PlushMark

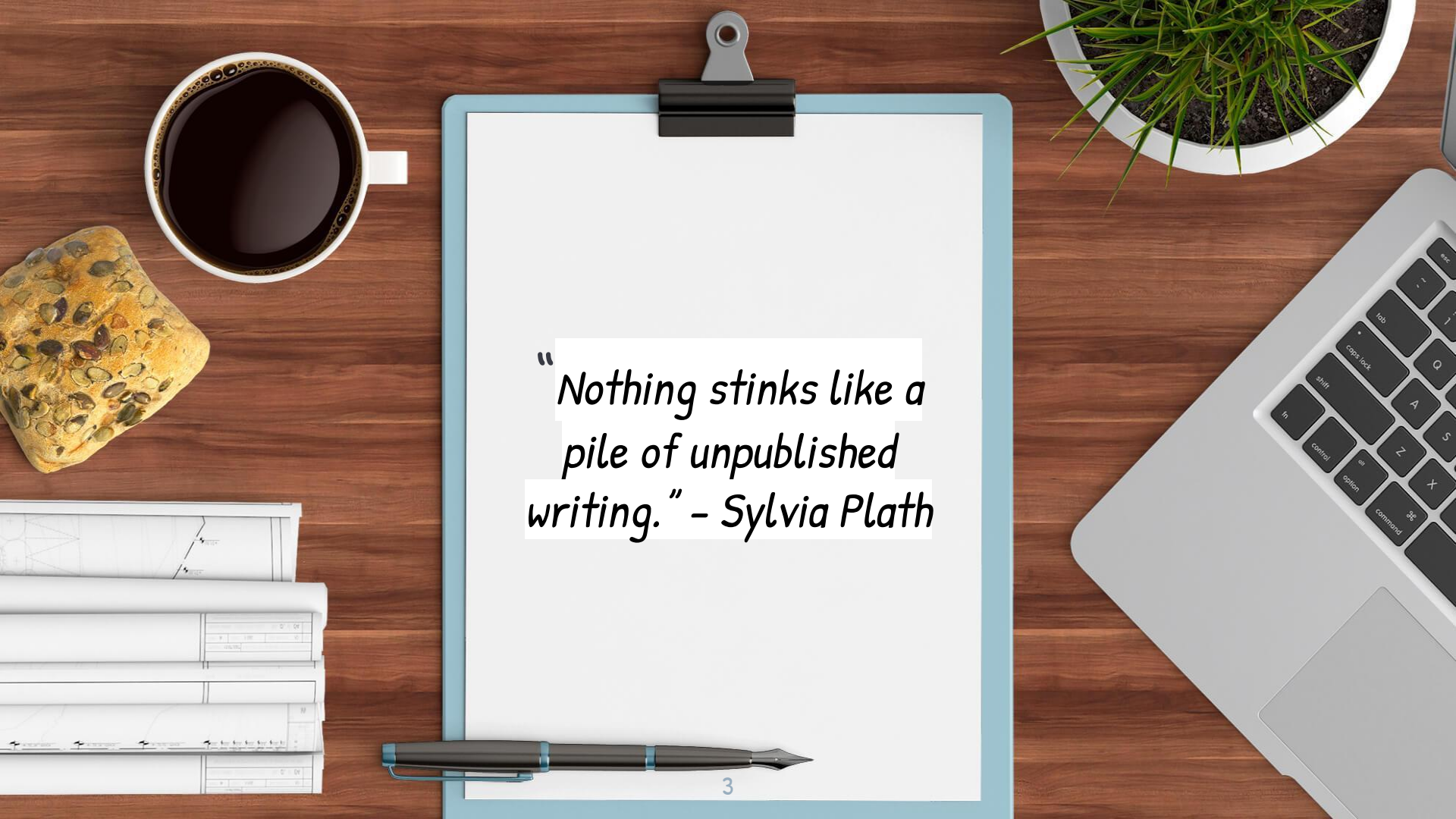## A decentralized publishing marketplace

