Problem

- Since the start of the Covid-19 pandemic prices of university e-books have increased as much as 500%[1] and the physical books are also not cheap with "today's typical student can expect to budget between £450 and £1070 for books and equipment per year.[2]" and that was in 2016.

- Most of these books will be used for one module and then not used again for the rest of the course. Leaving them to collect dust and take up space in the students room.

- There currently is no marketplace designed specifically for reselling textbooks between students.

Solution

- A website and app that allows users to post their used university text books for sale. Other users will then be able to search for books they need and shown suggestions and they can message the original poster of an ad to discuss buying the book from them.

Key Metrics

- Number of sales on regular intervals - per day, week, month etc.
- Number of new users in the same intervals.
- Number of new posts.
- Total turnover.
- Total costs.
- Returning users after a sale is made.

Unique Value Proposition

- Biblio is a person to person university text book re-selling application and website.

- Unlike other options it is tailored specifically for selling university text books, and allows the users compete control over the sale price.

- Users are able to list their old books for sale, chat with other users to arrange sales and find books from the course they're on.

Find the books you want for the price you want

Unfair Advantage

- Currently there are no companies that do what this is setting out to do. The closest similar companies would be sites like Gumtree, or Depop which are not designed around books. There are also sites like webuybooks.co.uk but these are not for selling between people and don't let the user set the price.

Channels

- the majority of university students use social media with 67% of people ages 18-29 using instagram daily, and 56% using snapchat.[3] And so having a presence on these platforms is essential.
- A free to use period will encourage word of mouth growth as user base will be essential for the longevity and sustained growth of the app.

Customer Segments

Target Customers

- The main customer base for the application will always be university students. The majority of these are ages 18-25 and will be proficient with technology already.
- There are currently 2.46 million students at UK higher education institutions[4]

Early adopters

- The first users for the application would be university students and people who have recently left university who want to sell their books, and first year students who need to buy books for their course. The user base will likely remain with these people as the majority.

Cost Structure

The initial start up cost for the application are relatively low. At first someone to run the company, development of an application, customer support, and advertising would be the only essentials. As the app launches and grows there will then be costs incurred for services such as cloud hosting and advertising.
- The cost to develop an app is estimated at around £74,000.[5]
- Advertising is estimated to cost £55,000 for the first year.[12]
- Employees for customer support and advertising would cost approximately £30,000 per employee.[7]
- A CEO/CTO for the company would start on a higher salary of £50,000 to reflect the extra workload they would take on.
- An in house development team starting with one developer would also cost approximately £30,000.[8]

Initial cost for the first year - Approx. £265,000
Costs moving forward - Approx. £140,000 per annum depending on rate of growth and office space.

Revenue Streams

- At first the application will not have any revenue streams whilst the user base grows and launch problems are fixed. This is important as user growth will come from two parties, people who want to sell books, and people who want to buy books. Without charging for this service people will be more likely to try the application and allow for a user base to grow before later implementing charges once the software is working and people trust the app.
- Revenue will then be able to come from two main streams, sponsored post positions, and taking a percentage cut from each sale.
  - The sponsored positions will allow users to pay to have their posts displayed at the top of search results for instance in exchange for a small fee.
  - The percentage cut will take 20% from each sale made through the app.