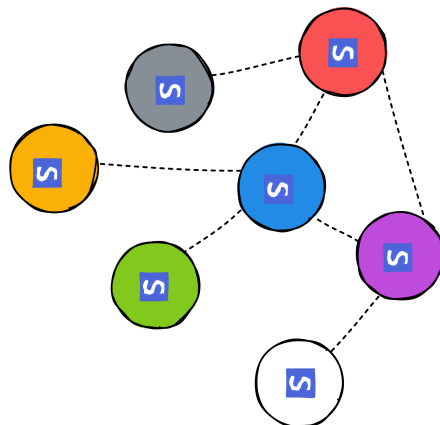


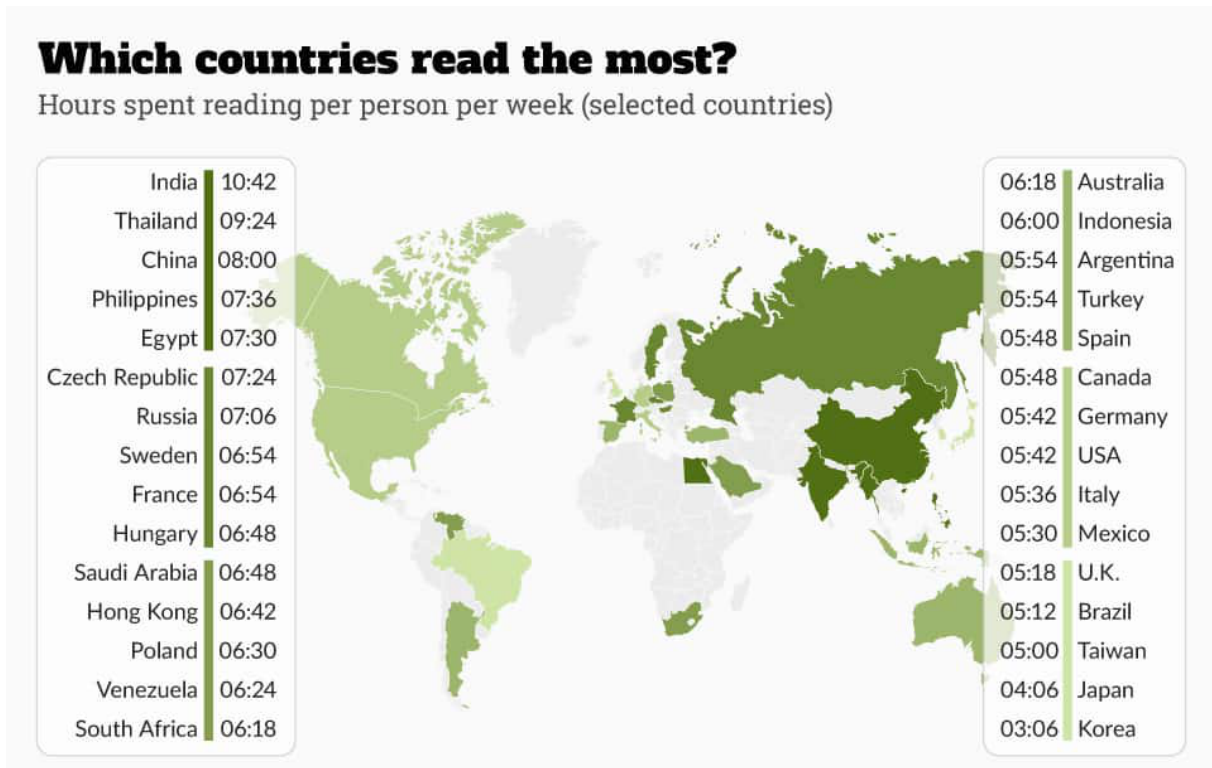
BookYourBook

Book Sharing and Exchange App

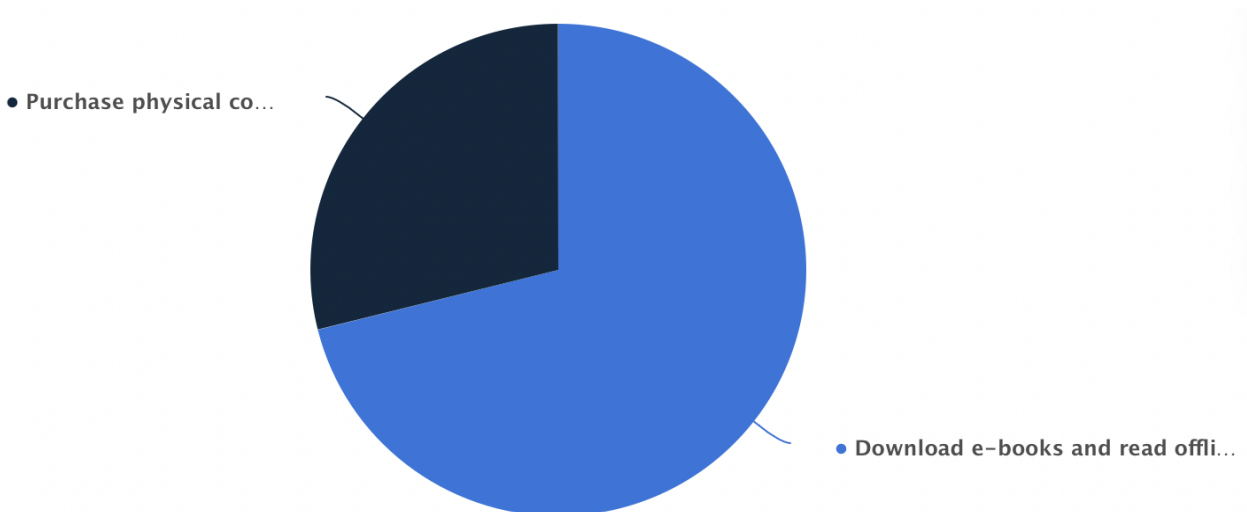


Readers' Statistics:

India reads the most amount of books. (Statista 2016)



Only about 37% of readers buy physical books. (Statista 2022)



Problem Statement:

Very few people prefer buying hard copies of books.

First and foremost, A study recently reported that the average attention span of human beings has declined from 12 seconds in the year 2000 to 8 seconds in 2015. To put this in perspective, the attention of a goldfish is at 9 seconds.

TL;DR is the young generation's way of saying I am not going to spend my money (attention) on you.

And reading has been proven as the best activity to improve attention span:

- Reading creates new white matter in the brain
- Reading improves your working memory.
- Reading forms new connections between different areas of the brain, and reinforces connections that already exist.

<https://medium.com/the-brave-writer/how-reading-changes-your-brain-b00cc7f8eb2c>
<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3868356>

So without a doubt, building an eco-system of readers, and promoting reading will overall improve the population's attention span and the nation's productivity.

