



Business Summary for EYE Program 2016

You will have opportunities to learn from and work closely with our Corporate Partners - Asia Miles Limited, HKT, and New World Development Company Limited to drive innovation in the following area:

Category * ✓ in appropriate cell(s) which industry or category you are interested in driving innovation

	Lifestyle Loyalty Program		Information and Communications technology (ICT)	✓	Smart Living
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Company/ Team Name

Bookmark

Team Members

Name	Job/Responsibility (✓)	Years of experience in this role	Profile (within 100 words)
Jayant Harilela (Team Leader)	General Management	6	<p>Mechatronic Engineering student at City University whose interests outgrows computer science. Has knowledge in C++, Java, HTML, CSS, Javascript, MySQL, AngularJs, git and ionic framework. Has developed standalone applications for Mac and windows. Have experience in building hybrid web apps for ios and android</p> <p>Committed and talented engineer who seeks to apply his knowledge to change the world. His best skills is the ability to learn fast and adapt to changes. Doesn't take no for an answer and always devotes his 100%</p>
	Business Development		
	Finance		
	✓ Technology		
	PR & Marketing		
	Others: _____		
Rajinder Deol	General Management	6	<p>Business swift individual who has experience growing a business before. Has abundant knowledge in the book industry as he started an NPO few years prior to convert physical books into ebooks. Rich with experience, he sets out to transform the book industry once more but with a different purpose.</p> <p>An idea generator and hard worker, Raj has displayed imense work ethic under limited period of time. Resourceful in nature, he identifies opportunites along the road and takes pride in connecting great minds together.</p>
	✓ Business Development		
	Finance		
	Technology		
	PR & Marketing		
	Others: _____		

We believe book readers constantly seek to read new and intriguing books. We want to connect them on a platform to exchange their books with another one nearby. Bookmark is an app that allows people to track, lend and borrow books from other enthusiasts nearby.

Through bookmark, we can keep track of the books we have in our personal library and those that we lend to others. By connecting readers through this app, they can search for interesting books kept in nearby shelves. Once found, they can send a borrow request and chat up the opposite party. Since books hold precious memories for each reader, we protect the exchange by storing a deposit: to borrow a book, you must keep a deposit (another book or small cash) to ensure integrity. Each lender can set a deposit requirement for others to see in advance.

We manage your books so that you never lose track of where they are located in. By learning your search history, we compute the books recommended for you and enable you to search for the review and others who are willing to lend the book. The P2P chat room allows you to schedule a meeting with the other party and meetup for the exchange. Upon completing the book, you can return it and provide feedback of the contents or the lender.

After developing the core features, we would focus on book lending system. This allows your book to make money for you instead of sitting on the shelf for years. The monetary sum could be paid physically or through online platform such as PayPal (to be included).

Viability

We connect readers socially through technology

Focusing on captivating and uniting readers of all sorts in one platform, we want to keep the hard cover book culture alive by allowing people to share them. Bookmark is set to achieve around 100 users in the first month of launch. We aim to reach 100,000 users in 3 years. Our target markets are readers worldwide who are smartphone users. Locally, our demographics would be touching people from 15 to 50 years old, which includes working class and youth.

Marketing strategy:

1. Business Development;

We plan to partner with major tertiary institution for campus promotion, this particularly important to raise awareness among students and youth, who are one of our targets. This partnership will be on the basis of campus marketing campaign or as a awareness campaign. Moreover, it is rather vital to have Business-to-Business (B2B) partnership with publishers, book providers and book recycling organizations. The application can help the corporate partnership in terms of the promotion of the application for Bookmark, and promotes recommend books and authors, with book events as well. Moreover, it can facilitate environmental partnership with NGOs that facilitates the recycling process.

Digital Marketing;

a. Search Engine Marketing: (Google Play and App Store Optimization)

When it comes to search, one of the most important element is being number one in the position of search. Plato would be optimized in terms of right keywords, title and description.

b. Social Media Campaign:

For the social media campaign, we plan to have a built-in social call to action. Social word of mouth is one of the best ways to grow Bookmark's user base. Build in social sharing so users can share on social media about what they've just accomplished in terms of book reading and donating.

c. Content Marketing

Content would be published through our website and be shared on the social media page. This is to make potential users about books and the importance of reading and education. This can bring upon awareness to a application and the benefits of the app. Moreover, in order to bring relevant content for customer acquisition and retention, it is important to tune the content to customers need.

Project Viability:

the feasibility of the project is based on the number of consumers using the platform. For this sole reason, we emphasize on user based design, quality assurance and usability features. Since the app is targeted towards communities geographically separated, we would need language packs and domestic books; this causes a problem in globalization and/or targeting a different economy. As of feasibility in terms of the Hong Kong market, the compressed population could easily use the app and meet at their location of convenience. The availability of delivery facilities in Hong Kong could allow books to be traded without a physical meet.

The successfulness of the project in terms of cost, time, goals and resources?

