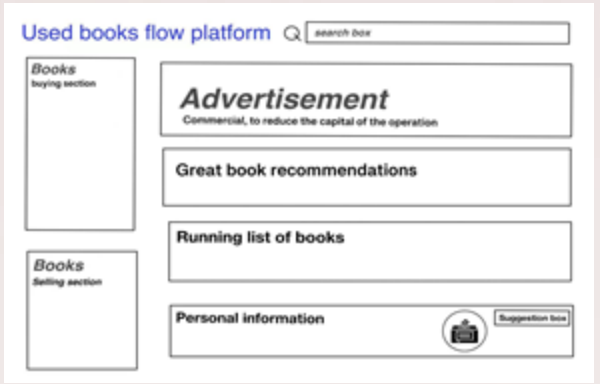
Edu-Books For All





Opportunity

According to Postiglione (1999b): **Lack of Educational resource**

The school buildings were broken down with no electricity and had few or no chairs, desks, and blackboards. In some cases the building would only have three walls, exposing the students and teacher to the outside yard. In addition, the schools were not provided with basic supplies such as chalk, pens, paper, or dictionaries (p. 323).





More than half of the population does not utilize old books wisely

Resource waste

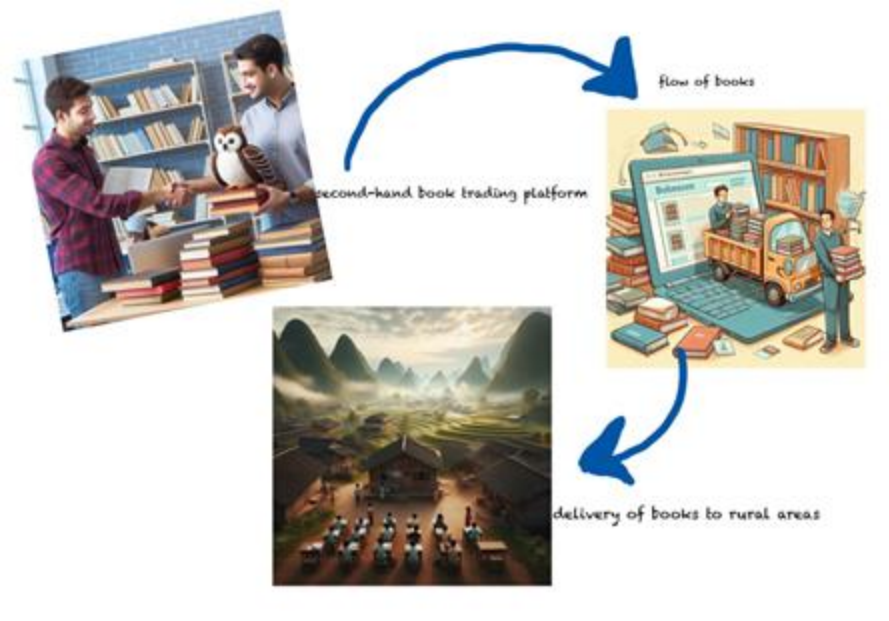
Solution aligns with the UN Global Goals

UN Global Goal 4: Quality Education.

Provision of reading materials

UN Global Goal 12- Responsible Consumption and Production

Reuse of Books and Reducing Waste.

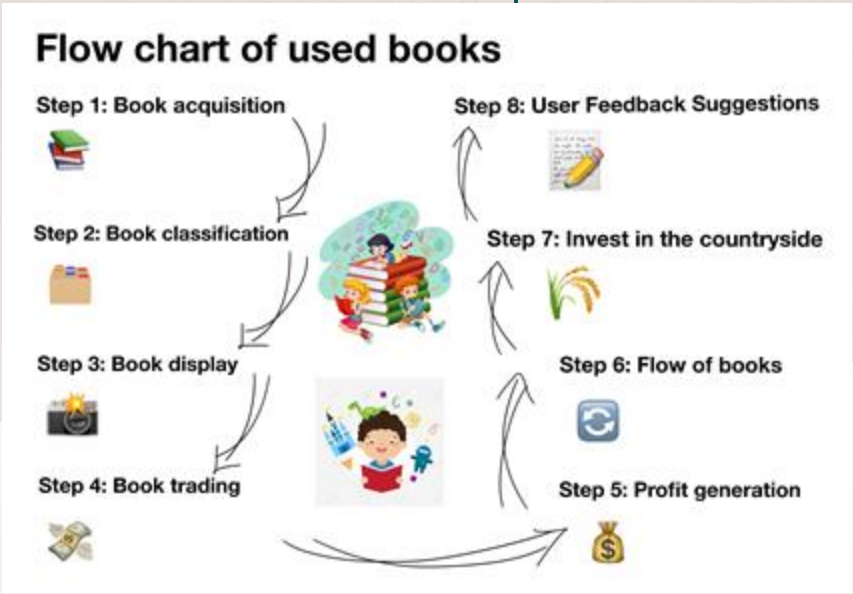


Service

- Providing platform with exchanging second-hand books in affordable price
- Distributing part of books in bookstore to rural areas
- "Buy for a child"

Unique value proposition

- Low-Cost Books: Providing a platform for purchasing and exchanging second-hand books at minimal costs.
- Book Circulation: Optimizing resource use.
- Community Support: Connecting with poverty communities and distributing part of books to rural areas in China.



