

TO: CEO Doyle

FROM: Sean O'Neill

SUBJECT: Amazon Flash Paper

DATE: April 28, 2014

Our organization has the opportunity to generate additional revenue by investing in BookSwap. BookSwap is an application that will run of the Amazon Kindle ecosystem, and will allow users to trade books with friends. BookSwap will create revenue through a yearly membership fee from users and commission from book sales.

BookSwap will serve as a platform for users to trade and share books that they have already read and no longer have an interest in owning. With BookSwap, users will be able to buy book as well search the database and see what book users are willing to trade. Once they find a book they are interest then can then trade one of their books for a book another users owns. Once a user starts to read a book within the app, the user can highlight words and use a dictionary, thesaurus or encyclopedia in order to better understand the book. User will be inclined to purchase a membership for the app because it will be cheaper than going out and buying new books.

No matter how many times a customer uses BookSwap he or she will only have to pay an annual membership fee to have access to the app. Revenue will come from this membership fee of \$10 a month or \$80 per year. We will also receive revenue from commission from publishers for every book that is download though are app. The only major cost for this app is buying books from publishers to fill our database.