

Group	Type of participation	Expected role in participation	Type of benefit	Estimated level of benefit
<b>Our company</b>	Build and operate of the website.	The launcher of the whole project and the provider of the demand.	Directly benefit from the profit of selling books and the charge of the advertisement on our website.	5
<b>Project team</b>	Execute the project.	The executor of the development.	Directly benefit from the salaries.	5
<b>Investors</b>	Provide financial support.	The asset helper.	Directly benefit from the participation of the profit.	4
<b>Publishers and big booksellers</b>	Provide books for us.	The provider of the books and the provider of the demand.	Directly benefit from the income for selling books to us, some may get participation of the profit.	4
<b>Government</b>	Provide policy support, site support and financial assistance.	The asset, sites and policy helper.	Indirectly benefit from the taxes we pay and the rental of community shops.	2
<b>Bank</b>	Provide loan.	The asset helper.	Directly benefit form the loan.	2
<b>Customer</b>	Provide the demand of buying books.	The buyer of out books.	Directly benefit of lower price than offline bookstores and our quick logistics service.	1
<b>Ali Pay</b>	Provide third-party payment interface.	The provider of the technical support.	Indirectly benefit from the capital through their payment interface.	1