



Next Generation **Learning** at PAPER **eBooks**

Failed Loans in **Legacy** Public Library
Cost Top-20 Countries Taxpayers **\$22 Billion** annually

**eBOOKS:
NOT ACCESSIBLE
NON-AVAILABLE
NOT AFFORDABLE**

Publishers Otava & Amazon **stopped** selling **audio-
& eBooks** to libraries = Digital Inequality Gap

LIBRARY STATISTICS

Demand for Accessible Formats

Waiting lines

9% of book borrowing fails in the waiting

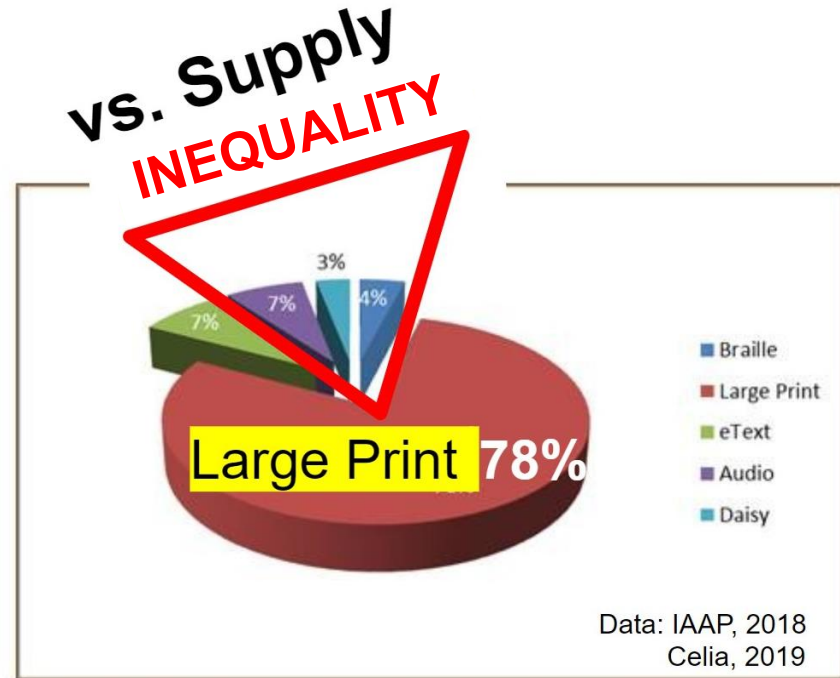
Inequality

19% of Finns, visually impaired people are deprived access to library books

Legacy rules

30% of books are not loaned even once

Source: Celian kirjat, Finnish Library Statistics



Digitization DISRUPTION: 10 millions \$ MRR, +10% CAGR

*Our market shares
at chosen segment:
35 mln. families*

ABOUT US



Primary school textbooks
Flexible covers: light, robust

NFC fare & Access cards for pensionists
& rail road staff

Delivered to homes cost-effectively

75%

PERSONAS



Paper letters B2C, G2C

Envelope-less: saving 85%
of postage costs

90%

-200 M \$ postage costs

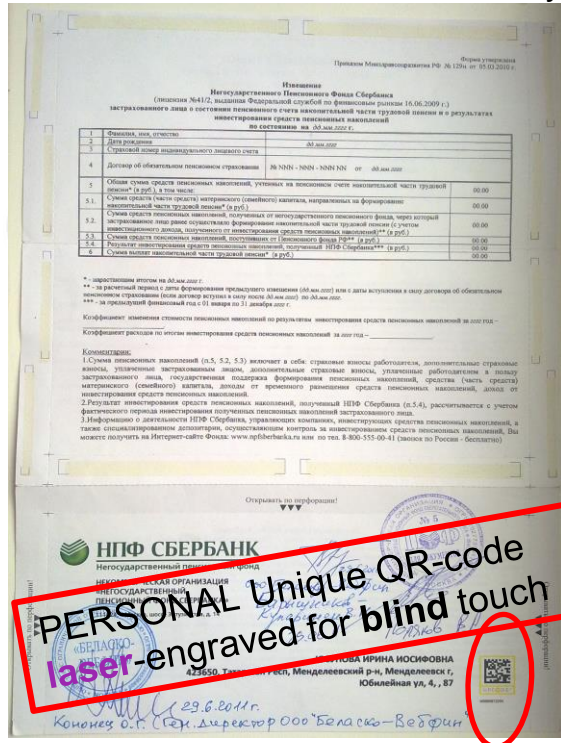
Decentralized production
2D-coded as National Standard
for quick access & security

