



# Reedmo

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Swap and trade books with friends  
and people nearby

# | Problem



No easy way to swap and trade with others



Buying new books and reading just once is expensive



Cannot see what books others have



# | Solution

Marketplace and social network where people can list their books and easily swap & trade with friends and people nearby by meeting face to face or using delivery services.



1

**Save money**

by **swapping**

2

**Get money back**

by **selling to others on fair price**

3

**Be social**

**meet people with similar interests nearby**

# | How does it work



1

2

3

4

**Upload picture**  
of your book

**Find a book**  
you want

**Negotiate**  
to swap or trade

**Meet**  
to exchange

# User validation

## 300+ interviews



would sell their  
old books



expensive and anti-green  
to buy and read once



super excited to swap



want to see what books  
their friends and people  
nearby have



interesting to meet  
likely minded people

# Market validation



Used books market share is steadily growing



Shared economy is spreading



Facebook and forum book swap groups are growing

**17'000'000+**

books **swapped**

[www.BookCrossing.com](http://www.BookCrossing.com)

[www.BookMooch.com](http://www.BookMooch.com)

**290'000'000+**

books **reused or recycled**

[www.BetterWorldBooks.com](http://www.BetterWorldBooks.com)

# Market size

**>18**  
billion books  
read yearly  
12 per person  
on average

**1.5**  
billion readers  
and growing

**70%**  
paper books

**\$115**  
billions  
book publishing market  
expected to grow to  
\$123B to 2020

# Competition



## Swapping sites

BookCrossing  
PaperbackSwap  
BookMooch

- hard to use
- slow
- limited options



## Resellers

BookDepository  
Powells  
WorldOfBooks  
BetterWorldBooks

- prices are still high
- limited options



## Marketplace

Amazon  
Ebay

- Amazon is focused on brand new
- Ebay is a bit complicated and not suitable for books



