

BLOCK **BOOKS**


The logo for 'Block Books' features the word 'BLOCK' in a black, pixelated, sans-serif font. To its right, the word 'BOOKS' is written in a white, pixelated, sans-serif font inside a magenta parallelogram. A bright cyan parallelogram is positioned behind the magenta one, offset to the right and bottom, creating a layered effect.

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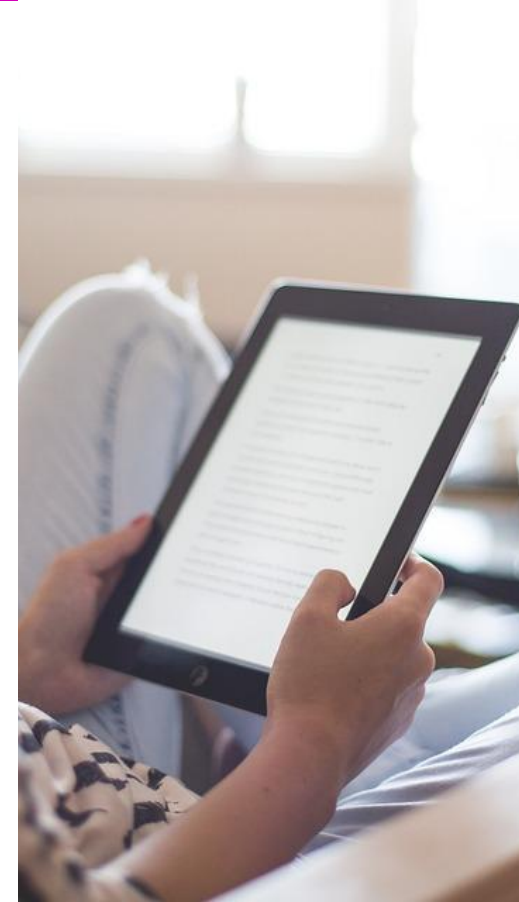
1. Business Model Canvas
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Innovating the reading culture.

BLOCK BOOKS

Block Books is a Booktech company that focuses on improving the reading experience for readers worldwide. Through its blockchain-based platform, the company offers a more secure, transparent, and trustworthy reading experience. Readers can use the Block Books platform to purchase and read digital books from a variety of authors and publishers.

The Block Books platform uses blockchain technology to record and protect reading transactions and ensure the authenticity of digital books. This makes the reading platform more secure and protects authors and publishers against digital piracy. Block Books also uses digital asset tokenization technology to enable authors and publishers to monetize their books more efficiently and fairly.

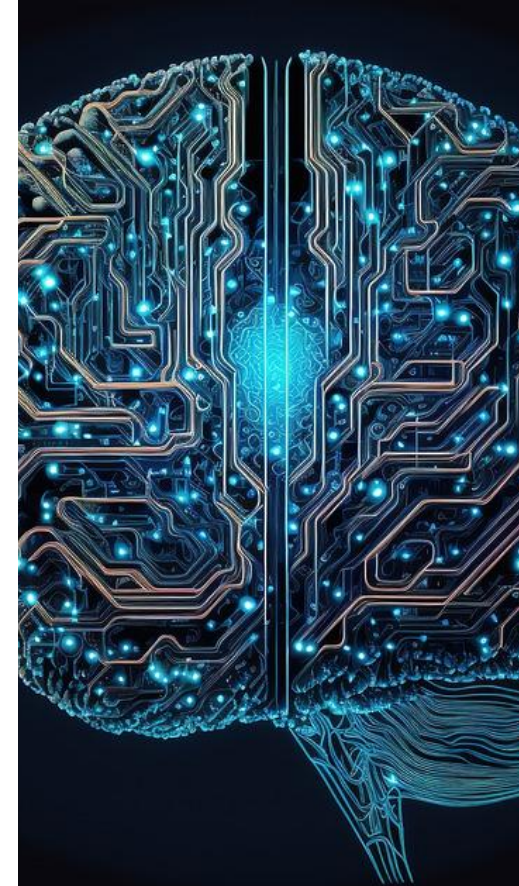


From Web2 to Web3

BLOCK BOOKS

1. **Security and Authenticity:** Block Books uses blockchain technology to ensure the authenticity of digital books, protecting authors and publishers against digital piracy.
2. **Transparency:** Blockchain technology allows for all reading transactions to be transparently recorded, increasing user trust in the platform.
3. **Efficiency:** Block Books uses digital asset tokenization technology to allow authors and publishers to monetize their books more efficiently and fairly.
4. **Variety of Books:** The Block Books platform offers a wide variety of digital books from various authors and publishers, making it easy for readers to find the titles they want.
5. **Accessibility:** The Block Books platform can be accessed by anyone with a mobile device or computer, allowing users to read their books anywhere and anytime.

Through these proposals, Block Books seeks to revolutionize the digital book industry by offering a more secure, transparent, efficient, and fair reading platform for all involved.



EPUB format

The EPUB (Electronic Publication) format is an open standard for digital books that allows them to be read on electronic devices such as tablets, smartphones, e-readers, and computers. EPUB is designed to be responsive and adaptable to different screen sizes, allowing readers to customize the font, text size, and spacing for a more comfortable reading experience.

