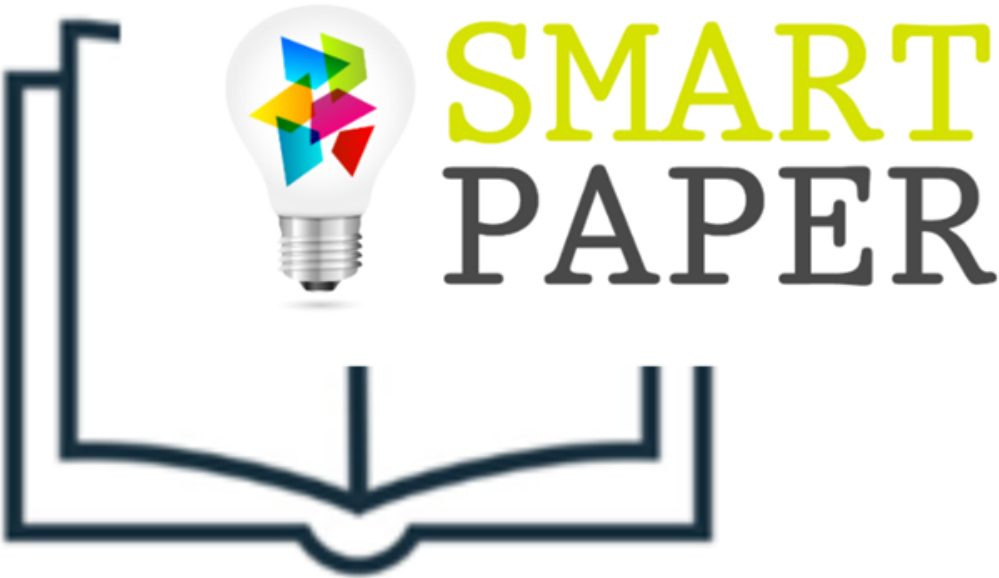




  
Indivi**DUAL**book



M9999978519



Diversity of books for  
**Visually Impaired People**  
**Digitally**



iGrant.io

# Library statistics, Finland

## Waiting lines

**9%** of book borrowing fails in the waiting line

## 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





# WHY? Personal data abuse in internet

Blind Leading  
our  
digitalisation  
solutions:

**70% fail\***

\*McKinsey,  
2018

[http://bit.ly/  
oeBookPPT1](http://bit.ly/oeBookPPT1)



By Pieter Brueghel the Younger  
My Daily Art Display, Public Domain,  
<https://commons.wikimedia.org/w/index.php?curid=33298816>

