mojoreads

mojoreads is a **book recommendation platform**
which actually pays its users for their contributions

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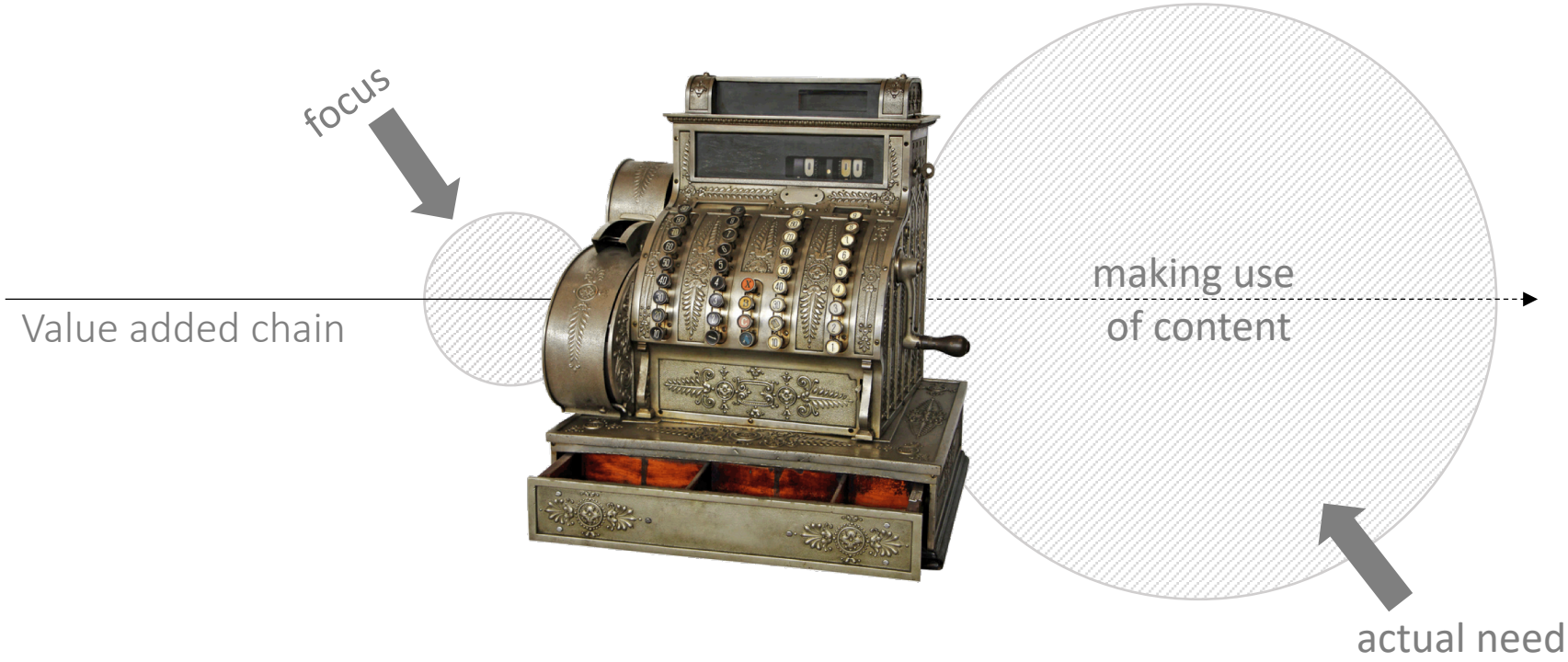
Current situation