95%

Digitization DISRUPTION: Right2Service, not ID



Mailers for e-Book home delivery



Three Easy Steps for Library Patrons to Learn from Home



1. Search book



2. Confirm book's format



3. Receive books at home



Data integration for discovery & delivery across platforms

- Today, **public library books**:
 - Siloed systems
 - Fragmented discovery process for users
 - Lacking integrated user experience from discovery to **delivery**
- Value Proposition **CEBooks™**: **OpenEurope**
 - Improved user experience & library offering
 - Reduced manual work & expenses for library
 - Increased revenue for LOCAL book vendors
 - Increased return for IPR holders, book authors



Seamless AARRR via global hubs

How will we manage?

‘Technology is not the biggest problem’

Senior manager from Kungliga Biblioteket, Sweden

Public



The Nordic Library+ Network

P-P-P partnership

Problem is getting people on-board and legislative issues

People

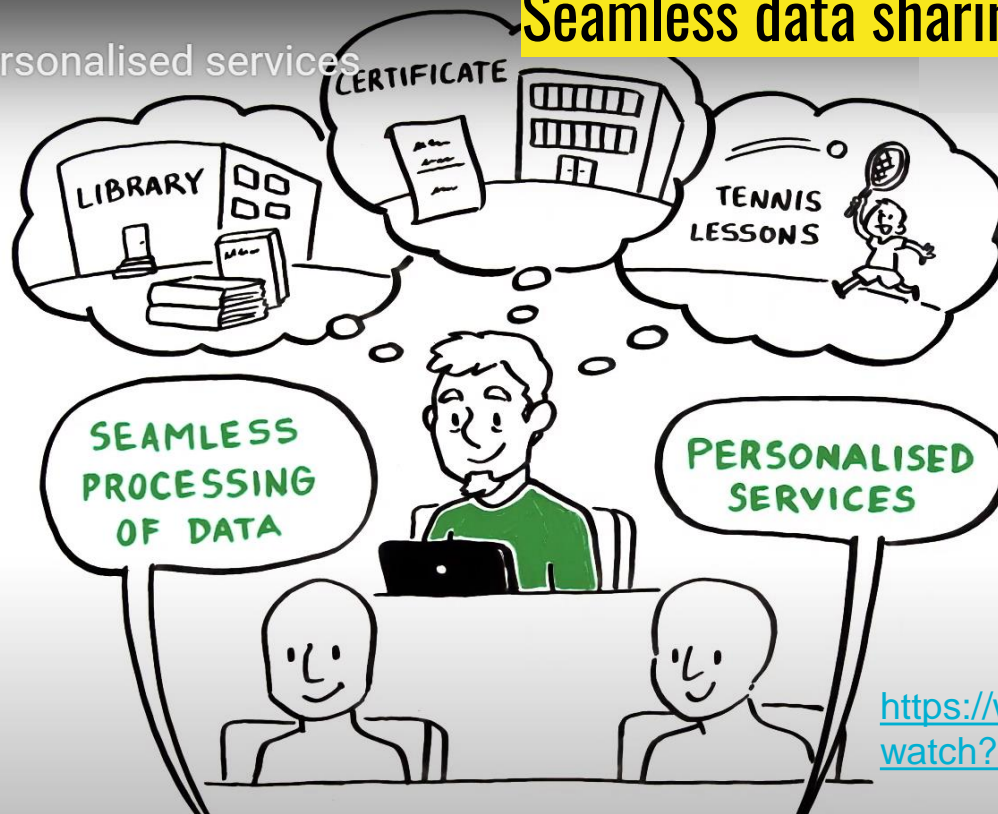
Problem is getting diverse actors and organisations on-board

