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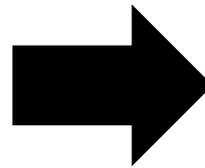
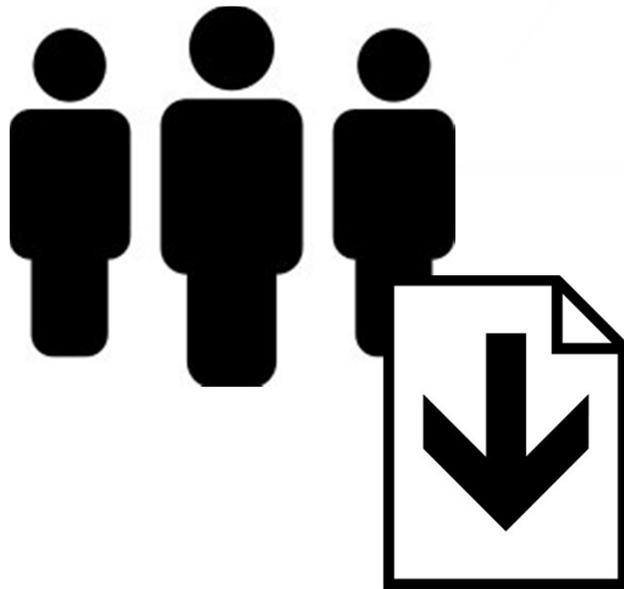
social reading