Revenue Model :

The business model would be based on book and event advertisements, and paid search advertisements. With Bookmark's search feature, we will be able to put the paid author and publishers as top position in our search advertisements. Moreover, when an author is set to launch a book and promote a book event, we will notify readers of the event near them. The charging model will be charged in accordance to Cost per Acquisition (CPA) and Cost per Click (CPC).

Impact

Bookmark's social responsibility revolves around 2 major areas, namely for the environment and community.

First, bookmark strives for the world to be better environmentally. The function of having borrowing and lending books create the opportunity for less paper waste. According to WWF, 40 percent of the annual industrial wood harvest goes to paper production, in which a part is constituted by book production. Bookmark promotes the value of being environmental friendly and that will never change. Moreover, with our donate function, Bookmark will be able to partner with different Book recycle and book reuse non-profits organization to realize the value of being sustainable.

Second, Bookmark aims to promote the sense of community both locally and internationally. Right in Hong Kong, in the hectic modern lifestyle, the purpose is to connect people socially through the love of writings, literature and education. We aim to enhance the communal sense of care and understanding socially. Also, with our donate function, we aim to reduce the poverty burden and education in third world countries. Bookmarks advocates United Nations' number 4 sustainable development goal of Quality Education, which states to ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.

Innovation

Every book is equipped with ISBN number that provides the details and description of each book. We allow users to scan or manually input the isbn number of a book they own. As the book is catalogued, we find the book cover and provide precise review and ratings. You can state the book owner, current reader and other relevant details.

You are able to search any book you want to read and we provide you with the review, rating and someone in your city who has the book sitting idly at home. The chat room allows 2 users to communicate, decide the trading item and meet in a location for the book trade. You can view the reading history of the person and other books they have at home.

Don't know what to read next ? We got you covered. You can search for the books most read by category and books recommended for you. We are designing an algorithm that computes books recommended for you based on the books you own, your search history and your preferred book categories.

Once you have finished reading a book, you can provide feedback on the physical quality of the book you borrowed. Apart from that, you can update the social feed to let your friends know the book you are currently reading, your progress of reading, the books you recommend and your opinion of a book while/after reading it. Your profile will gain you credibility as a reader and gain you a good reputation other readers. As new authors strive to publish their books, you can see the launch details in the news feed also

With this, we create a platform for book lovers to unite and fill their time with passion. We let book lovers unite and meet up to share their ideas and passion for soul revoking books. In the future, we will develop a book donation service to third world countries. Since a person will not need to own a book to read it, they can donate books through our platform for others to enjoy. We reduce paper consumption by the masses by facilitating book rental services

Team Capability

Currently, the team consists of 2 people with the vision of engaging users to improve their sleep patterns.

Jayant Harilela is an experienced programmer with over 6 years experience in programming. His knowledge extends to Java, C++, HTML, CSS, Javascript and currently Swift programming for iOS development. He has developed 2 applications on Mac based on Java programming; an educational game that enables children to enhance their speed typing skills along and a database management application for Paljas Ltd. a garment company located in Indonesia. His key skill lies in his quick ability to learn and grasp knowledge.

Deol Rajinder is an ambitious individual who strives in business. He specializes in Information Systems and aims to bridge the gap between Computer science and business. Having entrepreneurial experience in starting a social venture: rejuvenating used and antique books by converting them to ebooks. He is equipped with necessary intellect and skills to thrust this company forward. Determined to make a difference, he constantly look for opportunities to grow himself as well as the team.

Being close friends in university, Jayant and Raj has channeled their energy to make this project a reality. They have worked together in a few events in the past. Thier working style have adapted to one another and leads to productive and effective outcomes

Competition Analysis

Book review apps : Goodreads
Amazon Mobile
BookYap

Book cataloging apps : iReadItNow
Libib (free)
Ibookshelf (USD 1.99)
Libri (USD 1.99)
My library (USD 3.99)
Bookcrawler (USD 1.99)
Home library (USD 2.99)
iCollect Books pro (USD 2.99)

Ebook borrowing : BorrowBox (Android)
Book borrowing : Lenro (only in India)

Kindle and ebooks

Cost Projections

App development cost
Apple developer account : 770HKD
Barcode scanning SDK: 1500 HKD / month after launch = 9000 HKD (for the first 6 months)
Feedback and rating management : 7000 HKD
P2P Chat Room sdk : 400 HKD / month after launch = 2400 HKD (for the first 6 months)
Search feature : 5,000 HKD
User Profiles : 8,000 HKD
Database server : 200 HKD/ month after launch = 1200 HKD (for first 6 months)
Interface cost (UI/UX) : 2500 HKD
Design (template) cost : 10,000 HKD
Email : 150 HKD/ month = 900 HKD (for the first 6 months)
App crash reporting and analytics (FireBase) = 200 HKD/ month = 1200 HKD (for the first 6 month)
Back end programming : 4000 HKD
Quality assurance : 5000 HKD

Company registration : 11,980 (inclusive of 10,000 HKD deposit)
Marketing and promotion : 17,000

Total : 85,950