Bookshelfie

Team

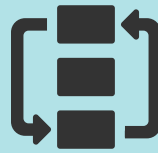

Prabukarthik

E S Karthikeyan

Anirudhan

Ideas

Platform to buy/sell/exchange second hand books

Users can swap books based on interest

Location based, community based

How Might We

How might we enable the process of buying/selling/exchange of used books for youngsters who are looking to optimize their spends on books and currently find it difficult to discover users to transact with ?

Priya Arora

20 year old - BDS student

Based in Bangalore

Middle Class

Goals

Find subject text books from seniors

Likes to read books on diverse topics during free time

Frustrations

No idea who has those books that she likes

Cannot travel long and further to get the books

New books are too expensive

Too many books. Too many categories.

Behavior

Hunts for books from old books stores/markets

Borrows text books and takes photo copy

Looks for seniors who might be willing to sell/giveaway subject text books

Kamal Pasha

35 years Old

Based in Raja street, Coimbatore

Sells Used-books for the last 10 years

Behavior

Sends books by Courier or parcel service to customers who cannot visit his shop

Books are sent after money transfer is done through GPay or PayTM

Frustrations

When syllabus changes, he has to dispose the books only for weight

Used book sales has reduced a lot in the last 5 years

Goals

Buy books in good condition that are relevant for current syllabus or other books that are sought after

Sell books at 50% of MRP rate to customers

Kathirvel

Age 40

Voracious Reader

Reads all categories of books

Goals

Read atleast 2 books in a month

Need to find better ways to manage the books that were read and will not use going forward

Frustrations

His wife and mother complain about the large amount of space these books take

He thinks that many of the books that he reads can be sold off after reading it once
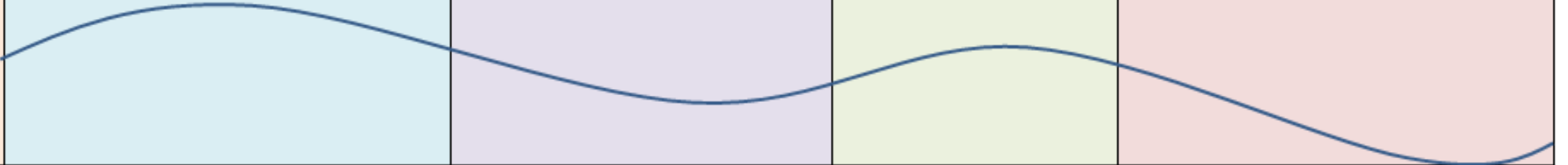
Behavior

Currently he donates some of this books to community libraries

He lends books from rental libraries

He buys books mostly from online book stores and also from used book sellers

Customer Journey Map

Stages	Finish reading a book	Book lying idle for more than 3 months	Considering to donate or sell	Book not repurposed appropriately
Action	Every day, Kathirvel reads about 20 to 25 pages and he finished reading the book 'Introduction to Algorithms' in April 2018 and taken the key notes from the book so that he do not need to refer the book later	After Kathirvel has finished reading the book, it has been lying idle for 3 months	Since he never needs the book, he wants to donate it to a person who will appreciate it or give it to a community library. He is also considering to sell it if it fetches a decent price	He neither donates nor sells the book and the book has been disposed on weight basis when he relocated to US in March 2019
Mindlset	Excited to know abouot the concepts explained ' and eager to prractice them in his future assignments	Little frustrated when his family members commented 'one more book has been added to existing dump'	keeping the book idle in this study room and occupying the space he is contemplating to donate it some junior or a community library or give it for a better price if possible	As he was fully occupied with relocation tasks, he did not have time to donate or sell and after he moved to US he is very frustrated when he knew that his family members disposed it for weight as they had to move from that place.
Emotions				
Opportunities	The personal notes that he writes can be recorded somewhere online so that others can benefit as well Biz opportunies exists for content generation from such voracious readers		Biz opportunites existing to provide a platform to faciliate selling of a book or donate it as per the wishes of Kathirvel	

Positioning Statement

- **For students and book readers**
  who are looking to buy books on a limited budget

- **Who face the problem of discovery & availability of the required titles at the right time and the right condition**

- *Bookshelfie* **is a platform that helps with discovery of buyers and sellers and those willing to exchange their used books at attractive price points**

Key Insights from Customer Research (Seller Persona)

- Business is very seasonal.

