

Book Broker

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Problem



Lack of a marketplace for college students to buy and sell back their books at a reasonable price

A mobile application
where students can
sell/buy books in one
centralized system that is
easy to use.

Our Solution



Competitive Analysis

	Competitors				
Metrics	Book Broker	Facebook	OfferUp	Amazon	University Bookstore
Only University Textbooks	✓	✗	✗	✗	✓
Filter by Specific University only	✓	✗	✗	✗	✓
Ability to Negotiate on cost	✓	✓	✓	✗	✗
No personal Information released	✓	✗	✓	✓	✗
Immediate Pick Up	✓	✓	✓	✗	✓
Ability to Pay Cash / Venmo	✓	✓	✓	✗	✓

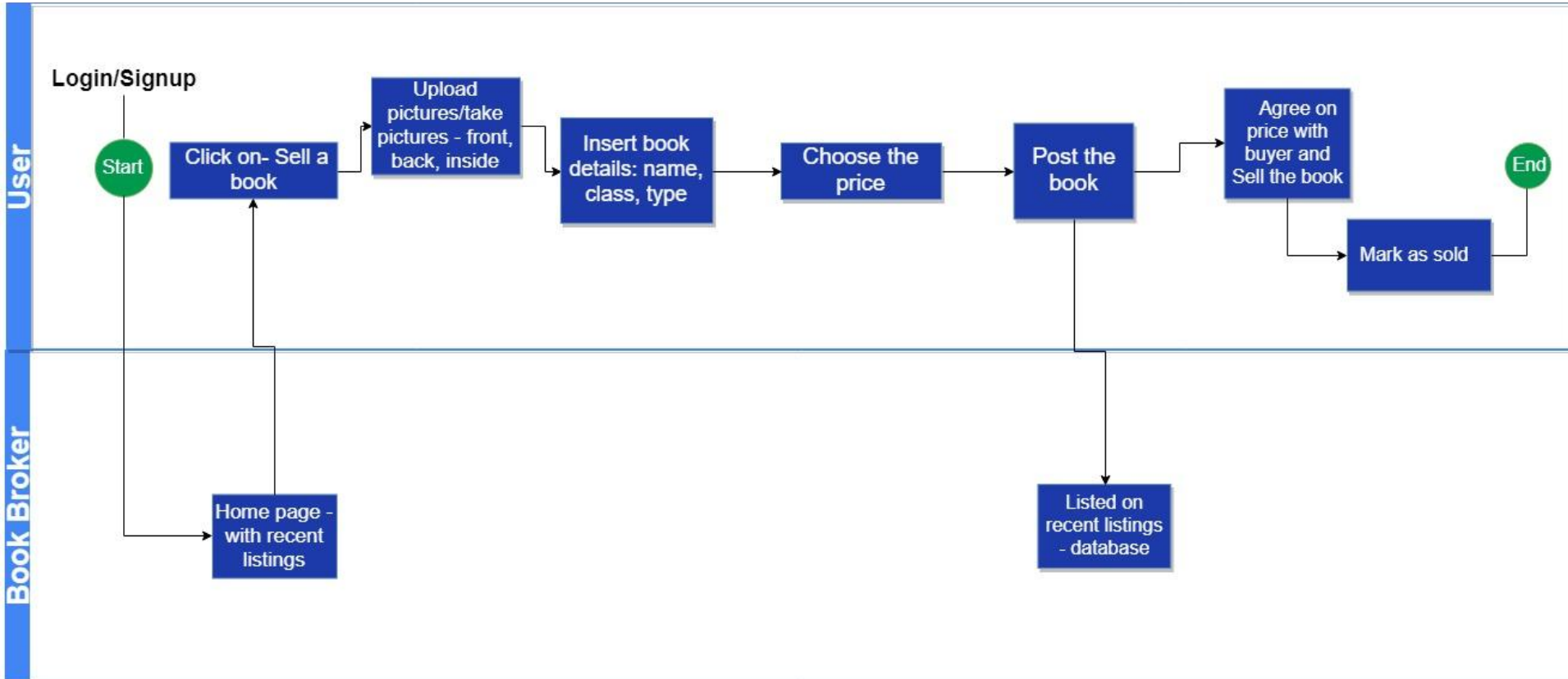
Target Market



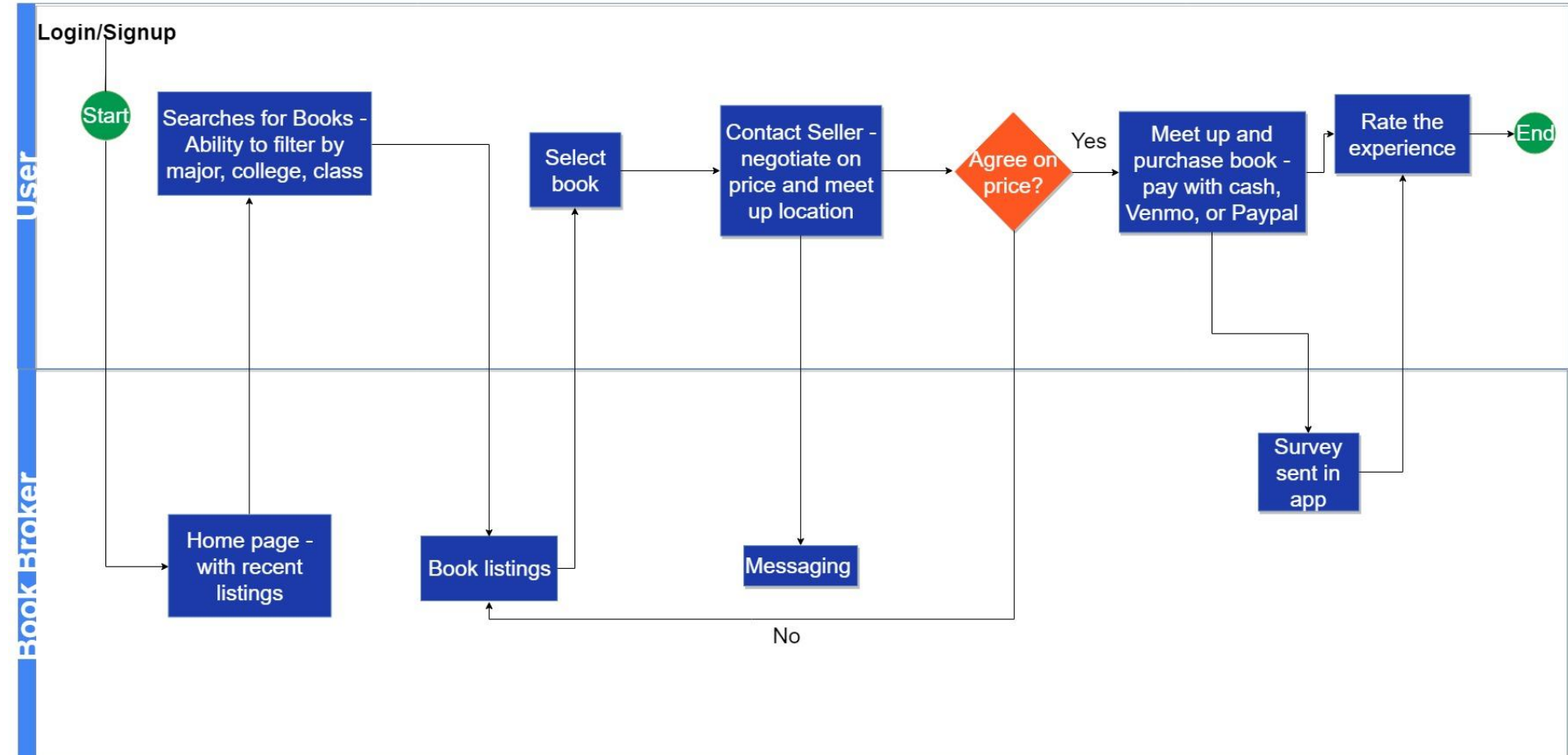
Undergrad, Grad, Trade School Students

Tech savvy people

Process Model- User: Seller



Process Model- User: Buyer



Walter White

Age: 40

Occupation: Pharmacy Technician

Location : Philadelphia, PA

Income : Not Disclosed

Education: Temple University

Hobbies : Association of Biochemistry Temple



“I find myself always struggling to find a market to sell all my chemistry books”

