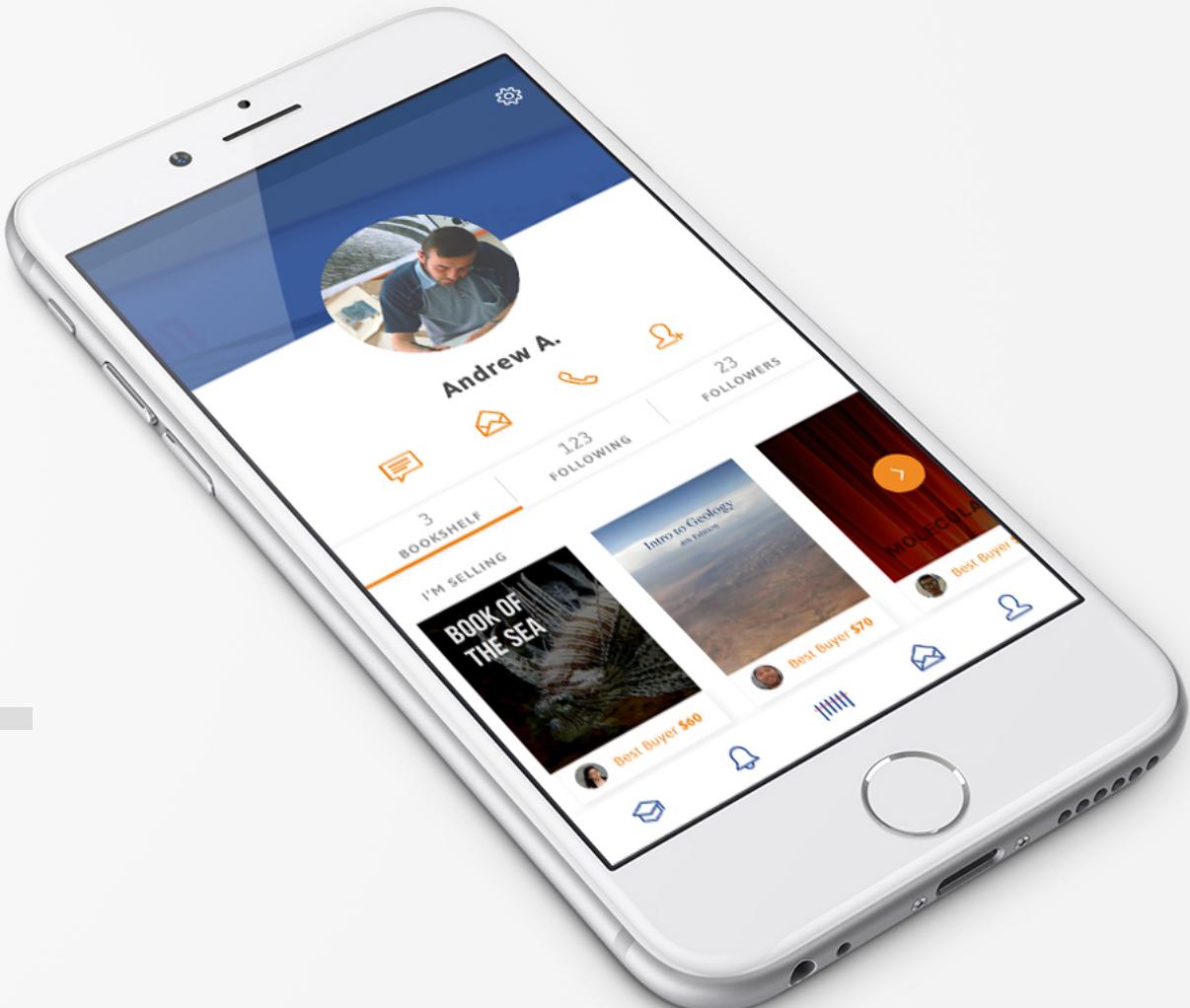


DREWSLiST

Speaker Andrew Aquino & Christian Noble
Founder and Co-Founder of Totem V

Email admin@totemv.com

Website totemv.com/drewslist



THE PROBLEM

There are 3 Problems that the average college student faces in every day life when buying textbooks!

