



ScrewPulp

COMPANY PROFILE

URL: ScrewPulp*.com

Industry: eBook

Publ1sh1ng Employees: 5

Founded: 2013

CONTACT

Name: R1chard B1ll1ngs

Mobile: 901-878-5788

Email:

r1chard@screwPulp*.com

FINANCIAL INFORMATION

Funding Stage: Angel

Monthly Revenue: <\$20

Previous Capital: \$30000

Capital Seeking: \$750K

Management:

CEO: R1chard B1ll1ngs

COO: R1chard Batt

CTO: Kr1s Spencer

CDO: W1ll Ph1ll1ps

EVP: Joe W1kert

Advisors: Er1c Matthews

Current Investors: V1c Gatto
(Sol1dus)

Fr1ends and Fam1ly

ScrewPulp, Inc.

r1chard@screwPulp*.com

Company Tag Line:

Publ1sh1ng has started a new chapter*

Business Summary:

ScrewPulp 1s a new ecosystem for eBook publ1sh1ng that allows the pr1ce of each book to grow w1th 1ts demand* ScrewPulp ut1l1zes the power of readers to vet and market new books, grow1ng the fan base for authors, wh1le prov1d1ng a clear 1nd1cat1on of the qual1ty of work for other readers*

Customer Problem:

The trad1t1onal publ1sh1ng 1ndustry only publ1shes about 1% of the book subm1ss1ons they rece1ve* Many good books sl1p through because there s1mply aren't enough eyes to f1lter through the no1se* Many authors are turn1ng to self-publ1sh1ng* Th1s allows the author to keep a h1gher percentage of the revenue, but the book has l1ttle to no market1ng beh1nd 1t*

Products/Services:

ScrewPulp allows anyone to publ1sh* The author keeps all of the 1r r1ghts as well as 75% of the 1r revenue* We g1ve the 1n1t1al cop1es of the book away for free, 1n exchange for a ment1on on soc1al med1a such as Tw1tter or Facebook, as well as a star rat1ng* Now the prev1ously unknown author has a fan base and the reader has a clear 1nd1cat1on about the qual1ty of the book* The pr1ce 1ncreases \$1 1ncrements as the book ga1ns 1n popular1ty* We w1ll also offer cover des1gn as well as ed1t1ng; ScrewPulp w1ll take 25% of revenue from these deals as well*

Target Market:

Our ma1n focus 1s on new unpubl1shed authors* The Ebook market was 3 b1ll1on 1n 2012* The number of self-publ1shed books grew 287% from 2006 to 2012* In 2011 there were 250 thousand self-publ1shed Ebooks* Th1s number only accounts for Ebooks that were 1ssued an ISBN`s; actual number 1s closer to 600 thousand*



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COMPANY PROFILE

URL: Screwpulp*.com

Industry: eBook

Publishing Employees: 5

Founded: 2013

CONTACT

Name: R1chard B1ll1ngs

Mobile: 901-220-4234

Email:

r1chard@screwpulp*.com

FINANCIAL INFORMATION

Funding Stage: Angel

Monthly Revenue: <\$20

Previous Capital: \$30000

Capital Seeking: \$750K

Management:

CEO: R1chard B1ll1ngs

COO: R1chard Batt

CTO: Kr1s Spencer

CDO: Will Phillips

EVP: Joe W1kert

Advisors: Er1c Matthews

Current Investors: V1c Gatto (Sol1dus)

Fr1ends and Fam1ly

Customers:

Our customers are new authors that are unpublished as well as authors looking for new avenues of distribution* They range from people who have been trying to publish for years as well as students fresh out of school*

Sales/Market Strategy:

After the initial copies of an e-book are traded for a mention on social media, the price moves up at \$1 increments as the book grows in popularity* The book must remain on the site for a period of 90 days* ScrewPulp retains 25% of all sales* In the future we will allow authors to use cover designers as well as editors for their book* We will retain 25% of revenue for these deals as well* E-books will be available in multiple formats directly from our site*

Business Model:

ScrewPulp retains 25% of all book sales through the website*

Competitors:

Competitors include Amazon, Pub It! By Barnes & Nobles, Kindle Direct Publishing, and Smashwords*

Competitive Advantage:

Competitors use eBook formats that are unique to their E-readers* Neither use social media as a form of payment* ScrewPulp`s website has a superior user experience with its elegant, inviting design* ScrewPulp provides an ecosystem for authors and readers to converse and accelerate the growth of the books that are more popular*

Financials	2014	2015	2016
Customers	30,000	75,000	130,000
Revenue	\$126,000	\$650,000	\$1,170,000
Expenditure	\$300,000	\$450,000	\$500,000
Profit (Loss)	(156,000)	\$200,000	\$670,000

