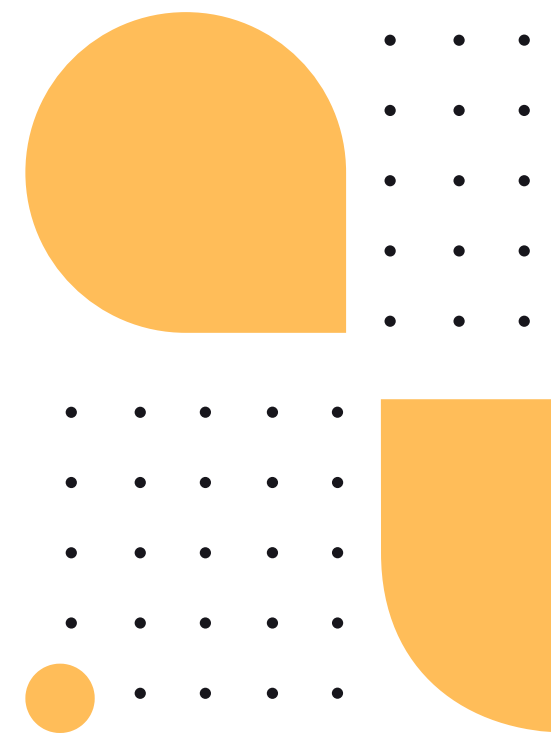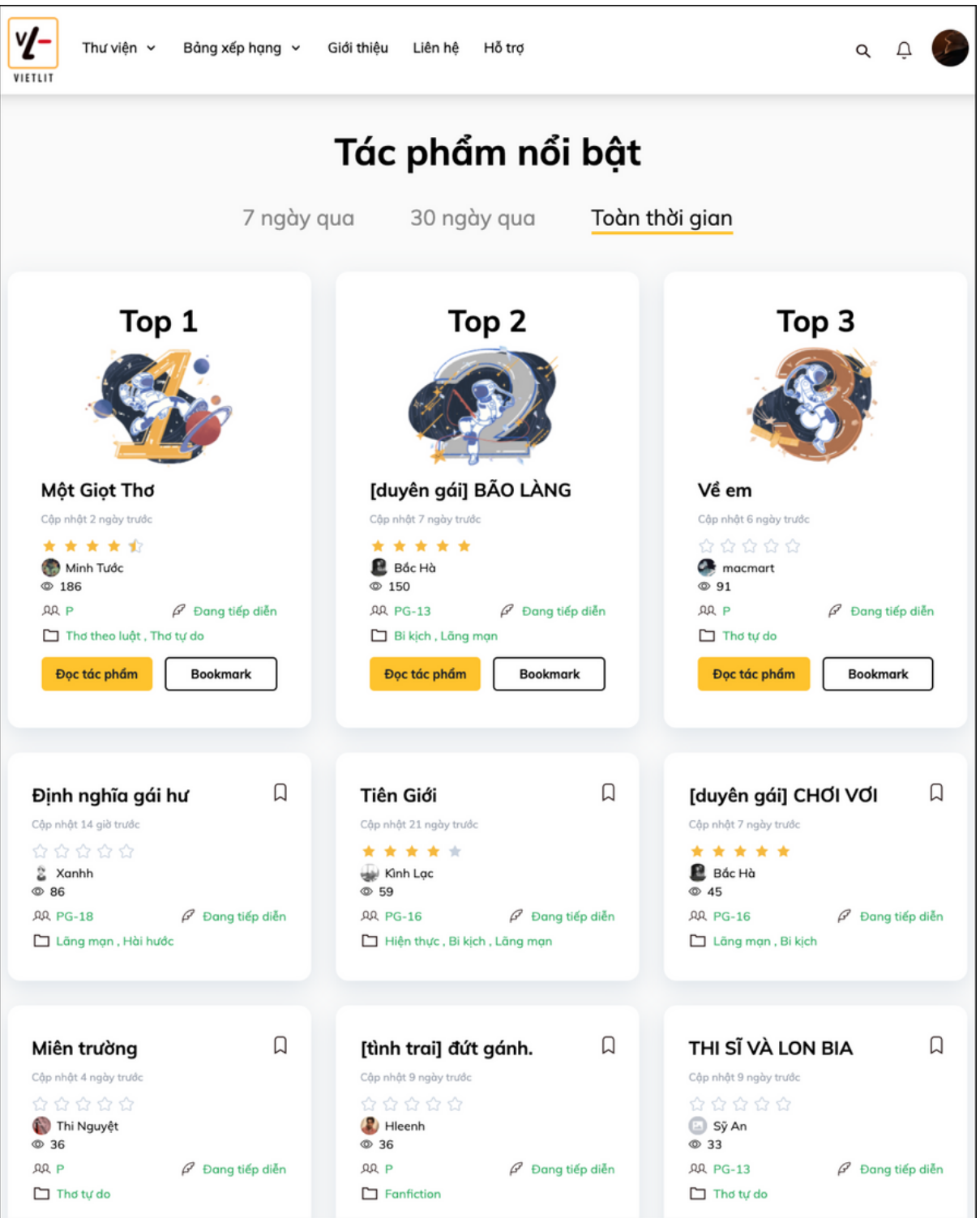