01

Problem 1

Lack of Fast Accessibility for required textbooks.



Malia Wooten

24 mins

Anyone selling a math 102 book?

FREE — Los Angeles, California

1 Comment



Like



Share



Elena Adame

Yesterday at 11:37 AM

Is anyone selling Out of Many: Vol 2???

2

1 Comment



Like



Share

02

Problem 2

Lack of a Market Place to sell their books for the right price and fast.



Lauren Jorgensen

August 25, 2013

Selling:

Statistics - Elementary Statistics a Step by Step Approach Bluman, 5th edition WITH SOLUTIONS MANUAL \$30 for both

Nutrition - Understanding Normal and Clinical Nutrition Roffes, Pinna and Whitney; 9th edition \$50

US Hist - Out of Many: A History of the American People Faragher; 7th edition \$30

Nursing School Entrance Exams

McGraw Hill

\$15

Cracking the Nursing School Entrance Exams

Princeton Review

\$15

4 Comments



Like

03

Problem 3

Lack of Experience when selling or buying their books.



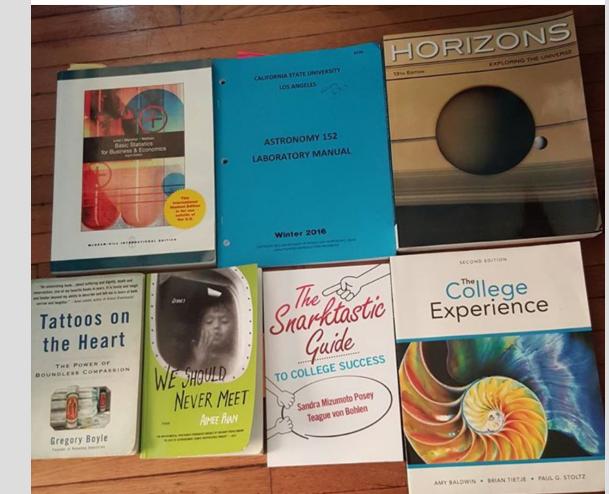
Lucero G Zontlimatzi

10 mins

Books

FREE — California State University, Los Angeles

Econ.109 \$40
Astronomy 152 Laboratory Manual \$4
Horizons (Astronomy 151) ... See More



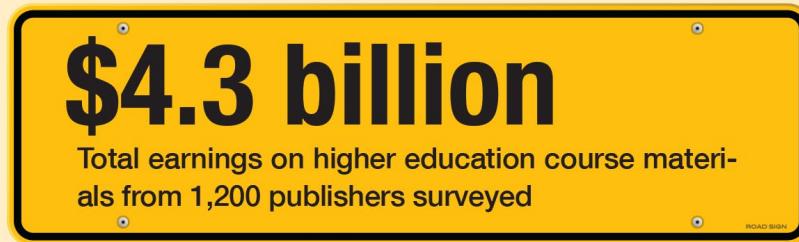
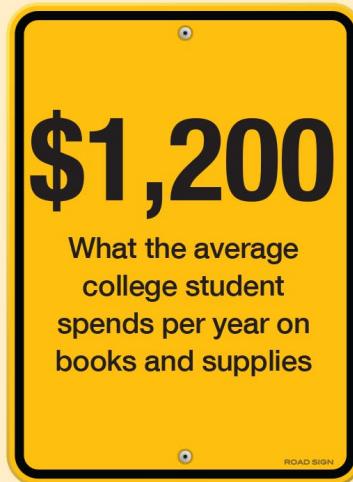
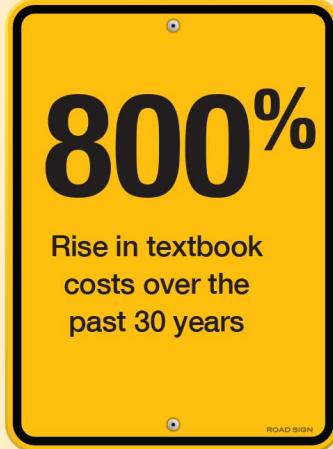
Like