EPUB files are built using XML-based technologies such as HTML, CSS, and others. They can include interactive features such as videos, audios, images, hyperlinks, and footnotes, as well as metadata such as title, author, and publisher.

An EPUB book is composed of several files, such as the "content.opf" file that contains information about the book, such as metadata, content, and images, as well as other files that make up the book's content, such as chapters, indexes, notes, and references.

The EPUB format is widely used by publishers and authors for digital book publishing, as it allows books to be distributed more affordably and flexibly to a global audience. In addition, the EPUB format is compatible with various e-book readers and platforms such as Amazon Kindle, Apple iBooks, Google Play Books, and many others.

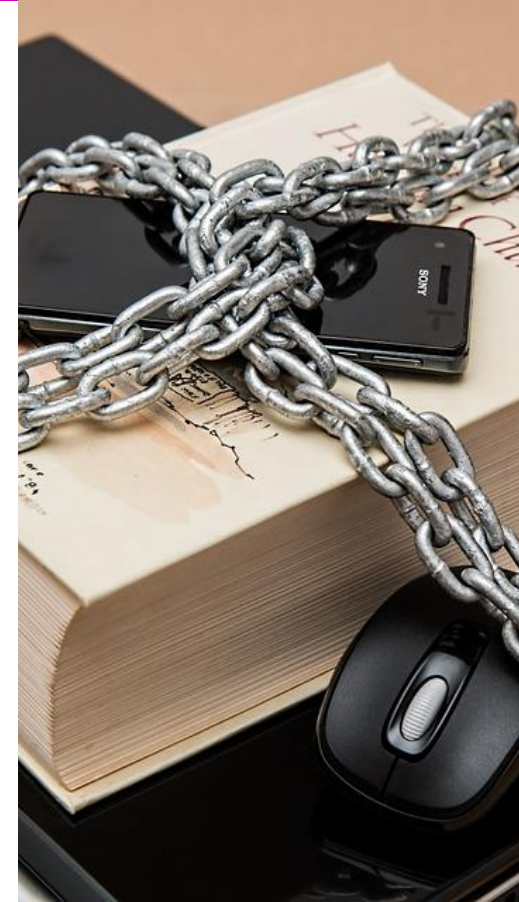


Writer/publisher security

The platform will provide a free preview of 15 to 20 pages of the books, allowing users to analyze the content before making a purchase. After the acquisition, the full content of the book will be unlocked for reading on the platform, protected by a DRM technology linked to the buyer's wallet.

This measure is important to protect the authors' copyrights and ensure that only users who have legally purchased the book have access to the complete content. At the same time, offering a free preview helps readers make a more informed decision before buying the book and increases customer satisfaction by avoiding unpleasant surprises.

In summary, the combination of a free preview and DRM protection is a fair and responsible practice that benefits both authors and readers.



Integration with Amazon Kindle



Block Books will have integration with Kindle, allowing for direct sending of books to the device through email permissions. This provides more convenience for users who own the device, eliminating the need to manually transfer files. In addition, this integration makes it easier to access the platform's content, allowing users to read their books on a trusted and widely used device in the market.



Web3, the new ISBN

BLOCK BOOKS

Block Books is revolutionizing the way books are identified and managed by replacing the traditional ISBN with NFT tokens. This approach allows authors to protect their copyright and receive fair rewards for their work, ensuring the authenticity of the book in a secure and transparent manner.

With the use of NFTs, each book becomes a unique entity with clearly defined ownership and authenticity. This ensures that copyright is protected and that authors receive fair rewards for their work, without the need for intermediaries or bureaucratic processes.

In addition, the adoption of NFTs brings transparency and security to the publishing market, allowing users to have confidence in the authenticity and origin of the books. This approach is an innovation in the publishing industry, bringing more efficiency and equity to the entire ecosystem.



Marketing



1. Brand awareness
2. Promotion of writers/publishers
3. User acquisition

1. Brand awareness

1. Content marketing: create a blog with interesting articles about the publishing industry, blockchain, and NFTs, and share them on social media.
2. Influencers: collaborate with digital influencers who can promote the platform to their audience.
3. Social media: maintain active profiles on major social media platforms such as Twitter, Discord, Instagram, and Facebook, sharing relevant content and engaging with followers.
4. Paid advertising: invest in ads on platforms like Google Ads and Facebook Ads to reach a larger and targeted audience.
5. Virtual events in the Metaverse: participate in industry and technology events to network and promote the brand.
6. Partnerships: establish partnerships with other companies and brands that share the same values and goals as Block Books.



2. Promotion of writers/publishers

1. Offering incentives for tokenization: Encouraging writers and publishers to tokenize their books by offering exclusive benefits such as discounts on publishing fees and commission on sales.
2. Promoting the benefits of tokenization: Highlighting the advantages of tokenization for writers and publishers, such as the ability to receive instant and transparent payments, complete control over distribution, and copyright protection.
3. Developing a token marketplace: Creating a marketplace within the platform where book tokens can be traded and sold, increasing visibility for authors and their works.
4. Establishing partnerships with blockchain projects: Partnering with blockchain projects to promote book tokenization and increase visibility within the cryptocurrency and blockchain community.
5. Utilizing influencer marketing: Recruiting influencers from the literary and blockchain world to promote the platform and tokenized books.