- If they have X number of books in the store. They have 3X in the godowns.

- They remember all the popular, standard text books for the main subjects by heart.

- Happy to take back good quality well maintained books at the right price.

- Already are shipping books to customers in nearby towns by accepting payments in GPay.

Key Insights from Customer Research (Buyer Persona)

- Engg students buy about 50-60 textbooks over the course of study where as medical students buy between 25-30 books.

- Students prefer to buy them online or from seniors or second hand stores. All of them typically buy the beginning of each semester.

- While engineering students look to pass them on to juniors or sell back to the second hand stores, medical students prefer to keep all the text books for future reference.

- The only considerations while buying a second hand book are condition and edition.

- While selling back, they are mentally conditioned for a discount to the purchase price.

Product Road Map

	Sprint 1 (Week 1&2)	Sprint 2 (Week 3&4)	Sprint 3 (Week 5&6)	Sprint 4 (Week 7&8)	Sprint 5 (Week 9&10)	Sprint 6 (Week 11&12)
Team 1 (Buyer Functions)	Buyer Login using gmail	Search	Payment Gateway	Login using FB	SMS - Order confirmation	Order Fulfillment
	Create Buyer Profile	Add to Cart & Checkout	Email - Order confirmation	Wishlist	Order Tracking	Book Review
					Seller Rating & Review	
Team 2 (Seller Functions)	Re-Seller Login Using Gmail	Catalogue Upload	View Orders	Login Using FB	Product Enrichment	Print Shipping Labels
	Create Seller Profile	Product Pricing	Fulfill Orders	Reports	Calculate Commissions	Add Tracking Info
			Bulk Upload of Catalogue	Inventory Handling		

Competitive Landscape

swapthebook

(inactive)

clankart

studentdesk

Shop   About Us   How it works   Contact Us   My Account   Subscribe
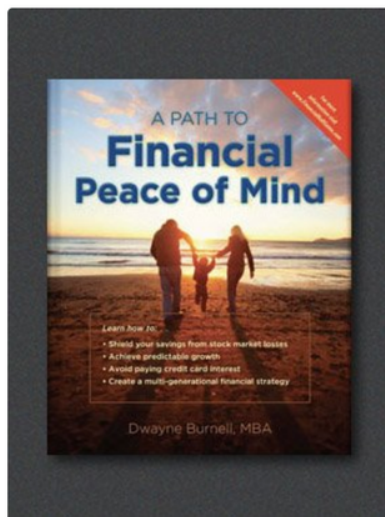
₹0.00   0 items

Shop

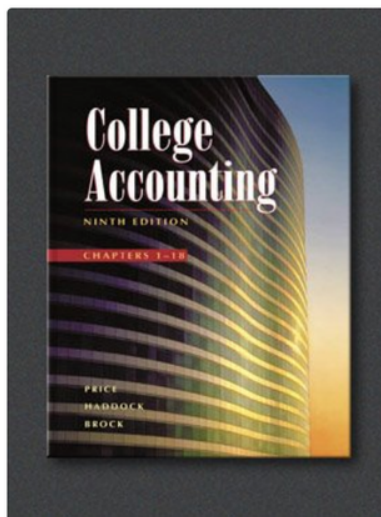Default sorting   Showing all 9 results

A Path to Financial Peace of Mind
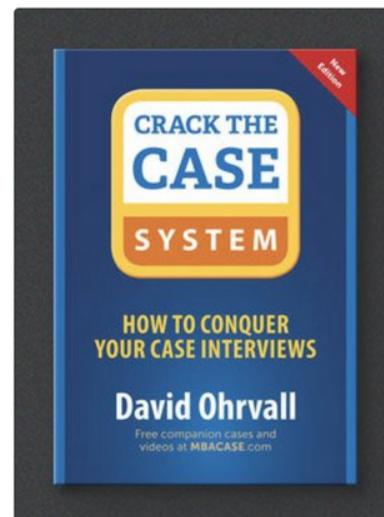
SALE!

