

Product Concept

Product Concept Document (Inukshuk Books)	
Recommended Entry	Considerations
Market Problem or Opportunity	<ul style="list-style-type: none"> • More and more kids are becoming less interested in reading books • There is a correlation between children who read and academic success • The trend of how people read today is moving away from physical books towards digital books • One of the main key reasons why children lose interest in reading is because the book their interested is beyond their literacy
Market Segments	<ul style="list-style-type: none"> • Primary market will be young children from ages 7-12, in elementary school
Key Financials	<ul style="list-style-type: none"> • Preliminary cost analysis estimates 60% return on investment in year 4
Market Window	<ul style="list-style-type: none"> • Time to expand into market is now • Many young children are not going libraries or book stores that often now • Many teachers are using E-readers or tablets/iPads to teach • Digital books are very popular right now
Competitive Landscape	<ul style="list-style-type: none"> • No major competitor • There are similar products such as E-reader and educational tools for improving literacy but not both together
Main Features and Functionality	<ul style="list-style-type: none"> • The app will allow readers to browse, search, select books for reading from Inukshuk's database • The app will allow readers to read books at their own time • The app will allow readers to connect with each other and read books together • The app will suggest books based on interest and literacy level • The app will frequently test reader's comprehension level to make sure it is improving • The app will provide an experience to readers that will make them feel like they are reading a physical book
Key Differentiators	<ul style="list-style-type: none"> • The app suggests books based on the readers interest as well as comprehension level • The app frequently tests readers comprehension level to ensure it is improving

Go to Market Logistics	<ul style="list-style-type: none"> • Will launch in North America first • Will launch in the Apple App store
Business Success Measurements	<ul style="list-style-type: none"> • Success will be measured by revenue, # of active users, time spent on app per user, % of increase in literacy per user