



# wattpad

connect through stories





**3 Billion**  
minutes per month  
80% mobile

Aug  
2010

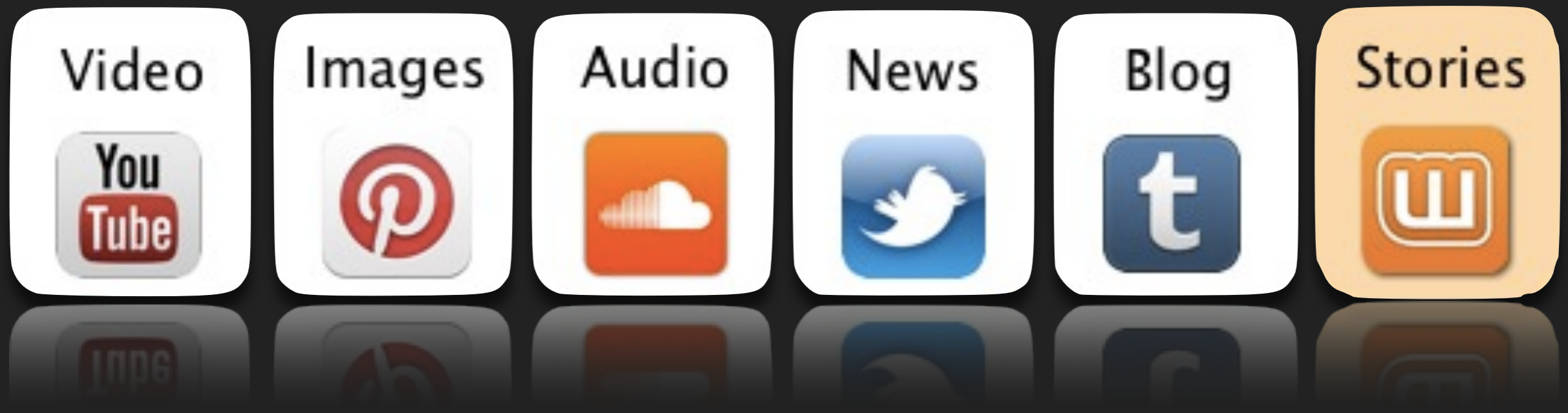
**wattpad** is the  
**WORLD'S LARGEST**  
community for reading and sharing stories

# OUR VISION

**A new reading and writing experience  
that enables the creation of personal  
connections and billions of new  
stories.**

**Together, with the crowd, we will  
enable the future of storytelling.**

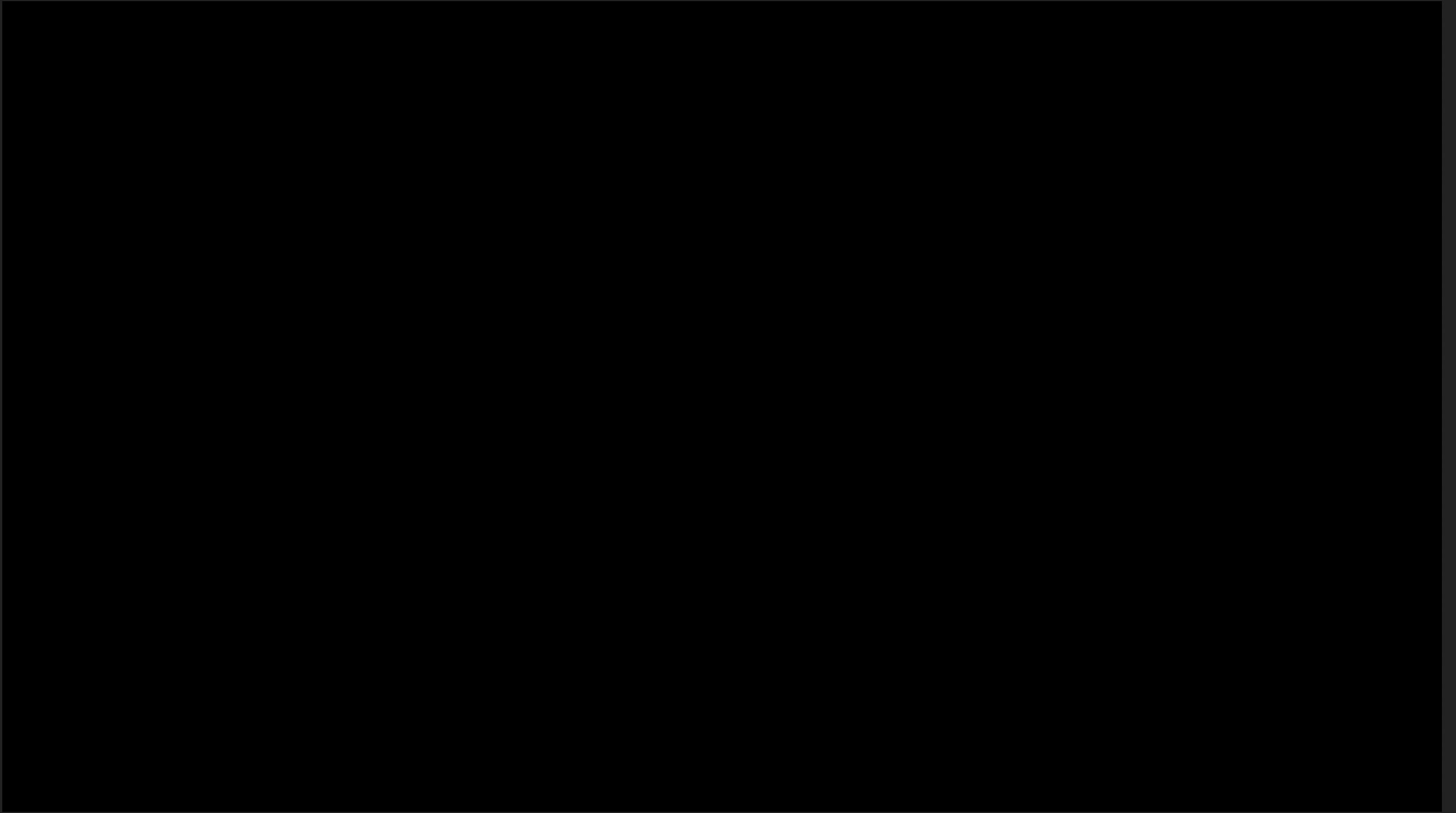
**Mobile + Social + eReading**  
**=**  
**New form of entertainment**