Reading a hard copy book is much more beneficial than reading on digital screens, let's find out what we are missing with ebooks, audiobooks, summary videos and more.

- Constant exposure to an uncontrolled high intensity harming light source, but alternate solutions for this are expensive and not accessible by masses.
- Book clubs are becoming obsolete. Making new friends and connections with book clubs is a shortcut to surrounding yourselves with productive people, which is only possible with hard copies. It's more fun to discuss books and learn other people's perspectives about it, as discussing others' narrative enhances our view and helps us look at things objectively.
 - <https://bookriot.com/sharing-what-we-read>
- In terms of taking a green initiative:

	Book	iPad
Minerals	0.3 Kg	15 Kg
Water	9 L	300 L
Energy	2 KWh	100 KWh
CO2	x	100x

Moreover, even the majority of people prefer reading physical books compared to their digital counterparts.

- https://www.washingtonpost.com/local/why-digital-natives-prefer-reading-in-print-yes-you-read-that-right/2015/02/22/8596ca86-b871-11e4-9423-f3d0a1ec335c_story.html
- <https://www.tonerbuzz.com/blog/paper-books-vs-ebooks-statistics>
- <https://ila.onlinelibrary.wiley.com/doi/10.1002/jaal.904>
- <https://economictimes.indiatimes.com/magazines/panache/millennials-dispel-stereotype-prefer-physical-books-over-digital-versions/articleshow/64290533.cms>



So, why do people not buy hard copies of books anymore?