Jesse Pinkman

Age: 25

Occupation: Full Time Student

Location: Philadelphia, PA

Income: Focusing on education

Education: Temple University

Hobbies: Cooking, Fortnite

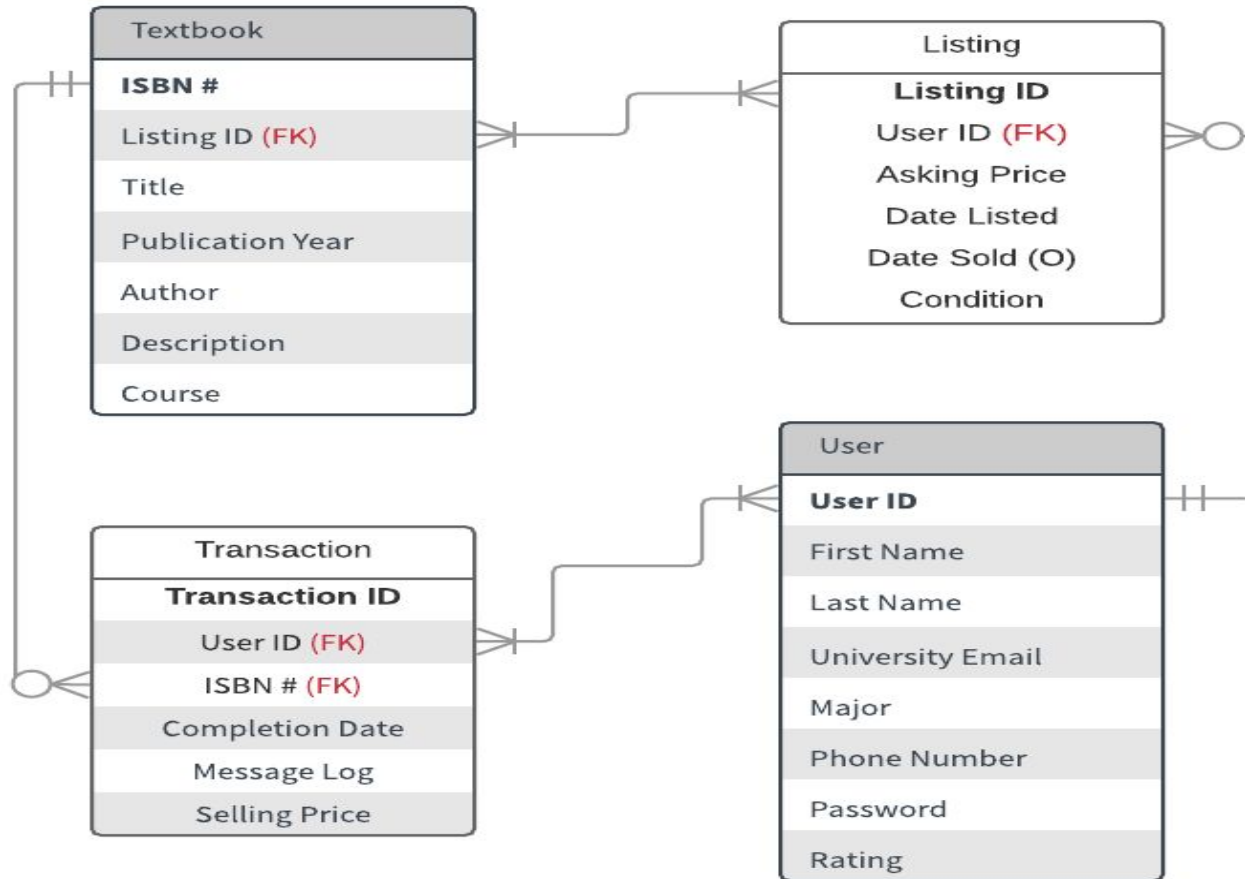


“Tired of overpaying for books through the bookstore”

