

10.08%

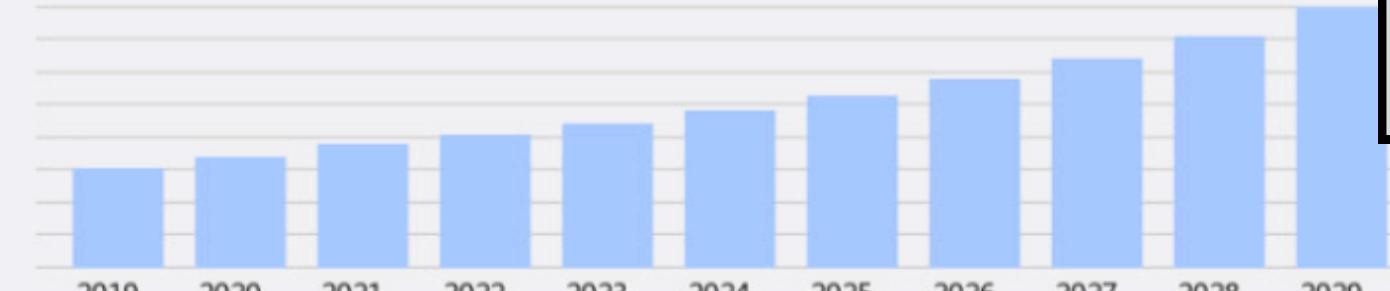
Compound Annual
Growth Rate (CAGR)

USD 12.40 b

Estimated Global
Market size

North America is forecasted to hold the largest market size by region, with significant contributions from the US and Canada.

Market Size Outlook (USD Million)



2019 : USD 13834.90

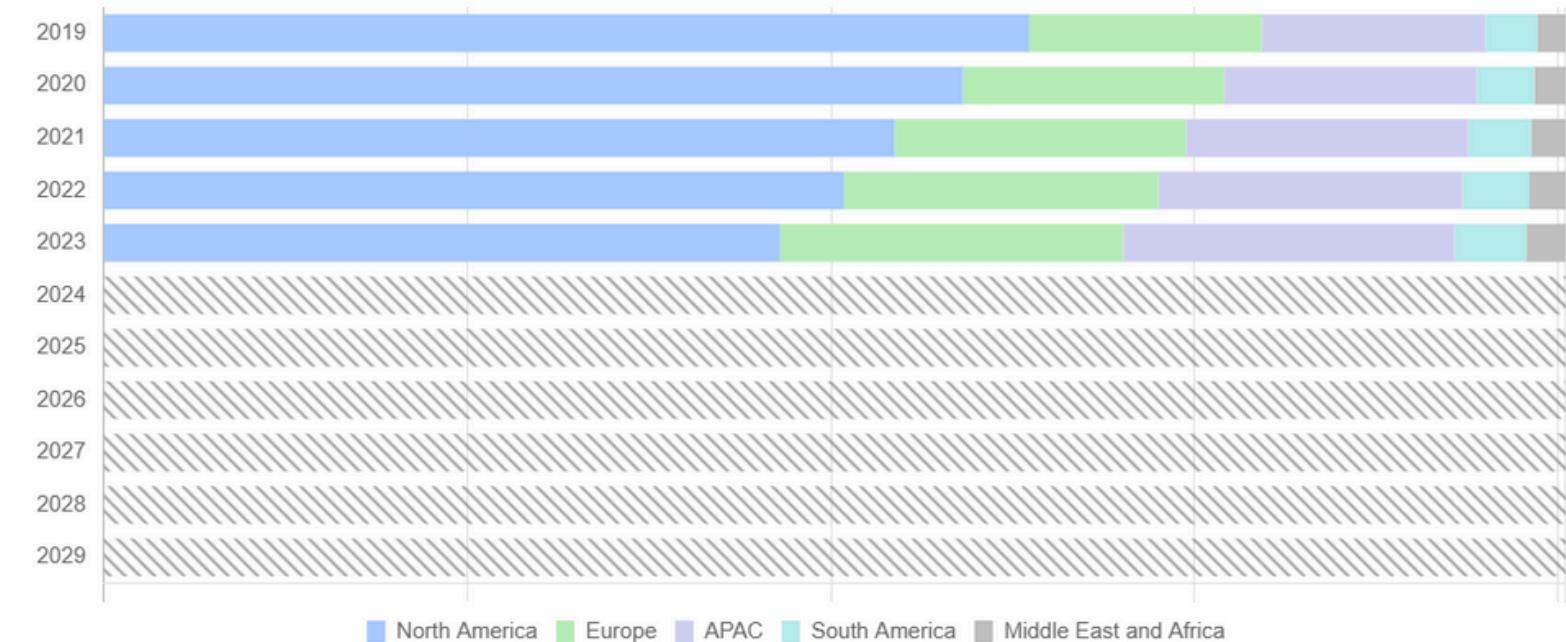
9.6%
2025 Year-over-Year

10.7%
CAGR 2024-2029

ACCELERATING
Growth Momentum

USD 14522.5 Mn
Incremental growth
between 2024-2029

Market Share By Geography % (USD Mn)

