



## *Take a "Shelfie". Get some eBooks.*

**The Product:** BitLit is a free app for [iOS](#) and [Android](#) that lets users get free / highly discounted ebook copies of books they own in print. Users take a "shelfie" in the app to find out which of the paper books on their shelves are eligible for digital upgrades. More here:

[bitlit.com/how-it-works](http://bitlit.com/how-it-works)

**Business:** Readers get free / cheap ebooks, BitLit collects an inventory of the reader's bookshelf and connects this data to an online social profile (Facebook or G+). While BitLit makes a margin on the bundled ebooks, the value of the business is in connecting long tail offline consumer data (paper book collections) with online user profiles.

**Is bundling a real reader problem?** Yes. Amazon launched a print and digital bundling program for their Kindle Platform called Matchbook in October 2013. Book Industry Study Group (BISG) data shows that nearly half of readers are willing to pay a small price to get digital versions of books they own in print. BitLit's user data matches the BISG study's results.

**Will publishers sign up?** Yes. We've been able to sign up over 300 publishers offering nearly 80,000 titles from houses including HarperCollins, Macmillan, Wiley, O'Reilly, and Elsevier. Publishers are desperate for reader contact info which they get by offering bundled ebooks through BitLit.

**Business Model:** Platform + Retail: BitLit generates a small amount of cash flow on the 42% commission we take on each eBook sale. However, the value of BitLit is in the bookshelf data we collect. There are lots of creative ways to monetize this data: targeted advertising, licensing data to eBook vendors, series completion, peer-to-peer used book marketplace, social shelfie community for booklovers. But at the moment our focus is on growing (not monetizing) the user base.

**Competitors:** For print + eBook bundling, Amazon Matchbook is our only real competitor. However, Matchbook only works for hardcopy books bought on Amazon.com, and only provides a digital version for Kindle. From a bookshelf data perspective our competitor is Goodreads.com. However, unlike Goodreads, BitLit collects an exhaustive bookshelf dataset, not just the 30 books a reader wants to socialize about online.

**Unfair Advantage:** BitLit works for hardcopy books sold anywhere, and provides a digital version for any reading device. Inventorying a bookshelf by scanning bar codes takes hours, with a "shelfie" it's done in seconds. We have 2 patents. The first has been granted (CA 2843680), The second is a US provisional.

**Traction:** We launched in January 2014 and have been growing the user base at **68% month over month for the past 12 months**.

**Who cares about us?** From early discussions with each of the major eBook vendors (Amazon, Google, Apple, and Kobo), we are on the acquisition radar of all four.

**Investors:** We've raised just over \$1M CAD (800K USD) in F&F and angel financing including investments from two strategic investors: Mike Serbinis (Founder of [Kobo](#)), and Heather Reisman (Founder of [Chapters.ca](#)).

**Founders++:** Co-founders Peter Hudson and Marius Muja met backcountry skiing in the Outdoor Club at UBC. Peter is the CEO and has a degree in Engineering Physics, and is 2<sup>nd</sup> time entrepreneur. Peter's first start-up (Aquatic Informatics) is profitable and now over 80 employees. Marius has a PhD in computer vision and contributed the FLANN library to OpenCV while he was at Willow Garage in Silicon Valley. Marius is the CTO and focuses on the computer vision and software development. Sancho McCann joined BitLit in Jan 2014 after finishing his PhD in computer vision. Sancho interned at Google during his PhD.