Virtual Book Club

 E-readers are becoming more popular and book clubs are becoming more difficult to hold because of people’s schedules. What if the Amazon Ecosystem offered a way for people to hold virtual book clubs straight from their Kindles? This would be offered as an application on the newest Kindle Fire e-reader. This application would be like Skype or WebEx allowing book club members to meet without having to leave their home. Unlike Skype and WebEx, the virtual book club would integrate the digital book on the screen of the e-reader as well as the faces of the group members attending the meeting. Our primary revenue stream will come from the subscribers. With a monthly fee of $2.99 and unlimited access to books already purchased to your e-reader, customers who are on-the-go would pay for this service.

 The main objective of this application is for members of book clubs to still be able to meet no matter where they are. The ability to meet with your friends virtually whether you are on the train, on a flight, or on a road trip, 3G, 4G or WiFi internet connection will allow you to meet with your friends at any time to discuss your favorite books. Features of the application include voice and visual communication, group meetings with up to 15 different members at one time, and the ability to pull up the page of the book right on your e-reader. Voice and visual communication is not a new concept; it is just integrated a program like Skype, WebEx, or iChat. What makes this application special is the ability to pull your book right on the screen of your e-reader while chatting with your friends so they can see what part of the book you are talking about without having to individually flip through pages. It will also have the basic features of highlighting and adding notes right onto your e-reader while you are chatting. Other features include searching for book clubs with similar interest and the progress of where they are in the book. Book clubs can either be categorized and public or private where private book clubs are invitation only by the book club leader. Generic discussion questions will also be provided with this service to start topics where readers can have a general idea of what topics will be discussed. This application targets those consumers that are always on-the-go. Mostly commuters or people that are always too busy to take time to meet outside of their schedule are once again capable of getting involved with extracurricular activities that interest them.

 This application will completely re-invent the Kindle Fire by adding a front-face camera for the ability to have video calls. Because the Kindle already has the licensing agreements of the books that are on the e-reader, there will not be any additional fees of integrating the digital books in the video conferences. Our main change would be the front facing camera that would cost at most $50 per e-reader to integrate and would increase our prices for the Kindle Fire from $199 to $249 per e-reader. The application itself will be available on the Amazon Market for a monthly subscription of $2.99 per month. Each customer would then have to sign in with their Amazon account and be able to start their virtual book club with their friends as soon as they download the app. Our revenue will come from the customers that are interested in getting this feature but also from the video conference service that will pay us a percentage for having their service implemented on our e-reader.