Private



MyData – More personalised services

Seamless data sharing



<https://www.youtube.com/watch?v=pw87bLZPDdo>

The City of Espoo, and other big cities in Finland, aim to offer its citizens the possibility to better manage the personal information the city gathers from them

Future Is Human-Centric



“IndiviDUALbooks solve the biggest hinder, how to handle IPR – in FAIR & legal way. I would definitely like to see this kind of operation in real life, real surroundings.”

Mikko Vainio, Director of Libraries / City of Vantaa & Board member



“Vladimir, first thing I thought about your presentation: the ebook publishing/rights battle with libraries & the Internet Archive. Lots of good questions & info in your message!”

Dillon Geshel, Library Director at Portage Lake District Library (MICH, US)

An Experienced and Dedicated Team



CEO

Vladimir Kuparinen

Experienced Project Manager.
Scaled digi-print business
lines from 0 to \$3M in revenue.



CPO

Jukka Eratuli

World champion, sales to big
accounts door-opener, visual
engineer. Mentor at
Innovation Home int'l hubs

**innovation
home**



CTO

Lotta Lundin

CEO at the startup iGrant.io,
Next Gen. Internet funded.
Former Director M&A at
Ericsson. MSc in Finance



Ericsson



CASS
BUSINESS SCHOOL
CITY UNIVERSITY OF LONDON
EST. 1894



Advisor

Jari Isohanni, PhD student

Technical Specialist at UpCode Ltd.
Android, iOS, Java, C, C++, C#, Git
Pro software engineer. 3 Uni Master

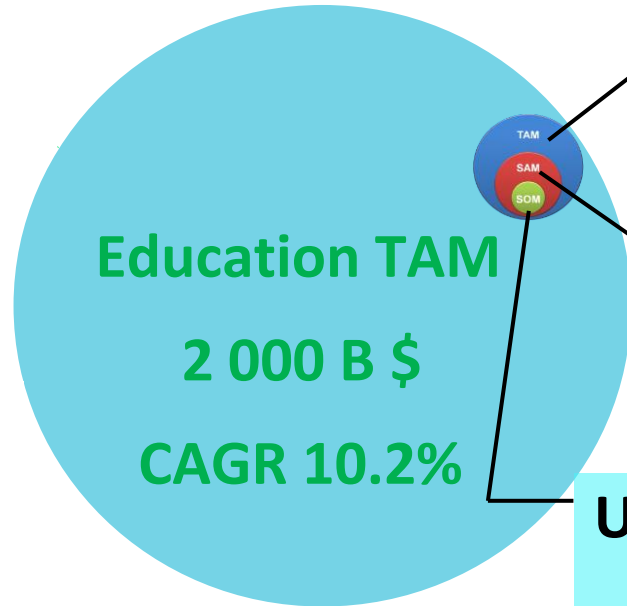




Vladimir Kuparinen
SmartPaper.fi/oe
vb@smartpaper.fi

Large and Growing Markets. Books growth to Education

Books mailers SOM = 10% of Library Books



120 B \$ book global sales

US Printed books = 15% of global sales
700 mln. sold; 1,600 mln. library loans

US eBooks 500 M sold; 700 M eBook loans
CAGR 40%

ATTENTION ECONOMY ALTERNATIVES



Enjoy
YOUR time
- in
comfort

GREEN IS THE NEW DIGITAL. SUSTAINABLE WILL BE THE NEW PROFITABLE.