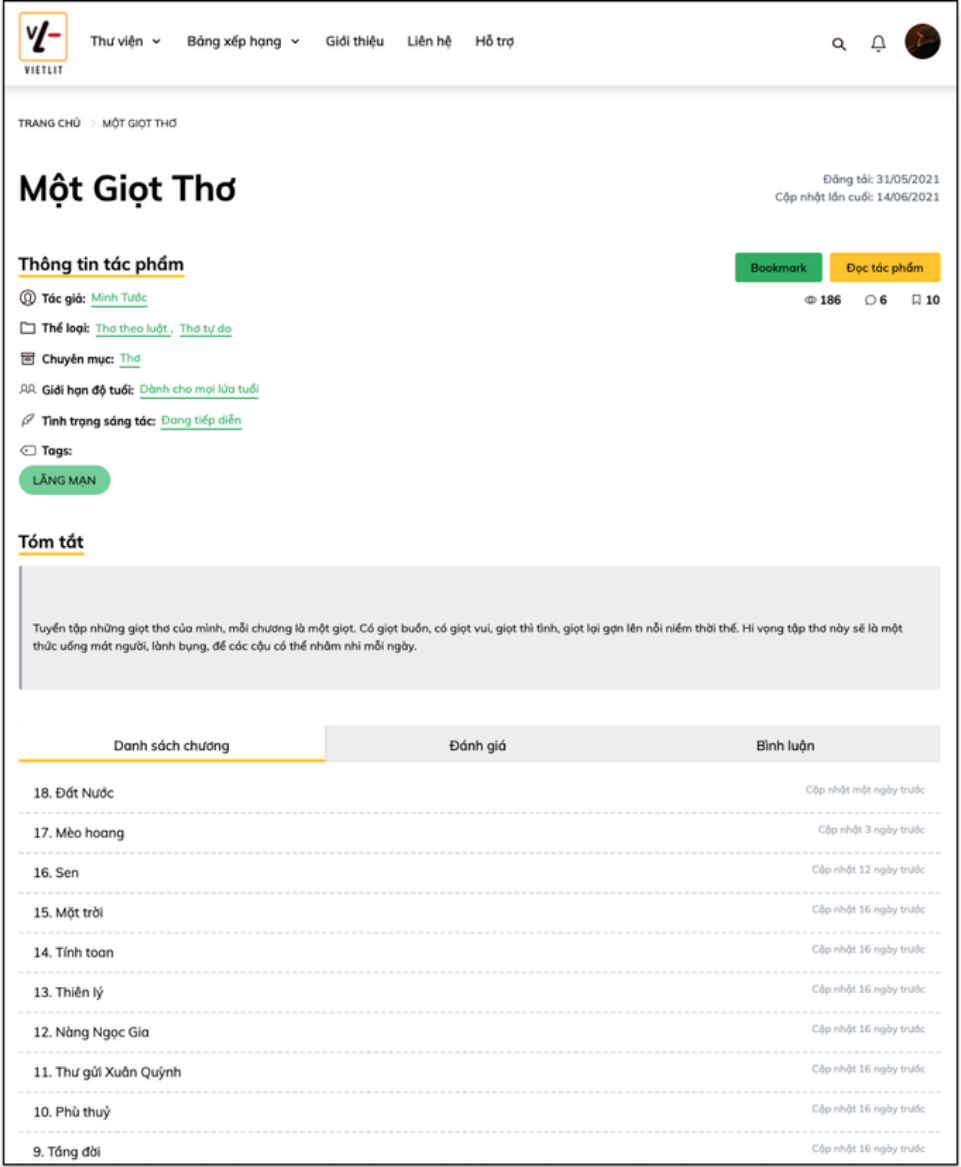# VIETLIT

