Problem	Solution	Unique Propo	Value sition	Unfair advantage	ustomer segment
1.Need to aggresively	1.Association with	Intellectual database o		Can't be easily copied	Founders-
market the product to	book club.	reviews for books and		bought.	Pratham Kumar Verma
increase the database.		movies.			Bishal
	2.Increase team				Chaitanya Dhawan
2.Need to enhance	members.	Easily accesible			
functionalities as soon					
as possible.	3.Increase popularity	Can act as a platform			
	Key Activity	for authors to increase		Channels	
3.Monetize the produc Bussiness model		their fan base and		Blog/conventions	
as soon as possible.	on as possible.		ir books		
	make app public			Startup incubators	
	Invite Collaborator				
Cost structure			Revenue Streams		
Initially free			Available not at the beggining		
Plan to monetize after database has reached substantia					
volume					