Share

STUDENT'S FINANCIAL DILEMMA

The BIG BUSINESS of TEXTBOOKS



SOURCES: College Board, U.S. PIRG Education Fund, Student PIRGs, Association of American Publishers

CAL STATE LA UNIVERSITY

MY TEXTBOOKS
Choose your textbook format

CHEM 152 11 Spring 2016 [Edit](#)

GENERAL,ORGANIC,+BIO.CHE... -W/ACCESS
By TIMBERLAKE REQUIRED EDITION: 5TH 15 PUBLISHER: PEARSON ISBN: 9780321966926

\$218.15 - \$290.85 [Select Format](#)

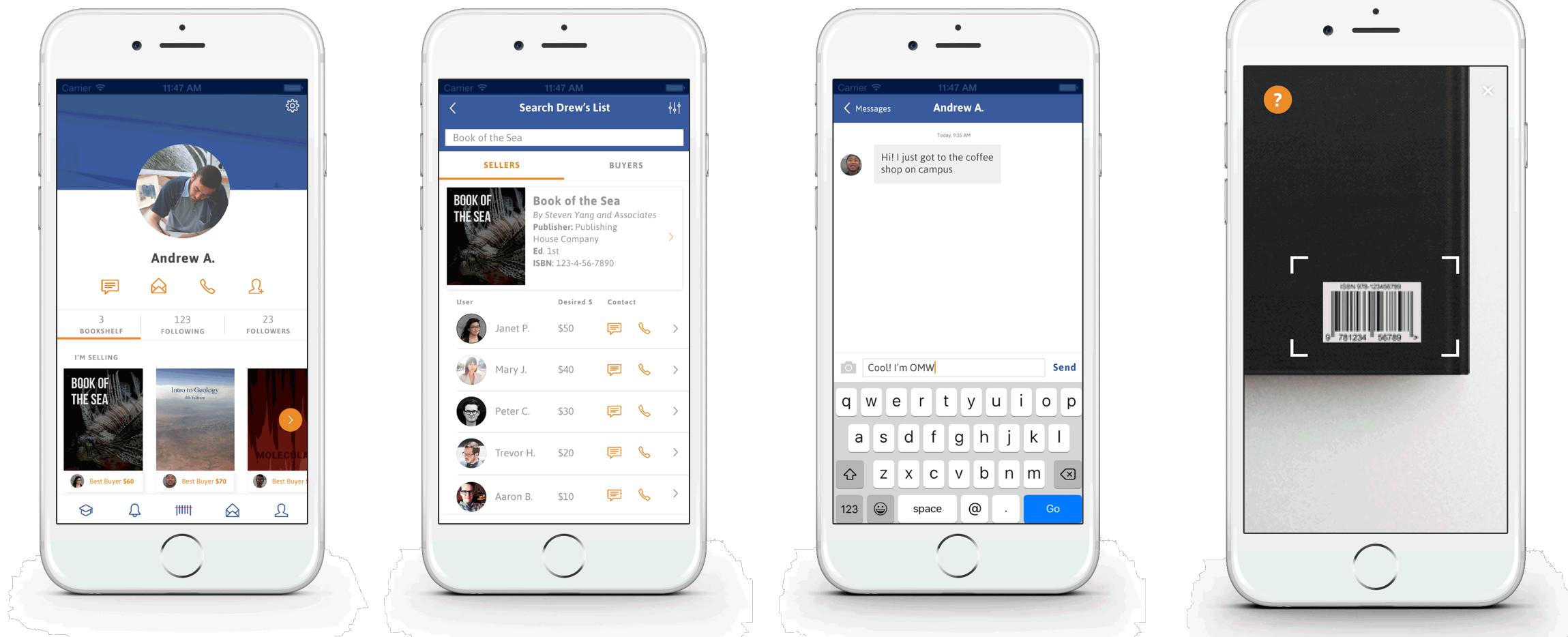
GENERAL,ORGANIC,+BIO... (LOOSE) -W/ACCESS
By TIMBERLAKE RECOMMENDED EDITION: 5TH 16 PUBLISHER: PEARSON ISBN: 9780133880304

