Panel: Breakthrough Business Models

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Co-founder,
Chief Product Officer
May 23rd, 2011
Challenge 1: Piracy
Challenge 2: Cannibalization
Challenge 3: What’s a Book now?
24symbols is a platform to read digital books on the Internet.

24s = cloud + social + freemium
On the cloud

No file download required
"But have you got the robber's description?" asked Stuart.

"In the first place, he is no robber at all," returned Ralph, positively.

"What! a fellow who makes off with fifty-five thousand pounds, no robber?"

"No."

"Perhaps he's a manufacturer, then."

"The Daily Telegraph says that he is a gentleman."

It was Phileas Fogg, whose head now emerged from behind his newspapers, who made this remark. He bowed to his friends, and entered into the conversation. The affair which formed its subject, and which was town talk, had occurred three days before at the Bank of England. A package of banknotes, to the value of fifty-five thousand pounds, had been taken from the principal cashier's table, that functionary being at the moment engaged in registering the receipt of three shillings and sixpence. Of course, he could not have his eyes everywhere. Let it be observed that the Bank of England reposes a touching confidence in the honesty of the public. There are neither guards nor gratings to protect its treasures; gold, silver, banknotes are freely exposed, at the mercy of the first comer. A keen observer of English customs relates that, being in one of the rooms of the Bank one day, he had the curiosity to examine a gold ingot weighing some seven or eight pounds. He took it up, scrutinised it, passed it to his neighbour, he to the next man, and so on until the ingot, going from hand to hand, was transferred to the end of a dark entry; nor did it return to its place for half an hour. Meanwhile, the cashier had not so much as raised his head. But in the present instance things had not gone so smoothly. The package of notes not being found when five o'clock sounded from the ponderous clock in the "drawing office," the amount was passed to the account of profit and loss. As soon as the robbery was discovered, picked detectives hastened off to Liverpool, Glasgow, Havre, Suez, Brindisi, New York, and other ports, inspired by the proffered reward of two thousand pounds, and five per cent. on the sum that might be recovered. Detectives were also charged with narrowly watching those who arrived at or left London by rail, and a judicial examination was at once entered upon.

There were real grounds for supposing, as the Daily Telegraph said, that the thief did not
Traffic statistics

12246 Readers
113775 Pages read

Most read books in the catalog [by readers]

View all

Most read books in the catalog [by pages read]

View all

Activity during the last 12 months

Monthly readers

Social

Your readings go with you
<table>
<thead>
<tr>
<th>Favorites</th>
<th>Management</th>
<th>Novels</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adventures of Huckleberry Finn by Mark Twain</td>
<td>Gurú lo serás tú by José Carlos León</td>
<td>Espía de Dios by Juan Gómez Jurado</td>
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<tr>
<td>Alice's Adventures in Wonderland by Lewis Carroll</td>
<td>Bartleby, the Scrivener (A Story of Wall–Street) by Herman Melville</td>
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<tr>
<td>Around the World in 80 Days by Jules Verne</td>
<td>Carlos Broschi by Eugène Scribe</td>
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Chapter XI IN WHICH PHILEAS FOGG SECURES ...
Freemium Business Model

**Free:** ability to read ebooks, free and with non-intrusive ads

**Premium:** ability to read ebooks, ad-free. Price by subscription

**Affiliation:** traffic redirection to the publisher’s/retailer’s site

<table>
<thead>
<tr>
<th>Duration</th>
<th>Price</th>
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<tbody>
<tr>
<td>1 month</td>
<td>9,99€</td>
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<tr>
<td>3 months</td>
<td>19,99€</td>
</tr>
<tr>
<td>12 months</td>
<td>59,99€</td>
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24symbols Freemium Model

Publisher/Aggregator → 24symbols

- eBook Catalog
- Revenue share
- Affiliation Leads

24symbols → Reader

- Ad-free Social Reading Service
- Subscription
- Free Social Reading Service

Reader

Advertiser

- Money
- Exposure to Readers

Retailer

- Affiliation share

24symbols:

- Reader
- 24symbol
24symbols Freemium Model

Publisher/Aggregator

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24symbols

Ad-free Social Reading Service

Advertiser

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Reader

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- Subscription

Retailer

- Affiliation share

Reader
24symbols Freemium Model

Publisher/Aggregator

eBook Catalog

Revenues share

Advertising

Advertiser

Exposure to Readers

money

Reader

Free Social Reading Service

Affiliation Leads

Retailer

Affiliation share

24symbols

Subscription

Ad-free Social Reading Service

Reader
24symbols Freemium Model

Publisher/Aggregator

eBook Catalog

Revenue share

Affiliation Leads

Advertiser

money

Exposure to Readers

Free Social Reading Service

Reader

Affiliation share

Retailer

Ad-free Social Reading Service

subscription

Reader
# Income

24symbols income is based on advertising and subscriptions. 70% of this revenue is shared equally among the total number of pages read.

<table>
<thead>
<tr>
<th>Publisher’s Income</th>
<th>( \frac{70% \text{ Total Income}}{\text{Total Pages Read}} )</th>
<th>Publisher's Pages Read</th>
</tr>
</thead>
</table>

\[ 24\text{symbols} \]
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Challenge 3: What’s a Book now?
It’s happening now

- Private Beta released on March 31\textsuperscript{st}
  - Number of invitations requested: 6,000 on March 31\textsuperscript{st}, 25,000+ on May 22\textsuperscript{nd}
  - Number of active beta users: 12,000
  - Number of pages read: 150,000+

- Next milestone: June 30\textsuperscript{th}
  - Premium model
  - Apps
Thanks!

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