3. User acquisition

1. Participation in events: Block Books can participate in events related to literature, technology, and cryptocurrency to showcase the platform and its benefits for writers and publishers.
2. Incentive programs: The platform can offer incentive programs to attract writers and publishers, such as the distribution of tokens as a reward for publishing books on the platform.
3. Strategic partnerships: Block Books can form partnerships with other companies and organizations operating in the publishing market to expand its network and attract more writers and publishers.
4. Content marketing: The platform can invest in the production of relevant content for writers and publishers, such as articles on the advantages of Web3 technology and how it can benefit the publishing industry.
5. Direct communication: Block Books can have direct communication with writers and publishers, explaining how the platform works and how they can benefit from Web3 technology. This can be done through personalized emails, discussion groups on social media, among other forms of contact.



Technologies



1. Blockchain
2. NFT
3. Database

1. Blockchain

Block Books uses blockchain technology to ensure security and transparency in the management of book copyrights and the distribution of profits between authors and investors. The platform leverages blockchain to create an immutable record of transactions and smart contracts that ensure the execution of agreed-upon clauses among the involved parties.

Moreover, Block Books also utilizes blockchain to tokenize books and create new monetization avenues for writers and publishers. Books are transformed into unique tokens that can be traded on the secondary market and generate new sources of revenue for their owners.

The integration of blockchain with Block Books allows the platform to offer a secure and innovative experience for writers, publishers, and readers, while creating a fair and transparent environment for the publishing industry.

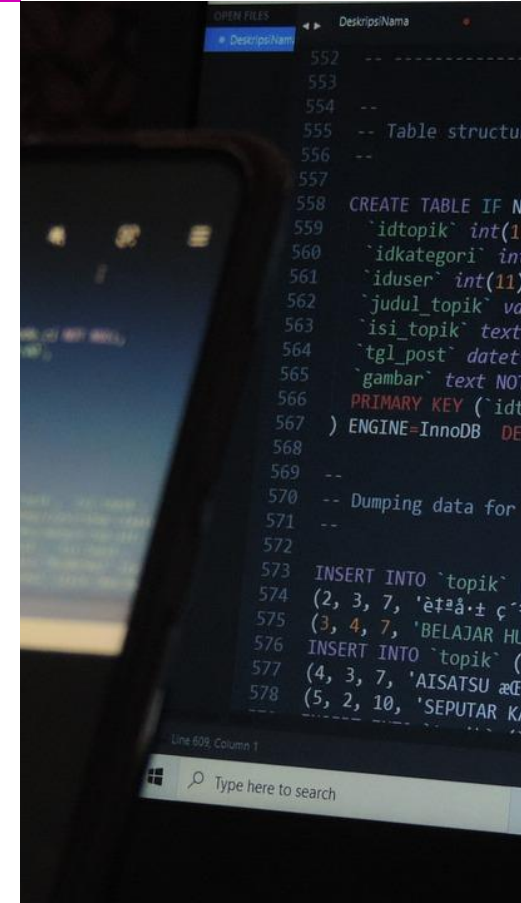


2. NFT

Block Books is a platform that uses blockchain technology to create a new form of monetization for writers and publishers through the tokenization of books into NFTs (non-fungible tokens). With tokenization, books become unique and exclusive digital assets that can be traded on the secondary market, generating new sources of revenue for their owners.

The tokenization of books into NFTs also allows for greater transparency in the management of copyrights, as each token represents a smart contract that defines the conditions of use and distribution of profits between authors and investors. Additionally, blockchain technology ensures the security and immutability of transactions, preventing fraud and protecting data.

With Block Books, writers and publishers have the opportunity to explore new forms of monetization and audience reach, while readers can acquire exclusive books and track the appreciation of their digital assets. It is a new era for the publishing industry, in which blockchain technology and the tokenization of books into NFTs bring innovation and transparency to the sector.



3. Database

When it comes to integrating external database into the NFT tokenized locked files, Block Books can follow a few steps:

1. Identify which external databases are most relevant to its platform.
2. Integrate the Block Books platform with these external databases in order to ensure that locked files are securely stored.
3. Implement book tokenization into NFT to ensure that writers' copyrights are protected and to safely track ownership of the book.
4. Establish partnerships with external database companies to ensure the security and privacy of Block Books' customers' data.
5. Provide easy and secure access to books for writers and publishers while protecting their copyrights and privacy.

The integration of external databases with book tokenization in NFT can increase the security and reliability of the Block Books platform and encourage more writers and publishers to adopt the platform to distribute their books.