~~₹199.00~~ ₹99.00

College Accounting

SALE!

~~₹199.00~~ ₹99.00

Add to cart

Crack The Case System

SALE!

~~₹199.00~~ ₹99.00

Add to cart

Most Popular

Essays That Will Get You Into College in USA

★★★★★

~~₹199.00~~ ₹99.00

A Path to Financial Peace of Mind

★★★★⯪

~~₹199.00~~ ₹99.00

The Architect's Handbook

★★★★☆

~~₹199.00~~ ₹99.00

Categories

📁 College Text Books

📁 Hobby Books

📁 Medical Books

Strength

Leveraging technology like mobile apps to form a model that can combine the vast corpus of second-hand books vendors giving us a great supply side.

Weakness

No Integration in Logistics.

Condition of Returned Books

Non-standard price across nation

Opportunities

India has 20 million students enrolled in Universities and Colleges and 60-70% of them come from low-medium income group families.

Threats

Cyclical nature of business - Orders will be highest as semester starts.

Low Entry barrier

Competition with local used book sellers in nearby areas

Alliance with Colleges

Form alliances with colleges and create college specific websites that would list books by streams, subjects and courses.

Digital Targeted Marketing

Social platforms and our SEO – optimized website would be a key component in drawing as well as retaining customers.

Print Media & Branding

Use tradition print media like flyers, billboards, posters during semester cycles. The books we sell would have branded packaging and free goodies like motivational stickers and bookmarks with our branding.

Setup Kiosks

Create a temporary physical presence in colleges by maintaining temporary kiosks during the start / end of a semester and college fests.

Hide navigation menu ⋮

Enabled

📑 Book Shelfie

Paused and removed campaigns are hidden

All time Jul 31 – Aug 2, 2019 ▾ ‹ ›

Book Shelfie

Campaign for Book Shelfie
Shown across Google Search, Maps, and partner websites on all devices

Campaign goal
Take an action on your website

🟢 ENABLED ▾

🕐 SCHEDULING: **ANYTIME**

Ad preview ⋮
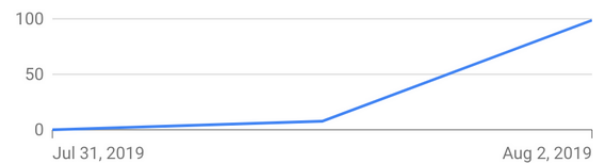
Book Shelfie | Your Place for Used Books
🅰 www.bookshelfie.net▾
Find Second Hand Books Covering a Range of Subjects at Bookshelfie.