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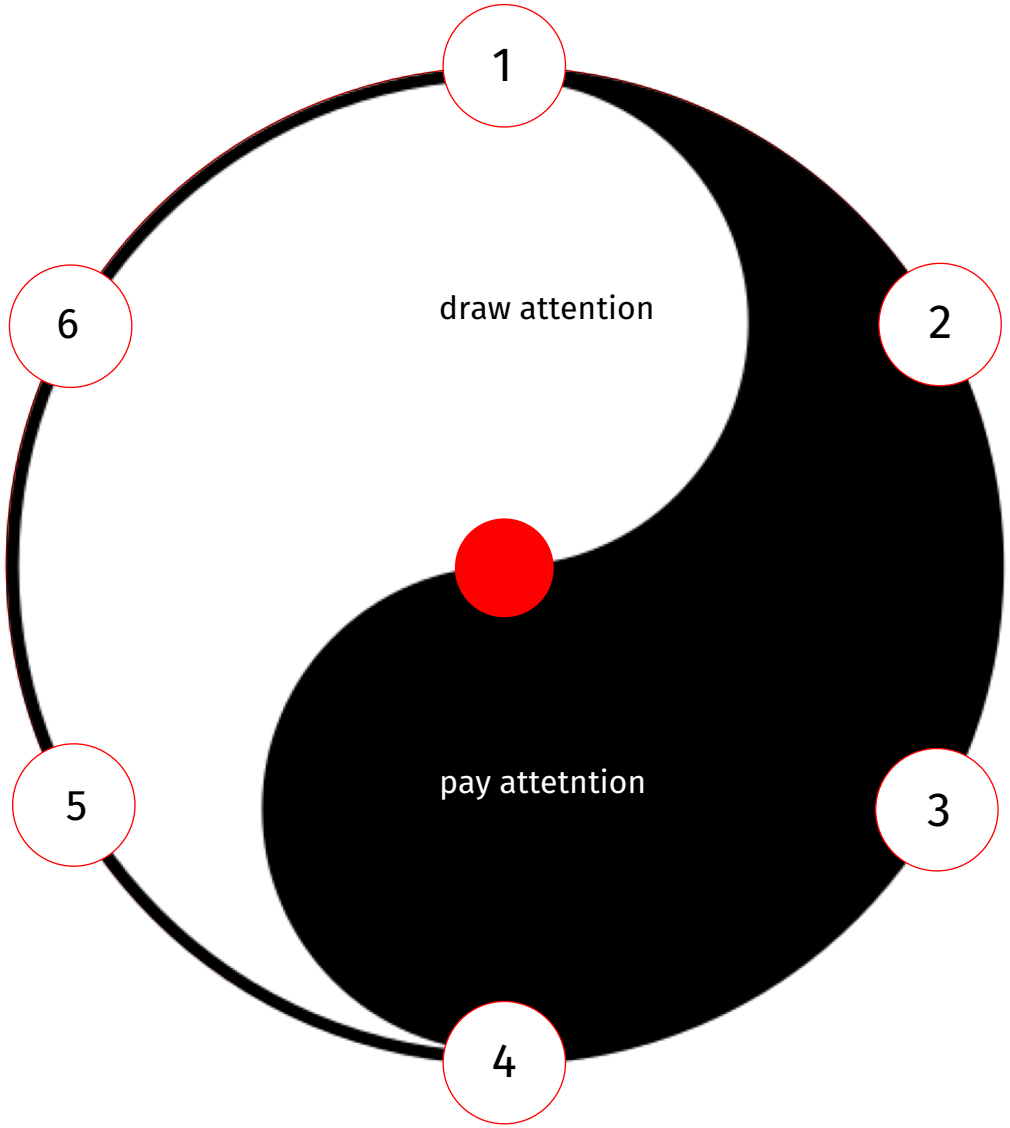
The attention circle

