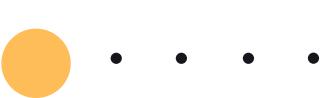
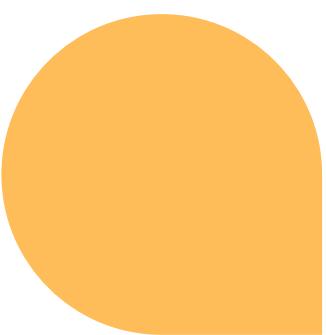
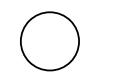




VIETLIT

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.

The screenshot shows the details of a story titled "Một Giọt Thơ". The story has been updated on May 31, 2021, and last updated on June 14, 2021. It has 186 reviews, 6 likes, and 10 bookmarks. The story is categorized under "Thơ theo luật" and "Thơ tự do". It is also part of the "Chuyên mục: Thơ". The story is suitable for all ages and is currently being updated. It is tagged with "LÂNG MẠN". The summary of the story is: "Tuyển tập những giọt thơ của mình, mỗi chương là một giọt. Có giọt buồn, có giọt vui, giọt thi tình, giọt lại gợn lên nỗi niềm thời thế. Hi vọng tập thơ này sẽ là một thức uống mát người, lành bụng, để các bạn có thể nhâm nhi mỗi ngày." Below the summary, there are tabs for "Danh sách chương", "Đánh giá", and "Bình luận". The "Danh sách chương" tab lists chapters from 18 down to 9, each with a timestamp of when it was updated. The "Đánh giá" tab shows a 5-star rating with 186 reviews. The "Bình luận" tab shows a 5-star rating with 10 comments.

The screenshot shows the "Tác phẩm nổi bật" (Best Stories) section. It includes filters for "7 ngày qua", "30 ngày qua", and "Toàn thời gian" (All time). The "Toàn thời gian" filter is selected. The top three stories are displayed:

- Top 1: Một Giọt Thơ** - [duyên gái] BÃO LÀNG
- Top 2: [duyên gái] CHƠI VỚI** - Tiên Giới
- Top 3: [tình trai] đứt gánh.** - THI SĨ VÀ LON BIA

Each story card includes a large number indicating its rank, the story title, the author's name, the story's rating, the number of reviews, and the number of bookmarks. There are also buttons to "Đọc tác phẩm" (Read the work) and "Bookmark".

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	<i>Wattpad, AO3, Wordpress</i>	<i>Noveltok, Mangatoon</i>	<i>HaiVuongTruyen, TruyenFull</i>	<i>Vnkings.com, Vnfiction, Osach.net</i>
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