Panel: Breakthrough Business Models

Justo Hidalgo
Co-founder,
Chief Product Officer
May 23rd, 2011

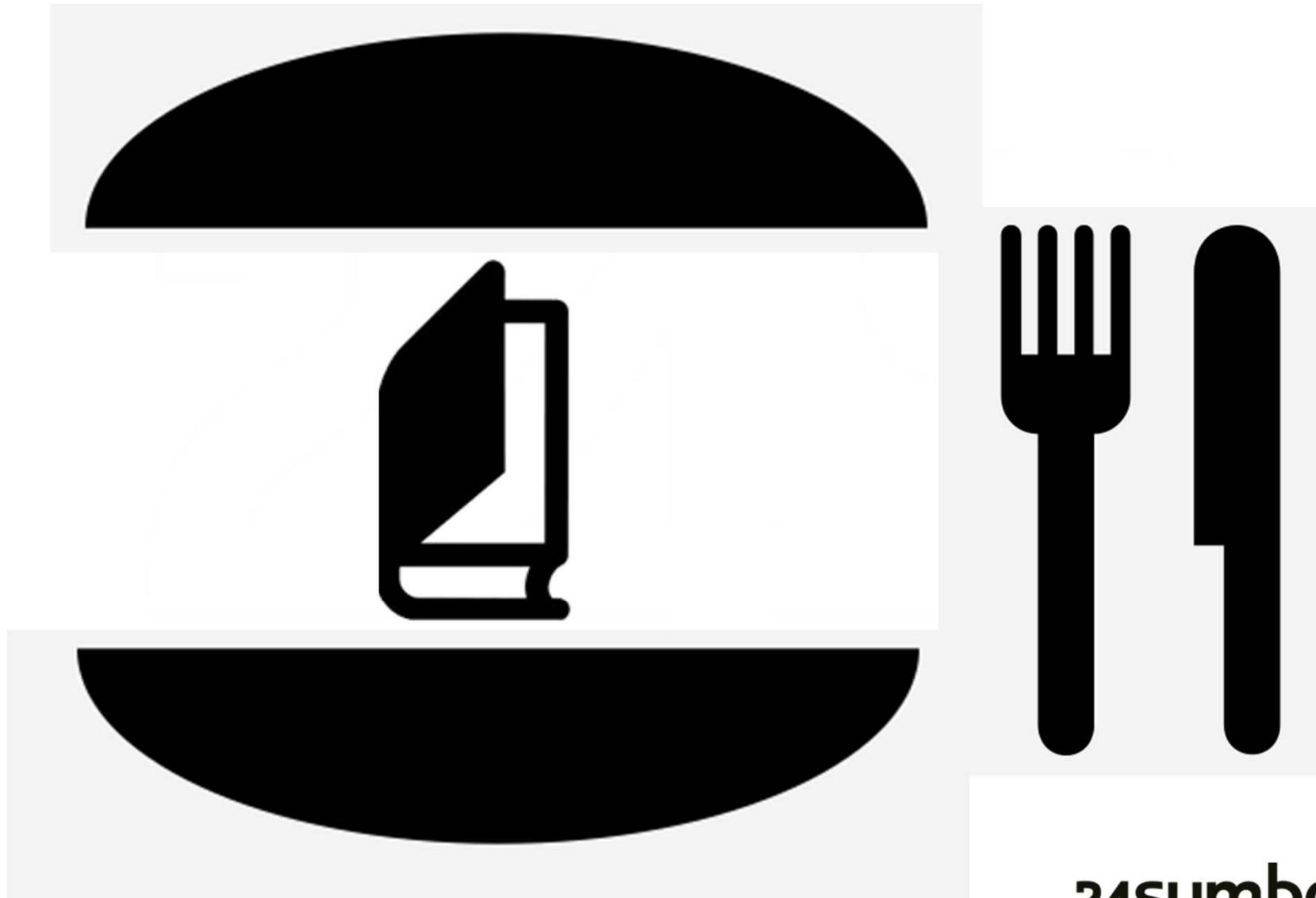


Challenge 1: Piracy



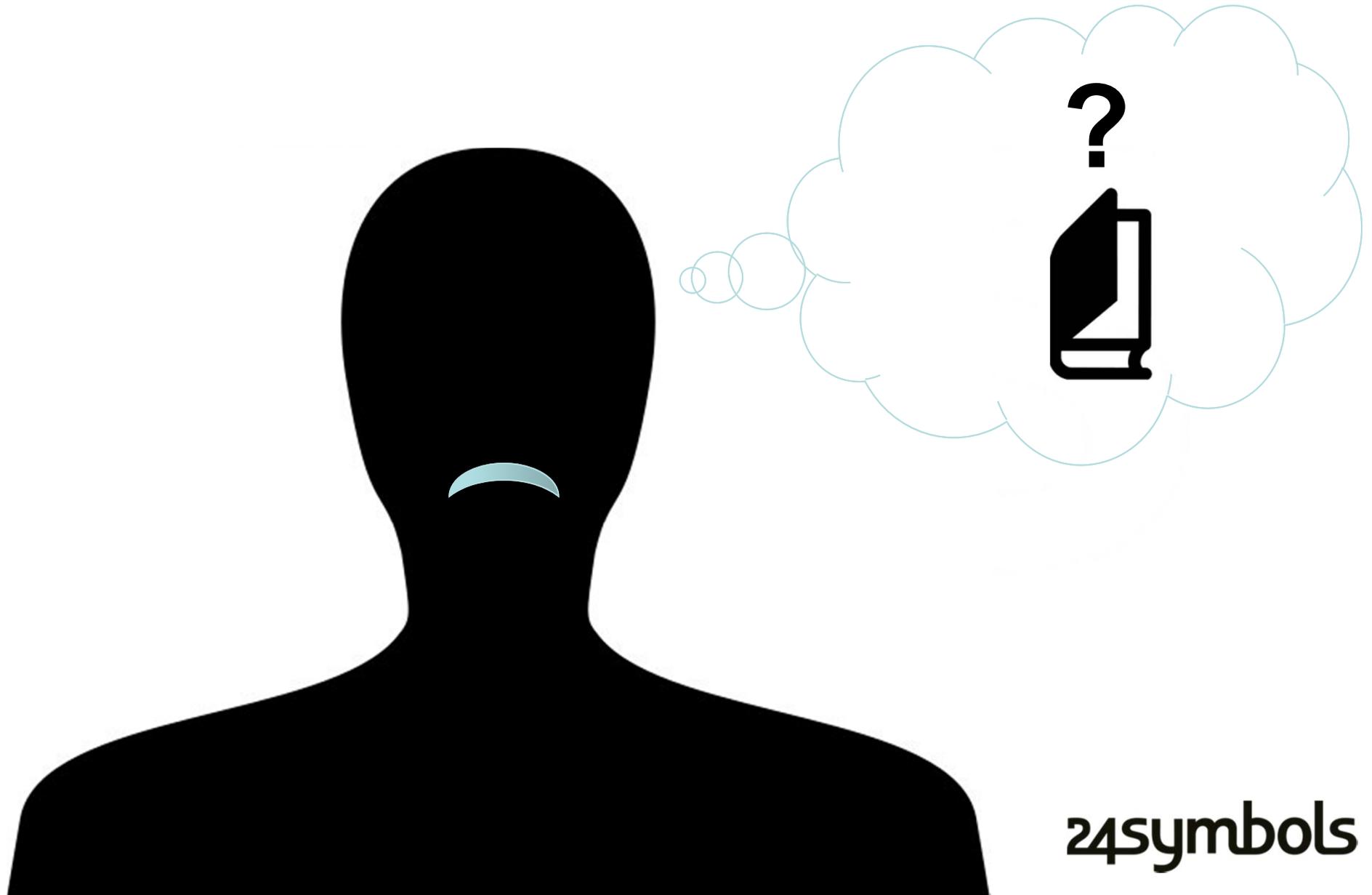
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Challenge 2: Cannibalization



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Challenge 3: What's a Book now?



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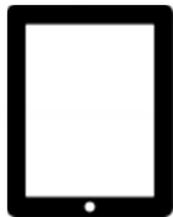
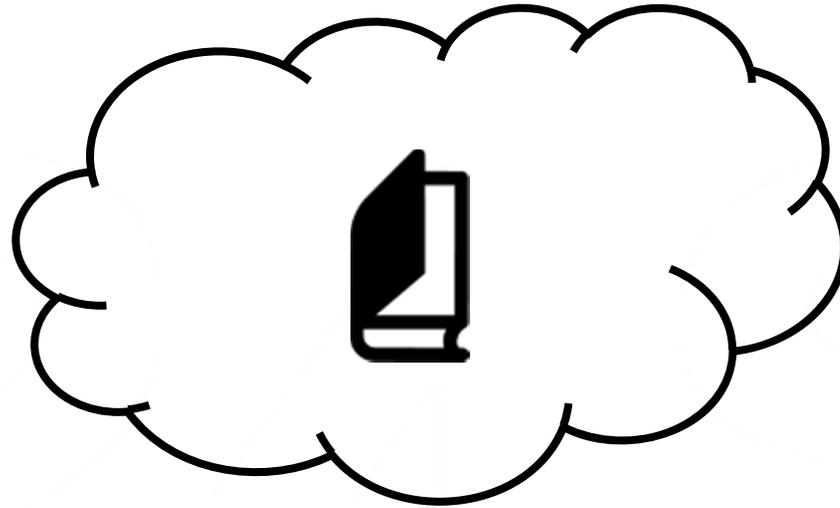
24symbols is a platform to read digital books on the Internet



24s = cloud + social + freemium

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On the cloud

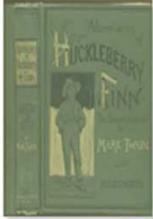


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- New releases
- Recommendations
- Friends
- Favorites**
- Search (a-z)
- feedback
- My Folders
- Management
- Novels
- New folder

Favorites



★

Adventures of Huck...
by Mark Twain



★

Alice's Adventures i...
by Lewis Carroll



★

Around the World in...
by Jules Verne



★

Bartleby, the Scriven...
by Herman Melville



★

Carlos Broschi
by Eugène Scribe



★

David Copperfield
by Charles Dickens



★

Moby Dick, or, the w...
by Herman Melville



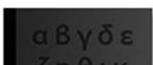
★

Pride and Prejudice
by Jane Austen



★

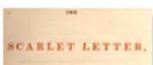
The Strange Case of...
by Robert Louis Stev...