## Textbook rent

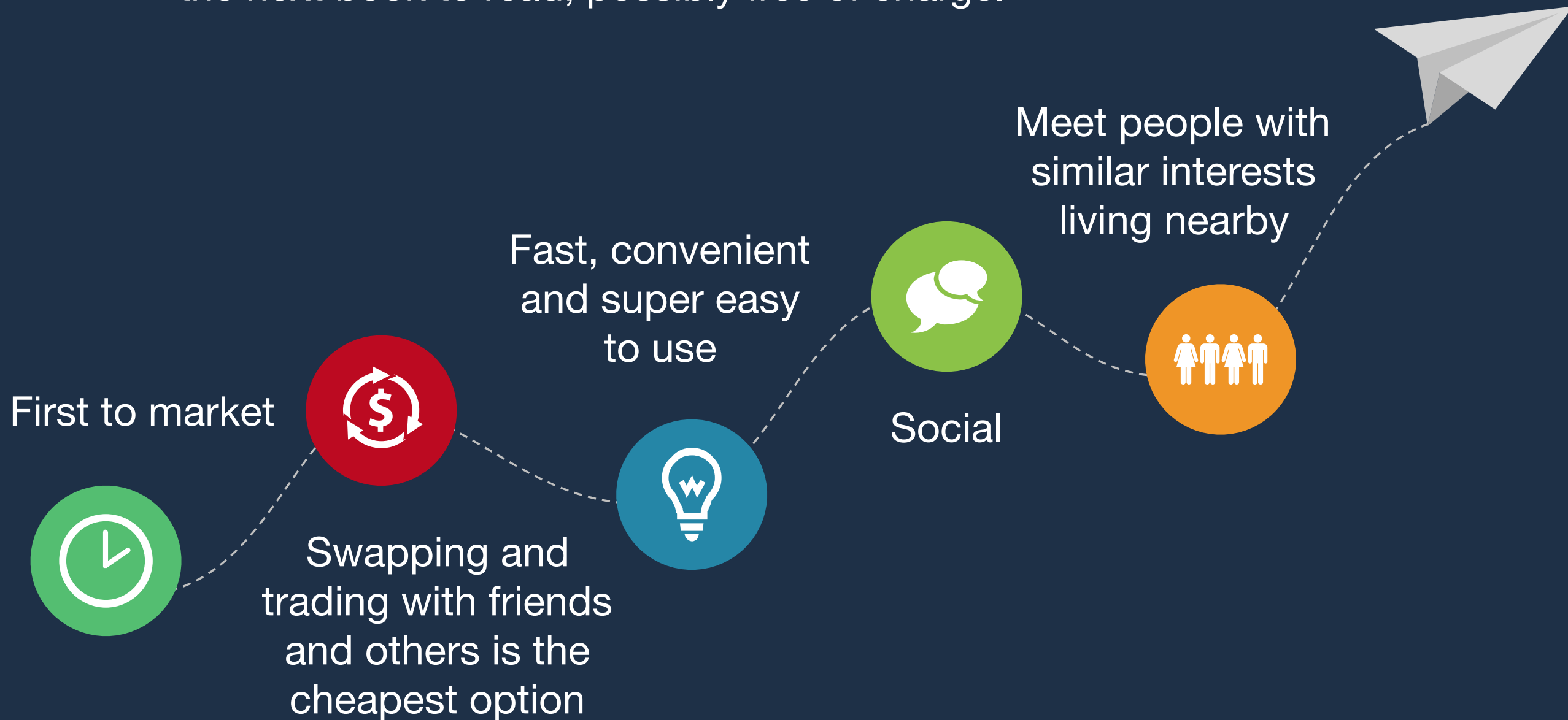
Chegg

- Only textbooks
- Only in USA & UK
- Cheaper than brand new, but still a bit expensive



# Advantages

By using Reedmo you can see people's libraries and have the next book to read, possibly free of charge.



# Businesses problems



## Resellers

Supplying  
quality used  
books

Acquiring new  
customers

Reengaging  
customers



## Book Stores

Understanding  
young readers

Acquiring &  
Reengaging  
customers

Quality feedback



## Publishers

Which titles to  
publish and in  
what quantity

Promoting  
books

No direct contact  
with readers



## Venues

Need more  