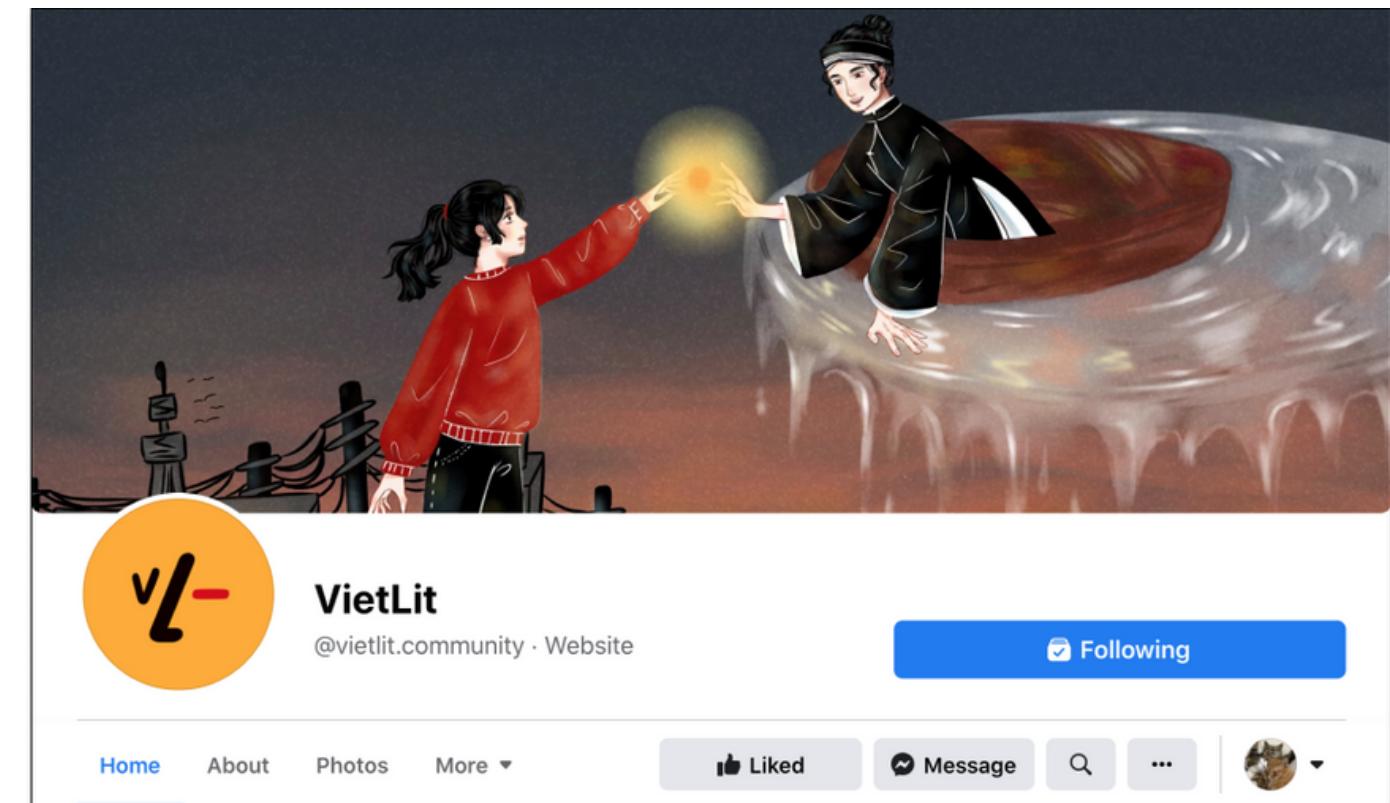
Bảng Xếp Hạng Tác Phẩm

Mới cập nhật Lượt xem Bình chọn

Rank	Title	Author	Last Updated	Rating	Reviews	Genres	Action Buttons
Top 1	THI SĨ VÀ LON BIA	những ngày trước.	Cập nhật 4 giờ trước	★★★★★	35	PG-13, Đang tiếp diễn	Đọc tác phẩm, Bookmark
Top 2	những ngày trước.	THƠ HOANG	Cập nhật 4 giờ trước	★★★★★	33	P, Đã hoàn thành	Đọc tác phẩm, Bookmark
Top 3	những ngày trước.	THƠ HOANG	Cập nhật 4 giờ trước	★★★★★	22	P, Đang tiếp diễn	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



Solution

* Nhập công việc / chức vụ

* Tên công ty / tổ chức

Tôi đang làm việc tại đây

Nhập thời gian bắt đầu

* Địa điểm

* Mô tả

* Liên kết

Lưu lại **Hủy bỏ** **Xóa**

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

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!



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\$

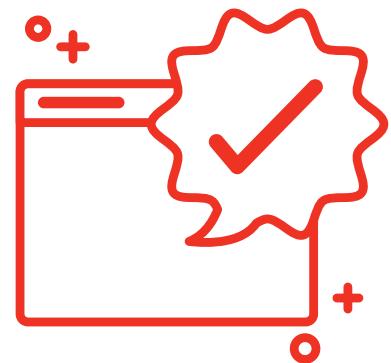
SERVICEABLE AVAILABLE MARKET (SAM)

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:

