



contextualizing diverse knowledge

A platform for knowledge based gig-economy

Awase Khirni Syed ^{Ph.D.}

Problem

- Research and Patent publications are only published predominantly in English.
- Editors and peer reviewers do not get paid for their efforts
- Lack of diversity in scientific community
- High costs of publishing and subscription in peer reviewed research journals.
- Need for bilingual (Native and English) publication to disseminate knowledge to the masses.
- Equal access to scientific knowledge
- Library access is available only to university affiliates.

Problem (Linkedin Testimony)



Lex Fridman • 2nd
AI researcher. Podcast host.
4d •

All scientific articles should be free and accessible to everyone.

31,385 • 850 comments



Awase Khirni Syed (He/Him) • You
Elain Technologies Inc/ Hypermotif.com

3d ***

Peer reviewers do not get paid for their review. It is the editors who get paid.

Like · 6 | Reply



Marnina Herrmann, PhD • 3rd+
UX Research @ Bizzabo

3d ***

Stephen Rice, PhD I meant they pay to access the published research that they have funded.



Stephen Rice, PhD • 3rd+
Human Factors Professor at Embry-Riddle Aeronautical Univers...

3d ***

Awase Khirni Syed where? I've been on the editorial board of many journals and haven't seen a dime lol

Like · 2 | Reply

Stephen Rice, PhD • 3rd+
Human Factors Professor at Embry-Riddle Aeronautical Univers...

3d ***

Jaka Vrhovnik I've never had to pay a publisher to consider my work. That sounds very predatory and you should avoid those publishers.



Miles Osborne • 2nd
Head of Artificial Intelligence at Epistemic AI

4d ***

The cost of research has already been undertaken by the people doing it (or sponsoring it).

Like · 15 | Reply

CURRENT MARKET EARNINGS

Estimated number of e-books sold in the U.S.

191m

Largest e-book retailer in the U.S.