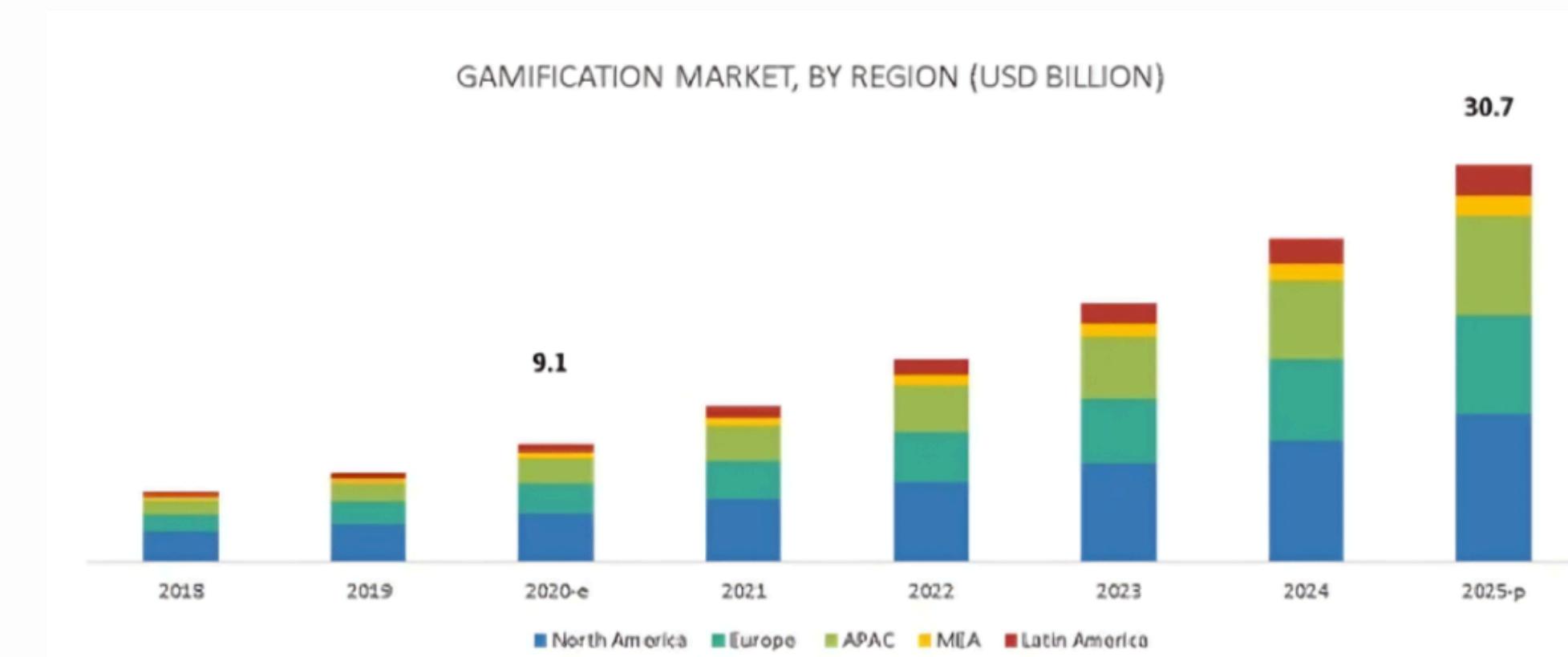
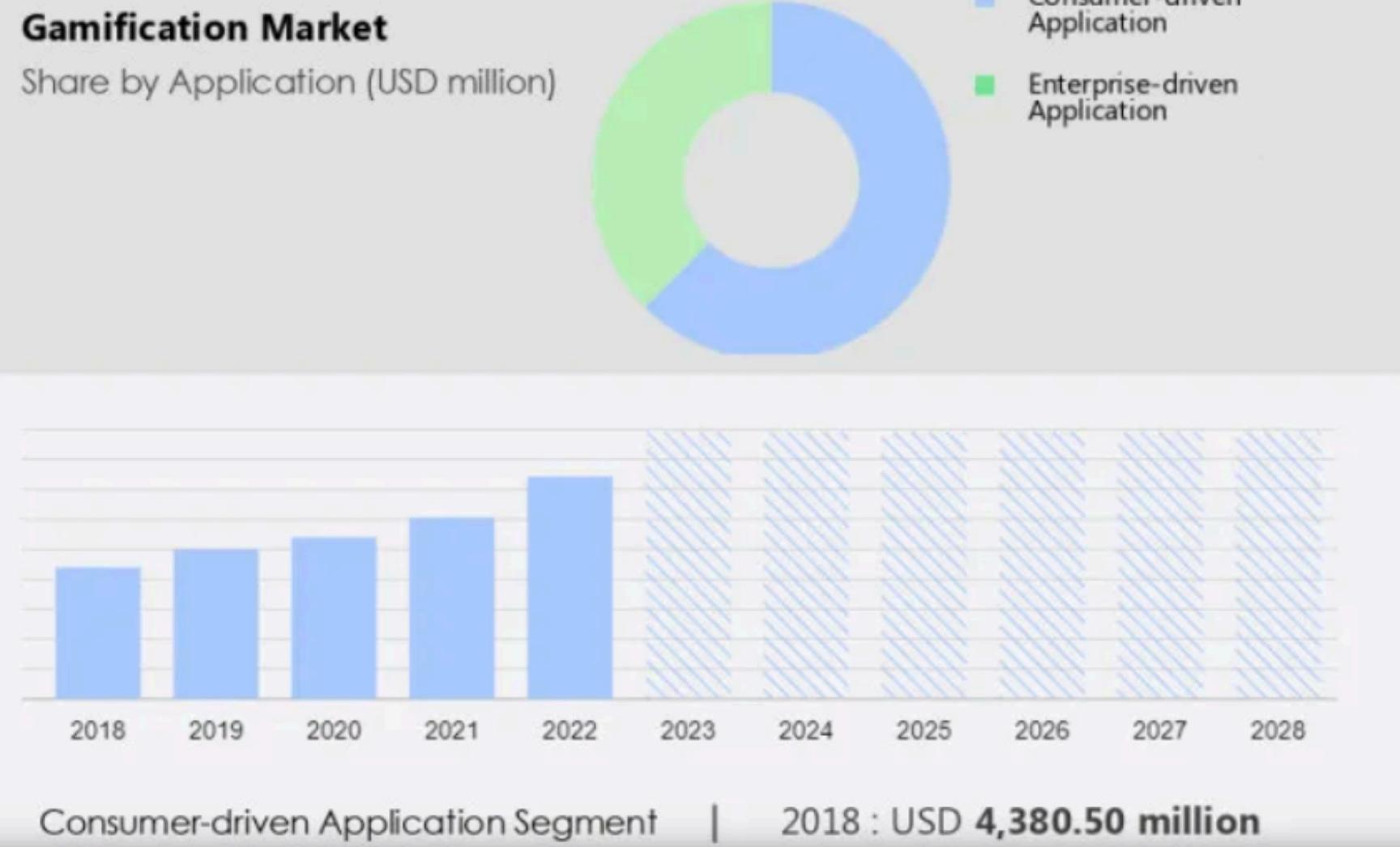