Craft your universe (Vũ trụ văn học Việt)

About us

A platform for Vietnamese users to publish online, share creative ideas, and connect with a community of passionate authors and readers.

Problem Identifications

- Scarcity of high-quality works among an oversaturated market

  Poor quality control and a latent literature community

- Poor career development for authors

  Publicity barriers and lack of opportunities for profile, skill, and career growth

- Unavailability of writing resources in Vietnamese

  Most materials are available in other languages and scattered all over the Internet

We could not find a unified online platform for Vietnamese fiction and poetry.
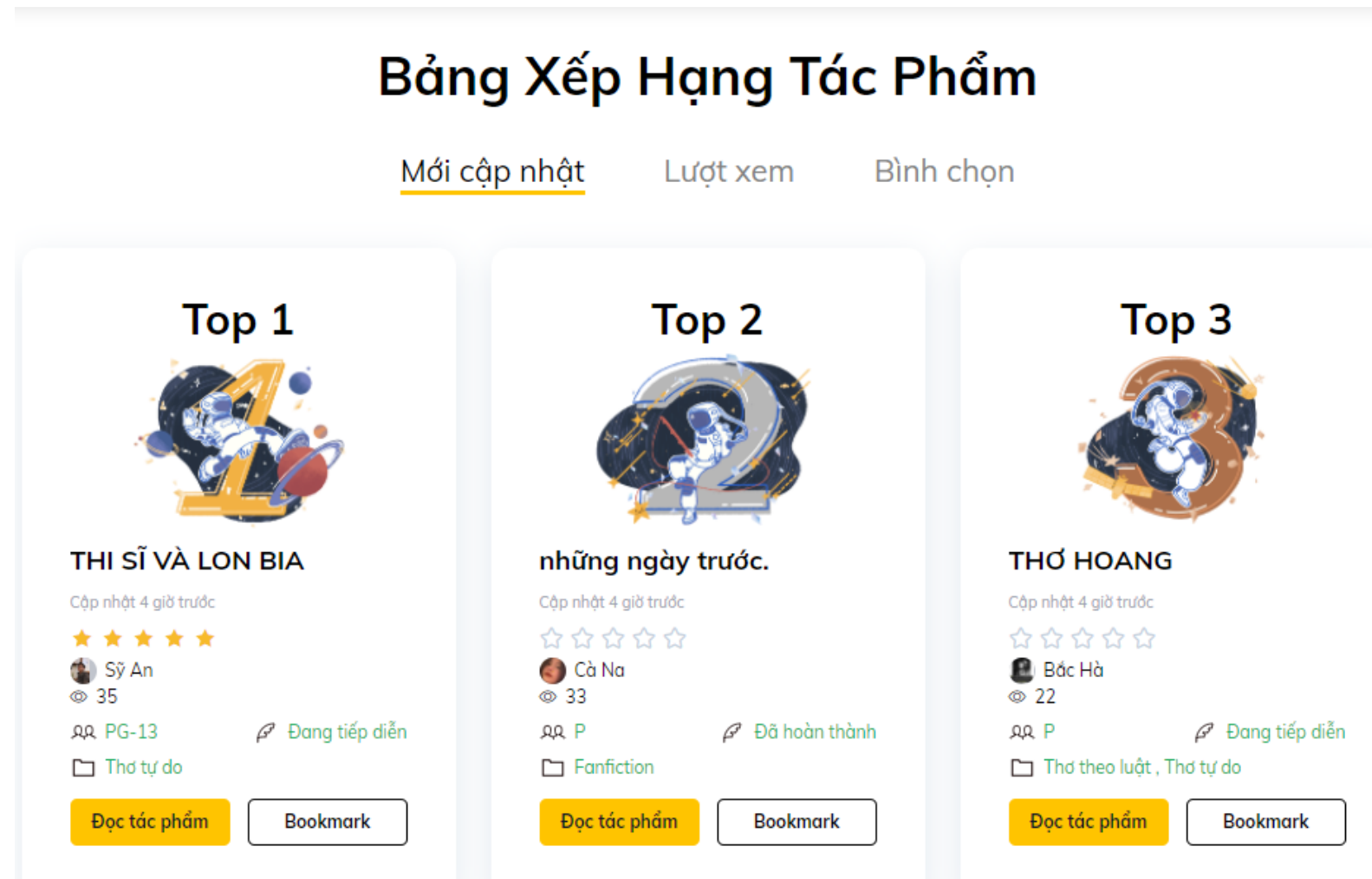
Market Overview

To check whether this is true, we looked at available websites and applications out there. Through our survey with 300+ subjects, these are the top 10.