Implementation



Implementation

1. Editorial in public domain (Block Books Originals)
2. Creation of the reader community
3. Acquisition of independent writers
4. Acquisition of publishers

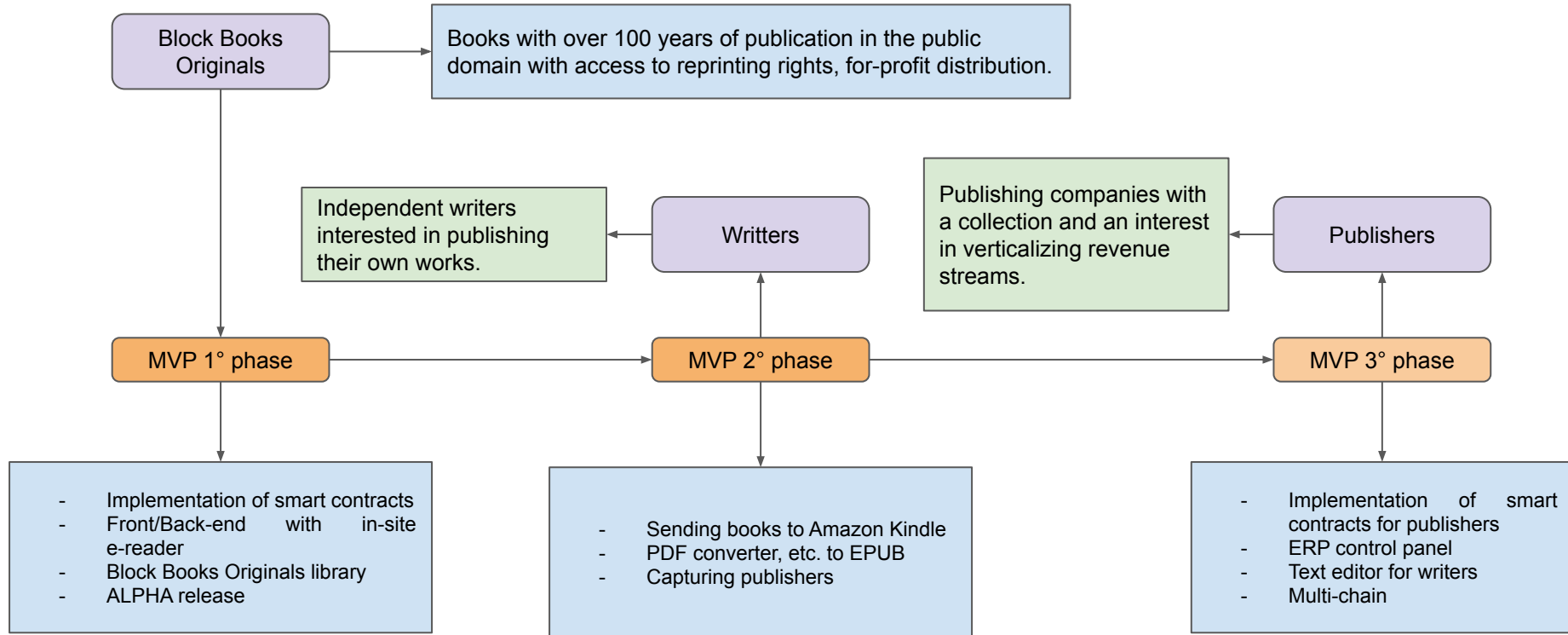
Diagram

MVP - 1° phase

MVP - 2° phase

MVP - 3° phase

Diagram



1. Public domain publishing



Block Books offers an innovative solution for publishing public domain books through blockchain technology and tokenization of books in NFT. This ensures the authenticity of the books and prevents fraud, as well as allows users to access authentic copies of public domain books.

The platform also provides advanced editing and formatting features, allowing users to create custom editions of public domain books with features such as footnotes, glossaries, illustrations, and other graphic elements. These features make reading these books even more enjoyable and enriching.

Publishing public domain books through Block Books allows these works to be made available in high-quality digital format and accessible to everyone, anywhere in the world, democratizing access to culture and knowledge. Additionally, Block Books offers an innovative and secure way for writers and publishers to publish their books while protecting their copyright through blockchain technology.



2. Creation of the reader community

1. Creating Block Books profiles on major social media platforms such as Discord, Twitter, Facebook, and Instagram to share relevant information about the platform and the literary world in general.
2. Promoting events such as live streams, debates, and discussions with writers and literary personalities to engage the community and generate interest in the books available on the platform.
3. Hosting literary contests with cryptocurrency or other literature-related prizes to encourage the creation and publication of works on the platform.
4. Creating discussion groups such as forums or WhatsApp groups so that users can interact with each other, share reading tips, and exchange experiences about the platform.
5. Sharing exclusive content for community members, such as special discounts on books or early access to new releases.

In this way, creating a community around Block Books can be a very effective strategy to retain users and increase the platform's presence in the literary world.



3. Acquisition of independent writers

To attract independent readers to Block Books, the company can use several digital marketing strategies, including:

