**Frame 1:**

This is TONY working ABC Company

This is JOHN working in XYZ software Company

Both of them are Hardbook readers

**Frame 2:**

Many books are left unused

What to do with them?

How to make them valuable?

**Frame 3:**

I want to read “The Lean Startup” book

Where should I get it?

**Frame 4:**

Do you have “Lean startup” books?

Friends & colleagues

**Frame 5:**

ONLINE – Rs. 500 + Delivery time

BOOK STORE – Rs. 650 + Drive to store

**Frame 6:**

**Frame 7:**

HARDCOPY – Solves both the problem

**Frame 8:**

It is a mobile platform where users can lend and borrow books from other nearby users.

**Frame 9:**

TONY uploads his “The Lean Startup” book by scanning the book (or) by typing ISBN number.

**Frame 10:**

JOHN searches the book “The Lean startup”

Clicks on the book

Request the book

Request sent

**Frame 11:**

Received a request for “The Lean startup”

Accept Reject

**Frame 12:**

Accepted

**Frame 13:**

Next Day

**Frame 14:**

**Frame 15:**

After 15 days

**Frame 16:**

**Frame 17:**

**Frame 18:**

JOHN is happy that he read his favorite book with least expense.

TONY is able to get usage out of his unused books by generating the monetary value.

**Frame 19:**

You can also lend or borrow a book by using HARDCOPY and avail the extra benefits.

1 . Monetary value

2 . To grow your Network

**Frame 20:**

Click the link below to become a HARDCOPY family