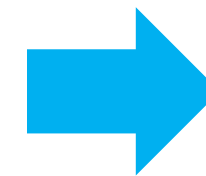
**SOLUTION:**

# **INDIVIDUALBOOKS**

**MAGIC BUTTON**

**for UNDER-SERVED**

**Book-Of-One** is home delivered,  
shared Peer-to-Peer outside library



**Cost down  
to 10 €**

**vs legacy book 15€...20€**



**IndiviDUAL Access, two-in-one books**



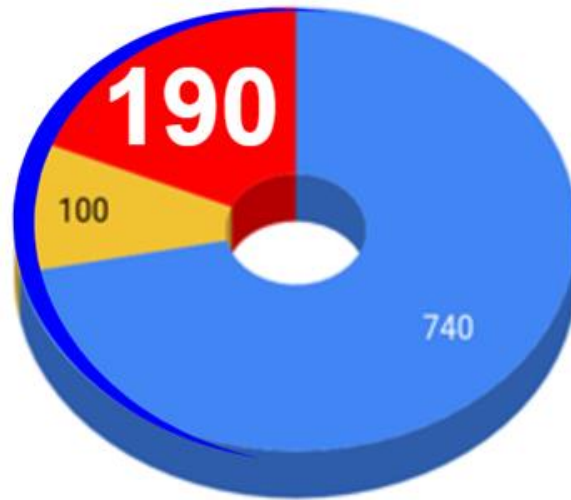
**print  
audio/eBook**



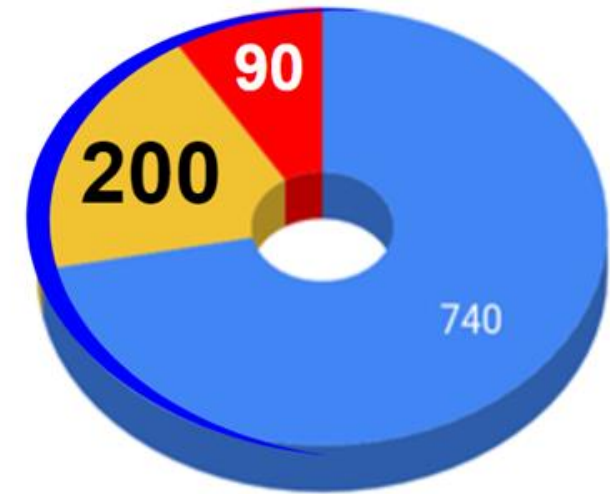
Objective: to **double** public library patrons, in Europe

● Total population    ● Library patrons    ● Disabled, **w/o access**

Now



Our mission



Million people

# Book Cover

Made from Paptic

“It is changing

The way

We work”

Book jacket



Book envelope



Book ID ARscanned



## TESTIMONIALS

*To me the grandest achievement of this project: it seems to solve the biggest hinder so far: how to handle IPR's in a fair and legal way from the point of everyone included.*

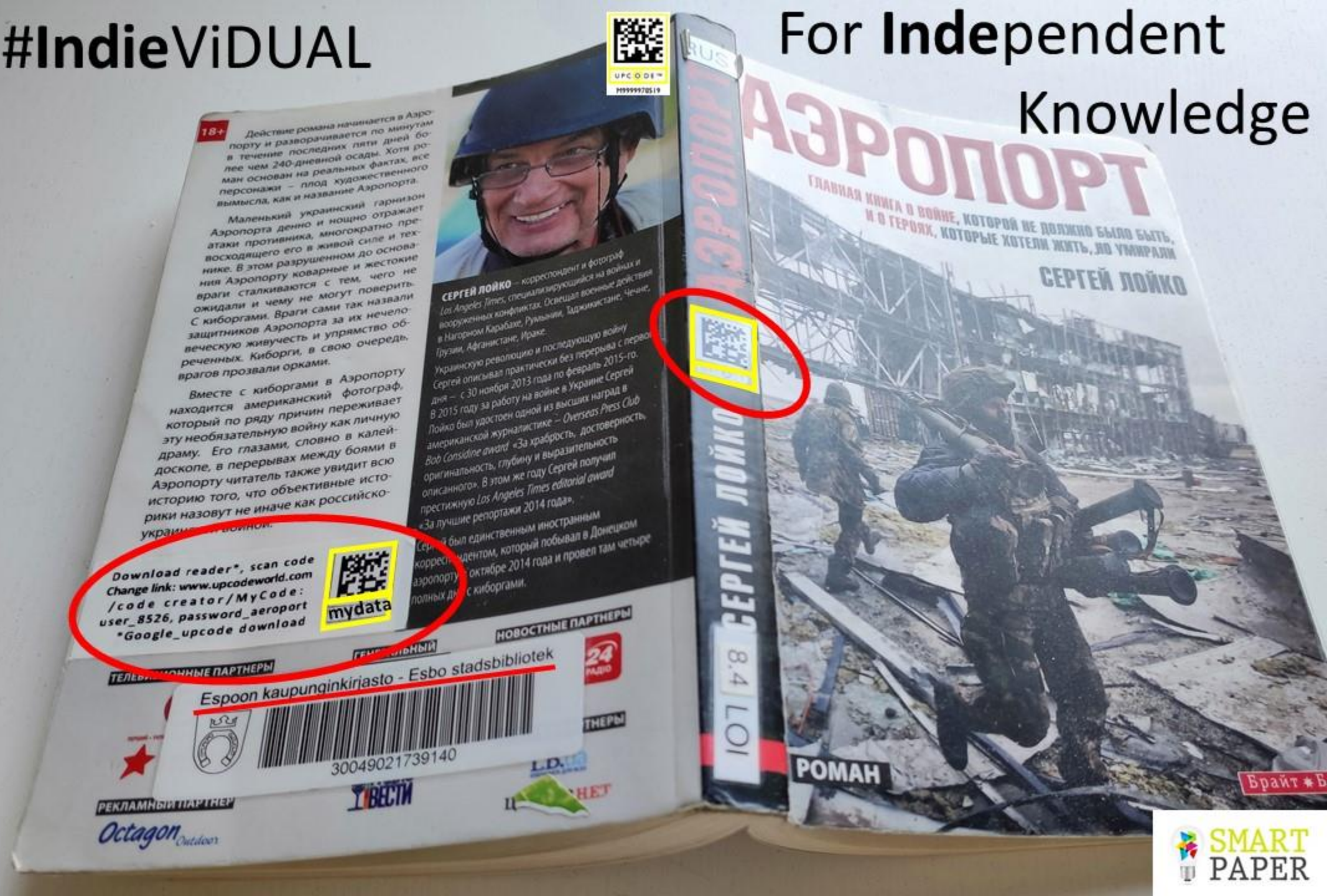
**I would definitely like to see this kind of operation in real life, real surroundings.”**