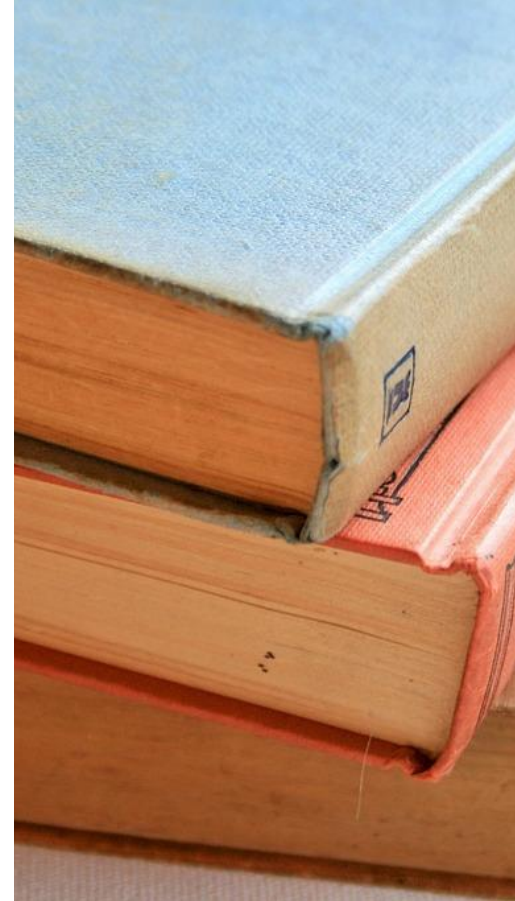
1. Social media advertising: Block Books can create targeted ads on platforms like Facebook and Instagram, displaying their books to people interested in the genre or subject of the book.
2. Influencer marketing: Working with digital influencers who have an audience interested in books can be a good way to increase the exposure of Block Books. They can make book reviews, share on social media, etc.
3. Email marketing campaigns: Block Books can create a list of emails from interested readers and send promotional campaigns to encourage book purchases.
4. Participation in literary fairs: The company can register for literary fairs and events to increase brand and book visibility.
5. Affiliate programs: Block Books can offer affiliate programs to bloggers, YouTubers, and other digital influencers who have an audience interested in books. They can earn commissions by recommending book purchases.
6. SEO: Optimizing the Block Books website for search engines can increase the platform's visibility for people looking for books in the genre or subject of the books available on Block Books.



4. Acquisition of publishers

To attract independent publishers and editors to Block Books, some strategies that can be adopted include:

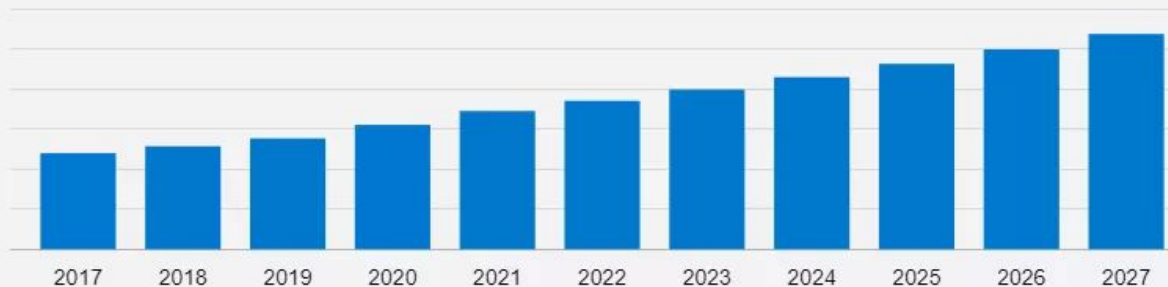
1. Highlighting the platform's benefits: Block Books offers an innovative and secure way of publishing and distributing books, as well as allowing authors and publishers to maintain control over their copyright and receive a fair percentage of sales. It is important to highlight these benefits to attract the attention of independent publishers and editors.
2. Providing technical support: Many independent publishers and editors may not be familiar with blockchain technology and NFTs. Therefore, offering technical support and educational resources to help them understand how the platform works and how they can use this technology to publish and distribute their books can be helpful.
3. Participating in industry events: Participating in industry events such as book fairs and publishing conferences can be an effective way to connect with independent publishers and editors, introduce the platform, and demonstrate how it can be beneficial for them.
4. Establishing partnerships: Establishing partnerships with other companies or organizations related to the publishing industry can also be an effective way to reach independent publishers and editors. These partnerships may include discounts on publishing fees or joint marketing.
5. Offering incentives: Offering incentives, such as lower publishing fees for the first publishers to sign up for the platform or marketing promotions to increase sales of the first published books, can be an effective way to encourage the adoption of independent publishers and editors on Block Books.



1. eBooks (Global)
2. eBooks (Brazil)
3. In Web3
4. Important brazilian events
5. Market innovation

1. e-Books (Global) 1/3

Market Size Outlook (USD Million)



2017 : USD **11,994.10**



7.6%

Year-over-Year
growth rate of 2023



7.7%

CAGR 2022-2027



ACCELERATING

Growth Momentum



USD **8316.2 Mn**

Market size
growth

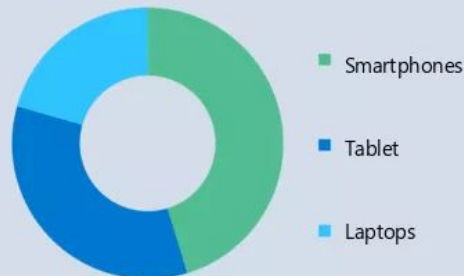
2022 2027

Growth in the Global Market until 2027, where in 2017 it moved around 10.5 million dollars.

Annual growth of 7.6% with average acceleration and growth of 7.5 million dollars.