No	Platform name	Total times mentioned
1	WATTPAD	185
2	WORDPRESS	100
3	FACEBOOK	62
4	TRUYENFULL	51
5	AO3	37
6	MANGATOON	37
7	GOOGLE	23
8	NETTRUYEN	20
9	NOVELTOON	20
10	VIETNOVEL ORIGIN	19

Market Overview

	Global applications and websites	Commercialized applications	Semi-commercialized websites	Indie websites for self-publishing
Examples	*Wattpad, AO3, Wordpress*	*Noveltok, Mangatoon*	*HaiVuongTruyen, TruyenFull*	*Vnkings.com, Vnfiction, Osach.net*
Quality of works	✓	✗	✗	✓
Creative freedom for authors	✓	✗	✓	✓
Branding and marketing efforts	✗	✓	✗	✗
User-friendly interface	✗	✓	✗	✗
Copyright issues	✓	✗	✓	✓
Customization for the Vietnamese market	✗	✗	✗	✓
Diversity of genres	✓	✗	✓	✓
Administrative fairness in genre ranking	✓	✗	✗	✓
Volume of works	*****	*	***	**
Cultural influence	Global	Dominantly Chinese	Dominantly Chinese	Dominantly Vietnamese

Solution

Bảng Xếp Hạng Tác Phẩm

Mới cập nhật   Lượt xem   Bình chọn

Top 1 — THI SĨ VÀ LON BIA
Cập nhật 4 giờ trước
★★★★★
Sỹ An
👁 35
👥 PG-13   📁 Đang tiếp diễn
📁 Thơ tự do
[Đọc tác phẩm] [Bookmark]

Top 2 — những ngày trước.
Cập nhật 4 giờ trước
☆☆☆☆☆
Cà Na
👁 33
👥 P   📁 Đã hoàn thành
📁 Fanfiction
[Đọc tác phẩm] [Bookmark]

Top 3 — THƠ HOANG
Cập nhật 4 giờ trước
☆☆☆☆☆
Bác Hà
👁 22
👥 P   📁 Đang tiếp diễn
📁 Thơ theo luật , Thơ tự do
[Đọc tác phẩm] [Bookmark]

- We base our Ranking system on both User's Votes (Score from 1-5 stars rated by reviewers of a work), and Popularity (Views)
- We carefully screen works that are published on our site

Scarcity of works among an over-saturated market
→ Develop a quality-control system and foster a community

- In only 2,5 months, our social media has garnered 3500+ likes.
- Our group has 850+ active members.

VietLit
@vietlit.community · Website
[✓ Following]

Home   About   Photos   More ▾   👍 Liked   💬 Message

Solution

Poor career development for authors
→ Promote authors and their works through marketing activities, our networks, and portfolio-building tools

Through our owned channels, we make sure that good authors get the attention that they deserve.

What's more? We also introduce them to our private network!

We design a section on our site for authors to list down their creative experiences

Solution

- Unavailability of resources in Vietnamese
→ Offer helpful resources and materials, especially writing tutorials

We create a "tutorial" series to deliver helpful resources to authors & readers, as well as monthly giveaways, writing challenges, events and contests

Market Size

We calculated these numbers based on competitor reports, secondary research and educated estimates

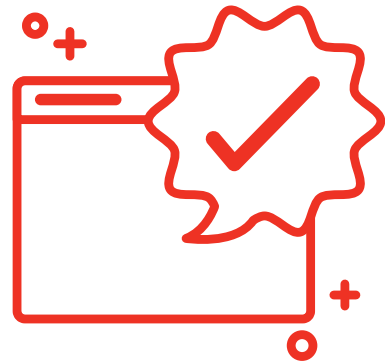**19,550,000$**

TOTAL AVAILABLE MARKET (TAM)

8,786,118$

SERVICEABLE AVAILABLE MARKET (SAM)

445,109$

SERVICEABLE OBTAINABLE MARKET (SOM)