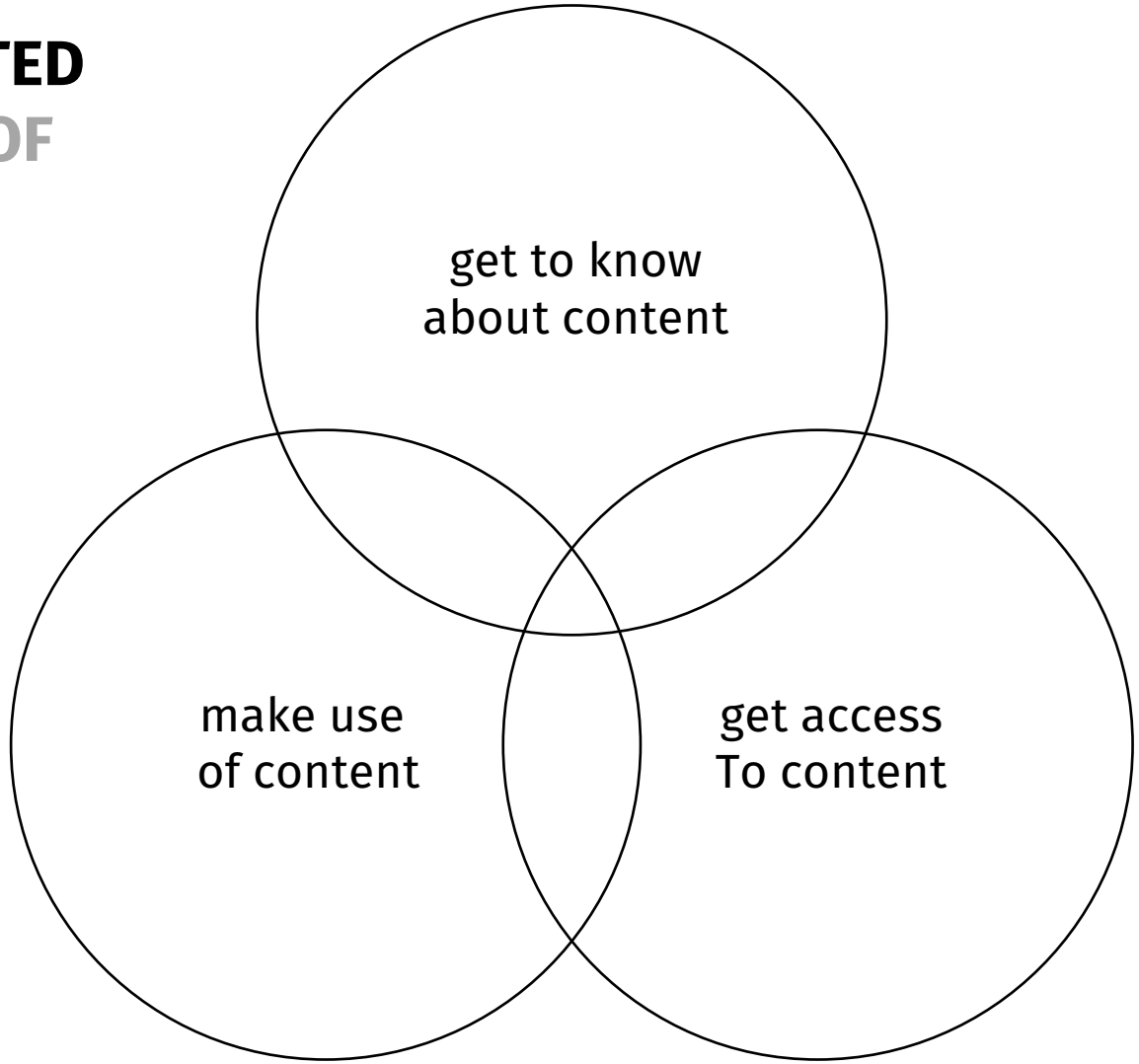
1. **Discover**
2. **Read excerpt / reviews**
3. **Buy**
4. **Read**
5. **Share your passion**
6. **Spread the word**

IMPORTANT: At its core, it's all about the **use** and **communication** of content !!!



