

Interpolate LLC Executive Summary

Problem: The existing PDF annotation sharing platforms are designed to be used for general purpose only. But for specific use cases (Education, research, legal documents sharing etc), users also need management and analytics tools to use their annotations effectively. And PDF annotation platforms that can be optimized to different use case does not exist.

Solution: We will build a web platform that integrates many apps that are optimized for different use case of PDF annotation sharing. Users can choose to install the one that most suitable for his/her purpose.

Market: Our niche market is e-textbook industry. In 2015, U.S. textbook publishing revenue is 11.76 billion. E-textbook captures 5% of the market, i.e. 588 million

Business Model: users can purchase e-textbooks through our platform and enjoy the benefit of our annotation sharing system. We will charge 20% of the sale price for each textbook sold through our platform.

Go-to-Market: 1. Develop high performance apps that are intended to be used for teaching, hw and exam management and research. Those apps can potentially attract many users from higher education (students and faculties). Once we have a good number of users, we can either partner with existing textbook publishers or build our own platforms for publishing e-textbooks.

Competition: Competitors for users acquisition: Piazza, Blackboard, Mendeley, Google Drive/Docs etc. They either cannot manage annotations on PDFs or they cannot be customized for different use case. We will provide a complete set of apps that cover every use case in higher education. Yet, users of our platform can choose what to install (so as not to get overwhelmed).

Progress to Date:

Sept 2019 - End 2021: reach out to major universities in the U.S. and 100,000 users

2021 - 2022: Built platform for textbooks sale and management, reach out to 300,000 users

Revenue:

2019 - 2021: \$0

2021 - 2022: 0.9 million

Team:

Hongshan Li: Founder & CEO, Purdue University, with 7 years of experience in mathematical research and education;

Daniel Kim: Business Development;

Pranesh Umashankar: Customer Outreach

Alice Zhang: Software engineer
Sonia Riesta: Software engineer;
Cora Chan: Software engineer