Target customers

Individuals:

Those looking to buy or exchange second-hand books at affordable prices in China.

loving person:

Willing to buy a book for a child.

Budget-Conscious Consumers:

People with tight budgets.





Market Size and Potential Growth

01 Market Size

- ***Second-Hand Book Market:***

Students
Budget-Conscious Readers
Environmentally Conscious Consumers.

- ***Educational Resources:***

Rural areas of China → Many schools lack adequate books → Market segment ripe for growth through targeted donations and sales.

02 Potential Growth

- ***Digital Platform Expansion:***

Internet penetration
Smartphone usage
An online platform has a high potential for user acquisition and engagement.

- ***Revenue Streams:***

Primary revenue from book sales
Books bought back at $2 (Cost of Goods sold: $5.50) and sold on average at $6.95

How will we deliver this solution

Our platform combines an easy-to-use digital interface with efficient logistics to offer affordable books. We buy books at $2 each, process them for $0.50, and sell them at $6.95. Urban deliveries are handled by reliable shipping partners, while rural areas benefit from bulk shipments, and local schools. Customers can also choose to donate books to children in rural areas, with clear reporting on the impact every month email to our customers and partners.



the resources required to launch the organization

To start our online second-hand bookstore platform, we need approximately $2,600 - $3,600 for initial setup and development. This includes building a basic digital platform, purchasing initial inventory, running minimal marketing campaigns. Monthly operating costs are estimated at $850. Securing these resources will help us establish a profitable foundation while enabling our educational initiatives in rural areas.



financial model focusing on startup costs

The total startup cost for our venture is estimated at $8,000. This includes initial inventory costs of $2,500, covering book buyback at $2 per book, processing and quality checks at $0.50 per book, and shipping costs at $3 per book for 1,000 books.



Team Skills and Expertise

Project Manager

-Experienced in managing social impact projects and coordinating between different stakeholders.
-Responsible for overseeing the project, ensuring deadlines are met, and facilitating communication among team members.



Educational Consultant

-Provides insights into effective educational practices and the specific needs of rural communities.
-Develops educational content and strategies for distributing books in rural areas.

Marketing Communications Specialist

-Proficient in creating campaigns to engage potential donors and buyers, and raise awareness about our cause.
-Builds relationships with local communities, NGOs, and government bodies to facilitate book distribution and community support.

Technical Lead

-Skilled in developing and maintaining digital platforms, ensuring a user-friendly experience for book exchanges.
-Manages the website and app development, ensuring secure transactions and a seamless user experience.

Feasibility of Social Impact Project

Our business model works and is designed to support both social and economic value creation:

Revenue Generation:



Book Sales: Buying back books at $2.00, processing and shipping for $3.50, and selling at $6.95.

Subscription Service: $5/month membership for free shipping, early access, and discounts.

Partnerships: Bulk purchases by educational institutions and libraries.

Advertisements and Affiliate Marketing: Additional revenue through targeted ads and commissions on referred sales.

Cost Management:

Book Buyback: Average cost of $2 per book.

Processing and Quality Check: $0.50 per book.

Impact Generation:
Educational Access: Providing affordable books to budget-conscious consumers.
Resource Optimization: Encouraging book exchanges to maximize resource use.
Community Support: Distributing books to rural areas and supporting education in underserved communities.

Shipping: $3 per book domestically, with potential bulk shipping discounts.

Operational Costs: Monthly expenses include salaries ($10,000), website maintenance ($500), storage rental ($2,000), and utilities ($500).

Increasing Chances of Success

To increase our chances of success, we might explore:

Expanding Partnerships: Forming more strategic partnerships with NGOs, educational bodies, and corporations to increase book donations and reach.

Enhancing Technology: Continuously improving our digital platform to ensure a seamless user experience and leveraging data analytics to understand customer preferences and optimize inventory.

Community Engagement: Increasing our presence in local communities through events, book fairs, and educational programs to build stronger relationships and trust.

Sustainability Practices: Implementing eco-friendly practices in our logistics and operations to appeal to environmentally-conscious consumers.

Additional Research Needed

We need to conduct further research on:

Market Demand: Understanding the specific needs and preferences of our target consumers through surveys and focus groups.

Logistics Solutions: Exploring the most cost-effective and efficient ways to deliver books, especially to remote rural areas.

Partnership Opportunities: Identifying potential partners and understanding their needs and expectations to build mutually beneficial relationships.

Impact Measurement: Developing metrics to measure the social impact of our project and adjusting our strategies based on findings.



Next steps



To move forward, we will:

Finalize the Digital Platform: Ensure our website and app are fully functional, user-friendly, and secure.

Launch Pilot Programs: Start with a few pilot programs in selected urban and rural areas to test our model and gather feedback.

Strengthen Partnerships: Reach out to potential partners, including NGOs, educational institutions, and corporations, to secure support and collaboration.

Marketing Campaigns: Launch marketing campaigns to raise awareness, attract customers, and encourage book donations.

Community Engagement: Organize community events, book fairs, and literacy programs to build relationships and promote our mission.

Monitor and Evaluate: Continuously monitor our progress, gather feedback, and make necessary adjustments to improve our impact and sustainability.

By following these steps, we aim to create a sustainable and impactful business model that not only generates revenue but also makes a significant social impact by providing educational resources to those in need.



THANK YOU!