**Mikko Vainio,  
Director of Libraries / City of Vantaa & Board member,  
Library Co-op Vantaa, Helsinki Area, Finland**



Solution: #IndieViDUAL  
Books

For Independent  
Knowledge



Paper books

public libraries + retail = 86% of book sales

TAM = 120 bln. \$, for AMAZON

14% = E-books

MARKET, FINLAND  
777 MILLION €

+

9%



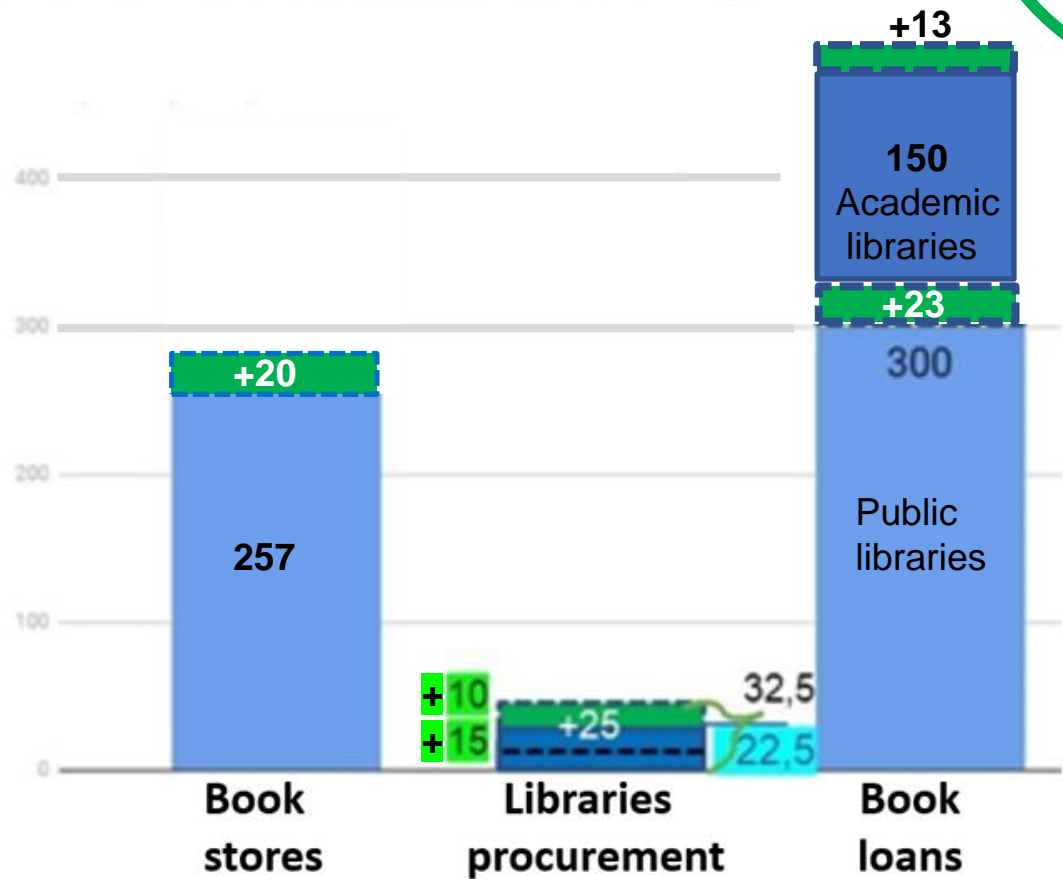
SMART  
PAPER

Mln. Euro

2021-2023

ANNUAL PRINT BOOK UNIT SALES IN THE U.S.  
675m x 26\$ = 18 B \$

EU= 26 B \$



E-Book vs. Book

SALE PRICE

\$26,00

SALE PRICE

\$13,99

<http://bit.ly/oeBookCosts>



# BUSINESS MODEL

We save LIBRARIES manual jobs and 50 Mln. € (**Finland**)  
= 10€ / taxpayer WORLD WIDE

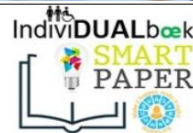


| BLUE OCEAN   | B2B2C | B2B/B2G    | B2G    | Metrics   | Comments  |
|--|-------|------------|--------|---|---|
| <b>Revenue 1.1</b> Book sales to user                        | 4 M € |            |        | +10% = +2M x 2€ (œBooks)  | EBITDA= 2€, if sold directly, à 10€/book<br>EBITDA = 0.6€, if book is sold via publishers |
| <b>1.2</b> To library: book sales                            |       | + - 5 M €  |        | + - 2.5 M x 2€ (library œBooks)   |   |
| <b>1.3</b> Or to library/to printer: if only cover sales     |       | + - 1.5 M€ |        | + - 2.5 M x 0.6€ (œBook covers)   |   |