Business Model

1,577,400 potential users

1% of potential users to subscribe. 2$/month

With subscriptions, users can:
- Access all works on our site
- Receive monthly lists of editor picks
- Get our giveaway writing tutorials

For features on our owned channels, authors outside of our network pay 1$

For every chapter unlocked, we charge 5 coins.
$0.99 = 50 coins
-> 0,009$/finished chapter

We will lock around 100 premium works/year on:
- Special chapters
- New chapters before the release date
- Portions of a novel

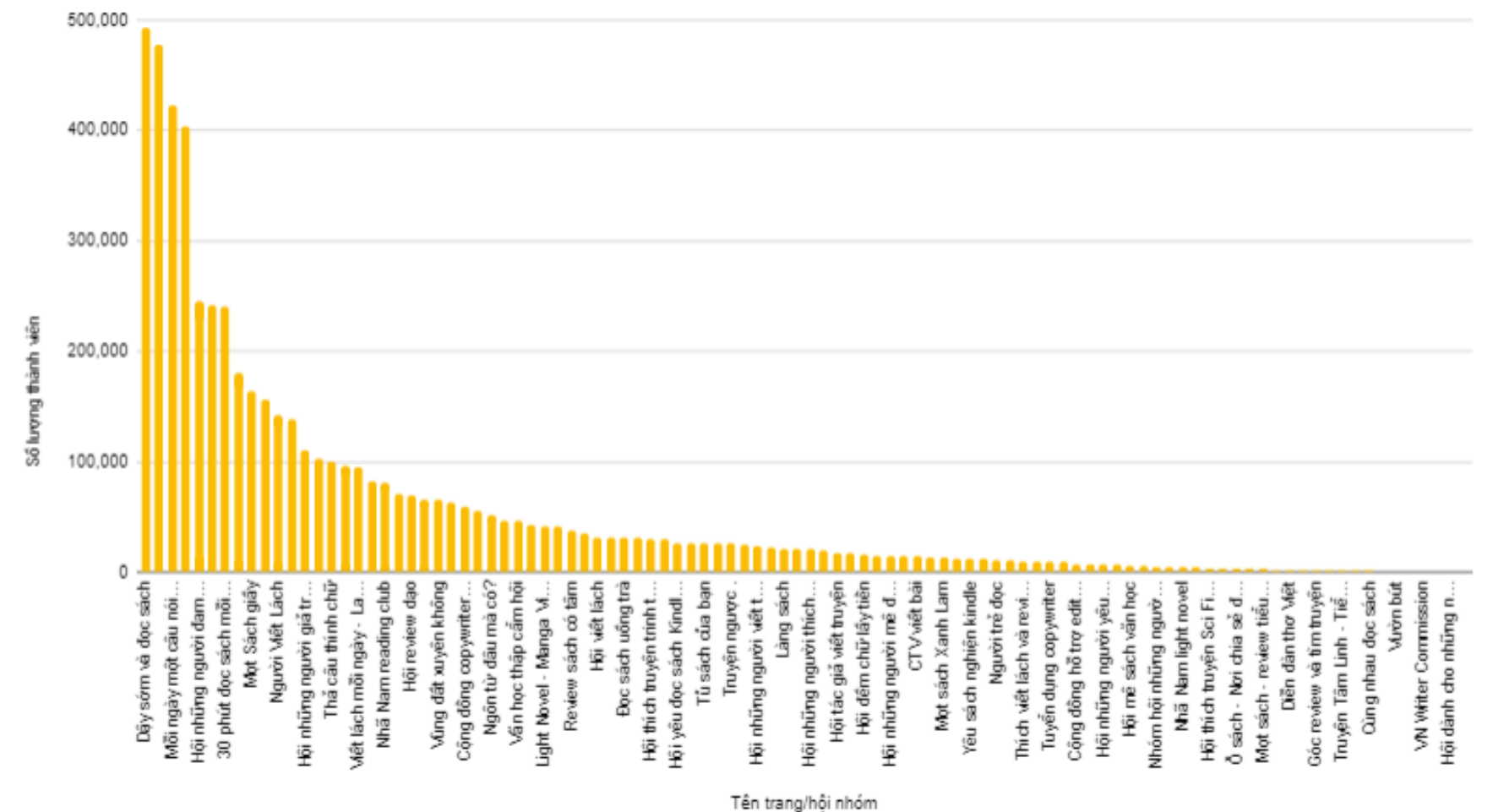Ads on our websites & applications

Market Validation

- Among the genres of e-books read by users, the most popular is "Literature and Fiction" (over 50% of global revenues)