★



★



★

SCARLET LETTER,

Around the World in 80 Days

by Jules Verne

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Title: Around the World in 80 Days
Authors: Jules Verne
Publishing year: 1994
Publishing house: Project Gutenberg

Synopsis

Around the World in Eighty Days is a classic adventure novel by the French writer Jules Verne, first published in 1873. In the story, Phileas Fogg of London and his newly employed French valet Passepartout attempt to circumnavigate the world in 80 days on a £20,000 wager set by his friends at the Reform Club. It is one of Verne's most acclaimed works.

Index

Chapter I IN WHICH PHILEAS FOGG AND PASSEPARTOUT ACCEPT EACH OTHER, THE ONE AS MASTER, THE OTHER AS MAN

Chapter II IN WHICH PASSEPARTOUT IS CONVINCED THAT HE HAS AT LAST FOUND HIS IDEAL

Chapter III IN WHICH A CONVERSATION TAKES PLACE WHICH SEEMS LIKELY TO COST PHILEAS FOGG DEAR

Chapter IV IN WHICH PHILEAS FOGG ASTOUNDS PASSEPARTOUT, HIS SERVANT

Chapter V IN WHICH A NEW SPECIES OF FUNDS, UNKNOWN TO THE MONEYED MEN, APPEARS ON 'CHANGE

Chapter VI IN WHICH FIX, THE DETECTIVE, BETRAYS A VERY NATURAL IMPATIENCE

"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

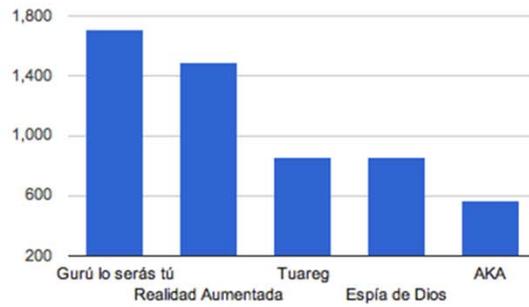
- Statistics
- Traffic**
- Social
- Financial
- Control panel

Traffic statistics

12246 Readers

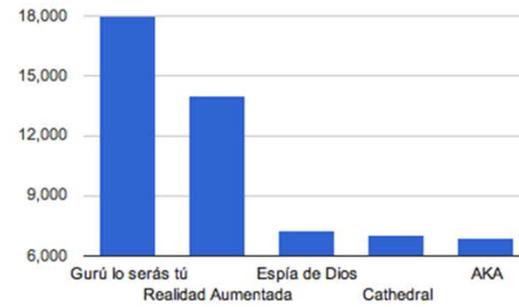
113775 Pages read

Most read books in the catalog [by readers]



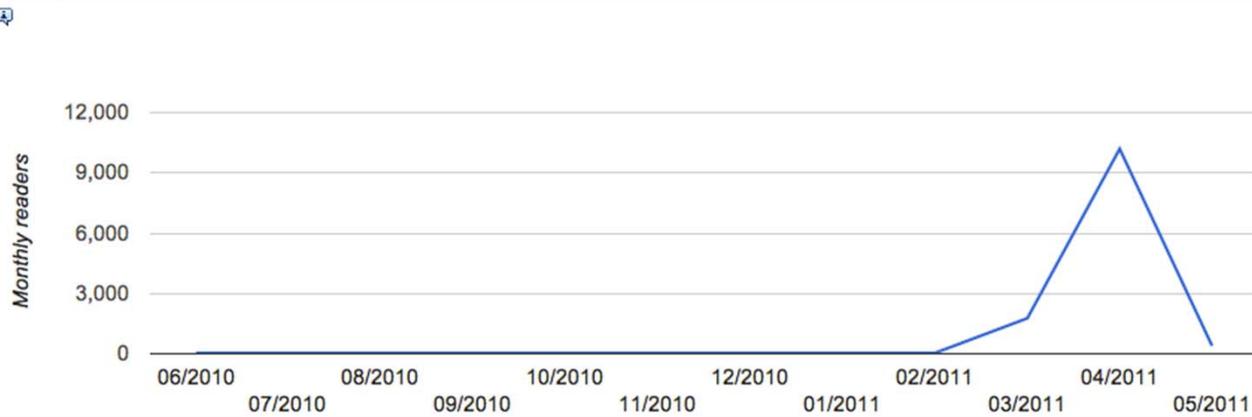
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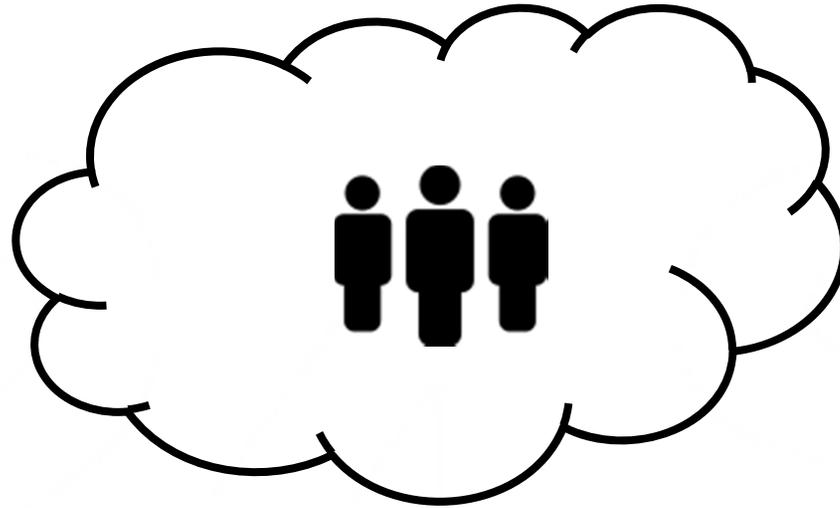


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New releases

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Novels

New folder

Friends > Justo 

has 17 favorites and 2 folders

Favorites

- ★  **Adventures of Huckleberry Finn**
by Mark Twain
- ★  **Alice's Adventures in Wonderland**
by Lewis Carroll
- ★  **Around the World in 80 Days**
by Jules Verne
- ★  **Bartleby, the Scrivener (A Story of Wall-Street)**
by Herman Melville
- ★  **Carlos Broschi**
by Eugène Scribe

Management

- ☆  **Gurú lo serás tú**
by José Carlos León

Novels

- ☆  **Espía de Dios**
by Juan Gómez Jurado



Justo Hidalgo

has 17 favorites and 2 folders

 Disconnect

Juan B. Lozano



Jorge Suarez Rivaya



Alfonso Conde Martínez



David Sánchez



Abel Muiño



Aitor Grandes



Rosa M. García H.