| <b>Revenue 2</b><br>20% commission from UpCode app LICENSING |       |            | 400K € | 2 € per patron<br>x 1 mln. patrons, who will use œBooks app, added to Pocket Library /Taskukirjasto | Now 100 000 patrons use Helmet app Taskukirjasto  |
| <b>Revenue 3</b><br>Hardware sales                           |       | 300 K €    |        | 10% commission of 60K € x 50 printers = TOTAL 3M€ investment  | 10x ROI 3M € on 300K € batch investments  |
| <b>TOTAL, EBITDA</b>   |       |            |        |   | <b>6.2 ... 9.7 M €</b>  |

# Can we?

B2B2C B2B B2G Metrics Comments

## SEED FUNDING



WE ASK SEED FUNDING FOR COST OF ONE PRINTER SITE  
AND SALARY FOR THREE PEOPLE (CEO, SALES AND CTO)

| COST ITEMS                                   | EURO           |
|--|----------------|
| PERSONNEL COSTS                              | 70 000         |
| COST OF PURCHASED SERVICES                   | 85 000         |
| OTHER OVERHEAD COSTS<br>& OPERATING EXPENSES | 6 000          |
| <b>TOTAL</b>                                 | <b>161 000</b> |

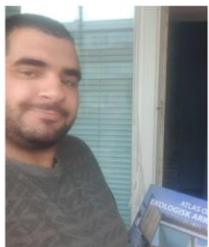
**ROI**  
**50x**

TOTAL, EBITDA

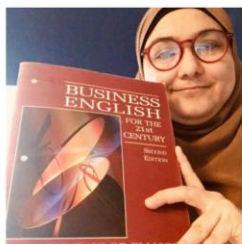
6...9.7 M €



## Team members



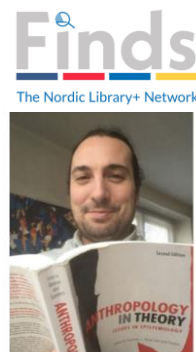
Saleh A-Rahman  
Architect Student



Alia Amir  
Linguist & Researcher



Vladimir Kuparinen  
Digital printing expert,  
MyData Global NGO:  
Human-centric personal data  
processing,  
Founding Member