\$202.85 - \$202.85 [Select Format](#)

VALUE PROPOSITION + SOLUTION

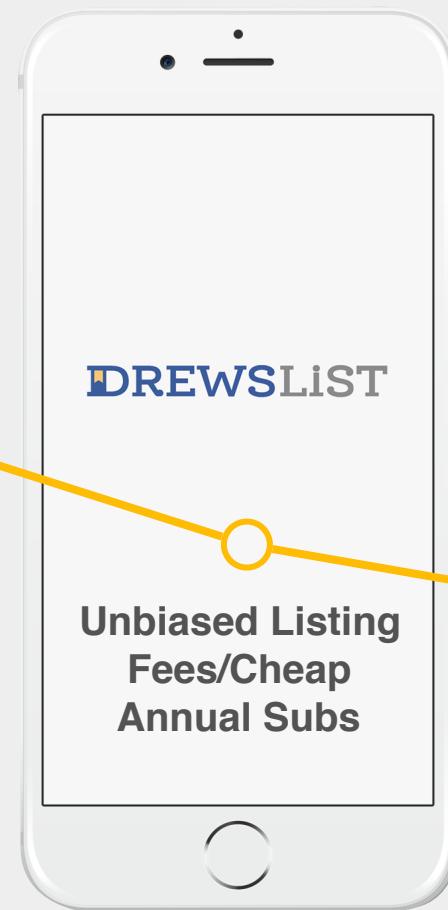
Our Solution

A peer-to-peer hyperlocal textbook marketplace generated by the college community.



DREW'S LIST MAGIC

A powerful Book Pricing Matching algorithm & Accurate M.P. Information.



Shared Location Services

An integrated real-time Chat system

The Market Size

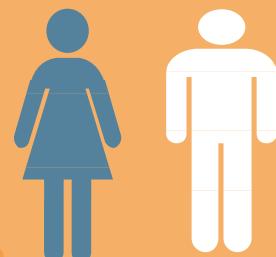
According to National Center for Education

Stats :

There are currently 23.2 million college students
in the United States.