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About Me

- Blockchain Full-Stack Developer - Student at George Brown College
- 5+ years experience as I.T. Systems Support and Business Analyst
- Education: Blockchain Development, B.Sc. Computer Sci, Masters in Geo-Informatics,
- Hobbies: Listening to musics and DIYs

"Nothing stinks like a pile of unpublished writing." - Sylvia Plath

Problem Statement

Authors -

- Authors has no easy access to resources for successful launch
- Author get little reward for their work with traditional publishing firms
- Need to Independently launch their books

Publishers -

- Ways to generate more revenue in the sales of their published books

Problem Statement

- Seeking avenue to control second market - Resales

Both -

- Difficulties in managing copyrights of the books published and intellectual properties.
- Need for Collaboration with other actors in the industry.
- Experience Cumbersome Publishing Processes.

Introducing PlushMark

Benefits

- Generate new revenue
- Increases Efficiency
- Easy accessibility

Benefits

Generate new revenue

- Through conversion of bestsellers and published books to NFTs
- Avenue for authors to have additional income on their other works

Increases Efficiency

- In Publishers' search for great works and licensing materials
- In managing copyright and Intellectual Properties
- Publishing process made efficient with smart contacts

Easy accessibility

- To authors' best works.
- To other actors in the industry for a successful project launch.
- Encourages collaboration

Competitive feature matrix

	PlushMark	Bookchain	Publica.com
Blockchain Application Focus	Book publication, ownership/copyright management, Book Collectibles	Book publication and ownership/copyright management	Book ICO setup to fund book project and Book Collectible Application.
Location	Canada	Canada	Gibraltar
Target Audience	Authors, Publishers	Majorly Authors	Authors, Publishers
fiat currency payment	To implement	Yes	No
Crypto payment	Yes	No	Yes
Author's Control	Yes	Yes	Yes
Analytics for Books	To implement	Yes	No
Book Collectible	To implement	No	Yes
Royalty Distribution	Yes	Yes	No
Resale	To implement	Yes	Yes
Mobile e-readers App – (Readable Token)	To implement	No	Yes
Current business activities	Upcoming	Yes	Yes

According to:

Global Publishing Industry Almanac 2020

- global publishing market had total revenues of $258.7bn in 2019
- The **books segment** was the market's most lucrative in 2019, with total revenues of $128.2bn, equivalent to **49.6%** of the market's overall value.

Book Publishing in Canada industry statistics

- Market Size: **$2bn**
- Number of Businesses: **1,624**
- Industry Employment: **6,644**

What This Mean for PlushMark:

- The Market is Still Green - Target both publishing companies and Independent authors
- The platform will make a percentage from sales of tokens.

DApp Three Step Process

Create Contract for Books – Specify rules

Mint Tokens for Published Ready Books

Sell Tokens, Get Rewards

Welcome to PlushMark Publishing!

Book Contract

PlushMark – A Decentralized Publishing App (Product RoadMap)

Stage 1 - (1-3 weeks)

Market Research and opportunity

- Research on blockchain for publishing industry
- carry out market research

Competitive Feature Matrix

- Carry out competitors analysis

Requirements and System Architecture

- Define problem Statement
- Identify benefits of using blockchain
- document requirements and system architectures for the DApp

Smert Contract Development

- code smart contracts for BookContract Factory and Book Contract
- Write Test Cases
- Test on local Network

Stage 2 (Next 2 Months

Implement Escrow and IPFS

- Implement Escrow for Paying for Tokens and Transfer of Tokens Transaction
- Implement IPFS to upload and get book hash

Further Testing

- Write Test Case and Test Code
- Ensure no breakages in other codes

Backend and Frontend Development

- Complete Backend and Frontend Development

Deploy

- Deploy DApp

Stage 3 (3 months Onwards)

Get Users' Feedback

- Get feedback from users about the DApp

Continue DApp Improvement

- Implement more features
- Test and re-deploy

Market DApp

- Create awareness
- Ensure user usage

Introduce more Feature

- Base on Users' feedback, introduce more features
- Test code and integrate

Plushmark Publishing
Changing the dynamic of publishing!

To Learn More:
Check out GitHub Repo –
https://github.com/adewemimo/plushmark_publishing

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Thanks for listening!

Any questions?

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