Global e-book revenue from 2014 to 2017* by genre

- Primary research shows that on average of 100 books, literary, and writing groups on Facebook alone, there are **about 55,000 members** in each group

- Secondary research indicates that **18.9 million Vietnamese** read books and newspapers by electronic devices (20.2%)

Market Validation

- In our survey with 300+ subjects and interviews with a focus group of 20+ participants, more than 95% are interested in VietLit and want to support the project

- We keep in mind the top keywords that appeared in this survey while building our website and community to meet the needs of users

Độ phổ biến của các cụm từ thông qua khảo sát VietLit

KẾT QUẢ SURVEY

TIÊU CHÍ CHỌN NỀN TẢNG

LÝ DO ĐỌC TRUYỆN TRÊN MẠNG

Target Audience

Based on our brand positioning, core values, and ideal user personas, we aim to target GenZ Authors & Readers

AGE — 15 – 24

Urban

Income 2–20m VND

Target Audience's Behaviour

We aim to target Gen Z Authors & Readers
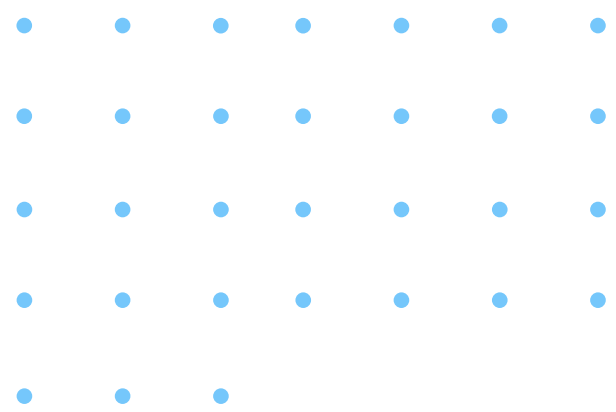
Passionate with literature

Digital Savvy

Affected by (micro) influencers, friends, reviews, words of mouth...

Target Audience's Psychology

We aim to target Gen Z Authors & Readers
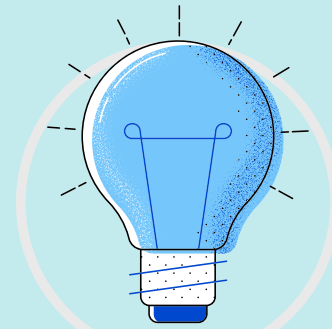
Want to express themselves

Open-minded

Care about social & cultural issues

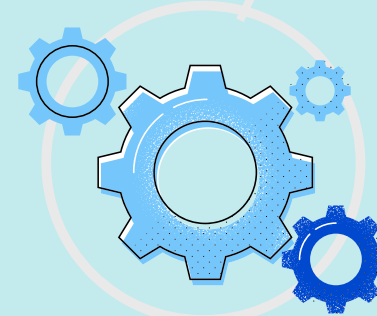The 'Socially Aware' & 'Young Optimism' groups

in RM's Value Segments

Timeline

Since December 2020, we have achieved and will continue to strive for new milestones