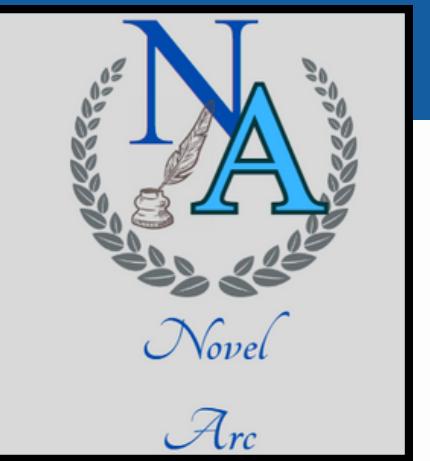
The global gamification market size is forecast to increase by USD 43.09 billion between 2023 and 2028, at a CAGR of 29.52%.

North America is estimated to contribute 57% to the growth of the global market during the forecast period.

29.52%

Compound Annual Growth Rate (CAGR)





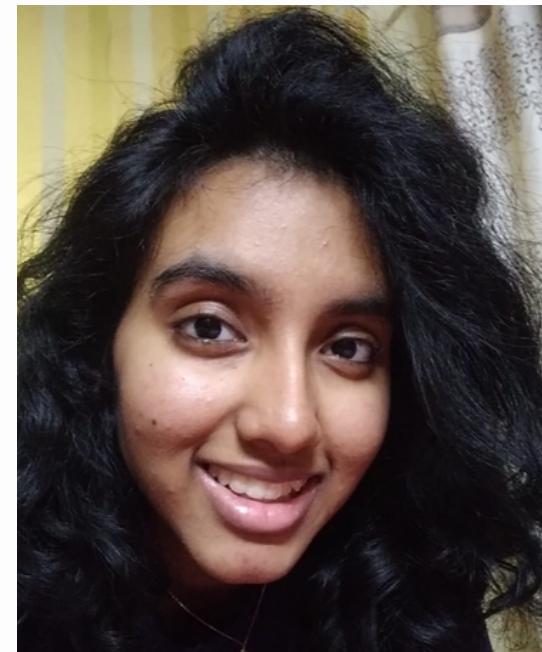
Meet Our Team!



Divya Shanbhag



Harshita Vyas



Riya Shukla



Aparna Iyer

THANK YOU!



Team Balance Beats

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Symbiosis Institute of Technology, Pune