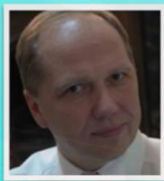


Alexander Maxia  
Anthro-Hacker & Communicator

**Finds**  
The Nordic Library+ Network

# YES. We can!

## INDIVIDUALBOOK TEAM



Vladimir Kuparinen  
Founder, CEO  
20 years in book & digital printing innovations  
[vb@smartpaper.fi](mailto:vb@smartpaper.fi)



Jari Isohanni  
15+ years in design, sales, legal: Uptime &  
large customer solutions  
[jari.isoahanni@gmail.com](mailto:jari.isoahanni@gmail.com)



Jukka Erätuli  
Co-founder, sales & door opener  
Creative entrepreneur & ex-professional athlete  
[jukkaeratuli@me.com](mailto:jukkaeratuli@me.com)



Lotta Lundin, CEO



iGrant.io



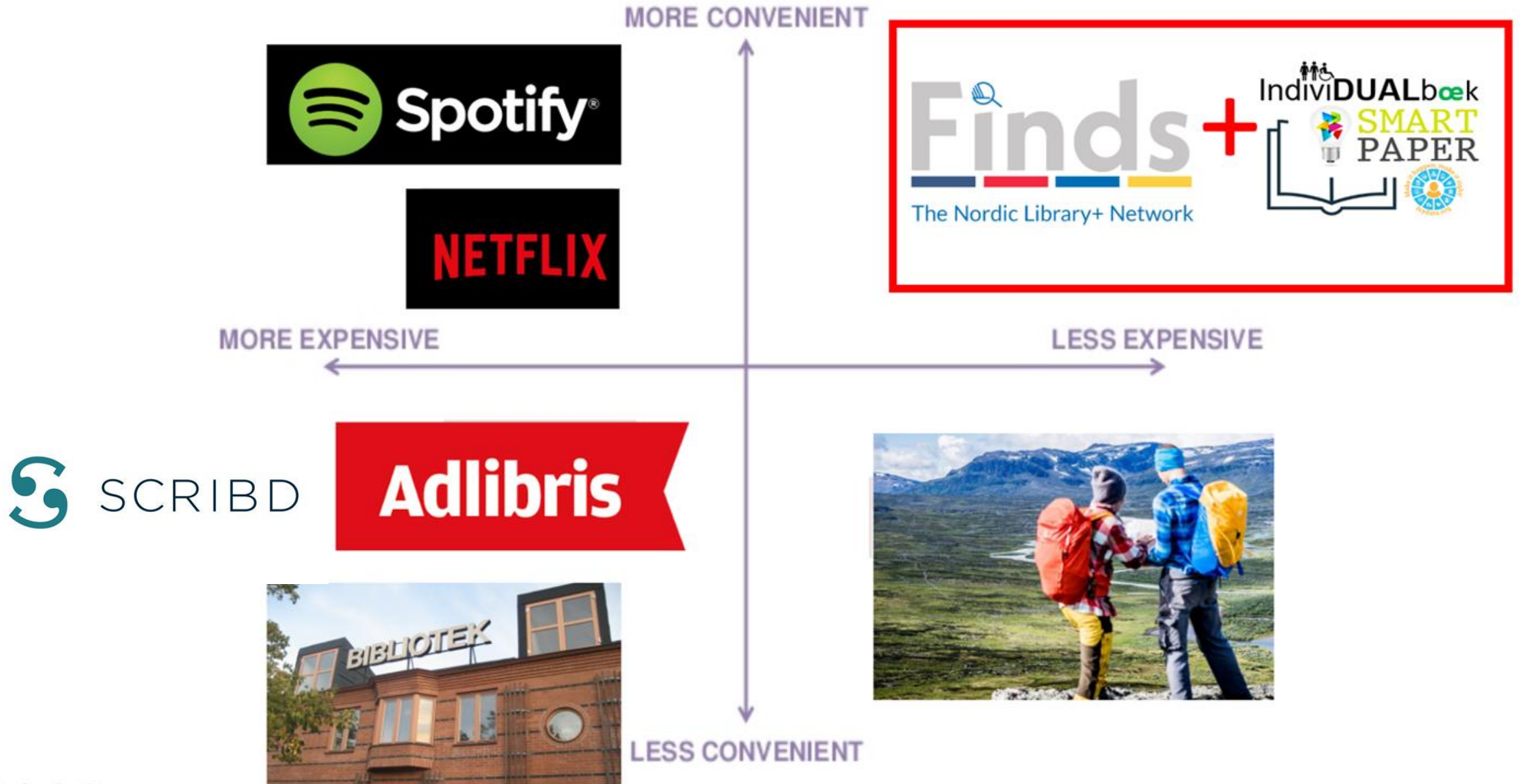
