brif.

Reading books faster than ever

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PROBLEM

- An infinite amount of information available but no time
- Obtaining knowledge faster
- Books are too long and detailed
- Internet searches not trustworthy

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SOLUTION

- Summarizing sophisticated books of all kinds

Current Solutions

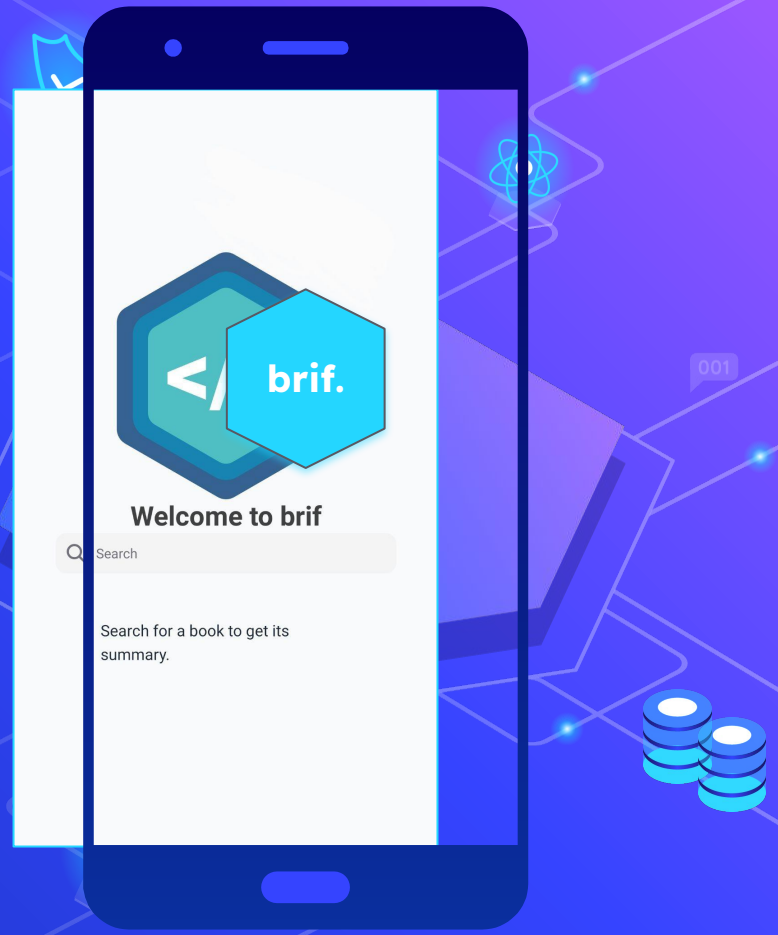
18,000,000 users
Blinkist user base

13$ per month
Subscription costs

4,500 books
Repertoire

brif.