customers

Brand  
awareness is  
expensive

# Businesses solution



Easy to use platform



Buy & sell in one place



Preordering. Selling returned books to book stores, resellers or directly to users



More customers, discounts and promotions



Statistics and trends



Loyalty programs & surveys

# Businesses validation

We have validated everything extensively with:



20

Resellers



13

Book stores



8

Publishers



19

Venues

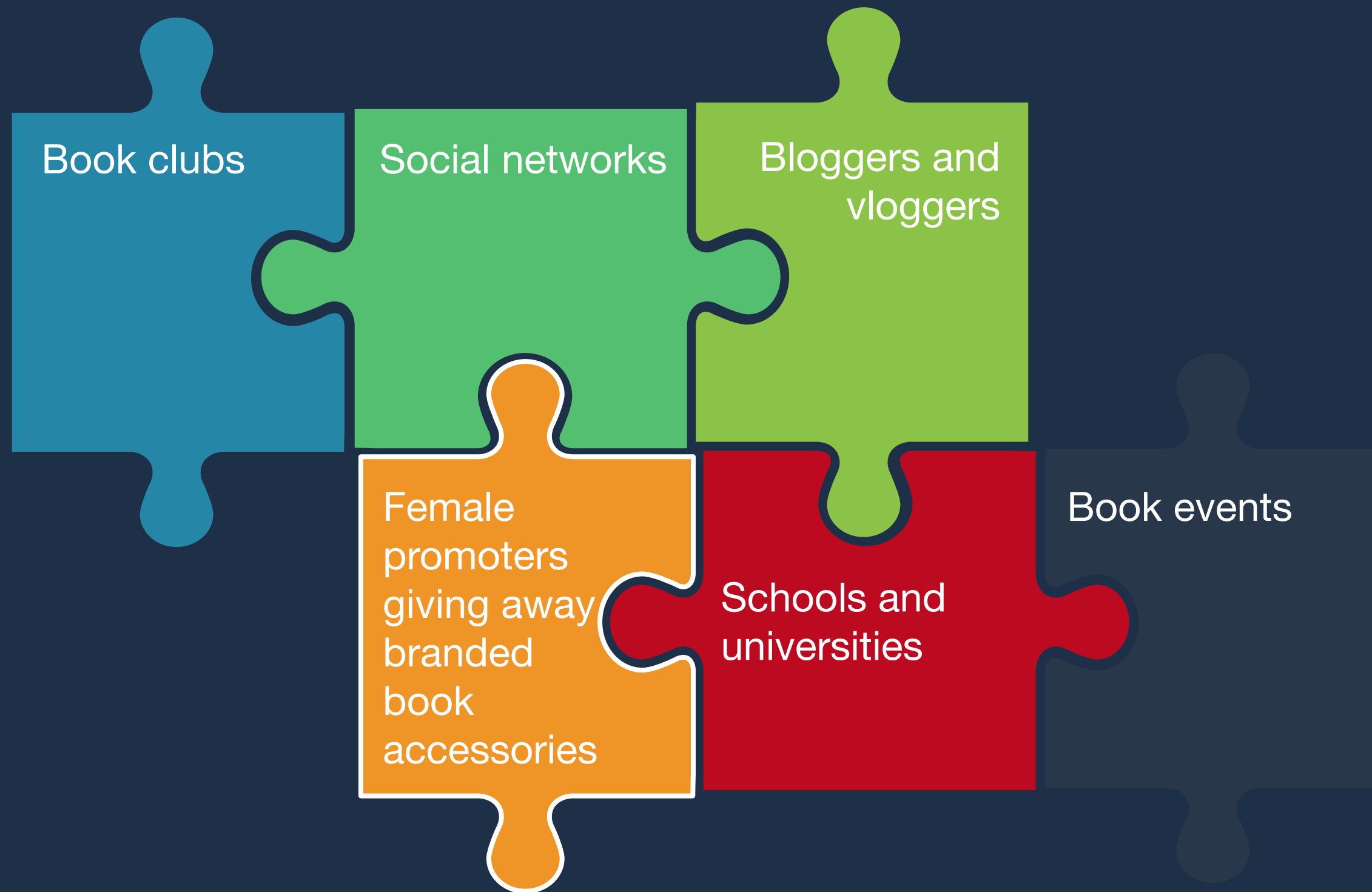
**They all want more customers, better understanding and direct contact with readers (especially the young), all in one easy to use platform.**

