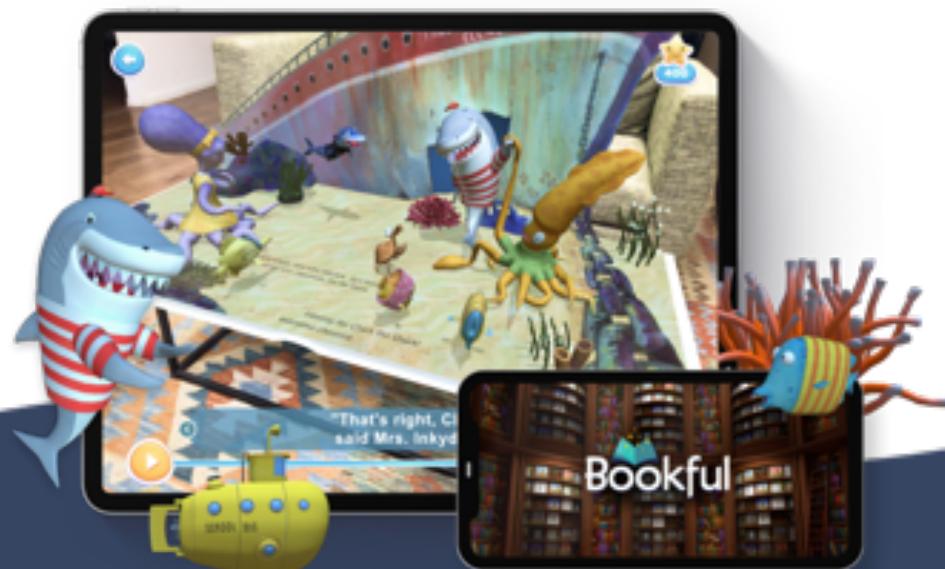


Bookful & Viettel Collaboration Options

August 2021



viettel

Bookful

Executive Summary

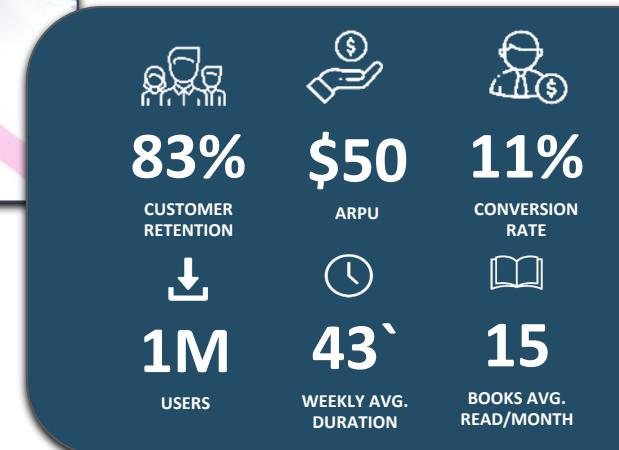
- This document is a response to Viettel's request for a proposal on how Bookful and Viettel can work together
- Recommended approach
 - Start with a Vietnamese UI and 30 Books for 4G/wifi
 - Add more Vietnamese books and 5G content over time
- This document contains:
 - Overview of Bookful
 - High level scope
 - Commercial terms



Introduction to Inception and Bookful

About Bookful

- Bookful is the **world's largest 3D/AR book library** with exclusive IP from leading publishers – over 200 3D/AR books
- It is live and money making around the world, with **100K+ paying customers** :
 - We launched the B2C app in June 2019, mainly focused on US/UK
 - We are partnering with some of the world's leading telcos around the world, LG U+, KDDI, Verizon, DT, Singtel, True, Optus, Telkomsel, Globe, Digi
 - Telcos are particularly interested in "Only On 5G" content, as a highly marketable, socially valuable use case
- **Verizon selected Bookful as a top learning app** offered free to their customers for their COVID-19 stay-at-home campaign
- Bookful is ranked in the **top book and kids apps in the US App Store** and is regularly featured



World's largest Augmented Reality library!



Augmented reading including hundreds of games and activities



- ★ Subtitles
- ★ Word highlighting
- ★ Narration/ independent reading
- ★ 3D & AR mode
- ★ Multi-languages
- ★ Interactive features

PARENTS AND KIDS LOVE BOOKFUL!



Featured by the App Store over 250 times
across multiple countries

My child is finally reading ★★★★★
by benvin27 – Jul 14, 2020

Books brought to life, super sleek educational app



Liron Shilo Apr 18, 2020 at 12:20 PM 155 128

★★★★★

Exceptional quality both in terms of content and graphics. My nieces are in love with this app and we are happy they are showing constant improvement. Don't miss out!!

Edit Response

Marlo Ewing ★★★★★
by Marloewing – Jun 2, 2020

Absolutely love this learning platform! My 5 year old twins are fully engaged in the stories. I love how the animations bring the stories to life! Kudos to the creator! A+



David Ricardo Apr 22, 2020 at 9:19 PM 0 0

★★★★★

Wonderful stories and learning for kids. Happy with each new book.

Nicole Kruse These are nice. It's kinda hard for me to read out loud to my children because I'm deaf. My kids do read books on their own. I always find something read out loud apps/ audiobooks for my kids.
[Like](#) · [Reply](#) · [Message](#) · 3w



Habakkuk World Outreach Jun 12, 2020 at 6:45 AM 281 229

★★★★★

This app is wonderful, simple to use and immersive, for young readers. The length of episodes are just right thus providing the user the right amount of screen time.



FUTUREBOOKLIVE
Awards 2018

Startup of the Year

Accreditation and recognition
from parent-trusted sources

Scope and Commercials

Viettel Magic Book Library – proposed scope



- Exclusive license for Bookful in Vietnam
- Whitelabeling and customising of the UI is included
- Android and iOS, Web tbc
- Local dictionary and translation.
- Translation of app UI and 30 books:
 - Viettel will provide the translated text and narration
 - Inception will implement in the platform
- Full CMS access
- Full analytics system
- Full marketing support and licensing of all marketing assets and videos.
- Both managed and self service options are available to handle:
 - library (books and shelves) updates
 - push and in app marketing messaging - via web based CMS



Viettel Magic Book Library – proposed pricing



- \$85K per month for up to 100K MAU
- Additional US\$0.50 for every incremental monthly user
- \$1,020k per annum for licence
- Additional books can be localized and translated at \$4K per book.
- Only-on 5G experiences at \$10K per experience. (example - <https://vimeo.com/567378658>)





Library

- Details of catalogue on separate excel