Flash Research Assignment: Amazon Kindle

With Amazon Kindle’s ecosystem, we have an opportunity to generate profit by developing an interactive story-writing application for children, called “StoryTime.” Children will learn how to write a story and can create their own stories in the worlds of their favorite books, through contracts that we’ll establish with book publishers. The Kindle demographic consists largely of middle-aged people, many of whom have children. This is an application will appeal to both the consumers and book publishers who wish to sell more books.

With StoryTime, children can make their own stories in the worlds of their favorite stories. The application will begin by teaching them the basics of writing a story (plot, characters, conflict, etc.). Once they complete that, they will begin to construct their story based on a library of pictures from their favorite stories from different publishers (e.g. Penguin, Scholastic, Disney). They can add whatever text, characters, and dialogue they want into the pictures. Children can even use a photo of themselves and put it into the picture so that they are truly part of the story. For example, a child can create a story about having an adventure in the world of “James and the Giant Peach”; they can create the scenes and can see the pictures of themselves interacting with the characters. The pictures for the application will be based on deals that we make with book and movie publishers to let us use their stories for the application. Here’s the catch though: if a child wishes to use pictures from a certain story, then they must first read the book. This can be tracked in StoryTime by having parents confirm that their child read a certain book. In this way, publishers benefit as well, by selling more books.

The main revenue stream for StoryTime will come from the book publishers who wish to have their stories included in the application. The incentive for publishers will be having their stories in StoryTime, as they will get the attention of the parents and children who use the application; book publishers struggle to sell books these days, so the exposure they’ll get with this application can increase their book sales. The costs for StoryTime will be from developing and maintaining the application. Our biggest risk would be that book publishers will not want to make a deal with our company for this application, which would make it an unprofitable venture. However, given the large demographic that StoryTime would appeal to, making a deal would be beneficial to both our company and the publishers. Because of these potential large profits, we should begin developing StoryTime immediately.