EDIT

Impressions ❓

107

100

50

0
Jul 31, 2019   Aug 2, 2019

Clicks ❓

16

14

7

0
Jul 31, 2019   Aug 2, 2019

Amount spent

₹240.54

202

101

0
Jul 31, 2019   Aug 2, 2019
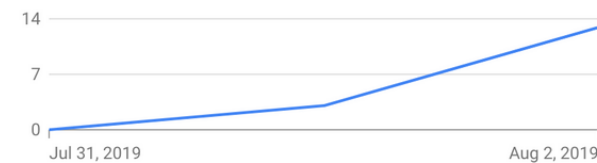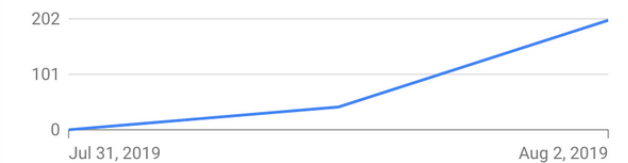
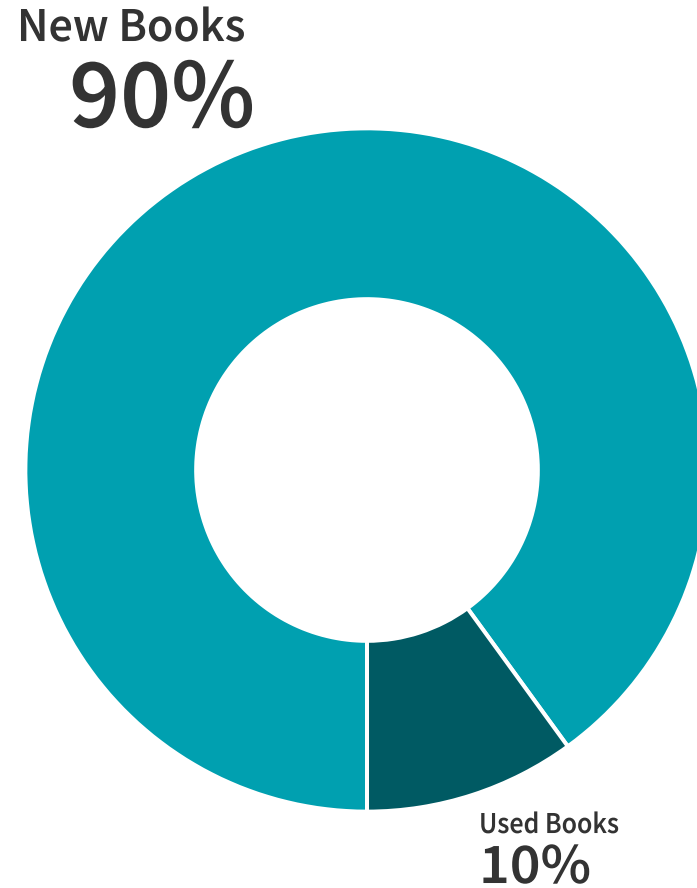### Search Phrases ❓
49 Total

Phrases   Impr.   ↓ Clicks

Google Analytics ⋮

Get more in-depth data by selecting key pages of your website

Total Books Market Size - INR 739 Billion

New Books
90%

Used Books
10%

Differentiation

- **Ease of Discovery**

- **Ensure books are in good condition**

- **Marrying demand & supply with a zero inventory model**

Financial Projections

Projected Cash Flow	Year 1	Year 2	Year 3
Cash Flow from Operations			
EBIT	1364827	7843764	72174045
Depreciation Expense	0	106562	372555
Net Cash Flows from Operating Activities	1364827	7950326	72546600
Cash flow from investing activity			
Purchase of new equipment	426250	1063972	2064420
Net Cash flow from Investing Activity	-426250	-1063972	-2064420
Cash flow from Financing Activity			
Seed Capital	3797997		
Net Cash Flow from financing activity	3797997		
Beginning Cash Balance	0	4438577	11324931
Ending Cash Balance	4736574	11324931	81807111

Investment Required

Infrastructure	
Website Hosting	41456
Server Capacity	200000
Office Equipments	100000
Hardware for vendors	84794
Operations	
Travelling	100000
Contracting Vendors	100000
Preoperative Expenses	100000
Fees	100000
Marketing	
Online Add	997997
Sponsoring of Events	500000
Events in College	500000
Coupon Discount	150000
Provisions	
Unrealised COD	100000
Cost beard due to unavailability of	150000
Additional shipping charges	200000
Technical	
Technical know-how	373750
	3797997

KP

- Engineering/medical/ ~~science~~ institutions

- Last mile delivery services

KA

- Catalog dev & maintenance

- App Dev

- Marketing

- Analytics analysis

KR

- Site development

- ~~Storage space~~

- Book delivery

VP

- Read books without worrying about cost

- Give away books with peace of mind

- Make space and money when you are done reading

CR

- Lean Call center

- Email support

- Whatsapp support

CH

- ~~Mobile app~~

- Responsive website

CS

- College students from Engineering/Medical disciplines

- Book club members

- Prolific readers

C$

- Site dev, maintenance & hosting

- Marketing & Customer Acquisition Costs

- ~~Rentals for storage~~

R$

- Commissions to buy/sell/exchange books

Artefacts

- **Landing Page**

  https://www.bookshelfie.net

- **Explainer Video**

  https://www.bookshelfie.net/how-it-works/

- **Market Size Data Points**

  https://bit.ly/2Zv5FSa

  https://bit.ly/2YqLPva

- **Customer Interviews**

  https://bit.ly/2MES1sl

- **Marketing Expenses & Financial Projections**

  https://bit.ly/2KdA9Tx