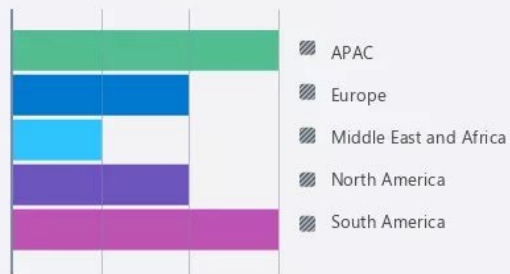
1. e-Books (Global) 2/3

Adoption lifecycle



Adoption cycles, adopted devices, continents with mass adoption, and criteria for acquiring an ebook.

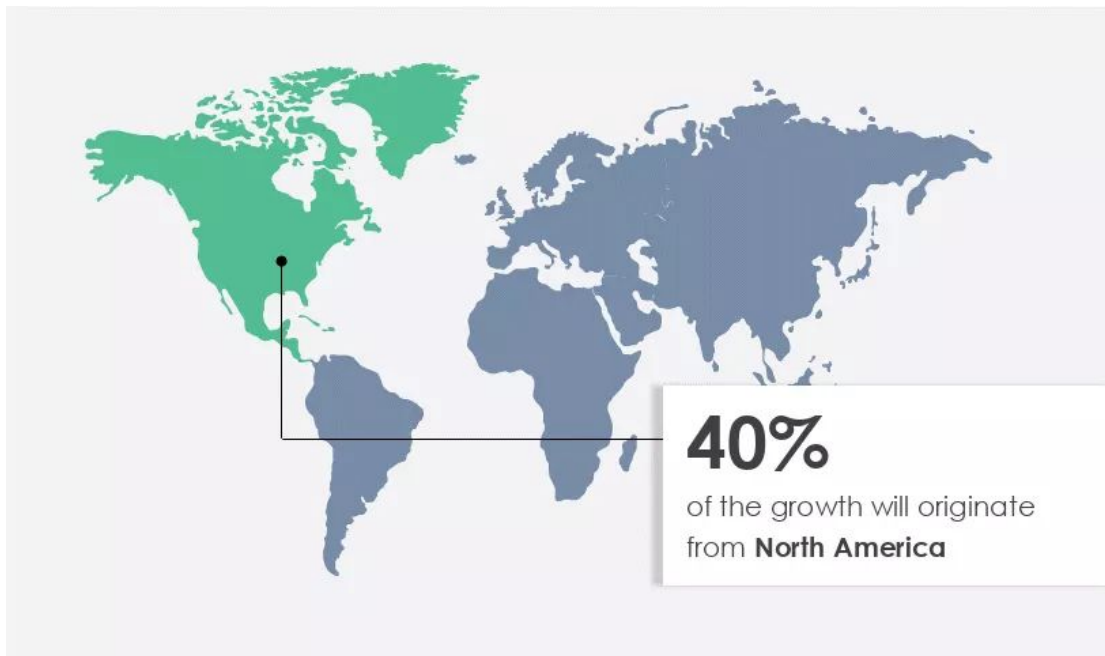
Adoption rates



Key purchase criteria



1. e-Books (Global) 3/3

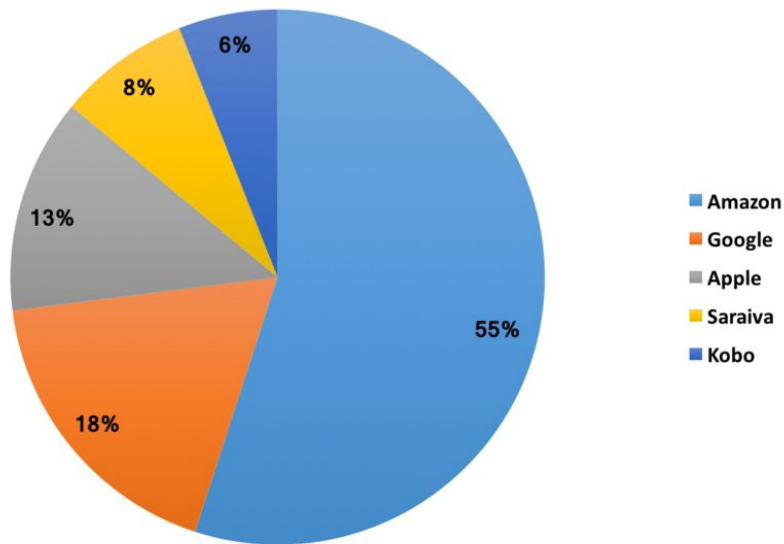


The origin of the adoption of writers comes directly from North and Central America, with strong nuances in Europe and Asia.

Finally, South America represents the largest share in the south.