Ideation: Dec 1, 2020 – Jan 15, 2021

Brand positioning, recruitment and business models

Kick-starting: Jan 16, 2021 – April 30, 2021

Social media, internal workflows and product development

1st Launching: May 1, 2021 – May 31, 2021

Website launch and optimization of vietlit.com

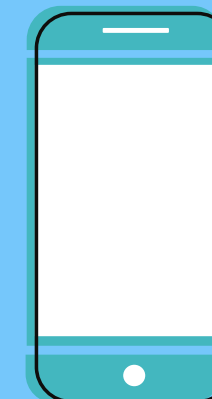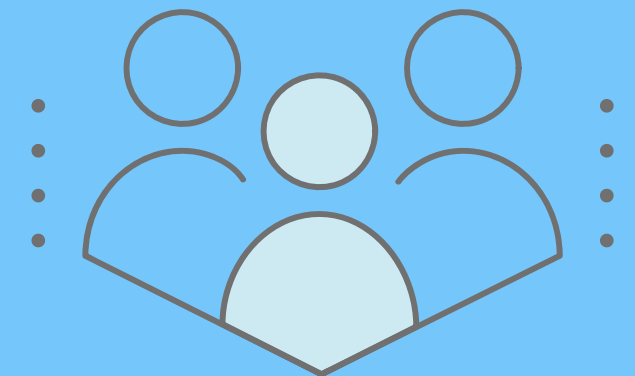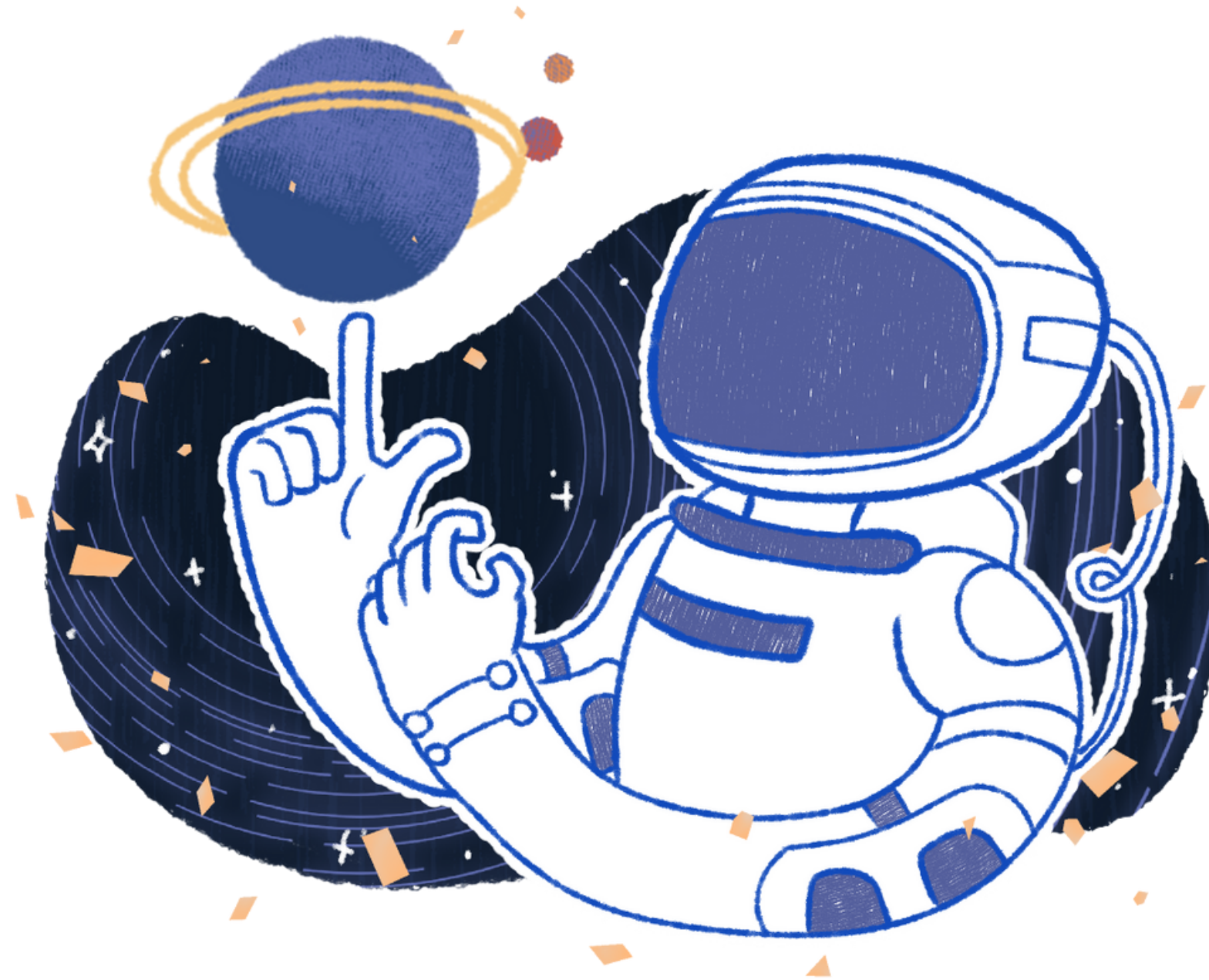## Growing: June 1, 2021 – October 31, 2021

Community and social media growth through acquiring & retaining more users, and broadening our network

Commercializing: June 1, 2021 – December 31, 2021

Commercialization and further product development (adding more website features and developing a mobile phone app)

Our next steps this year →

Thank You!