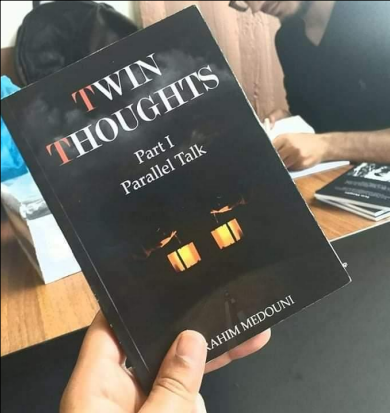


# PITCH DECK

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WAVY WORDS





### Twin Thoughts

Twin Thoughts is a collection of short stories based on fictional characters and a combination of social stories inspired by real life.

Abderrahim Medouni, born July 7th 1996, In Algiers, Algeria. Studied physics at USTHB. Author of Twin Thoughts, first published book. A writer's career is on...



# TWIN THOUGHTS

Part I  
Parallel Talk



RAHIM MEDOUNI

## My Journey



①

Weak interaction between  
authors and readers

②

Absence of guidance in the  
field

④

Publishing costs too  
expensive

③

The inability to sell copies  
to libraries

⑤

Hard time finding targeted  
books

⑥

Lack of reviews and  
information about books

## The Problem





1. Marketplace  
Mobile/web



2. Book  
categorization  
with reviews



3. Platform to  
connect  
authors and  
readers



4. E-Learning  
(writing)



5. Availability of  
e-Books



6. Self-  
Publishing



7. Book  
distribution to  
libraries



8. Decent  
community of  
readers

## The Solution



## NATIONAL

JUMIA 

Ouedkniss



 YouScribe

## MENA

الكتاب  
alkitab.com  
Real Books - Bringing the Past to Life

  
jamalon

## INTERNATIONAL

wattpad 

amazon

goodreads

zlibrary

Google

BARNES  
& NOBLE

OPEN  
LIBRARY



amazon  
kindle




# Other Competitors



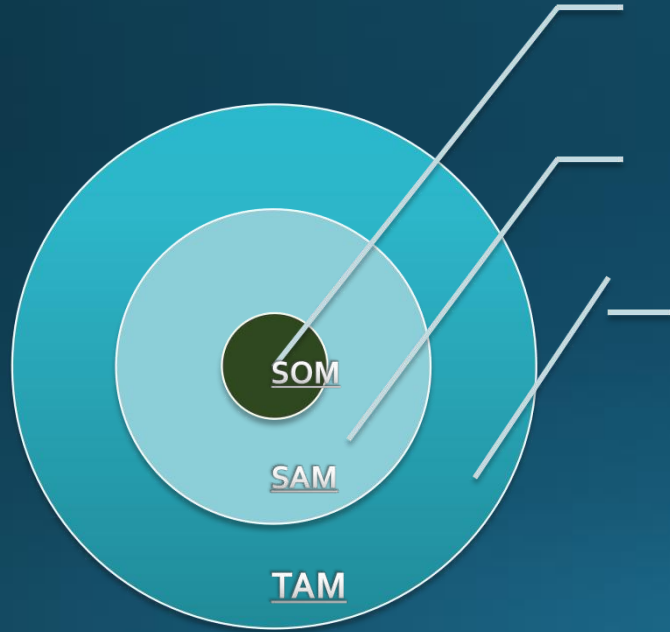
# National / MENA

Platform	Market Place	Author Profile	Reviews & rates	E-learning	Distribution To Libraries	Delivery	Interaction Authors & Readers	Publishing
	✓	✓	✓	✓	✓	✓	✓	✓
 YouScribe								
	✓	✓	✓	✗	✗	✓	✗	✗
	✓	✓	✓	✗	✗	✓	✗	✗
	✓	✗	✓	✗	✗	✓	✗	✗
Publishing House	✗	✗	✗	✗	✗	✗	✗	✓
Instagram pages	✓	✗	✓	✗	✗	✓	✗	✗
	✓	✗	✓	✗	✗	✓	✗	✗
	✓	✗	✗	✗	✗	✓	✗	✗

# International

Platform	Market Place	Author Profile	Reviews & rates	E-learning	Distribution To Libraries	Delivery	Interaction Authors & Readers	Publishing
	✓	✓	✓	✓	✓	✓	✓	✓
	✓	✓	✓	✗	✓	✓	✗	✓
	✗	✗	✓	✗	✗	✗	✓	✗
	✓	✓	✓	✗	✗	✗	✓	✓
	✓	✗	✓	✗	✗	✓	✗	✓
	✗	✗	✓	✗	✗	✗	✗	✗
	✗	✓	✓	✓	✗	✗	✗	✗
	✗	✓	✓	✗	✗	✗	✓	✗
	✓	✗	✓	✗	✗	✗	✗	✗

# Market Size:



$$(58\,000 * 3\,000) + (3\,150 * 12\,000) \\ = 211\,800\,000 \text{ DA}$$

$$(5\,800\,000 * 3\,000) + (315\,000 * 12\,000) \\ = 21\,180\,000\,000 \text{ DA}$$

$$(688\,000\,000 * 3\,000) + (72\,000 * 12\,000) \\ = 29\,280\,000\,000\,000 \text{ DA}$$

	Readers	Authors
TAM	6 880 000 000	720 000 000
SAM	5 800 000	315 000
SOM	58 000	3 150





# Business Modal



## Reader Subscription

- ✓ Books readers
- ✓ Private schoolchildren
- ✓ Linguistics students

**3 000 DA**



## Author Subscription

- ✓ Published authors
- ✓ Talented writers
- ✓ Publishing houses

**12 000 DA**



## E-learning Commissions

- ✓ Experienced authors
- ✓ Linguistics graduates

**20-30 %**



## Projections





PARTICIPATE IN  
BOOK FAIRS



ORGANIZE READING  
SESSIONS



INVITE AUTHORS FOR  
EXCHANGE MEETING



HEADING TOWARDS  
PRIVATE SCHOOLS



SOCIAL MEDIA

# Go To Market



THANK YOU