Cal State Students:
460,200



CSULA Students:
24,488

According to Studies
Number of Unsold Books:
5 or more books/student

THE BUSINESS MODEL

Affiliate Fees:
From Google and
Amazon

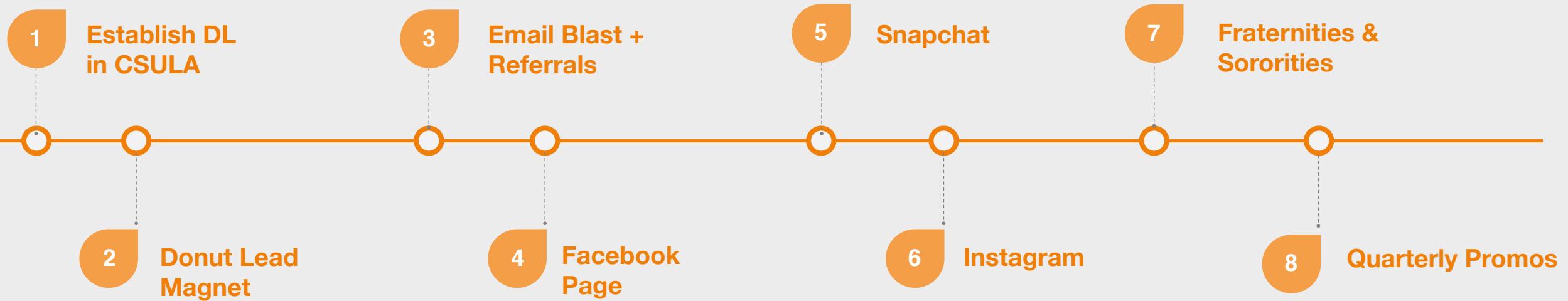
Our List Fee:
\$2.99/book



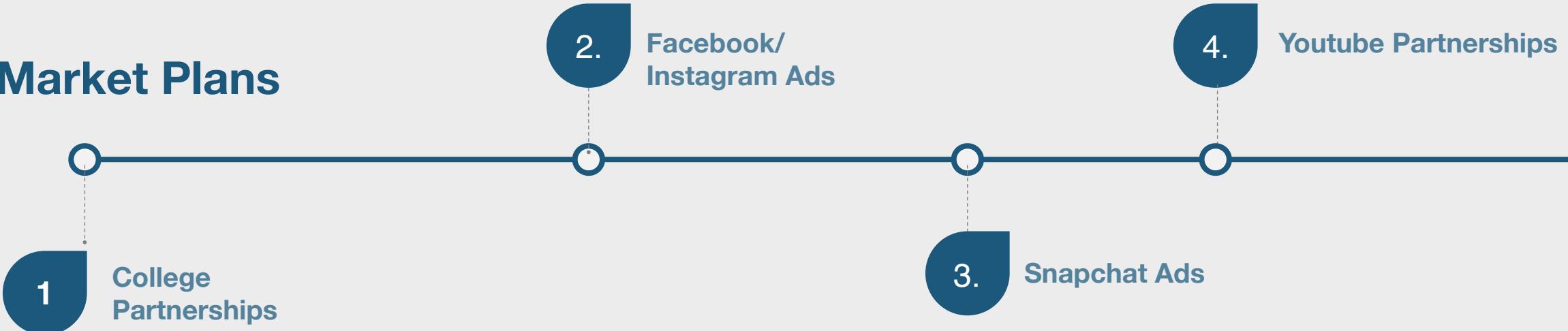
Subs Fee:
\$19.99/annually

GO-TO MARKET PLAN

Free Market Plan



Paid Market Plans

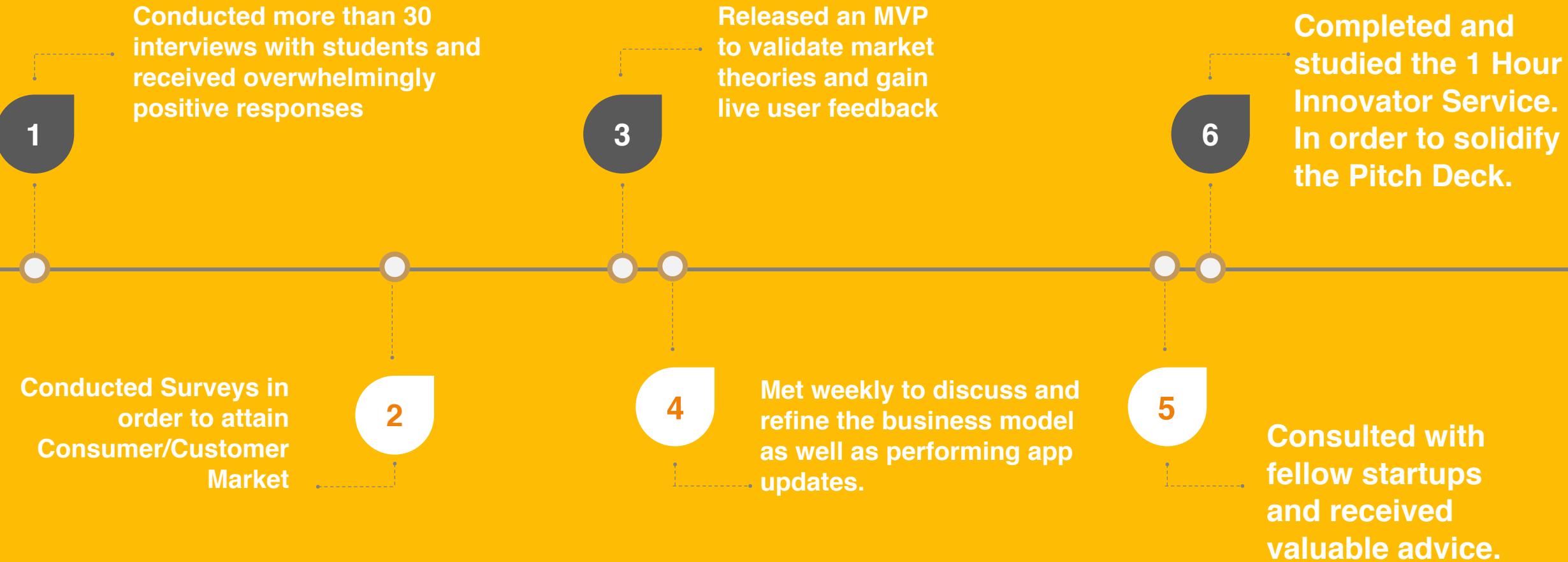


COMPETITIVE ANALYSIS

| Features | Ebay | Amazon | BookStore | Drew's List |
|------------------------------|------|--------|-----------|-------------|
| Smartphone Based | X | X | | X |
| Responsive ISBN Scanner | | X | | X |
| Buyer/Seller List | | | | X |
| Price Matching Algorithm | | | | X |
| Easy Navigation | X | X | | X |
| Interactive User Exp | | | | X |
| Buyer/Seller Chat + Location | | | | X |
| Social Integration | | | | X |
| Student to Student | X | X | | X |

THE WORK

How much work has been put into Drew's List thus far?



WHAT'VE WE LEARNED?