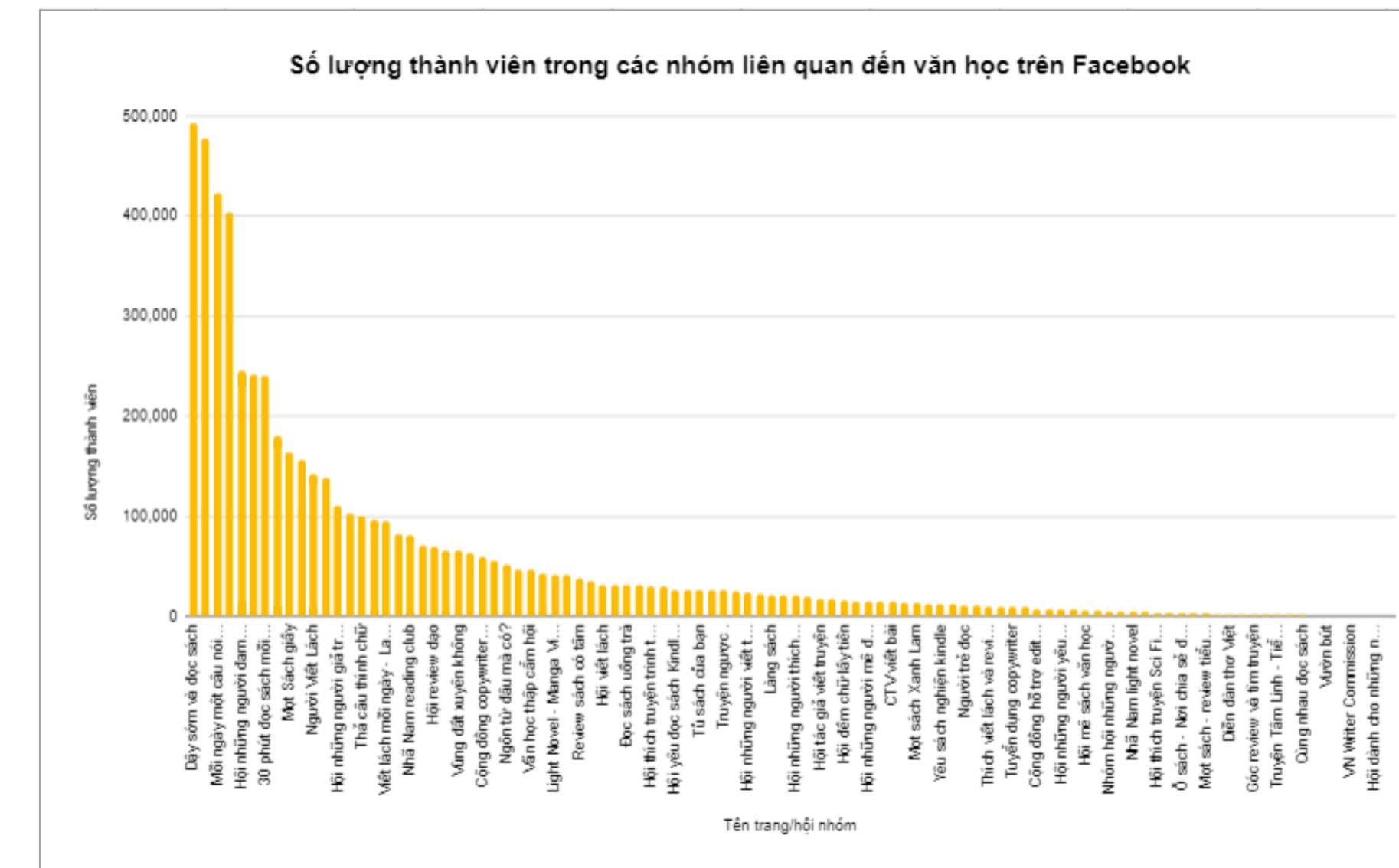
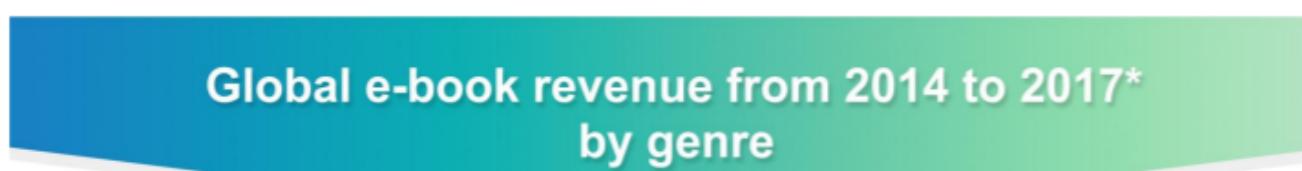
- Special chapters
- New chapters before the release date
- Portions of a novel



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)