Amazon

Number of digital books borrowed from
libraries and schools worldwide

430m

TOTAL DIGITAL PUBLISHING REVENUE WORLDWIDE

22.05bn USD

**AVERAGE REVENUE PER USER FOR DIGITAL PUBLISHING
INDUSTRY IN THE U.S.**

78.79 USD

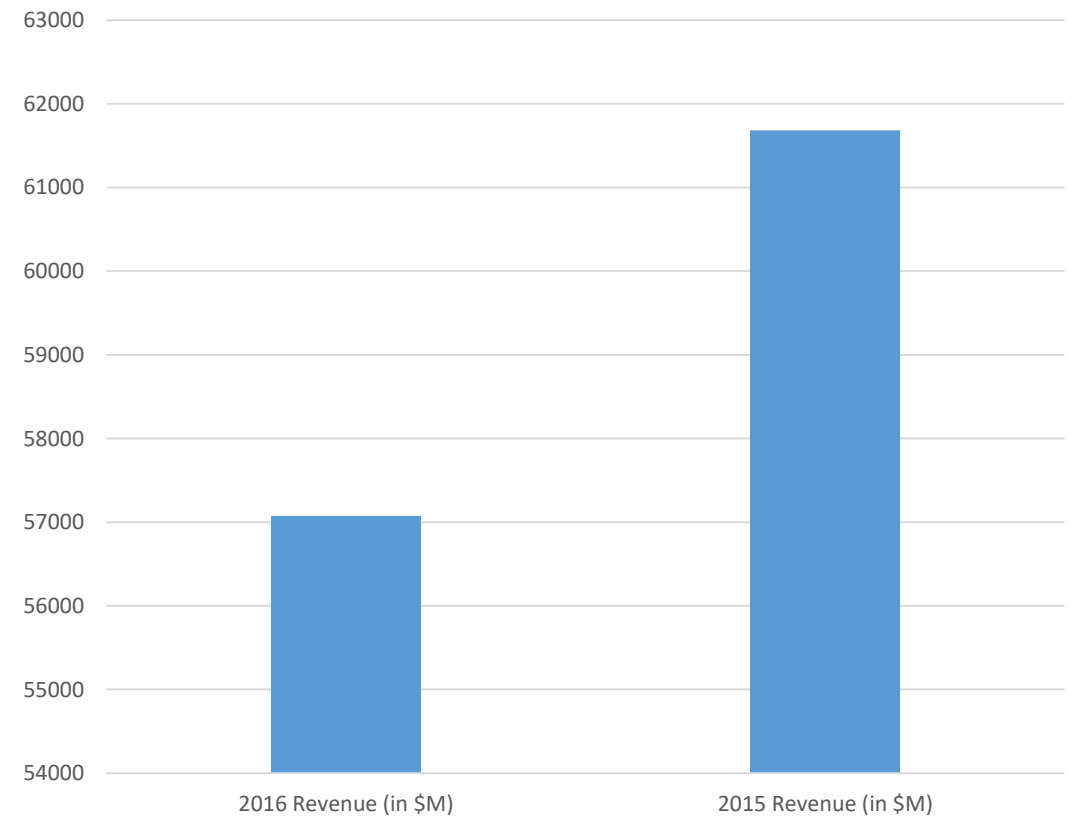
**NUMBER OF DIGITAL PUBLISHING PRODUCT USERS IN
THE U.S.**

100mn

USA/2021

Source: <https://www.statista.com/topics/1453/digital-publishing/>

Earnings of top 54 publishers worldwide



Solution

A web platform where users (publishers, editors and peer-reviewers) are paid to publish their research in their native language and English.

**SAVE
MONEY**

When publishing and
subscribing for research

**MAKE
MONEY**

When peer-reviewing and
editing

**SHAKE
KNOWLEDGE**

When publishing in your native
language and in English.