Vicente Orjales Padín



Daniel Ramos



Nuria Calle Sánchez



Pedro Moreira



Jesús Martín Antón



Alberto Pan Bermudez



Ángel Luengo Dasí



Paco Megía



Maria Bretón Gallego



Santiago Marqueta



Around the World in

Chapter IN WHICH PHILEAS FOGG CURIOUS MEANS OF COMPLETING FABULOUS

The train had started punctually. Among the passengers were opium and indigo merchants, whose business called them to carriage with his master, and a third passenger occupied a seat one of Mr. Fogg's whist partners on the Mongolia, now on his tall, fair man of fifty, who had greatly distinguished himself by only paying brief visits to England at rare intervals; and was history, and character of India and its people. But Phileas Fogg, whose circumference, took no pains to inquire into these subjects; his terrestrial globe, according to the laws of rational mechanics. The number of hours spent since his departure from London, and the demonstration, would have rubbed his hands for satisfaction. His travelling companion—although the only opportunity he had of dealing the cards, and between two rubbers—and questioned him on this cold exterior, and whether Phileas Fogg had any sense of free to mentally confess that, of all the eccentric persons he had ever met, none was comparable to this product of the exact sciences.

Phileas Fogg had not concealed from Sir Francis his design of going round the world, nor the circumstances under which he set out; and the general only saw in the wager a useless eccentricity and a lack of sound common sense. In the way this strange gentleman was going on, he would leave the world without having done any good to himself or anybody else.

An hour after leaving Bombay the train had passed the viaducts and the Island of Salcette, and had got into the open country. At Callyan they reached the junction of the branch line which descends towards south-eastern India by Kandallah and Pounah; and, passing Pauwell, they entered the defiles of the mountains, with their basalt bases, and their summits crowned with thick and verdant forests. Phileas Fogg and Sir Francis Cromarty exchanged a few words from time to time, and now Sir Francis, reviving the conversation, observed, "Some years ago, Mr. Fogg, you would have met with a delay at this point which would probably have lost you your wager."

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twitter.com/intent/tweet?text="An+hour+after+leaving+Bombay+the+train+h...

justohidalgo

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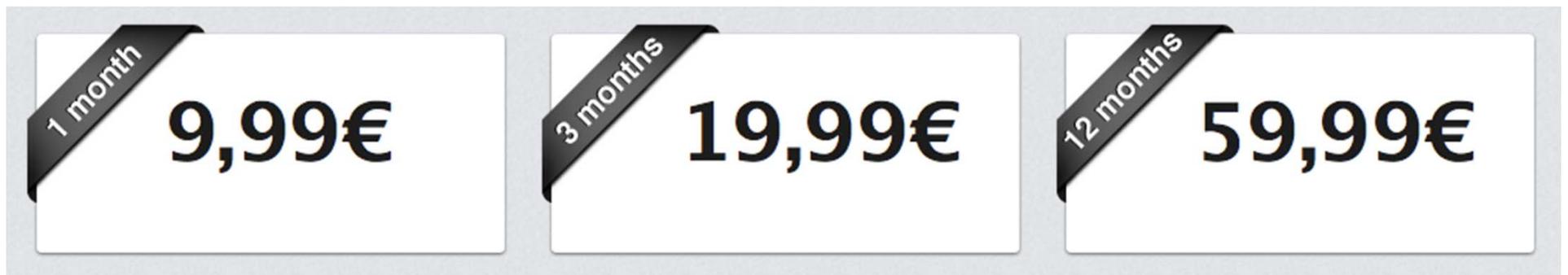