- 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

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

font

thuần

lưu trữ

thiếu

cũ

đơn giản

lựa chọn

sân chơi

comment

cơ hội

ổn định

riêng thiết kế

rẻ

dãy dù

sở thích

lợi nhuận

cập nhật

học hỏi

nước ngoài

giao diện

tác phẩm

tiêu chí

truy cập

nội dung

bản quyền

tìm kiếm

kiểm duyệt

khả năng

giao lưu

công đồng

thao tác

trê

hấp dẫn

sáng tạo

sáng tác

xây dựng

thật sự

xuất bản

số lượng

offline

ết kiệm

tiện

miễn phí

hợp lý

chất lượng

ít

tác giả

lâu

văn học

dễ dàng

diễn đàn

thu hút

vấn đề

ý tưởng

upda

kiến thức

wattpad

đảm bảo

văn phong

tham gia

đầu tư

kết nối

thú vị

fanfic

thủ vị

rõ ràng

thanh thiện

đúng

thuận tiện

giải trí

thuận tiện

tham gia

phổ biến

hoạt động

phù hợp

ứng dụng

tương tác

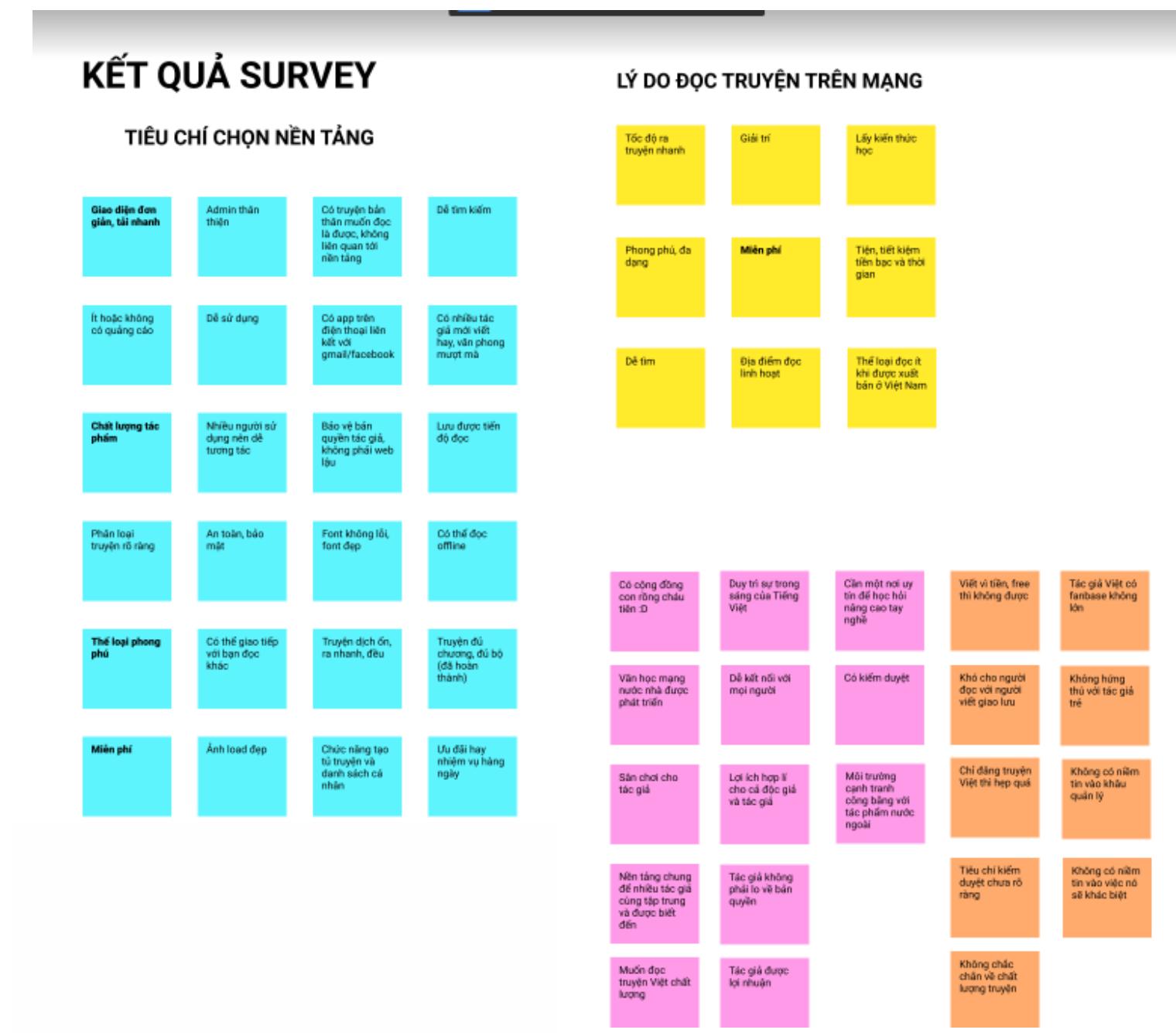
bản thân

nền tảng

phát triển

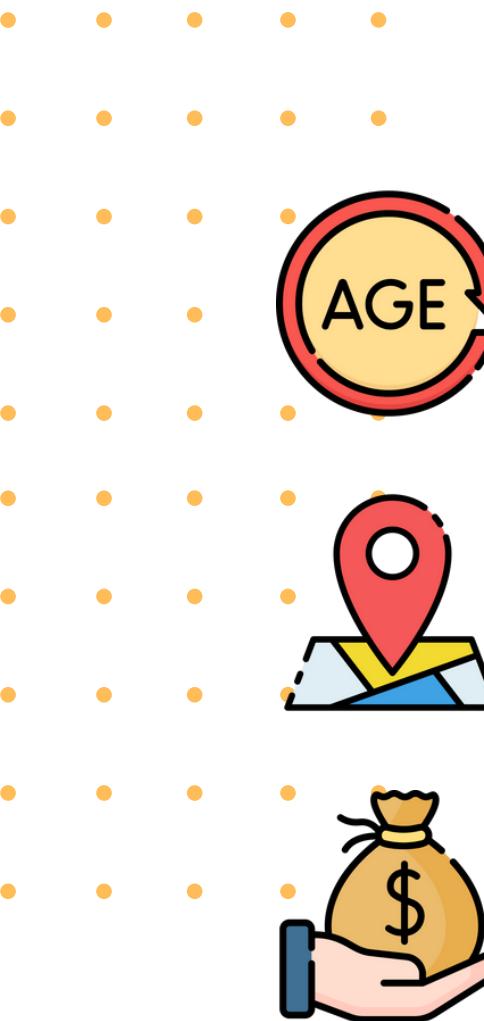
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- We keep in mind the top keywords that appeared in this survey while building our website and community to meet the needs of users



Target Audience

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



15 - 24

Urban

Income 2-20m VND



Target Audience's Behaviour

We aim to target Gen Z
Authors & Readers



Passionate with literature



Digital Savvy

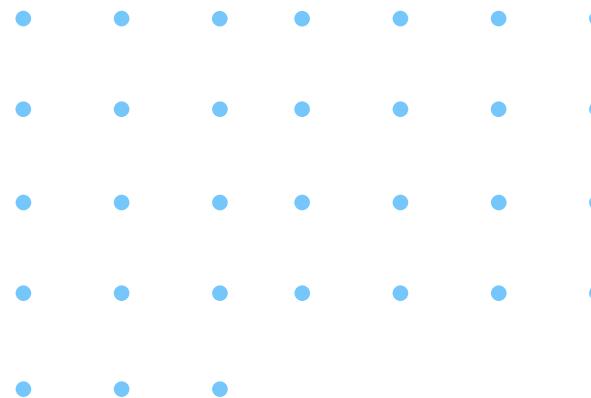


Affected by (micro)
influencers, friends, reviews,
words of mouth...



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

Our next steps this year



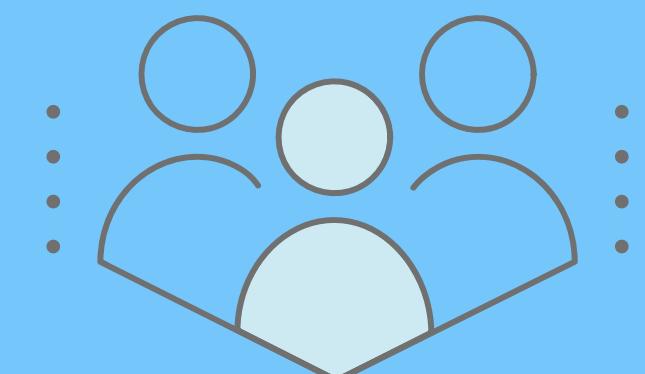
Growing: June 1, 2021 - October 31, 2021

