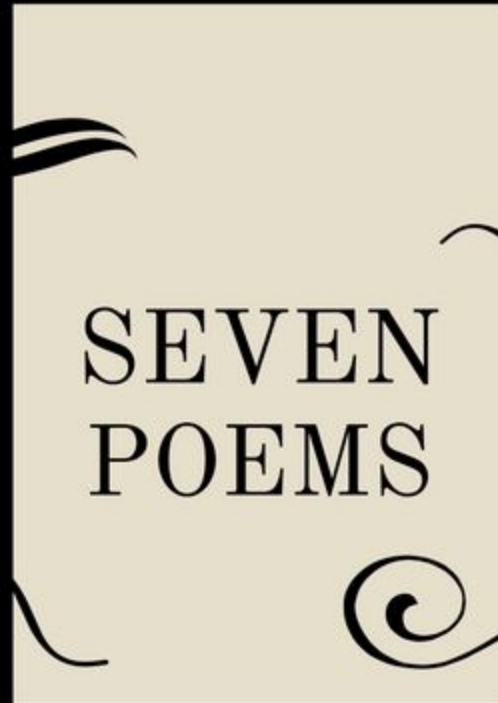Malik is an emerging entrepreneur who enjoys writing, film, and video production. He currently attends the NYC College of Technology, with a major in graphic design. Malik wishes to connect those interested in different areas of art through the intersection of technology and media, Malik intends to develop a mobile platform that makes art easily accessible to users.
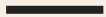
SEVEN POEMS

Well-Versed

Market Opportunity

- $8.48 million poetry market (2012, Nielsen BookScan)
- 43.1 percent of US adults who read literature attended events (2015)
- 48.4 percent of adults in the state of New York attended events related to literature (2015)

Customer Insights

- Based on customer research, respondents believe that poetry is underappreciated
- Respondents are willing to read poems written by close friends

Value Proposition

- Inspire unpublished writers to connect with others interested in poetry

- Maintain a safe space for writers to share their work

- Encourage writers to explore writing events in local areas

The Business Model Canvas

Key Partners

Community Based Orgs

Events Coordinators

Key Activities

Relationship Building w/ publishers & poets

Social Media Management

Key Resources

Events

Value Proposition

Connect writers & audiences

Expose to events and communities

Customer Relationships

Free Memberships

Events

Channels

Web-based app

Customer Segments

Emerging poets, aged 13 to 40

Cost Structure

Web/App Development

Marketing

Revenue Streams

Ads

Partnerships with schools, libraries, etc.

Revenue Model

- Fees for promoting, coordinating local writing events
- Revenue sharing agreements with book publishers & independent authors
- Advertisements

Strategy & Milestones

Deadline	Milestone	Strategy
August 2017	final iteration	Build the backend of the site myself
December 2017	250 daily active users	Promoting on social media site; agreements for key partners help promote app Add user accounts
August 2018	1000 daily active users	Additional partnerships with school systems, public libraries nationwide