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✔ **Submitted**

**FicRec's OAP**
*Last updated about 4 hours ago by Amber Chang* ⚙

Revise

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# FicRec's OAP 👍

By **FicRec**

Public On Web

**Report Sections For Opportunity Analysis Project**

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# FicRec

## Opportunity Analysis Project

# What is FicRec?

**OAP One Pager**

Team page: http://ficrec.launchrock.com

For people who enjoy and seek good fictional materials to read, watch, or play on the Internet, FicRec is an entertainment discovery and

discussion website that features a fast and accurate fiction recommender. We help users find interesting fictional works and interesting people to discuss them with.

The recommender recommends any accessible fictional content on the internet. A user enters 10 fictional works s/he likes, and the recommender recommends works that are similar. The materials recommend include but are not limited to anime, web comics, web fiction, fan fiction, web TV series, and indie RPGs. These materials are usually freely available but it's hard to find the good ones among the rest.

For FicRec, our team created a low-fidelity prototype which is also the team page, conducted face-to-face interviews and surveyed potential users. Link to the survey (for which we reveived 24 responses; big thanks to all who have responded): http://goo.gl/forms/cVkjZ0065D

From 8 face-to face interviews, we learnt the following:

Recommendations should be tailored to different age groups and countries. The social network aspect of the site does not appeal to everyone, and should be optional. Genre- and plot-specific recommendations are appealing, so is search by plot/character elements. Being able to see recent updates as well as being able to access the actual entertainment materials through the site are also important.

From the survey we did (and face to face interviews), we feel that FicRec is a viable product to build and pursue. In general, the response was that FicRec takes the most important features of many different existing fictional entertainment web sites and social networks and incorporates them into one convenient place.

The survey results showed that most people are willing to try FicRec at least once to see if the recommendations are actually good. For FicRec features, the top 3 most popular ones are:

1. The fast and accurate fictional entertainment recommender

2. The ability to search for titles by plot/character elements, ex. "Evil Protagonist" or "Happy Ending"

3. Being able to see the most recent updates of the titles and people you follow

There are 3 other features that focus more on the social network aspect of FicRec, and we are surprised that they are not as popular since they are the more popular features of a similar site that we looked at for reference. However, we feel that since our key feature (the recommender) is among the most popular features, our idea is still worth pursuing.

Financially, our plan is to generate enough interest from free users to attract advertisers. Our Market Size Analysis is included below.

Narrowing down to our target market:

- Total available market: everyone who reads English (400 million)
- Served available market: everyone who reads English and owns a computer or mobile device (hard to measure)
- Target market: everyone who reads English and owns a computer or mobile device and enjoys fictional entertainment (hard to measure, so we looked at how similar websites perform)

Similar websites that are successful (to a degree), and have to same target market as us:

- Wattpad.com
  - 35 million registered users
- IMDb.com
  - 103 million unique visitors each month
- Goodreads.com
  - 30 million members
  - 300 million page views and 45 million unique visitors a month
  - http://www.entrepreneur.com/article/218120
  - http://allthingsd.com/20130329/actually-amazon-paid-about-150-million-for-goodreads/
- anime-planet.com
  - 237250 registered users
- myanimelist.net
  - 4212 registered users currently online (Thursday night)
- tvtropes.org
  - 4507 registered currently online (Thursday night)

Based on the above, it's not completely ridiculous to estimate our target market size at 30 million registered users if our website is good and deliver as promised. There is no reason why everyone who registered for the above websites cannot also register for our website as it costs them absolutely nothing.

If we estimate with Google AdSense and assume 30 million registered users each visiting our website once a week, then we get 30 million * 52 = 1.5 billion views per year, and if we get $1 for every 1000 views of the ads then we can make $1.56 million per year. Note that Goodreads.com gets 300 million page views per month, which is 250% of the estimated page views for our website, and that Goodreads.com was sold to amazon.com for 150 million dollars. We have the potential to achieve that market size as well.