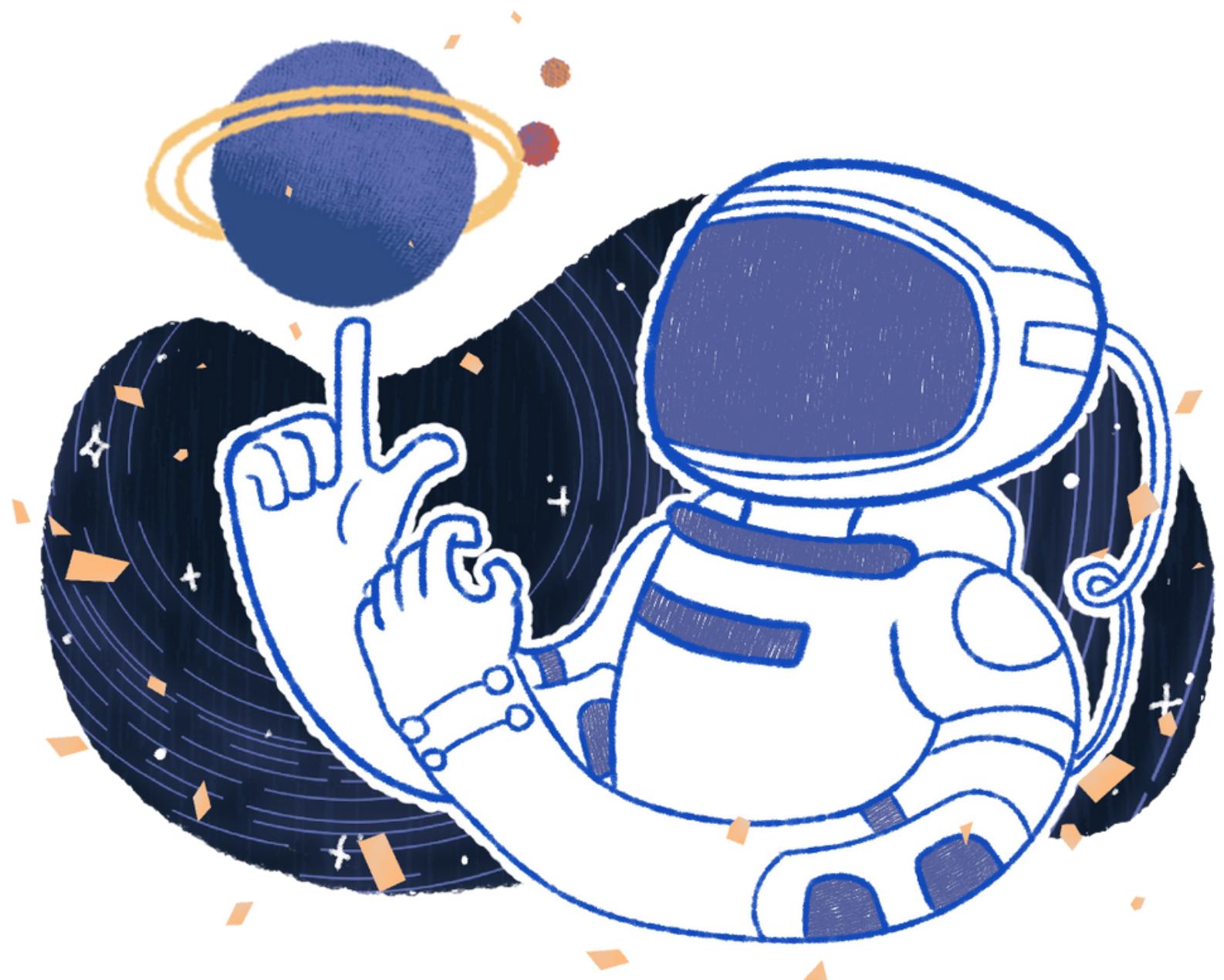
Community and social media growth through acquiring & retaining more users, and broadening our network



Commercializing: June 1, 2021 - December 31, 2021

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





Thank You!