

EXECUTIVE SUMMARY: Seven Poems

Mission Statement:

To inspire and connect poets and those who love poetry

Problem/Market Opportunity:

In the publishing industry, single author poetry collections have been in severe decline. The industry has shifted to poetry anthologies that feature various authors. \$8.48 million market in 2012. As an example, #1 Best Seller, "Milk and Honey" sold only 15000 copies 1 year after its November 2014 release.

From personal anecdotes and a customer discovery survey I created, I learned that many writers do not share their poems unless it's with close friends. They often feel like their poetry is unappreciated. For those who do share online, they prefer a small community.

Solution:

Seven Poems offers writers a chance to connect with people interested in poetry/writing. Besides building an audience, it invites everyone to experience full range of emotions, thoughts and behaviors inspired by good poetry.

Competitors:

Hellopoetry.com, Poetry.com, Poetrysociety.org all provide a small community of people who only write poetry. Seven Poems aims to expand reach, with the consistent theme of sharing 7 poetic works each day

Team:

Malik Moore, Founder

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.

Customer Segments:

Technologically-savvy established and emerging poets, generally from age of 13 to 40

Key Partners:

College English Departments, Public Libraries, Public Schools/Education Systems, Publishers

Revenue Model:

Revenue sharing agreements with book publishers & independent authors
Event promotions and partnerships
Advertisement/Sponsored Content

Strategy & Milestones:

<i>Deadline</i>	<i>Milestone</i>	<i>Strategy</i>
August 2017	final iteration	Build the backend of the site w/ help from mentors
December 2017	250 daily users	Promoting on social media site Add user accounts
August 2018	1000 daily users	Partner with schools, events, etc.

Scalability:

Featuring poetry of different languages