Freemium Business Model

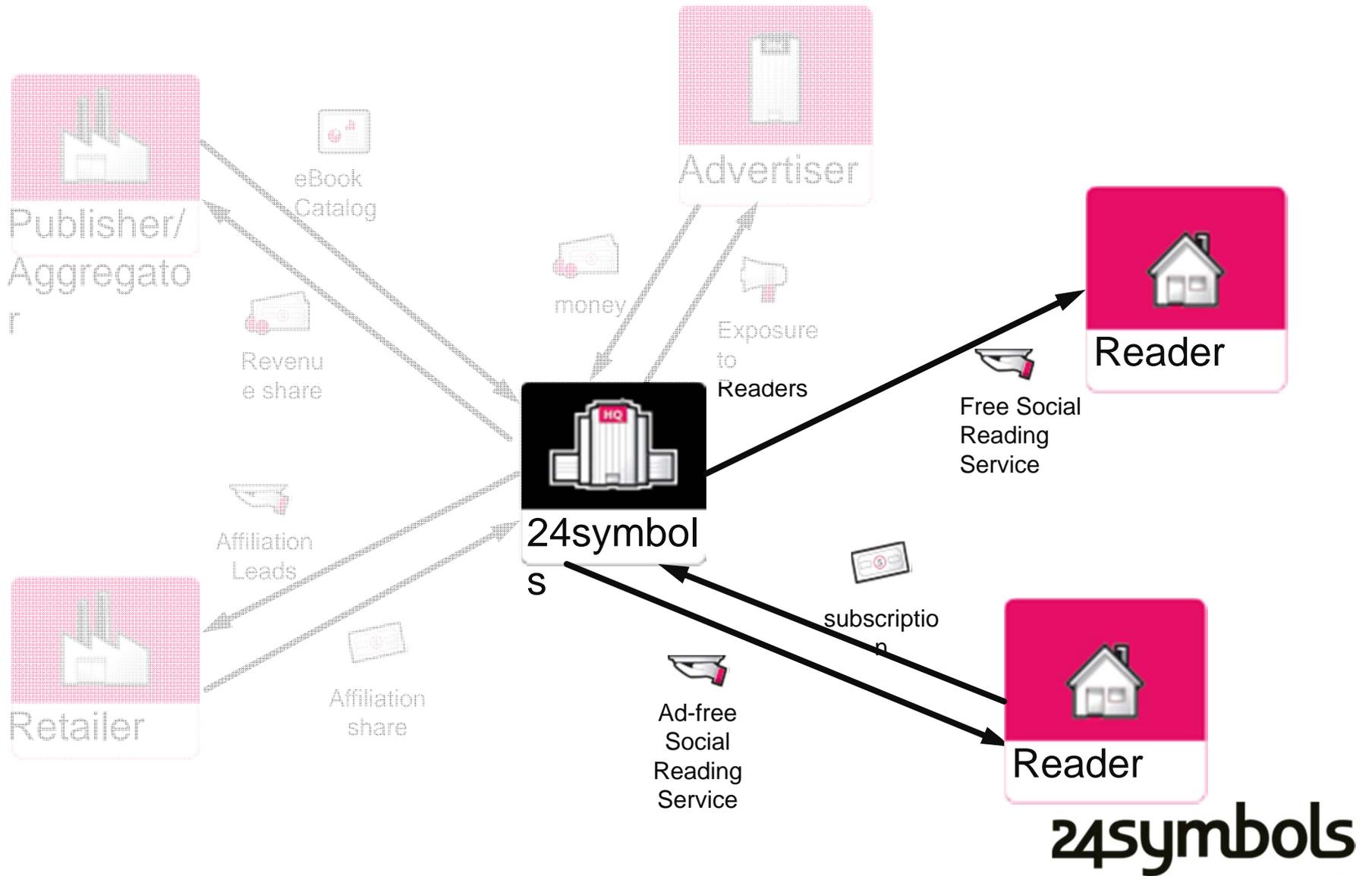
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Premium: ability to read ebooks, ad-free. Price by subscription

