Interpolate LLC

A platform to effectively share and react to annotations on PDFs

Napkin Drawing

Problem / Solution

Problem:There is no cloud-based tool to effectively share and react annotations on PDFs.

Solution: Interpolate provides a web platform that manages your PDFs and annotations over the cloud, so that you peer can view and react to your annotation more effectively.

Market: Higher Education / textbook

Market Opportunity Map

Eventually, Interpolate platform will enable authors to directly sell their textbooks to students in digital format. Our effective annotation sharing feature will give e-textbooks much more competitive advantage over traditional paper textbooks

Statistics of 2015:

Total textbook market: 11.76 Billion

e-textbooks: 588 Million (5% of total mkt)

If we capture 10% of the e-textbook market:

58.8 Million Business

Go-to-Market Plan

1. Build a learning management system for students. They can share annotations on their lecture notes, homework and exams to their peers and instructors.

2. Once we have enough users, we will extend our platform to integrate paywall so that authors can directly sell their books to readers. Buyers of e-textbooks will enjoy our annotation sharing features.

Competition Matrix

	Technical Content	Make and Share annotations	React to annotations	Manage annotations and responses
Piazza	Y	N	N	N
Blackboard	Y	N	N	N
Mendeley	Y	Y	N	N
Google Docs	N	Y	Y	N
Khan Academy	Y	N	N	N
Cousera	N	N	N	N

Financial Forecast

2019 - 2020:

Investment: 1 million

- Software
- Server maintenance
- Tech support
- Ads
- Sale
- Patent

2020 - 2021:

Investment: 3 millions

- Software
- Server maintenance
- Tech support
- Ads
- Sale
- Paywall
- Partnership (with textbooks publishers)

Milestones

2019 - 2020:

Goal:

- Reach out to major universities in the U.S.
- Reach out to 10,000 users.

2020 - 2021:

Goal:

- Reach out to 20,000 users
- Revenue:

    200000 X 100 X 20% = 4 millions

Team

- Alice Zhang, software developer
- Cora Chan, software developer,
- Daniel Kim, software developer, business development
- Hongshan Li, software developer, customer support
- Sonia Riesta, software developer
- Pranesh Umashankar, customer development

Ask

What to use for the 20k:

- Deploy the app
- Ads within Purdue
- Patent