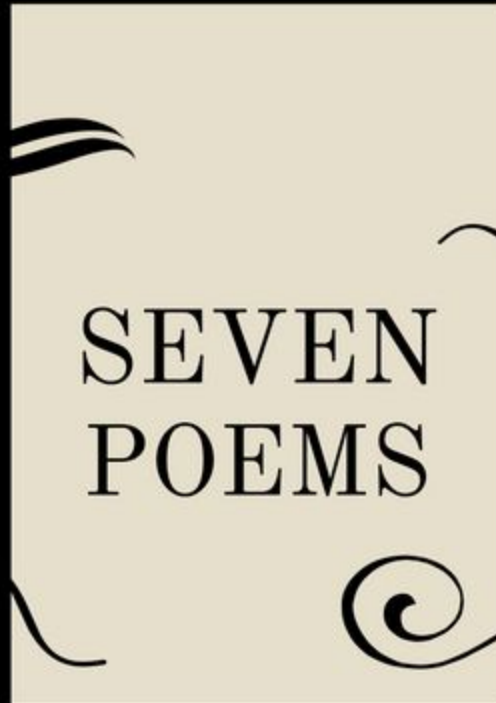




Malik is an emerging entrepreneur who enjoys writing, film, and video production. He currently attends the NYC College of Technology, with a major in graphic design. Malik wishes to connect those interested in different areas of art through the intersection of technology and media. Malik intends to develop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



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# Market Opportunity

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- \$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)

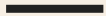
# Customer Insights

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

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# 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- Inspire unpublished writers to connect with others interested in poetry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				
<b>Key Partners</b>  Community Based Orgs  Events Coordinators  Meetup.com  Eventbrite  Public Libraries/Schools	<b>Key Activities</b>  Relationship Building w/ Publishers & Poets  Social Media Management	<b>Value Proposition</b>  Connect, Inspire, and Encourage Writers  Create A Pathway For Writers And Poets	<b>Customer Relationships</b>  Free Memberships  Events	<b>Customer Segments</b>  Emerging Poets, Aged 13 To 40
	<b>Key Resources</b>  Events		<b>Channels</b>  Web-Based App	
<b>Cost Structure</b>  Web/App Development  Marketing			<b>Revenue Streams</b>  Ads 20% Book Publishers & Independent Author Agreements 30% Partnerships With Schools, Libraries, Etc. 50%	

# Revenue Model

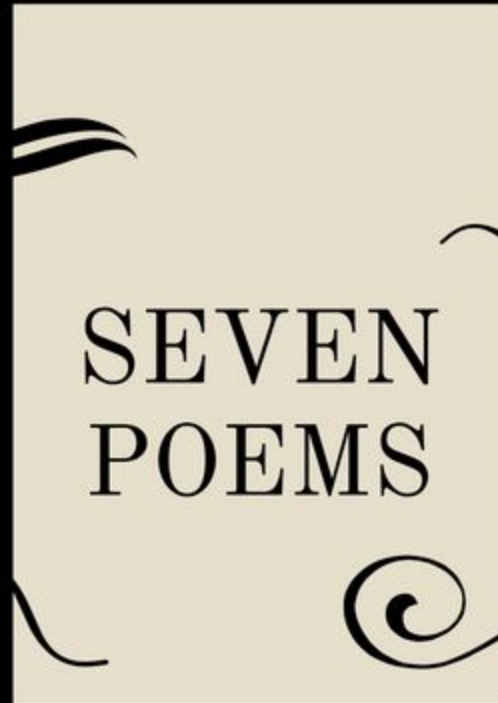
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- Fees for promoting, coordinating local writing events(50%)
- Revenue sharing agreements with book publishers & independent authors (30%)
- Advertisements (20%)

# Strategy & Milestones

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





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