Potential to hit a critical mass of users



There is a growing problem of reselling books amongst college students

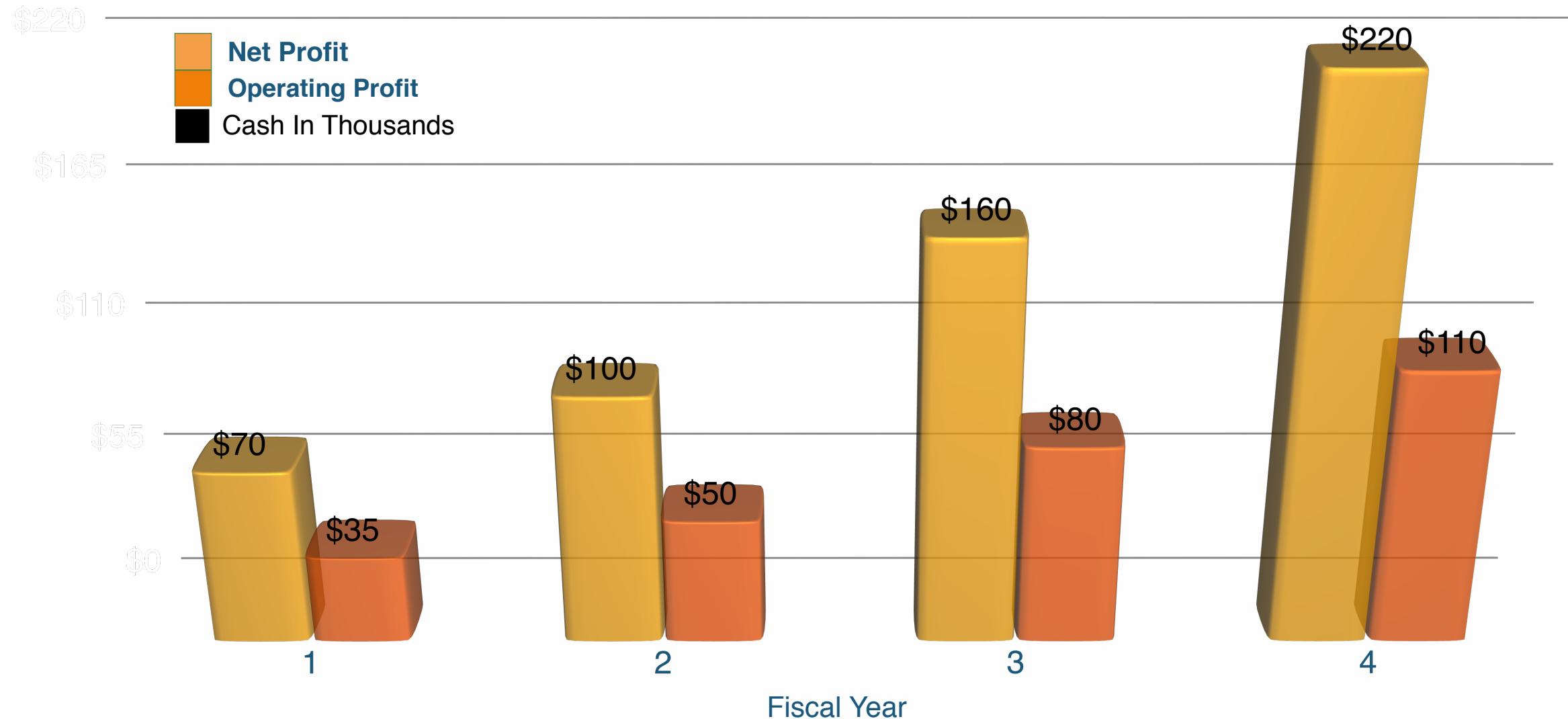


Received positive responses from college peers and investors



We learned that our business model is actually very effective and profitable

FINANCIAL PROJECTIONS



THE CURRENT STATUS + USE OF FUNDS



Apple Downloads

100+

We launched our Beta Version of Drew's List and gained 100+ downloads in 1 week.



Drew's List Listings

50+

Users have posted more than 50+ listings in a week on the app to sell or buy their books.

01

User Acquisition
and Retention

02

Scale Servers and
App Updates

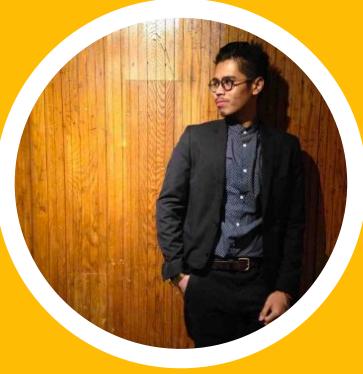
03

Team Development

MEET THE TEAM



Andrew Aquino
CEO, Founder,
Full Stack
Developer



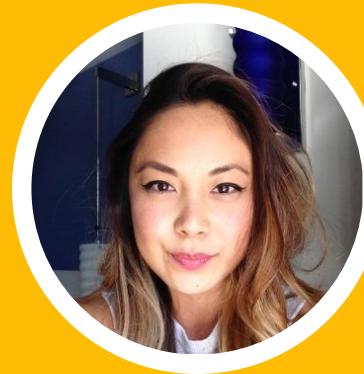
Christian Noble
Co-Founder,
Business
Solutions,
IOS Developer



Kevin Mowers
Co-Founder,
Company
Culture,
IOS Developer



Steven Yang
Co-Founder,
Product Manager,
IOS Developer



Elaine Pham
Co-Founder,
Community
Outreach,
UX/UI Designer

THANK YOU!