# Business model

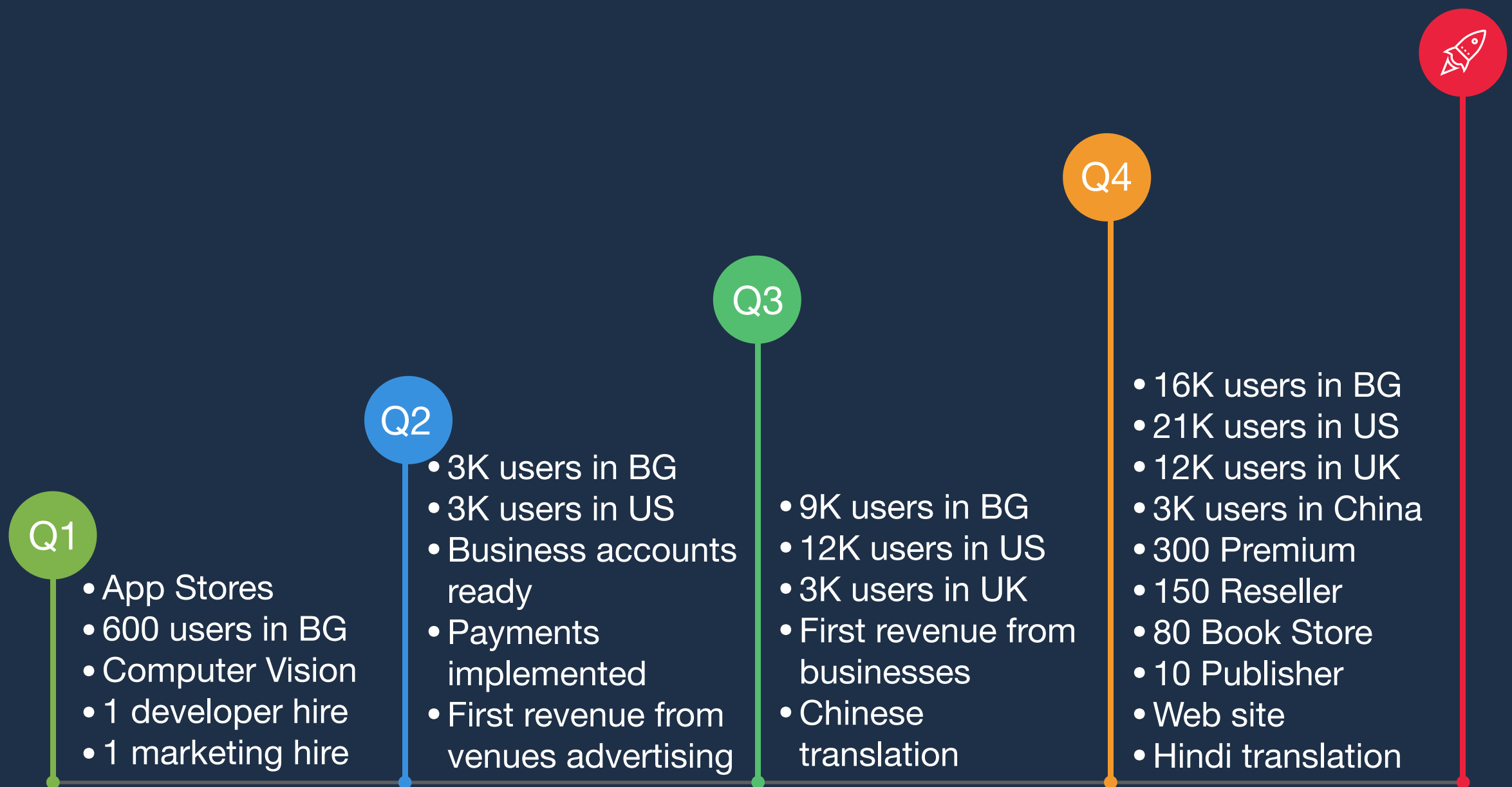


\* The Premium account upgrades the Free personal account (absolutely free account) with alerts when specific book is available in Reedmo, ability to see books more than 20km away, filter and see only promotions and sales, etc.

# Market Adoption



# 2018 Milestones



# Long Term Milestones

2019

- 3 hires
- 350K users
- 10K € profit

2020

- 6 hires
- 1.5M users
- 320K € MR

2021

- 6 hires
- 7M users
- 1.3M € MR

2023

- Starting to include all libraries in the world
- Bigger book trader than Amazon

