

Alexandr ia

The Everywhere Library

Don't love the slogan. Quinta has a focus-tested list; check with her for better options.

-A



Problem

Higher education
enrollment is shrinking.

Library material costs
are going up.

Information needs have
stayed the same.



-13%



First year enrollment dropped 13% overall during the COVID pandemic, even as higher ed institutions spent millions on additional healthcare measures.

Un- and underemployment have caused college enrollment to slide down for years; this trend was only exacerbated by COVID. The upcoming baby 'bust' will see these numbers slide for years to come.



Solution

Privatize
libraries.

THIS TESTED BADLY. ACADEMICS MISTRUST
FOR-PROFIT INSTITUTIONS FOR SOME
REASON. THIS WILL BE PUBLIC, SO YOU
HAVE TO SPEAK TO THEIR VALUES AS WELL
AS THOSE OF THE INVESTORS.

-Q



How do more democratic libraries help budget crises?

Right now, librarians need expensive Master's degrees to even apply to a job they aren't guaranteed to get. What if we could promise a job to every single librarian, no matter how young or old?

Tighten it up, and throw some stuff in about our social justice mission to shield us from critique. A



PRODUCT

For Customers

Step One: Select a subject specialization from our list of over 300 in over a dozen languages

Step Two: Select from the contractors in your area who are currently online.

Step Three: Ask your question, get a follow-up as needed -- and don't forget to review their answer!

LIBRARIES DON'T LIKE 'CUSTOMERS', AND WORKERS DON'T LIKE 'CONTRACTORS'. MAKES THEM FEEL INSECURE. AND DON'T MENTION THAT PAY IS TIED TO SPEED RATHER THAN QUALITY. BAD MESSAGING.

-Q

PRODUCT

For Contractors

Step One: Set up an account with all the subject areas you can answer questions in.

Step Two: Open the app whenever you feel like making some extra money answering questions.

Step Three: Answer questions as fast as you can, and get paid per question!



Contractors

'LIFESTYLE AS THE THIN END OF THE WEDGE'? CUT THE JARGON. YOU AREN'T WRITING ACADEMIC ESSAYS ANYMORE.
-Q

University revenue has been stretched thinner and thinner, but a combination of accreditation and expectation have maintained the traditional model of library employment.

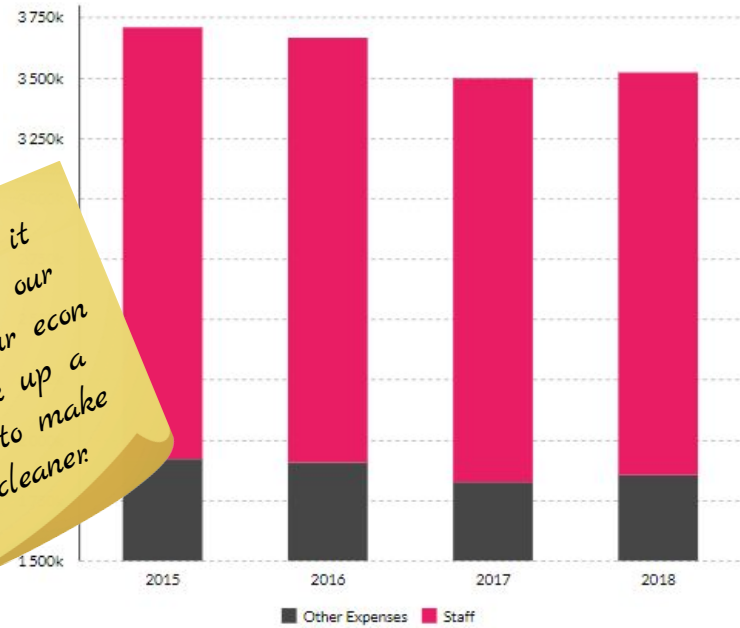
Using 'lifestyle' choice as the thin end of the wedge, we believe we can convince libraries to abandon the staid old employment model for a streamlined, 21st century version that will more appropriately reward the best and brightest contractors.



Market Size

Good data, but it doesn't support our needs. Get our econ guy to mock up a projection to make the case cleaner.

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Library salaries as part of total budget.



Market Size

Currently, the biggest online reference provider is QuestionStar.

The average cost-per-question is \$19.

What if we could provide better service for 25% of the cost?

We're knocking it down to 10% for now. 25% is too steep; we can't demand that until we control the market.
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Business Model

The University subscribes
and only gets charged for
the time it takes to
answer the question.

The user uses their
University account.

*Get that number
down! Doesn't matter
what it is now; all
our money will come
from investors. We'll
raise our cut later.
-A*

take just 50% of the
cost of each answer. The
rest is all profit for our
contractors!



8,350,000

*The goal isn't to
squeeze an extra few
\$ per transaction.
The goal is monopoly.
You aren't selling
shoes! -A*

How much money is in answering questions?

According to 2019 statistics, there were more 8 million questions asked at ACRL-reporting libraries alone. Given a minimum of \$1 per question -- and we'll eventually be charging much more -- and that only a portion of libraries responded to the survey, the untapped potential here is in the tens of millions immediately at launch, with millions in savings to schools as well!



Growth Opportunities

TESTING SUGGESTS THAT PEOPLE MAY RAISE A FUSS ABOUT ACADEMIC FREEDOM IMPLICATIONS. TONE THIS BACK, GIVE US A LITTLE MORE DENIABILITY.
-Q

We have deals lined up with major vendors and presses to sell valuable data on consumer interest. Growth in this sector could be valuable, and may help publishers cut funding to lower-demand fields of study.



Growth Opportuniti

*I don't love this
transition. Smooth
things out a bit here.
A*

Public libraries represent a truly enormous amount of public funding.

Once established in higher education, expanding to public libraries could open up significant growth potential.



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Because libraries should be for everyone.