2. e-Books (Brasil) 1/2

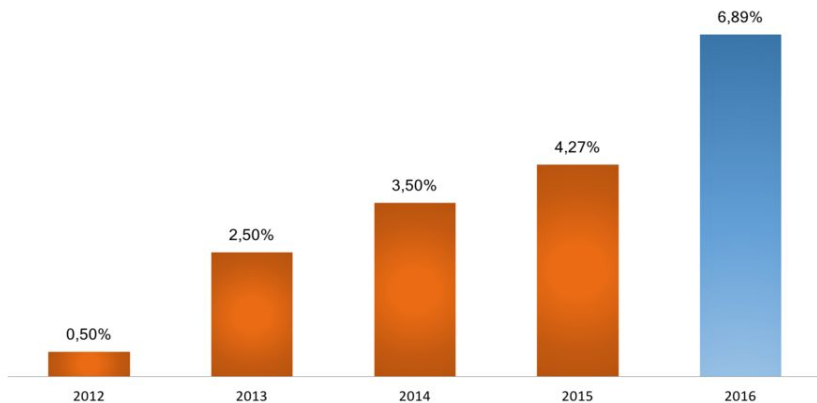
**Market Share do Varejo de e-Books no Brasil
(Mercado trade sem self-publishing)**



Large companies and publishers with their current market share.

2. e-Books (Brasil) 2/2

Participação digital no número de exemplares de livros de interesse geral vendidos no Brasil



Participation in cycles of personal interest with a survey of the Brazilian market.

	2015	2016	Variação
Participação dos <u>eBooks</u> no faturamento das editoras trade	2,57%	3,16%	22,96%
Participação dos <u>eBooks</u> nas unidades vendidas pelas editoras trade	4,57%	6,89%	50,77%

3. In Web3 1/2

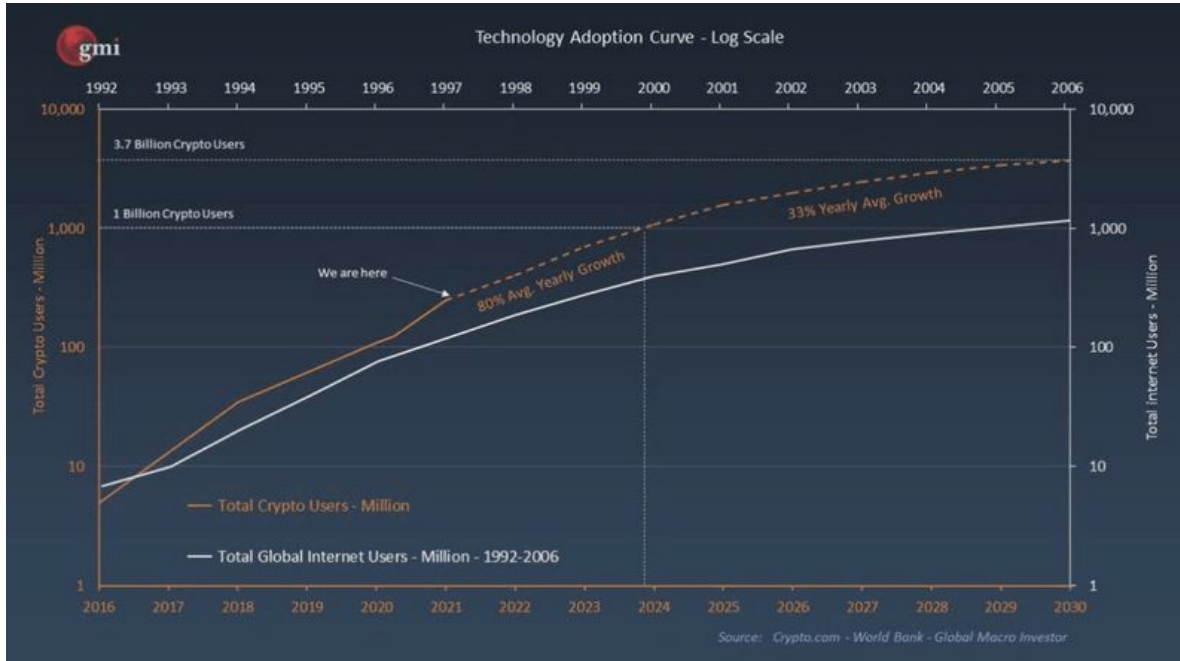
News organizations and publishers are turning to DAO-based (Decentralized Autonomous Organizations) business models to ensure their financial survival. These business models allow a community of token owners to make important decisions about the company's operations, including managing financial resources and setting editorial strategy. DAOs are seen as an alternative to traditional media business models, which are often dependent on advertising and government subsidies. DAOs also allow for greater transparency and accountability, which can increase reader and investor trust in the news organization.



Fontes:

<https://digiday.com/media/dao-model-media-industry-impact-the-business-of-journalism/>
<https://report.w3academy.io/>

3. In Web3 2/2



Growth and adoption of Web3 with:

- Blockchain
- NFTs
- Digital Wallets
- Cryptocurrencies

Fontes:

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4. Important brazilian events

BLOCK BOOKS

Literary events

1. Bienal Internacional do Livro de São Paulo (SP)
2. Festa Literária Internacional de Paraty (FLIP) (RJ)
3. Feira do Livro de Joinville (SC)
4. Festa Literária Internacional de Poços de Caldas (FLIPOÇOS) - (MG)
5. Primavera dos livros (RJ)

Fontes:
<https://falauniversidades.com.br/conheca-cinco-eventos-literarios-brasileiros>