2028

- 70% of all books published within the last 10 years in Reedmo



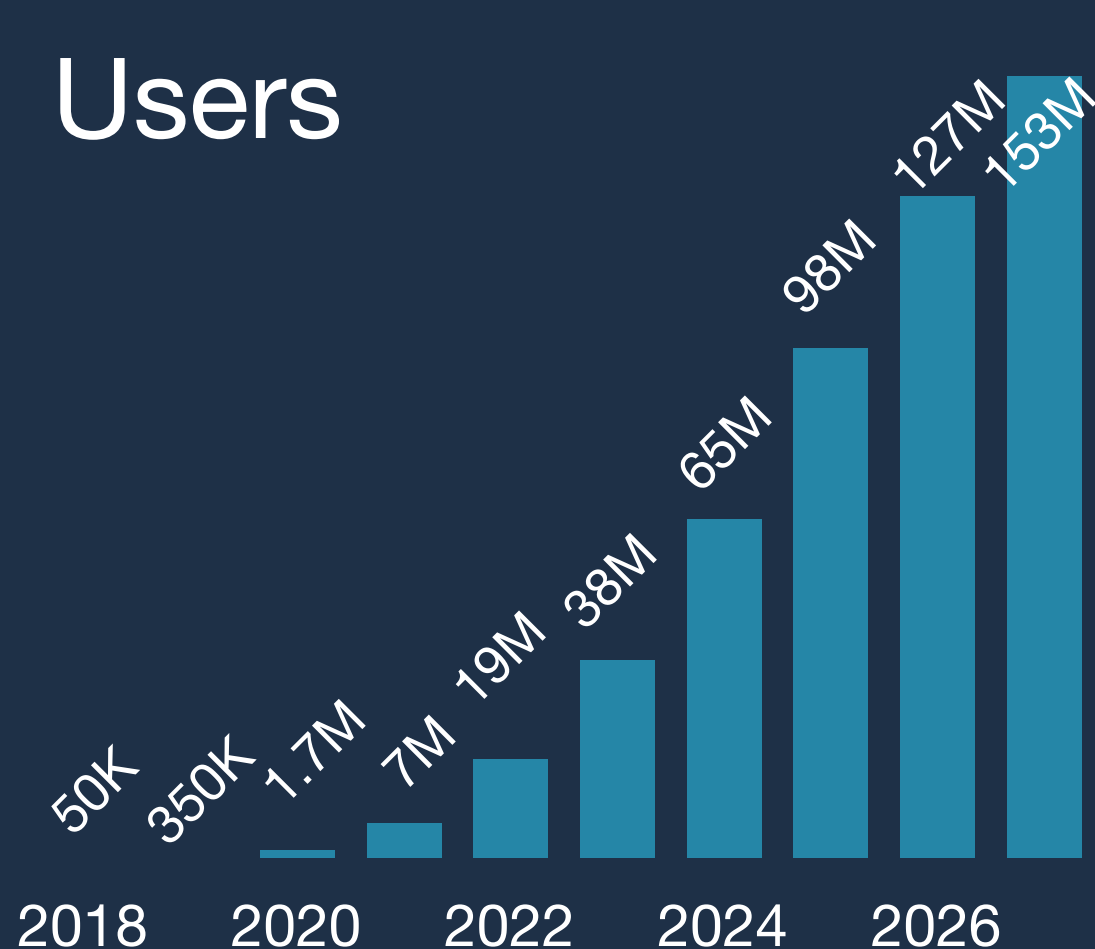
# Financials

**We are raising 225'000 €**

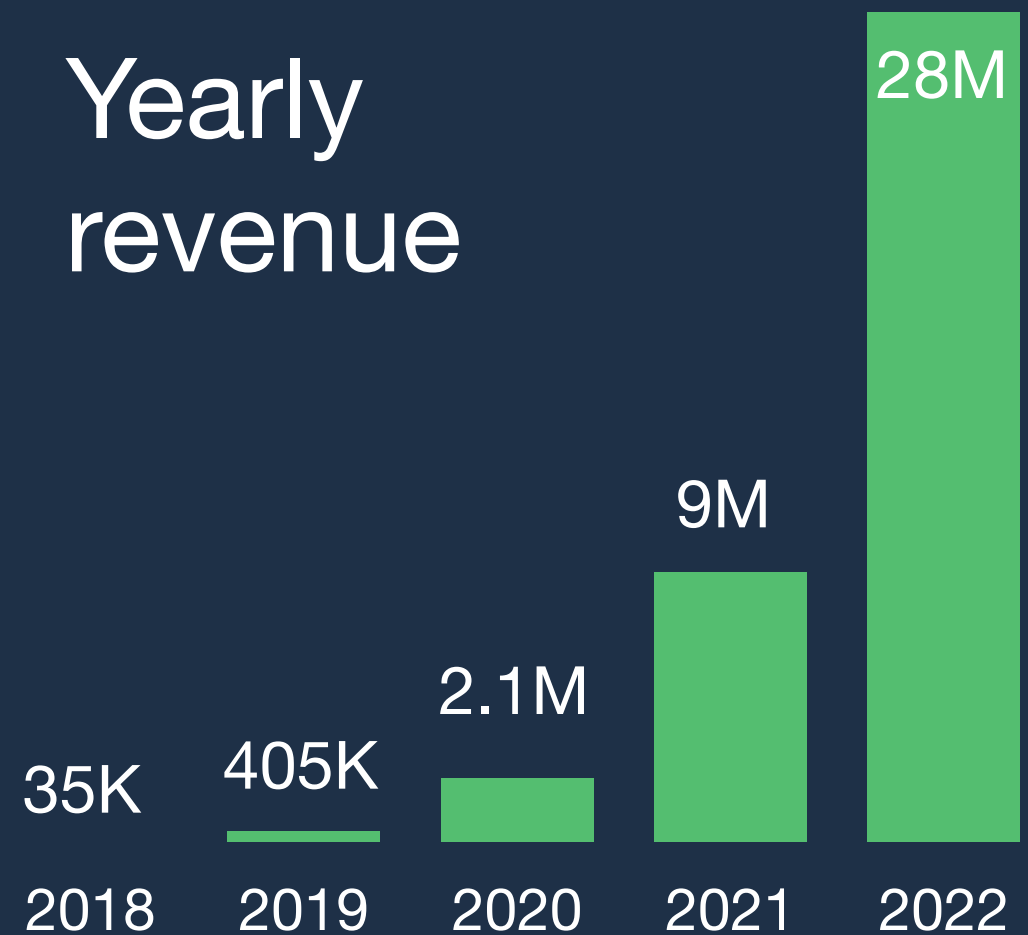
and expect to break even in Q4 2019

\*our minimum fund raising goal is 105'000 €

## Users



## Yearly revenue



# Team

Georgi Georgiev

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11 years experience in software development and 5+ years in leadership positions, managing teams of up to 30 people. Software engineer by education.



Victoria Georgieva

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7+ years in marketing, advertising and sales in international companies.  
Last 5+ years in customer & business partners acquisition.

## Advisors



Grigor Svetoslavov  
Silega.com, Managing Partner



Orlin Radev  
FarmHopping.bg, CEO



Velizar Velichkov  
Grabo.bg, CCO



Tunio Zafer  
pCloud.com, CEO

| Thank you!