To mention a few points:

- Some books are really expensive to buy as hardcopies.
- Buying books is repetitive expenditure.
- Difficult and heavy to carry.
- We pay about 10-25% of the book's price just for delivery.
- Viewpoint - "I won't spend money on something which I will use only once"
- And then there is conformity to use digital readers, e-books, and audiobooks.

User Description:

It has a fairly large population of influence, and a massive potential to acquire more.

- We can consider three major categories of users:

Students	Working Professional	Retired + Others
Age - 10-24 Country - India City/Town - Both (Semi)Urban/Rural - All Occupation - Students Daily routine - Learning Wants and Needs - Knowledge, Awareness, Skills and more	Age - 25-50 Country - India City/Town - Both (Semi)Urban/Rural - All Occupation - Wide Variety Daily routine - Working Wants and Needs - Information, Knowledge, Better Living Standards, Awareness, Skills and more.	Age - 50+ Country - India City/Town - Both (Semi)Urban/Rural - All Occupation - None Daily routine - Chilling Wants and Needs - Productive Engagement, Awareness, Hobby

Solution and Ideas:

We spend on buying a book, and we read it maybe once or maximum twice, then again we need to buy another book to read further.

Now, imagine we buy one book and read 100s of different books, how is that for a reward system

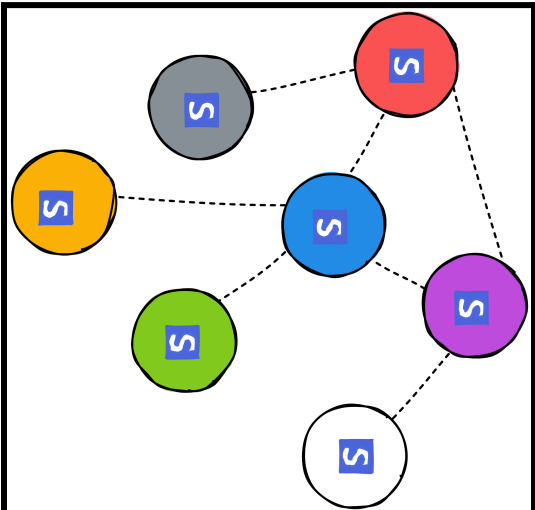
- Book sharing app for residential societies.
- Membership of a self managed book club.
- Exchange of books.
- Library without a massive investment on books or a physical building,
- Flexibility to choose your study location.
- When you go to another city/society you will never run out of books.
- Your book will never run out of battery.
- You won't be stopped at security checks to scan a book.

Model : Own One Read a Ton

Existing Solutions:

- https://play.google.com/store/apps/details?id=com.bookssharing.manzooralam&hl=en_IN&gl=US
- <https://www.thehindu.com/news/national/other-states/mumbai-gets-hooked-to-new-booksharing-platform/article7387654.ece>
- <https://www.quora.com/Are-there-any-book-sharing-platforms-in-India>

There have been several attempts at making a book sharing platform but they have failed because of primarily these reasons:

	Our Solution:	Previous Solutions:
	Targets smaller sectors of maximum 500-800 users in close proximity to a society. Zero delivery charges only a nominal annual membership fee.	Target city wide sharing, this requires a delivery fee which adds up to higher operating cost and thus costs more to the reader.
	We are building a reader's community and also focus on helping readers decide what to read next.	They solve the problem of availability of books.

Our Niche:

One membership gives access to a national scale cluster, of regional book clubs, grouped by residential societies, where if you have a membership of “BookYourBook”, even upon changing your location/city/society still enables limited time access to borrow books without knowing anyone by just choosing the new society in the app.

This way it is a membership model of borrowing books rather than permanently exchanging books, it's more society driven than just obtaining a book.

We aim to avoid creating a confusing e-commerce of books, and not clog the readers with a dump of books, meanwhile making a connected network of manageable clusters to keep book sharing an intuitive, fun, and minimal process.

We are building a mindset of reading books, the way it has always been proven most effective, not just providing books to purchase.

We will bring back book clubs with tech.