ATTENTION IS DISTRIBUTED

ON 3 KINDS OF PLATFORMS



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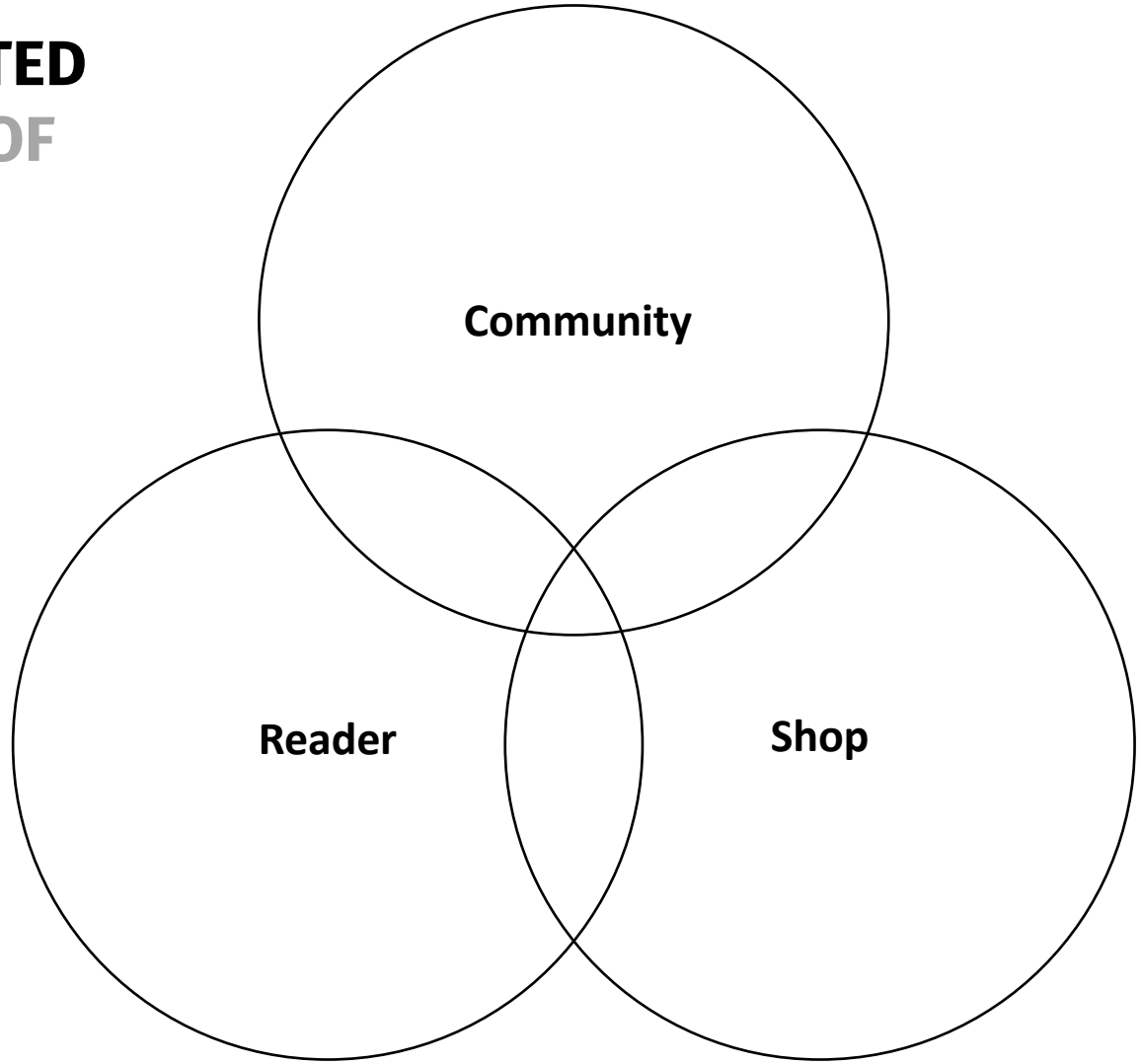