5. Market innovation

- Web3 offers more advanced and secure technology, allowing for better protection of authors' copyrights and intellectual property, increasing readers' and writers' trust.
- Tokenizing books into NFTs allows for the creation of a secondary market, enabling authors to earn from the resale of their works and incentivizing the creation of new ones.
- The use of smart contracts allows for automatic and transparent payment of royalties to authors and publishers, eliminating the need for intermediaries and reducing costs.
- Creating a community of readers and writers through Web3 platforms such as Discord, Twitter, Facebook, and Instagram can increase brand awareness and encourage the creation of new content.
- Partnering with publishers and independent publishers can increase the supply of content on the platform, attracting more readers and increasing the diversity of titles available.
- Integration of blockchain with external databases can improve the security and efficiency of storing and distributing books, ensuring that locked books are only available to those who have purchased the book.
- Tokenizing public domain books in NFTs can increase the supply of free content on the platform, attracting readers looking for classic and historical works.
- Implementing token-based reward programs for readers and writers can incentivize active participation on the platform and increase community engagement.
- Expanding to new international markets can increase the platform's reach and increase the number of involved readers and writers, allowing for the creation of a global community.

1. Block Books brand guidelines

1. Block Books brand guidelines

BLOCK BOOKS

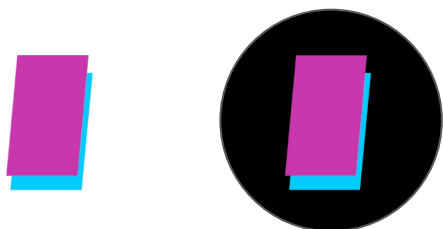
Font:

VT323

Colors: #000000, #FFFFFF, #C837AB, #00CCFF



Complete brand (colors)

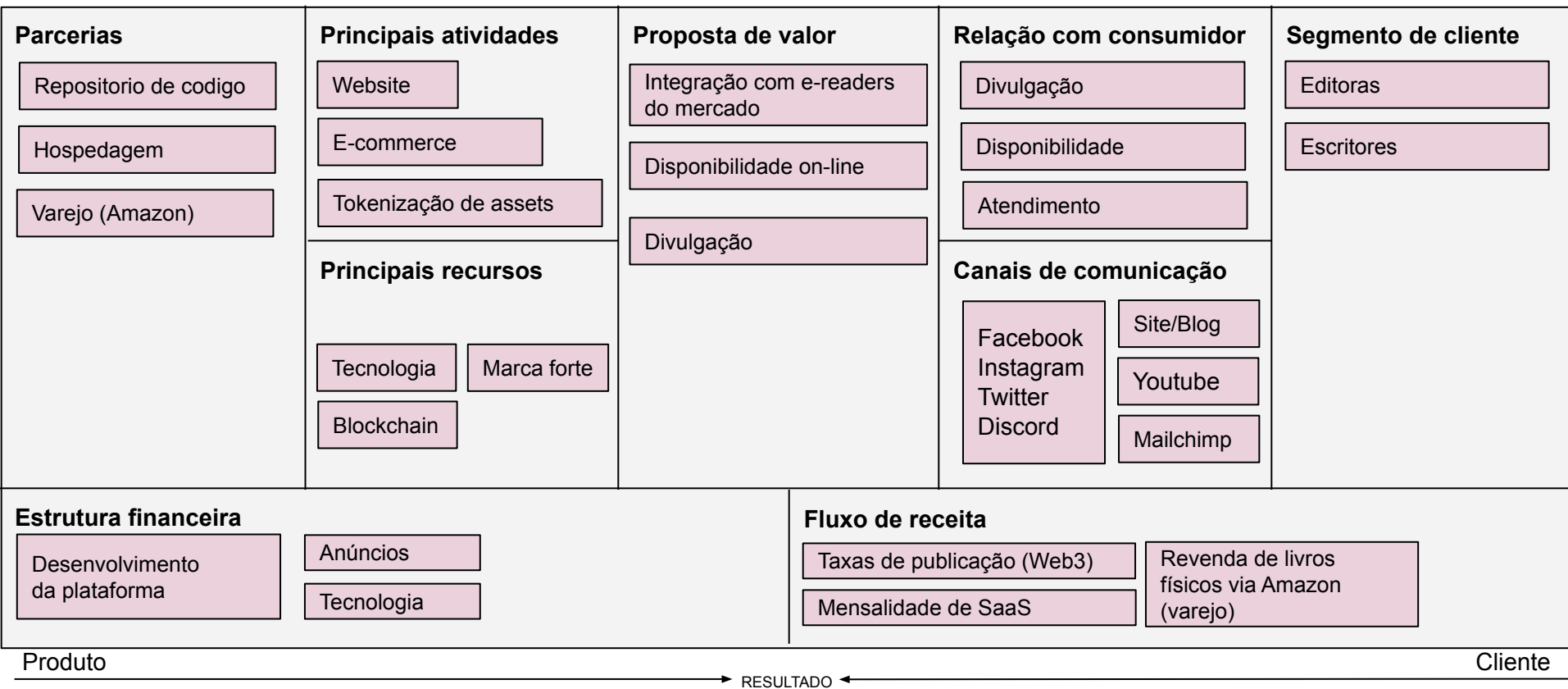


Iconography (Favicon, social media)

Attachments

1. Business Model Canvas
2. Mindmap

1. Business Model Canvas



2. Mindmap

BLOCK BOOKS

coggle

made for free at coggle.it