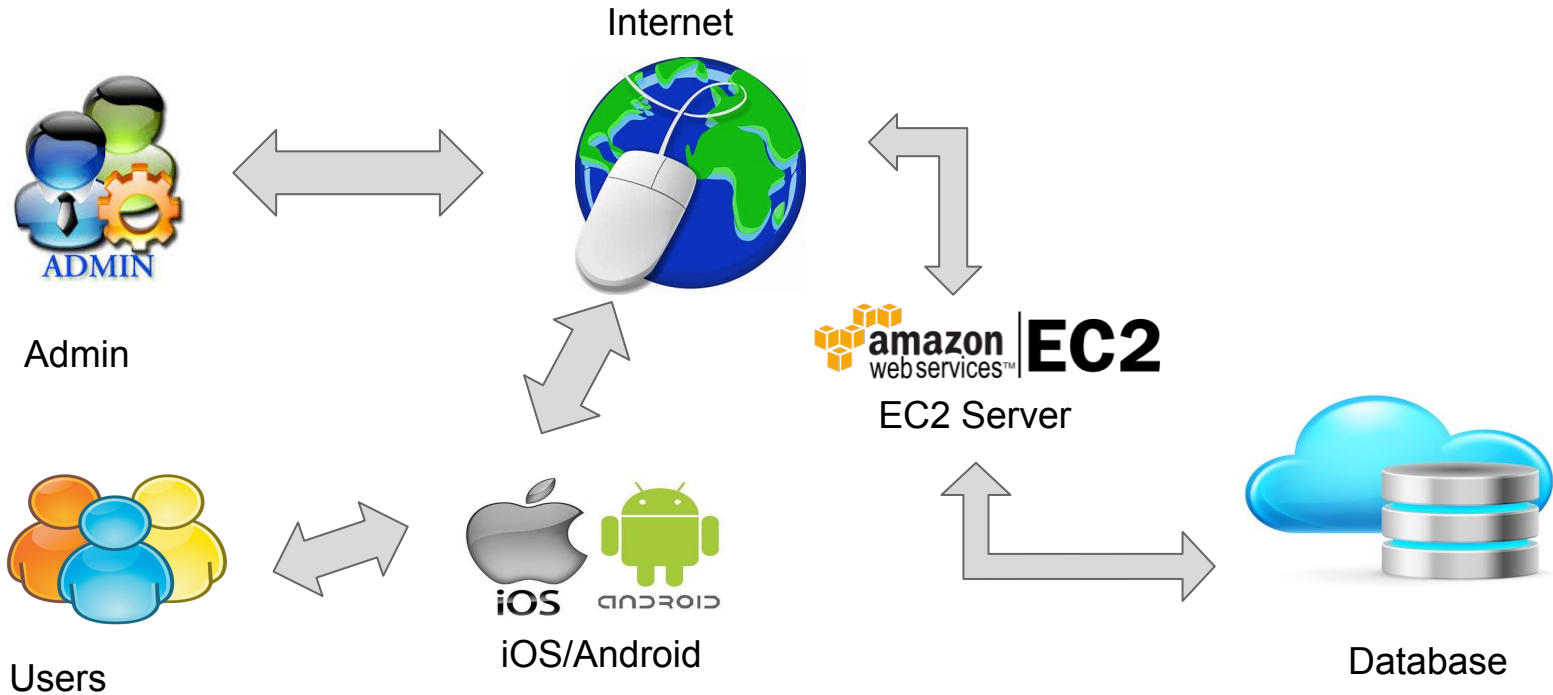
Prototype



Data Model



Technical/System Architecture



Financials

	Year 1	Year 2	Year 3
	10,000 Accounts / 2.5% Daily Users	30,000 Accounts / 2.5% Daily Users	70,000 Accounts / 2.5% Daily Users
Gross Income			
In-app Advertising (\$.50 per click)	\$45,625	\$136,875	\$319,375
In-app Purchases (1/3 spends average \$5)	\$0	\$50,000	\$117,000
Total Income	\$45,625	\$186,875	\$436,375
Expenses			
Marketing & Advertising	\$35,000	\$30,000	\$15,000
Salaries & Taxes	\$160,000	\$160,000	\$160,000
Amazon EC2	\$10,000	\$15,000	\$30,000
Publishing APP	\$125	\$125	\$125
Total Expenses	\$215,125	\$215,125	\$235,125
Net Income	(\$169,500)	(\$28,250)	\$201,250

MARKETING STRATEGY



Start at
Temple
University

Posters

Set Up Stands

Word to
Mouth

Merchandise

Social Media

Thank You
Questions?