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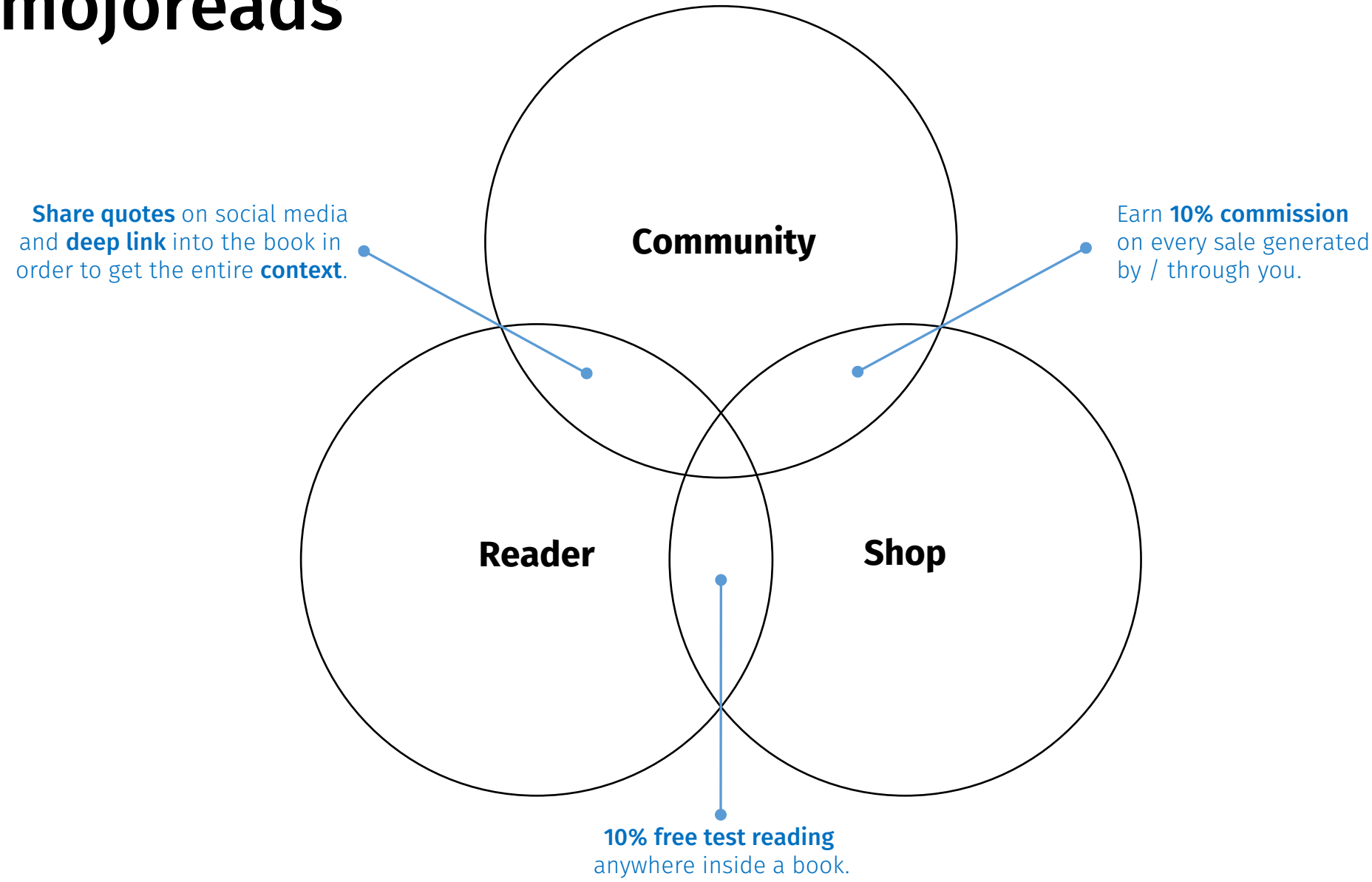
mojoreads