Features:

- Sign-in & Sign-up - [Primary]
- OTP Enabled Verification for Safety - [Additional]
- Join by Invite Only - [Additional]
- User Profile - [Primary]
- Searching Books Available in User's Society - [Primary]
- Book Rankings Based on Reader's Ratings - [Primary]
- Previous Readers can Share Reviews in 60 second Videos - [Additional]
- Book Availability and Initiating an Exchange - [Primary]
- Chat with Other Readers to Find the Right Book for You - [Primary]
- Scheduling Book Discussion Meetings - [Additional]
- Fixed Yearly Membership Fee Through Payment Gateway - [Primary]
- Co-Ownership of Books and Other Socializing Features - [Additional]
- Chrome Extension for Deadlines and Availability Notifications - [Additional]

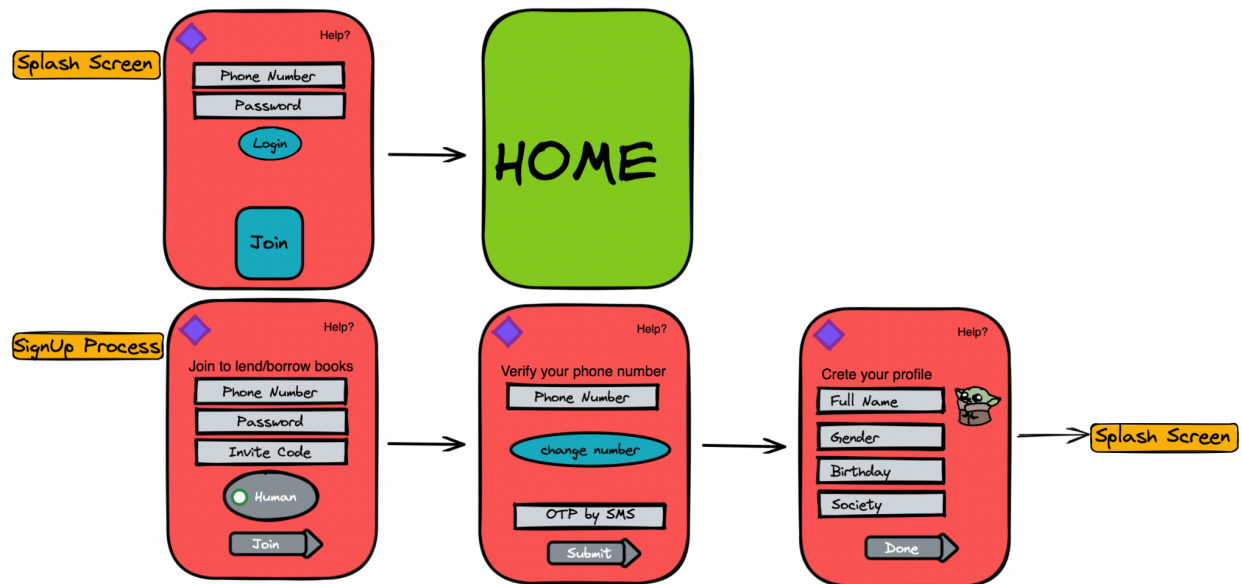
[Primary] - Features which are essential and should be added by Capstone presentation