**OPEN
ACCESS**

Open access to knowledge

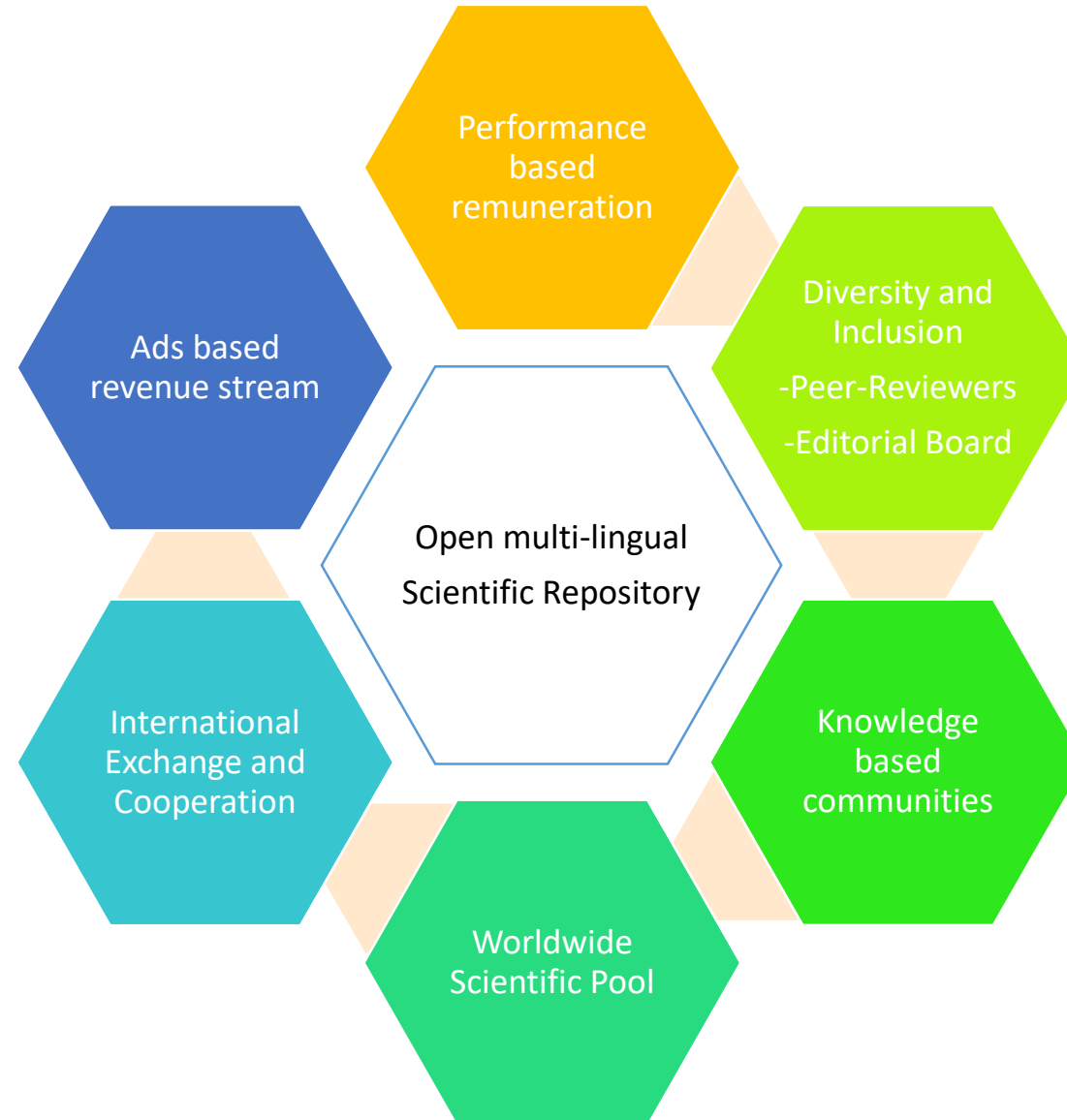
Value

**DIVERSITY
FACILITATES
SPECIALIZATION**

**DIVERSITY
INVIGORATES
PROBLEM
SOLVING**

**DIVERSITY
BALANCES
BIASES**

PRODUCT



BUSINESS MODEL

We take a 10% commission on earnings from each user (publisher, peer-reviewer, editor) + earnings on the ads.

	Impact Factor	Most Cited	Most Shared	Most Viewed	Most Liked	EARNING MATRIX
Author/s	0.38/\$	0.36/\$	0.33/\$	0.33/\$	0.33/\$	
Peer-Reviewers	0.27/\$	0.25/\$	0.25/\$	0.25/\$	0.25/\$	
Editors	0.20/\$	0.18/\$	0.18/\$	0.18/\$	0.18/\$	
ContextMotion	0.15/\$	0.22/\$	0.24/\$	0.24/\$	0.24/\$	
<div><div>↑</div><div>↑</div><div>↑</div><div>↑</div><div>↑</div></div> <div>Advertisements</div> <div>30 second advertisements/60 second advertisements/Discount for Ad Conversions</div>						

Market Adoption

Business

- Local businesses
- Media agencies
- Ad Agencies

Partnership

- Universities and Colleges worldwide
- Schools
- Developing Countries
- Professors/Researchers/Teachers

Competition

 **Pearson**
2017-\$5,617M

 **Reed Elsevier**
2017-\$4,864M

 **THOMSON REUTERS**
2017-\$4,819M


PENGUIN RANDOM HOUSE
BERTELSMANN
2017-\$3,697M

 **Wolters Kluwer**
2017-\$3384M

Lagardère
2017-\$2390M


2017-\$1757M

WILEY
2017-\$1727M

SPRINGER NATURE
2017-\$1715M

Competitive Advantages

Bilingual Publication

- Publish in author's native language and English.

Performance based Remuneration

- Author/Peer-Reviewers/Editorial Board earn remunerations
- Ads based revenue stream

Publish Once

- Publish Once to diverse local and international audience.

Knowledge based Gig Economy

- Knowledge based Gig Economy

Life time open access

- Life time open digital access to scientific knowledge in local and international language

Ease of Use and Transparent Process

- Ease of Use with publishing templates in native and English language.

Publish Once

- Publish Once to diverse local and international audience.