Summarizes books with a trained AI



CHEAP

Lower subscription fees

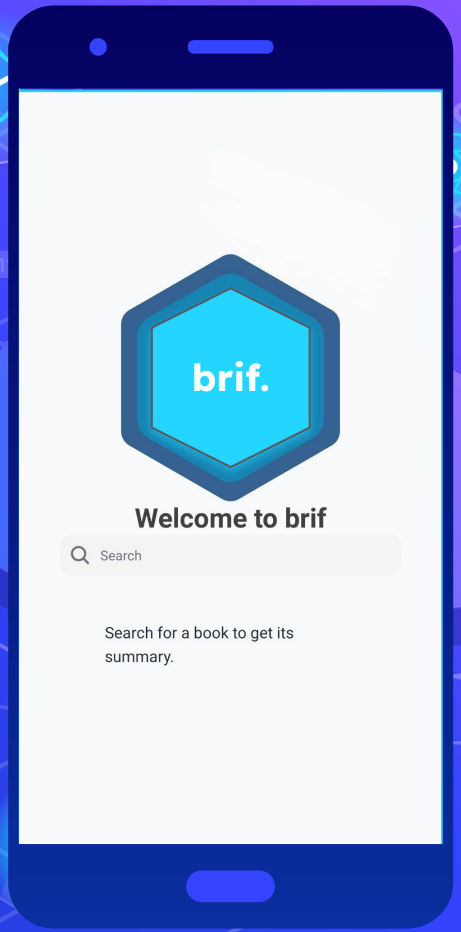
No employees for book summarization

EFFICIENCY

AI allows for faster book summarization and expanding repertoire

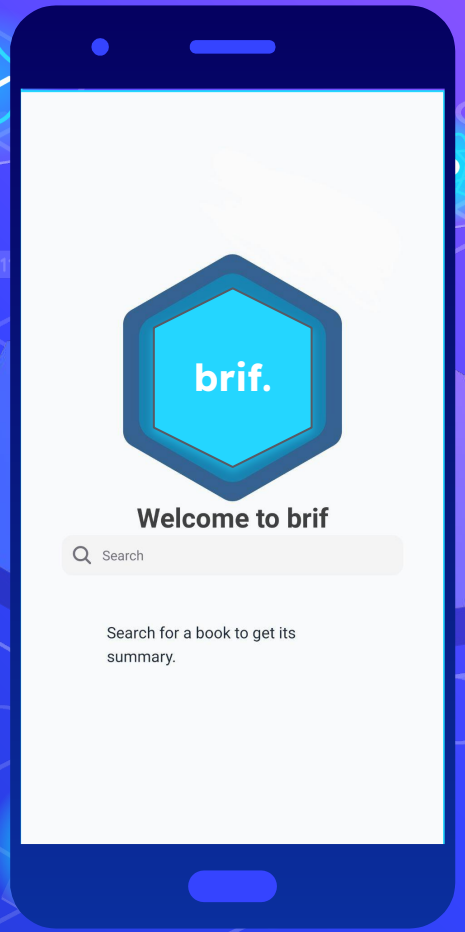
IMPROVEMENTS

Our AI only gets better over time through reinforced learning



LIVE DEMO

Let’s start with the summarization revolution



BUSINESS PLAN

PREMIUM MONTHLY

7,50€ / month

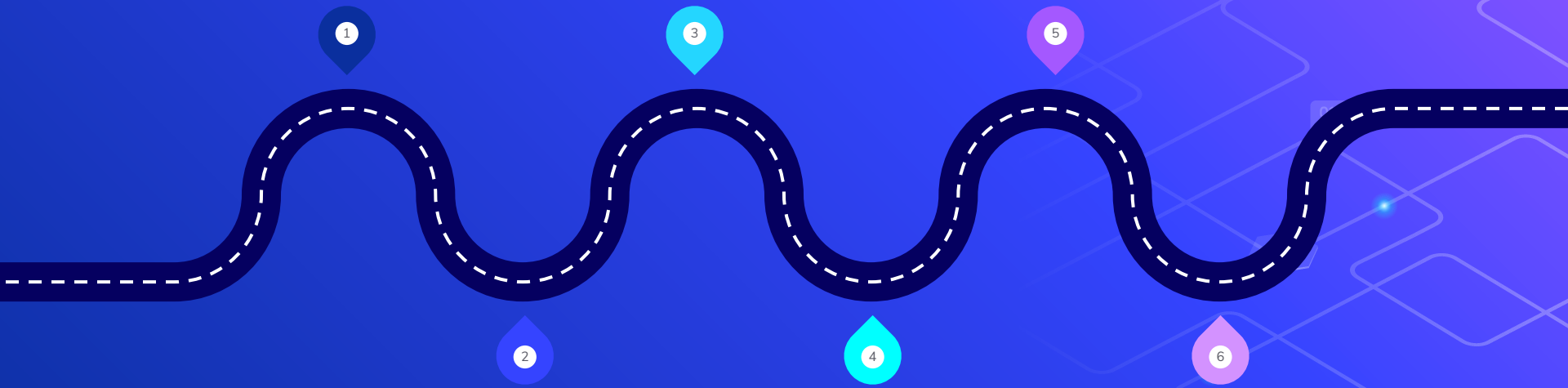
90,00 / annually

PREMIUM YEARLY

3,25€ / month

39,00 / annually

ROADMAP


1
Expand database of summaries
2
Improvements by using GPT-3
3
Reinforcement learning through user ratings
4
Buy blinkist in 12 months
5
Further train the AI by using repertoire of 4,500 human-written titles
6
Head-start on the competition that we will essentially dominate the market

Thanks!

Any questions?

Problem

An infinite amount of information available but no time

Books are too long and detailed

Solution

Summarizing sophisticated books of all kinds

Unique value proposition

Infinitely scalable in relatively short amount of time

Essentially only server costs that have to be paid

Unfair advantage

No human summarizers needed; cheaper, faster

Customer segments

Book Summarization

Blinkist alternative

Existing alternatives

getAbstract, blinkist

Key metrics

pricing

efficiency

scalability

High level concept

Channels

App Stores

Internet (Web App)

Early adopters

Free Users

Cost structure

Server Cost

Employer Cost (only Developers and Marketing)

Revenue streams

Subscription-based model

miro