# KEY METRICS

- **3 Billion** minutes last month
- **15M** monthly unique users
- **30 minutes** per session
- **1.5M monthly uploads, 15M total uploads**
- **8M** monthly comments
- **Top ranked** eReading app in all major app stores







# Why Wattpad Works For Today's Reader

- **Incredible Library In Your Hand**
- **Personalized via Algorithms & Friends**
- **Serialized Episodic Reading**
- **Sharing, Commenting, Following & Liking**



# A-LIST WRITERS WATTPAD EARLY ADOPTERS

Atwood, Wattpad a 'NATURAL FIT'

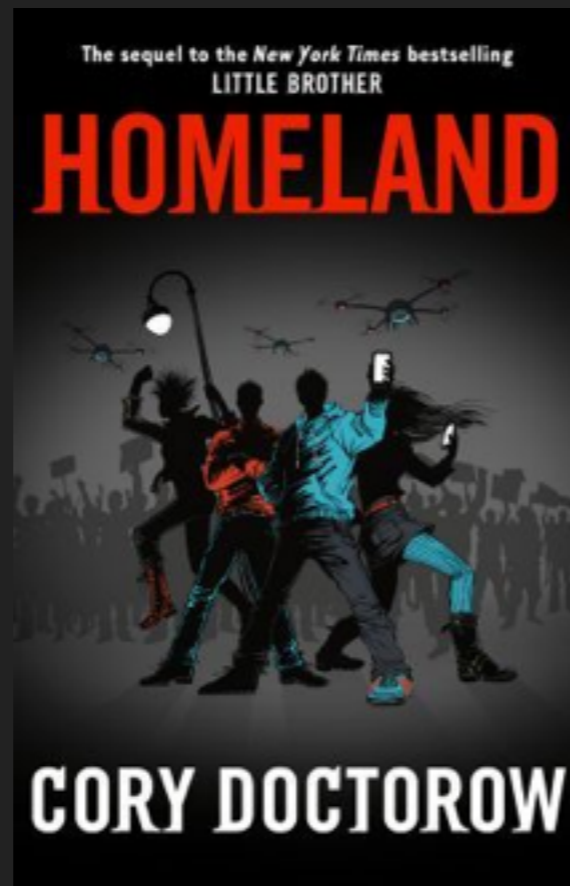


# NEW FORMS OF WRITING / ENGAGEMENT

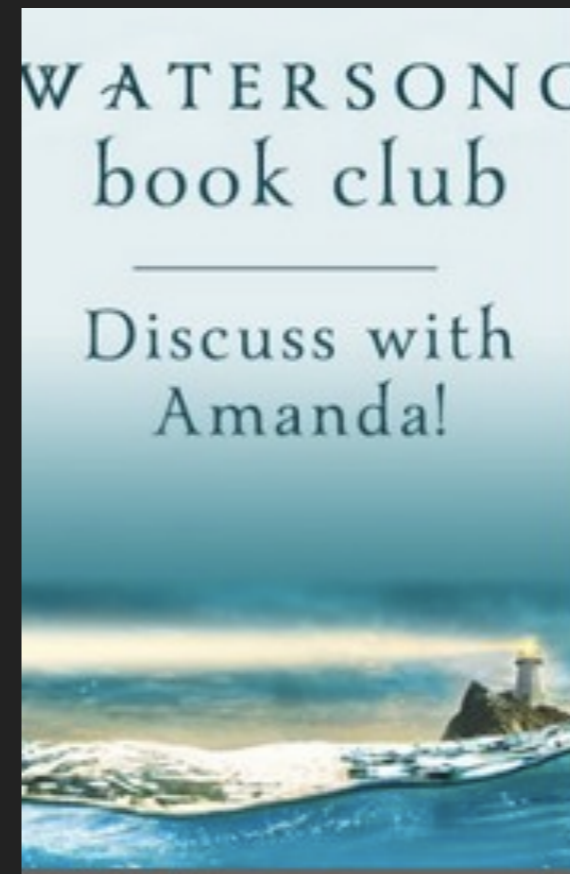
## Serialized Novels



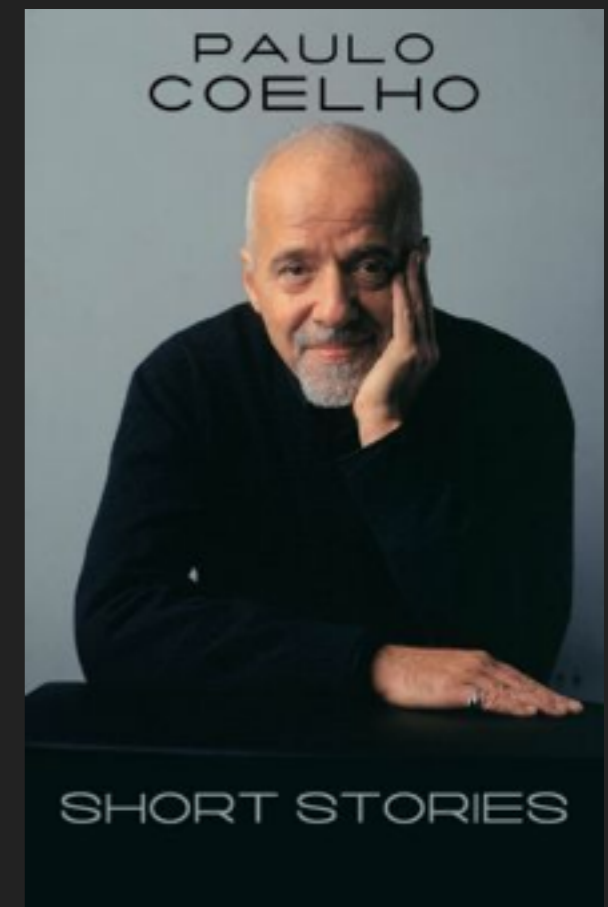
## Open Access



## Prequels / Engagement

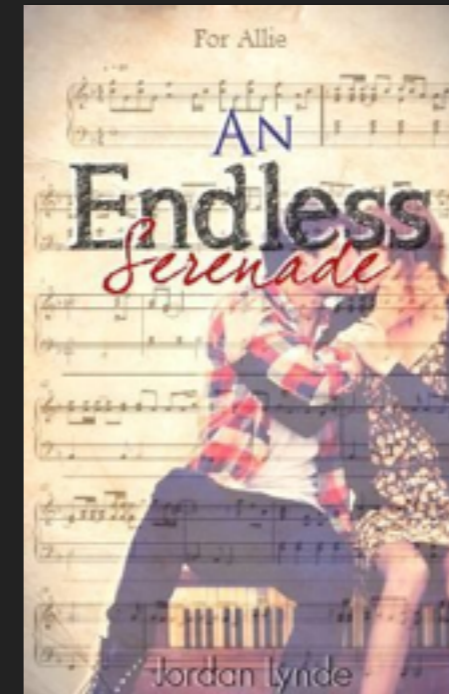


## Short Stories



# NET-NATIVE WRITERS

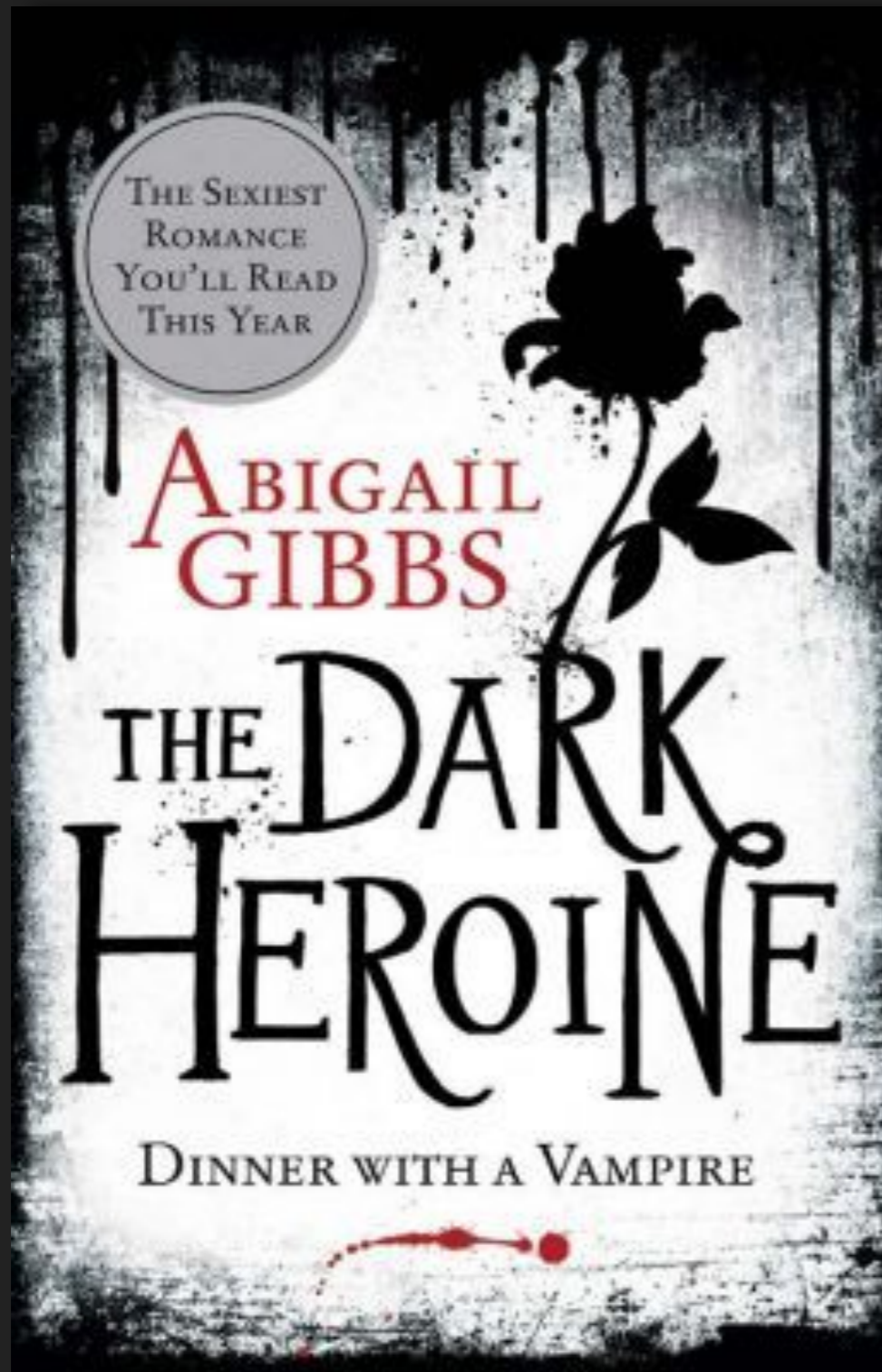
## Jordan Lynde



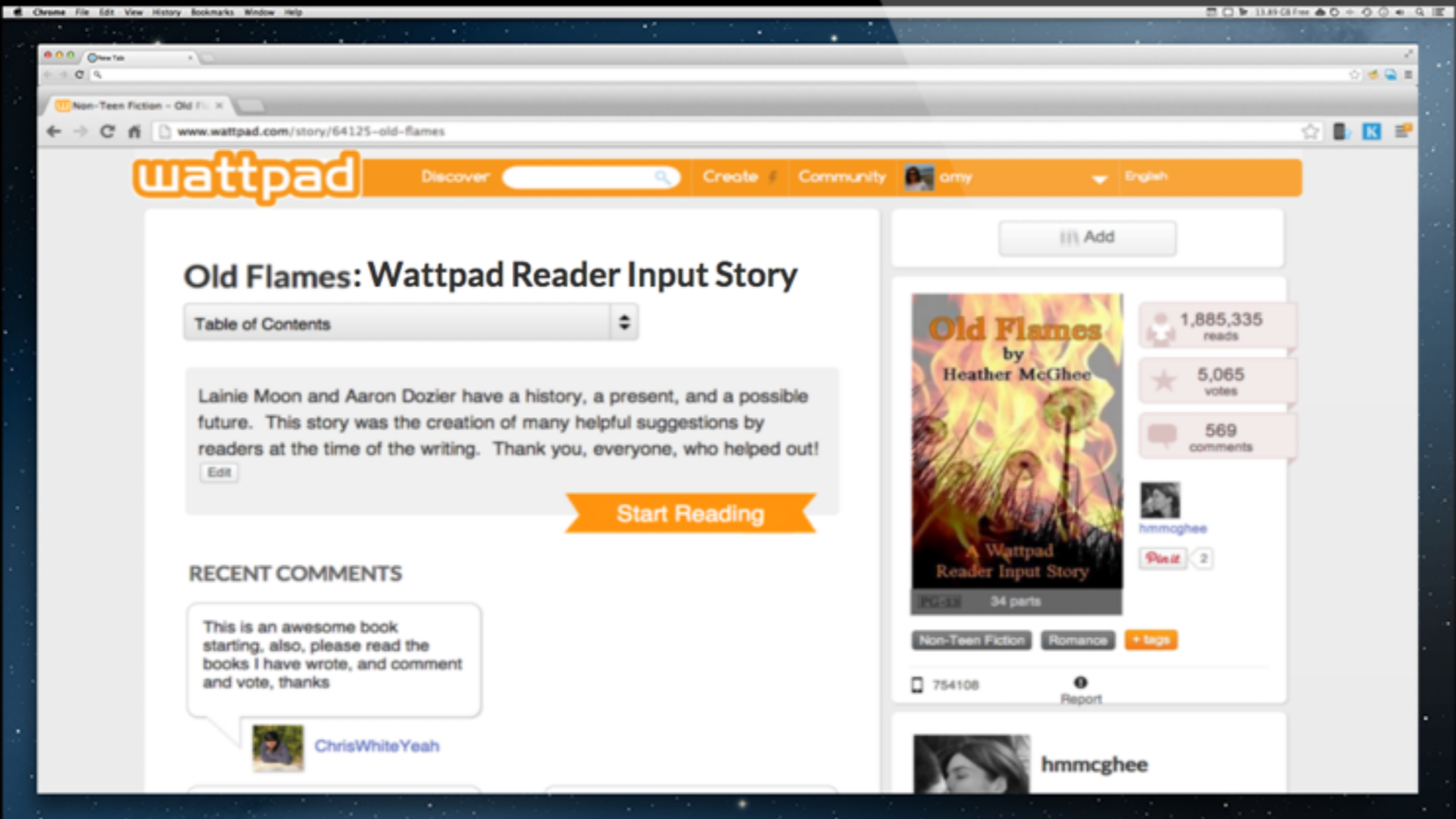
90,000 FANS  
95,000,000 READS  
100,000 COMMENTS

# NET-NATIVE WRITERS

*“Abigail Gibbs secures 6-figure sum for vampire novel inspired by Twilight saga which she wrote after school”*



# Social Storytelling



# STORYTELLING & FAN ENGAGEMENT



**2 Million+** reads of Sony's official 1D fan fic story

**100,000 Reads** in the first 100 hours!



**10M Reads**  
**16K Comments**



**13M Reads**  
**12K Comments**

**100,000+** new 1D fan fictions created by Wattpad users, with **HUNDREDS OF MILLIONS** of reads

# Wattpad is Transformative

**Unlimited** supply of content

Penguin: **5,000 books in last 500 days**

Wattpadders: **5,000 stories in last 5 hours**

**Unique** content that cannot be found elsewhere

A **new form of entertainment** (YouTube vs. Hollywood movies)

**Unique** engaging user experience

Reader/writer direct engagement = **better content, evoke emotion**

**Unbeatable** price (free)

Zero

**Ubiquitous**

Web, mobile, tablets and more to come

# Allen Lau, CEO



wattpad.com/allenlau



@allenlau

Funded by:  
**Union Square Ventures**  
**Khosla Ventures**  
**OMERS Ventures**  
**Golden Venture Partners**  
**Version One Ventures**  
**Jerry Yang**