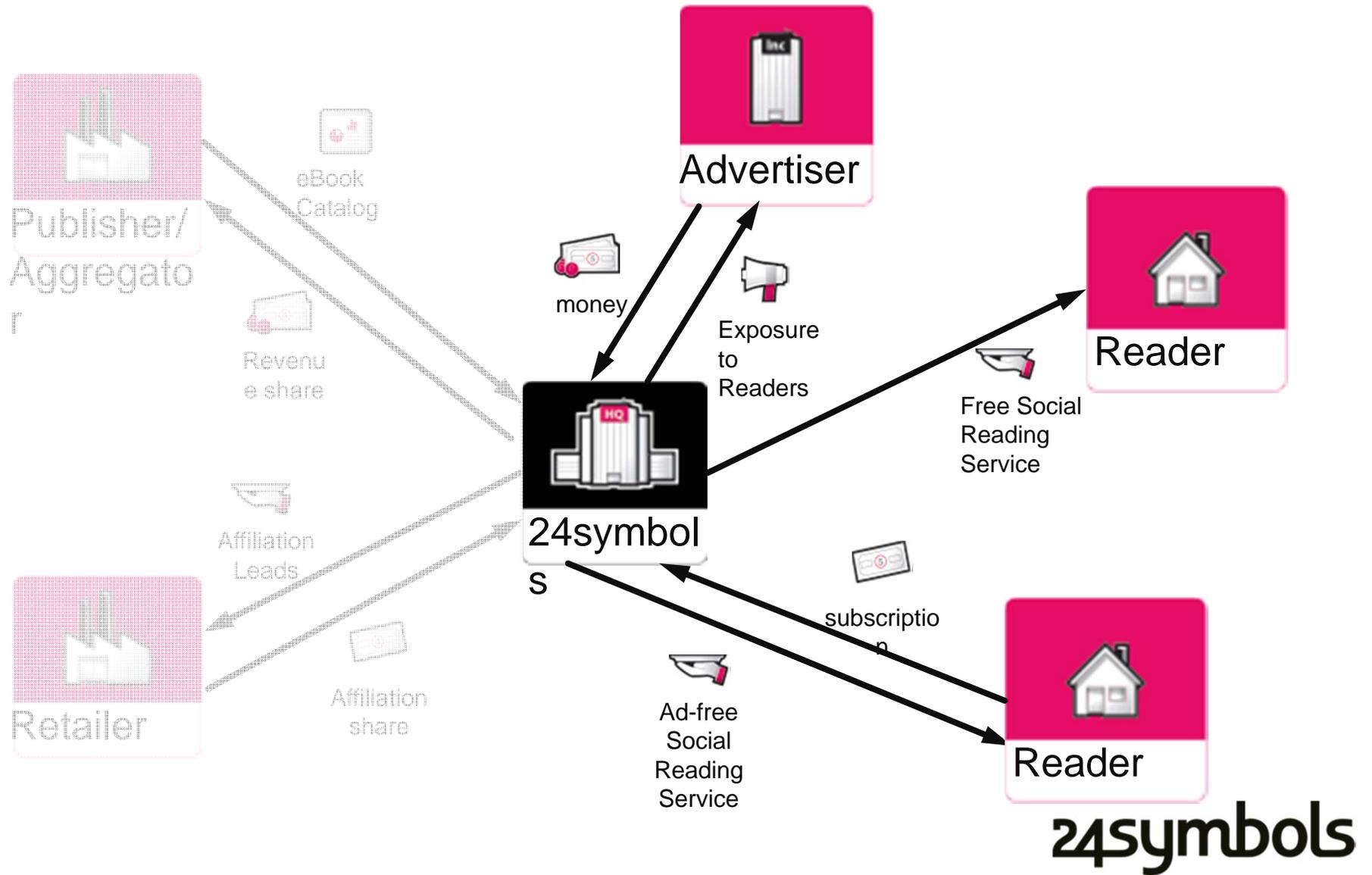
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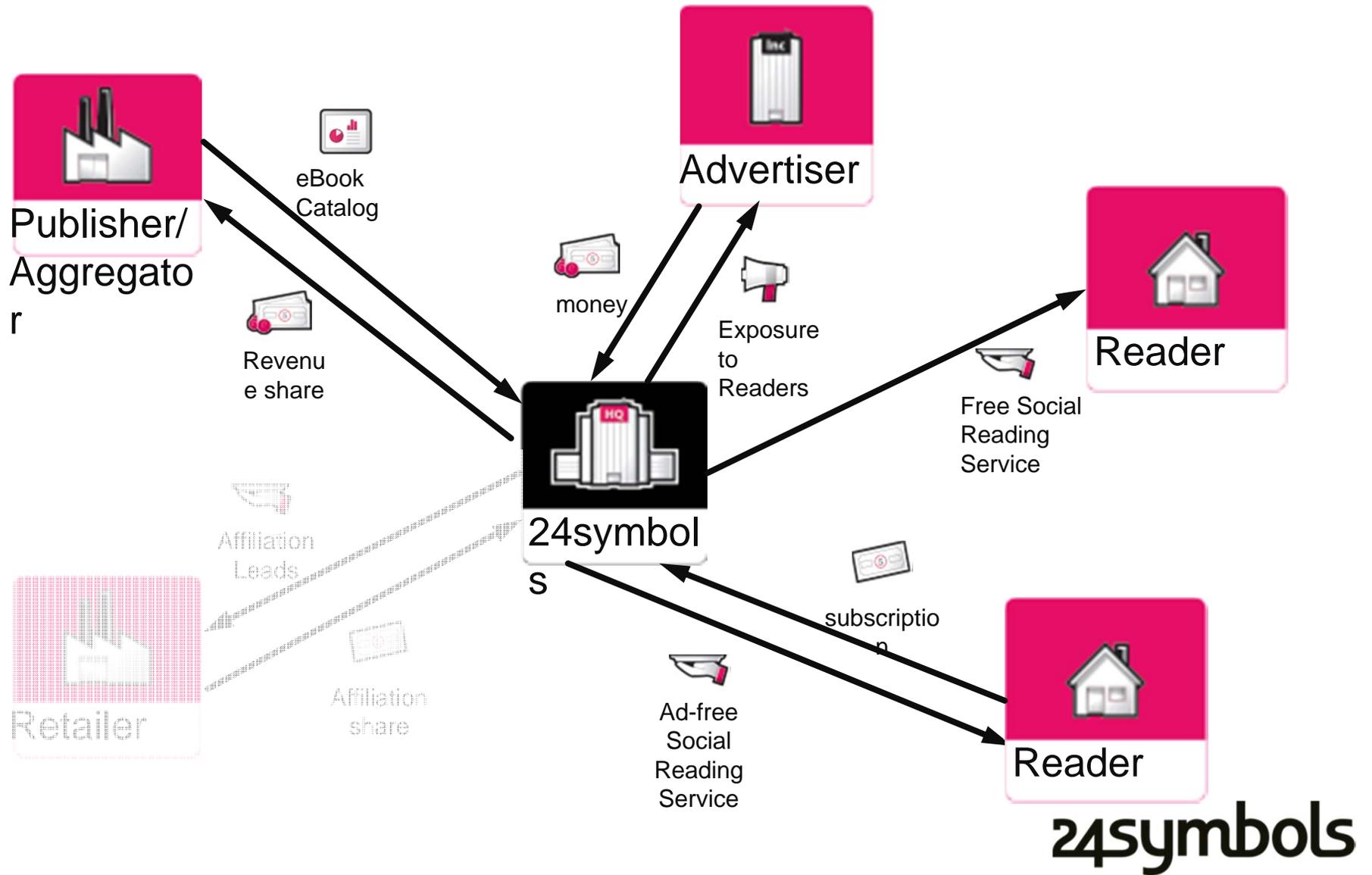
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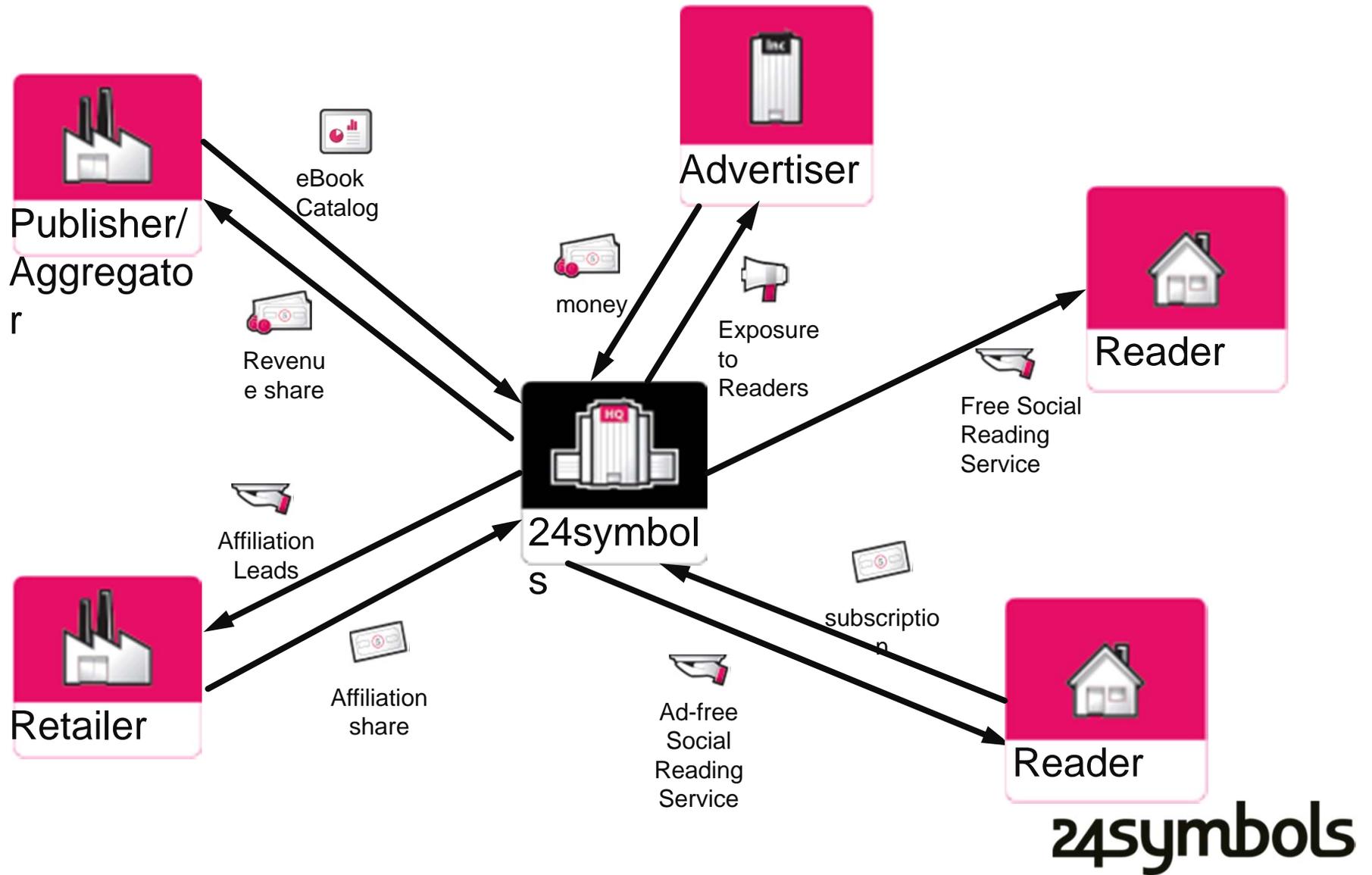
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24symbols Freemium Model