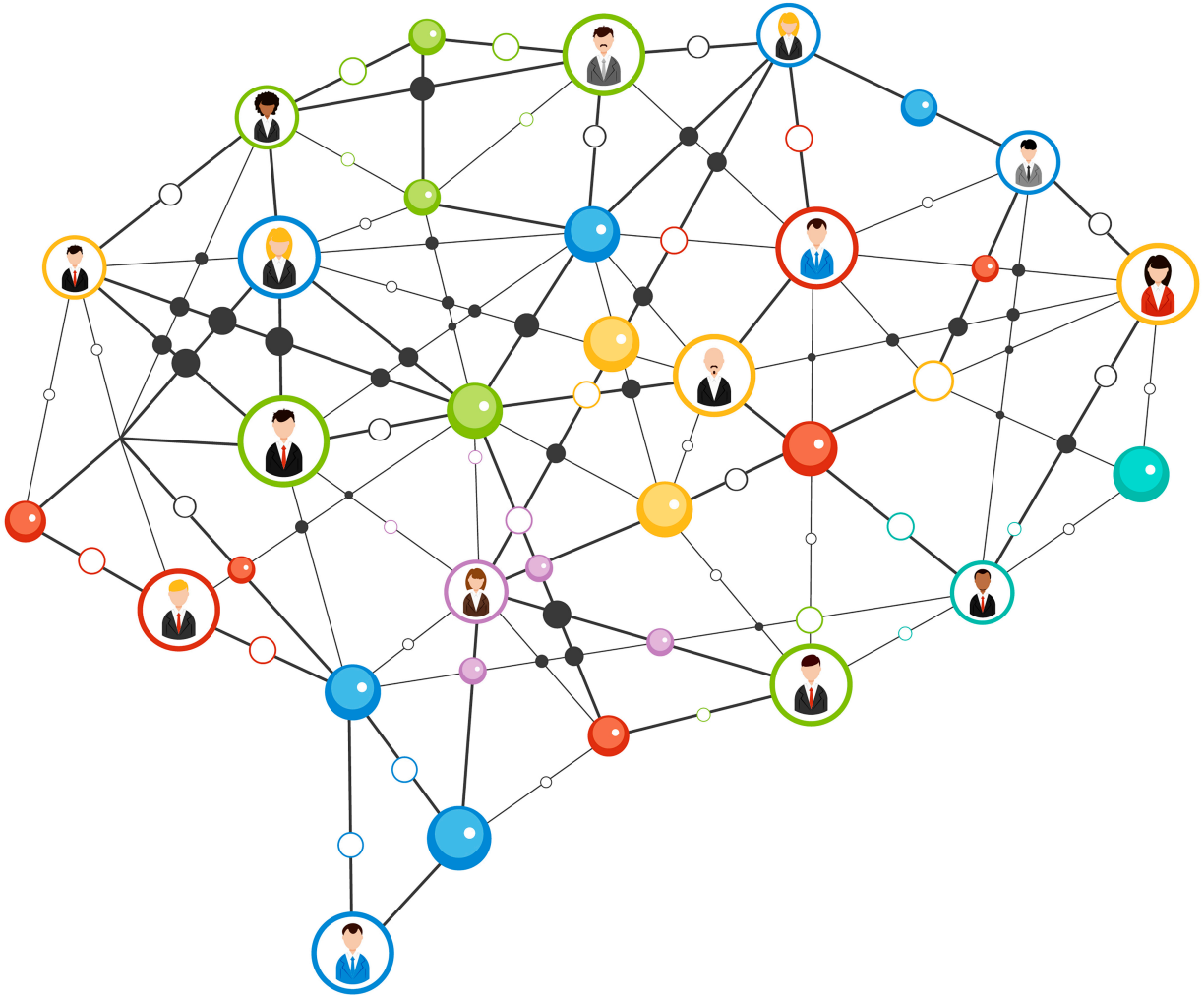

Share quotes on social media and deep link into the book in order to get the entire context.
Community
Earn 10% commission on every sale generated by / through you.
Reader
Shop
10% free test reading
anywhere inside a book.

So we gain a lot of data …

- from our **reader**
- from our **shop**
- from our **social network**

which means we get a lot of **context**.

BUT: data does not only have a **business value**,
it also has a **cultural value**!



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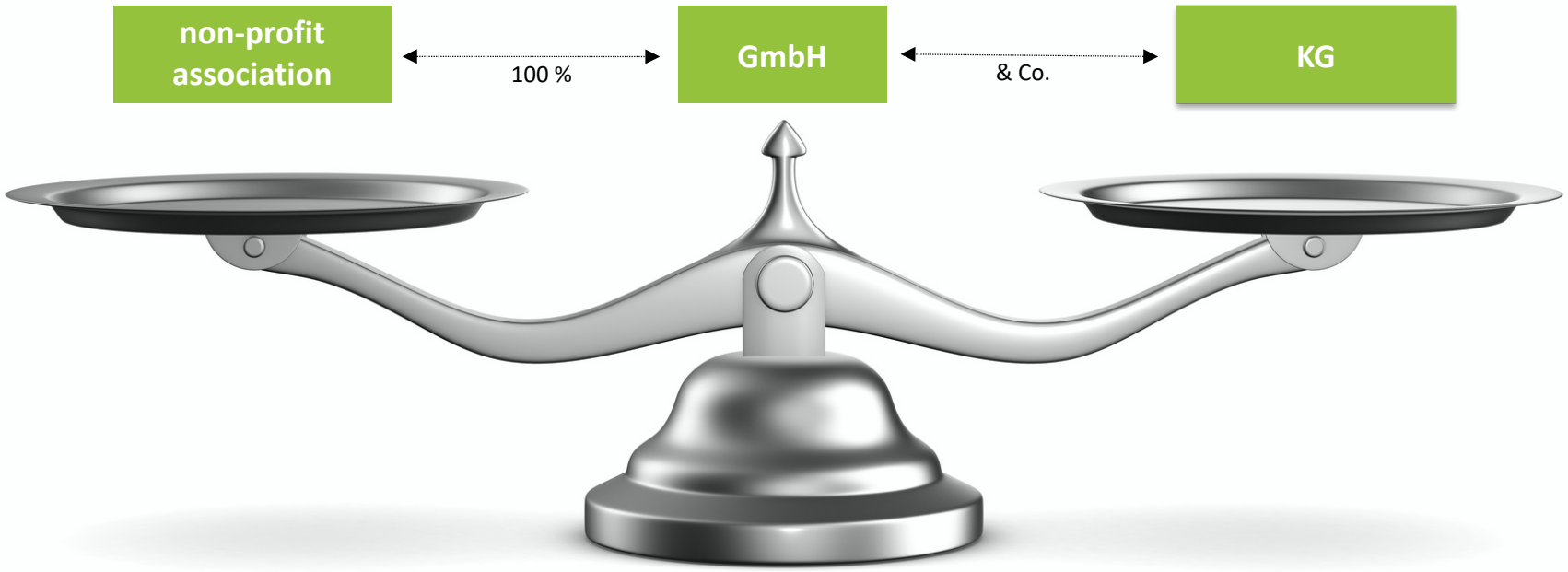
THIS IS WHY WE ARE A SOCIAL BUSINESS