[Additional] - Feature enhancements which are good to have

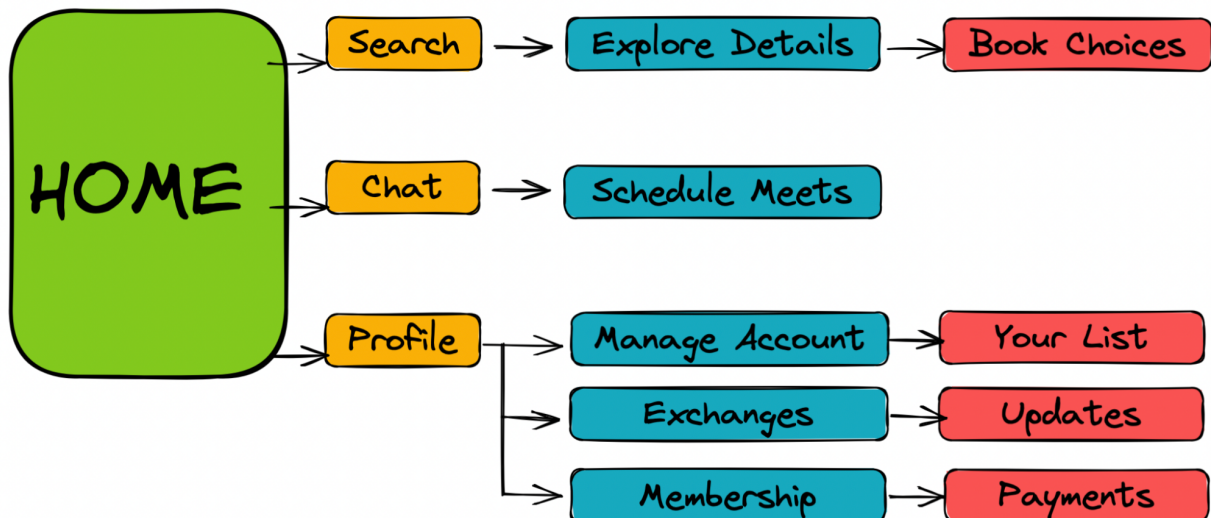
Flow:

(Work in Progress)

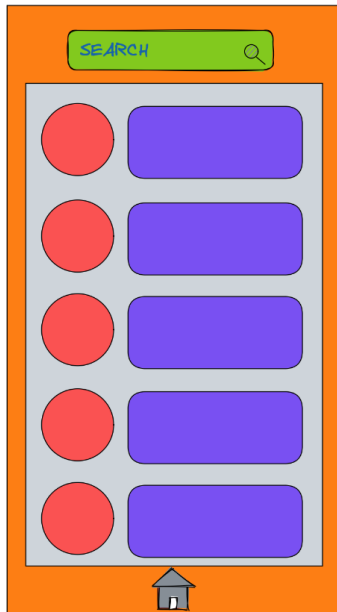
Login/Signup



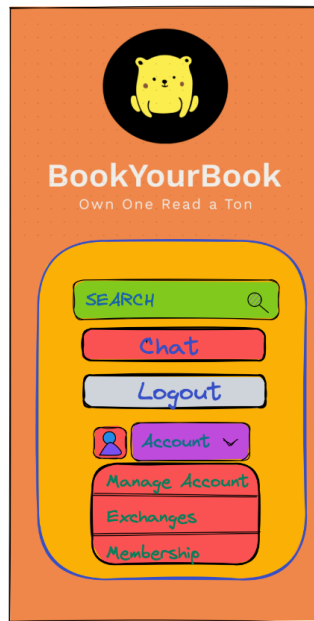
Home Navigation



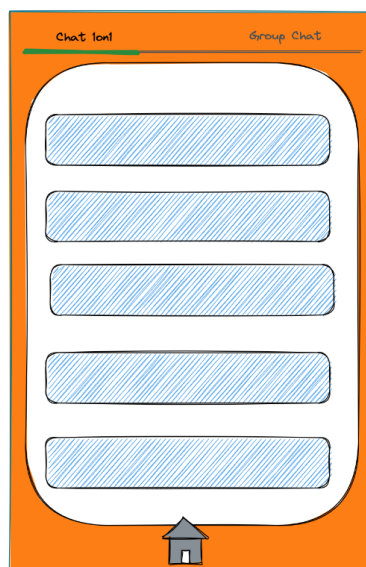
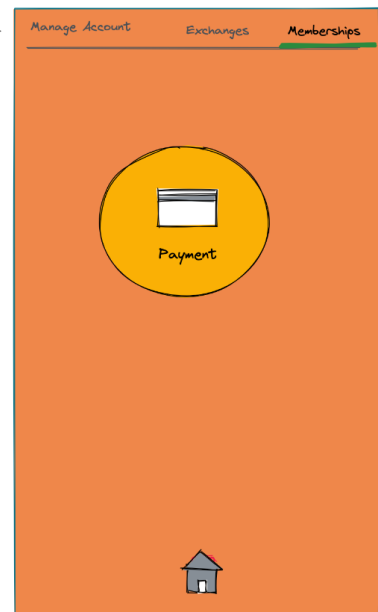
Results



Home



Account



Chat