24symbols Freemium Model

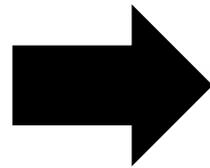
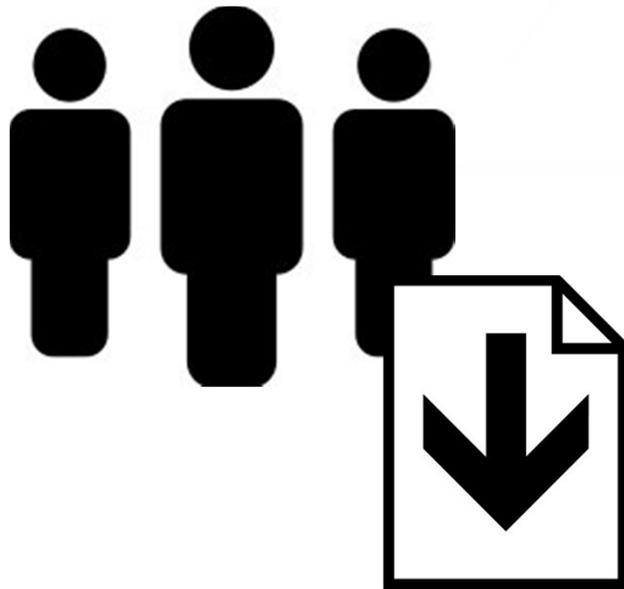


Income

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

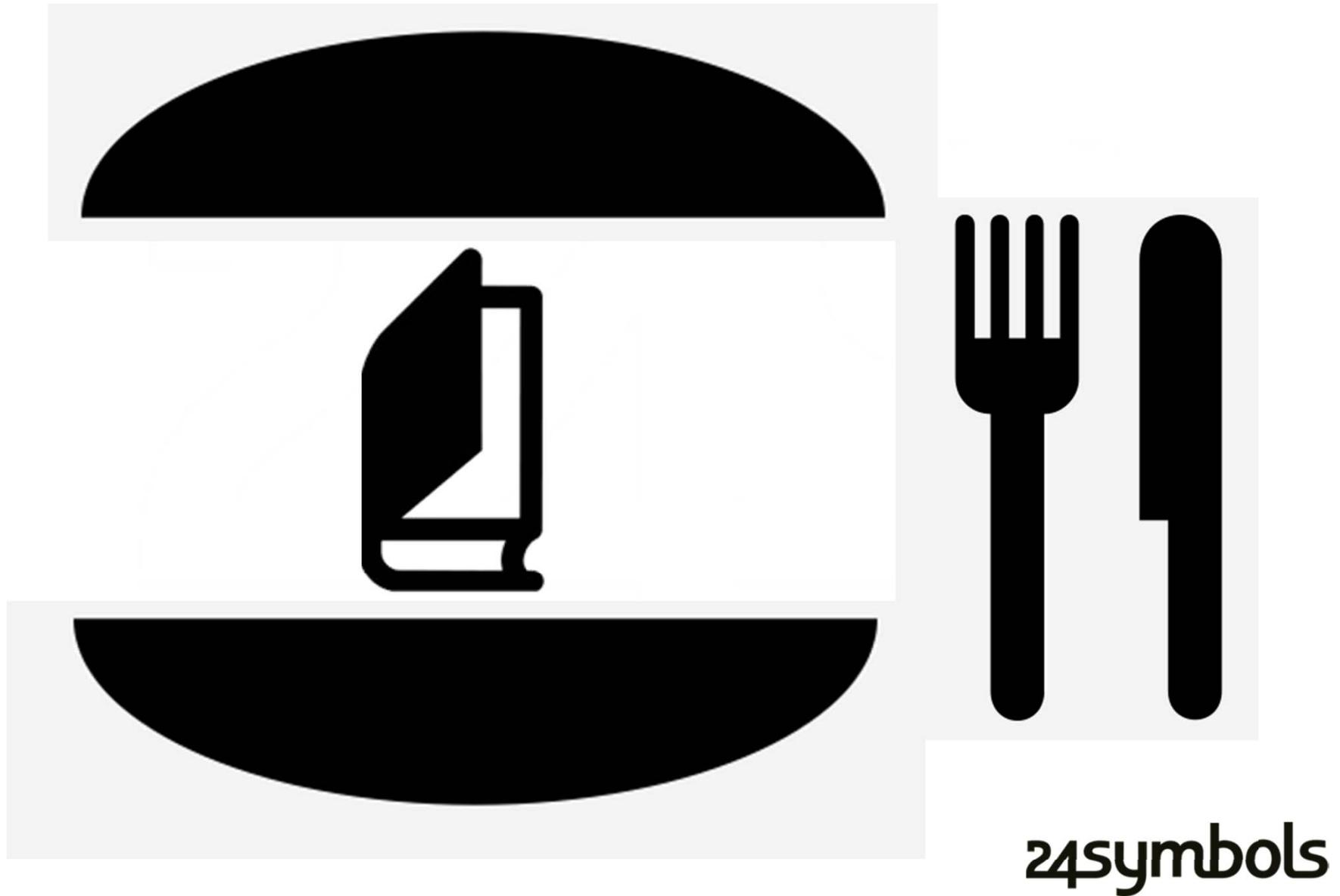
$$\text{Publisher's Income} = \frac{70\% \text{ Total Income}}{\text{Total Pages Read}} \times \text{Publisher's Pages Read}$$