takes care of the cultural and political needs of society

welfare economy

takes care of the economic needs of business stakeholders

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MISSION

to democratize publishing
and make big (book) data
a community asset

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mojoreads

Customer Acquisition Costs (CAC)

The usual way is to buy users on 3rd party platforms like facebook.

We prefer to spend our marketing budget directly on our users (literally).

So we pay our customers for their contributions, for example for inviting friends, writing reviews or recommending books to their followers.

So both sides get most out of that deal, and our marketing budget has twice the value, as people also spend their earnings on our own platform.

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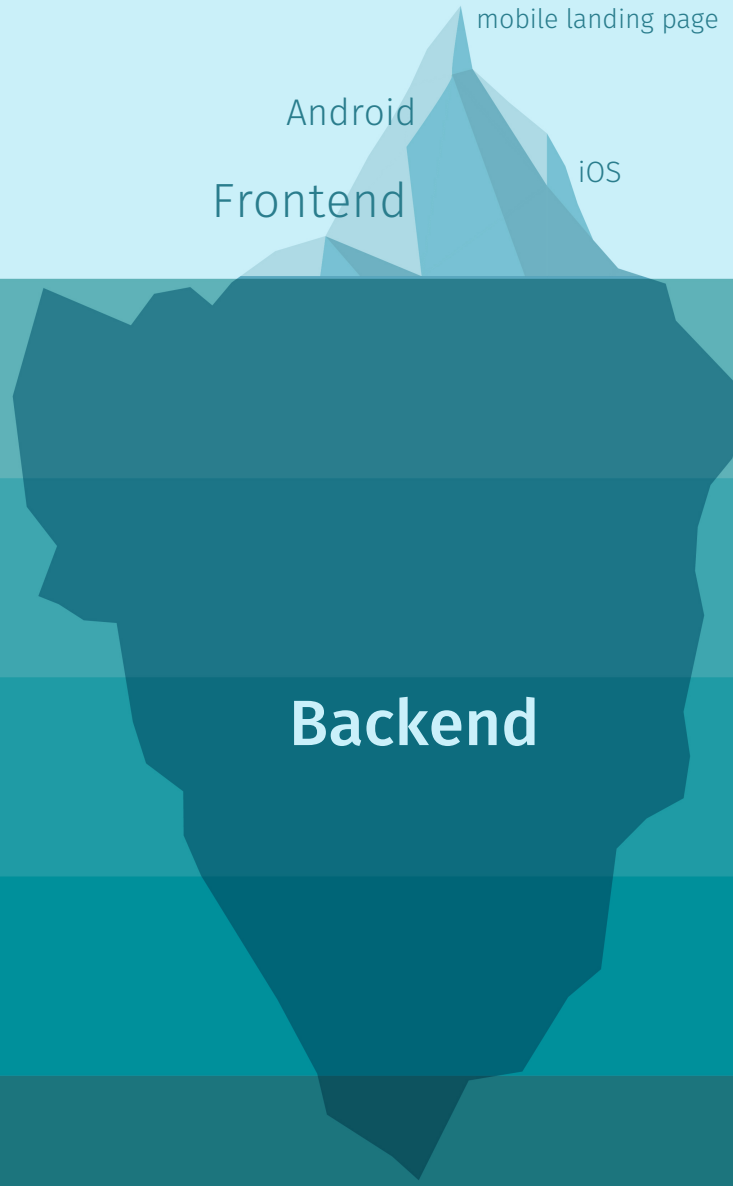
Current situation at mojoreads

- **4.000** users
- **10,8 million** books (print + ebook)
- **130.400** publishers / labels
- **1.6 million** EUR invest
- **50.000** EUR monthly burnrate
- **20** employees in 4 locations



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