Good morning everyone, We are team 3 and we have aik Leong, Jia jun Ethan and myself, we are going to present to you about our ebook app Livro.

**Introduction**

So Livro is a digital platfrom based on a subscription model, containing all kinds of books including school textbooks that can be used anytime and anywhere

~~We have created digital textbooks to ease your burden, which means you can use them at any time, anywhere Livro provides all types of books into an application which can be subscribed to or purchased .~~

**The problem**

As the books are heavy and bulky, they can cause back pain for students who have to carry them around. Books are also costly and ~~Since the books are quite costly, some~~ students are more susceptible to damage or lose them. Also, some students may throw away the books ~~not use the books~~ once the school year is over and might not be able to buy them anywhere else.

**Opportunity**

A student using an application that allows them to have access to books from anywhere, anytime and find a book on what they need, much easier and with affordable subscription prices is more environmentally friendly than carrying books around.

Or this

It is more environmentally friendly for a student to use an app that allows them to access books from anywhere, at any time, and to find books on what they need easier and at a reasonable price than carrying around heavy books.

OR THIS

It would be more environmentally friendly for students to use an app that allows them to access all their necessary books rather than wasting paper to provide hardcopies for them. Students would also be relieved from the burden of carrying around such bulky bags every single day. With the use of Livro, students can easily find the appropriate resources they need for both their academics and daily life.

**Target Audience**

~~We are targeting to~~

Although our app can be used by a wide age group, we are more specifically catering to students from the age of 10 to 20 with our new and unique feature of including e-textbooks in the app.

**~~Students~~** ~~who wish to enhance their learning experience will only benefit as long as they fall within the age range of 10-20 years old and who are interested in reading/studying on the go~~

**Schools** can also encourage student to switch to digital to reduce use of physical resources

**Book lovers/ Enthusiasts** who enjoy reading and are passionate about books (very nice!!!)

**Traget Market**

Firstly, we have the number of people in Singapore, then we have the demographic filter of the target audience age and lastly, we have the market size

**1 population in Singapore**. Here is the graph showing 5.69M people. This is the link we searched for

**Demographic** The chart below shows the demographics of Singapore's age.

**Lastly, the market size** will be calculated using the total population multiplied by the demographic.

5 690 000 X 13.7% = 779,530

**OR**

So in order to find the addressable market size for our app, we need to find the total number of people in Singapore and apply demographic filters. Here we have found the total population in Singapore to be 5.69M and the composition for the different age groups of people.

So our last step will be to multiply the total population with the percentage of 10 to 20 year olds which is 13.7 and we will get 779,530 as our total addressable market size