Challenge 1: Piracy

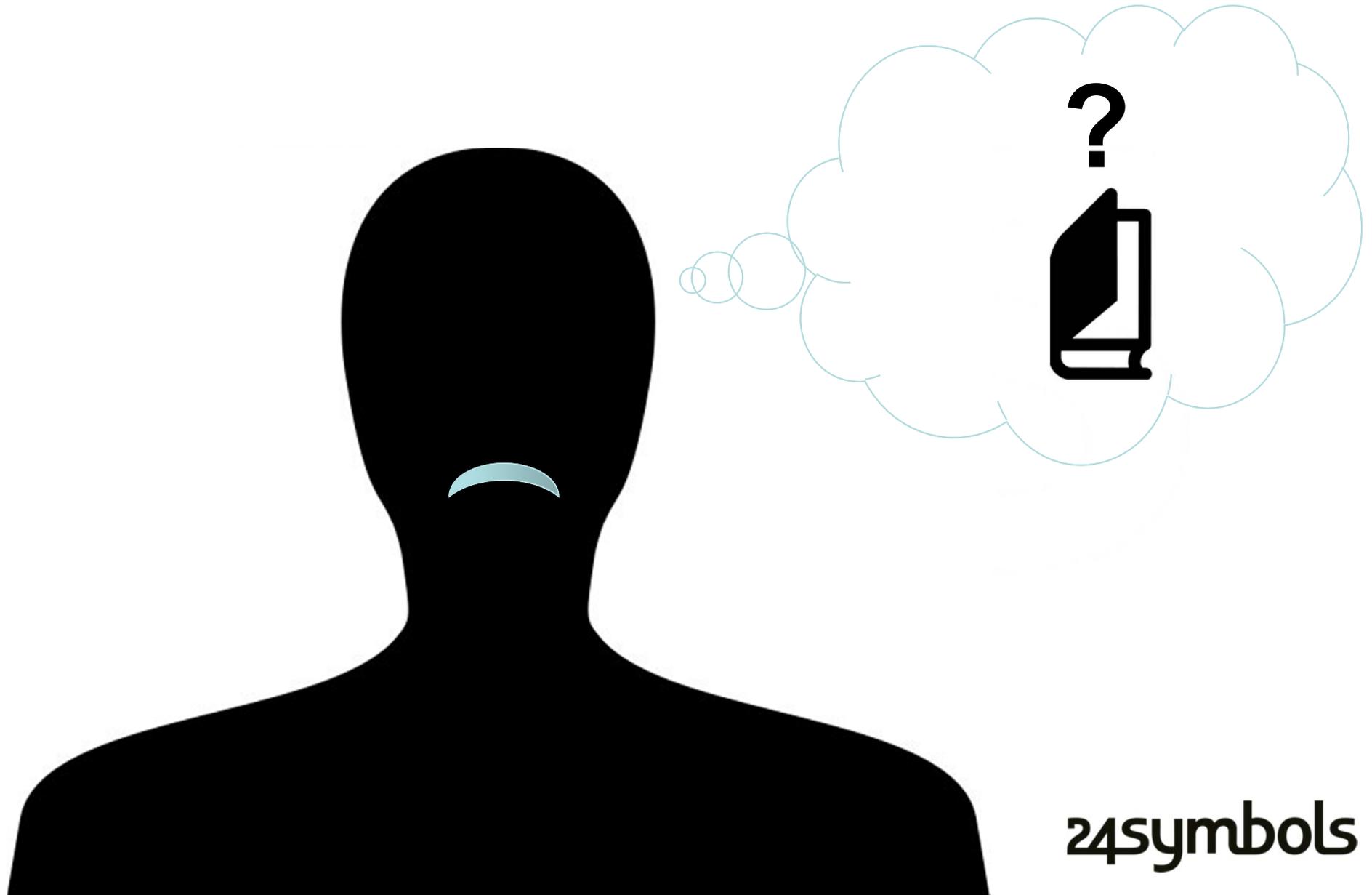


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Challenge 2: Cannibalization



Challenge 3: What's a Book now?



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It's happening now

- Private Beta released on March 31st
 - Number of invitations requested: 6,000 on March 31st, 25,000+ on May 22nd
 - Number of active beta users: 12,000
 - Number of pages read: 150,000+
- Next milestone: June 30th
 - Premium model
 - Apps



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