Lal Chandran, CTO



Petra (CEO) Erätuli-Kola  
Katja (COO) Aalto



# Attention economy alternatives





Be Individual!  
Read Books!  
Join MyData Global

[vb@smartpaper.fi](mailto:vb@smartpaper.fi)  
[www.smartpaper.fi/oe](http://www.smartpaper.fi/oe)



<https://devpost.com/software/Individualbooks>



# Offline-to-Online

AR app  
Demo  
for GLAM:  
- Galleries  
- **Libraries**  
- Archives  
- Museums



## Demo

<https://github.com/divan/txqr>



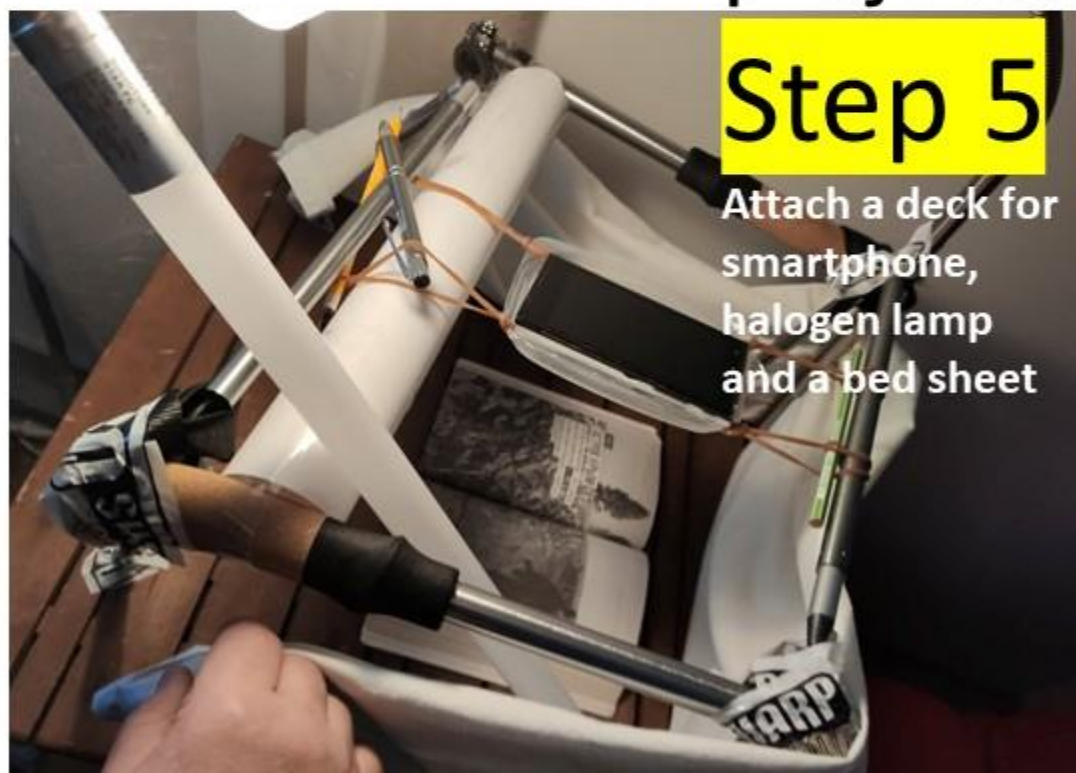
# Online-to-Offline





Do-It-Yourself ScanTent (50 €) vs professional one (200 €)

#ScanTent  
#Scan3Books4PlanS  
for READ & GIFT,  
Europeana.eu  
Transkribus.eu projects

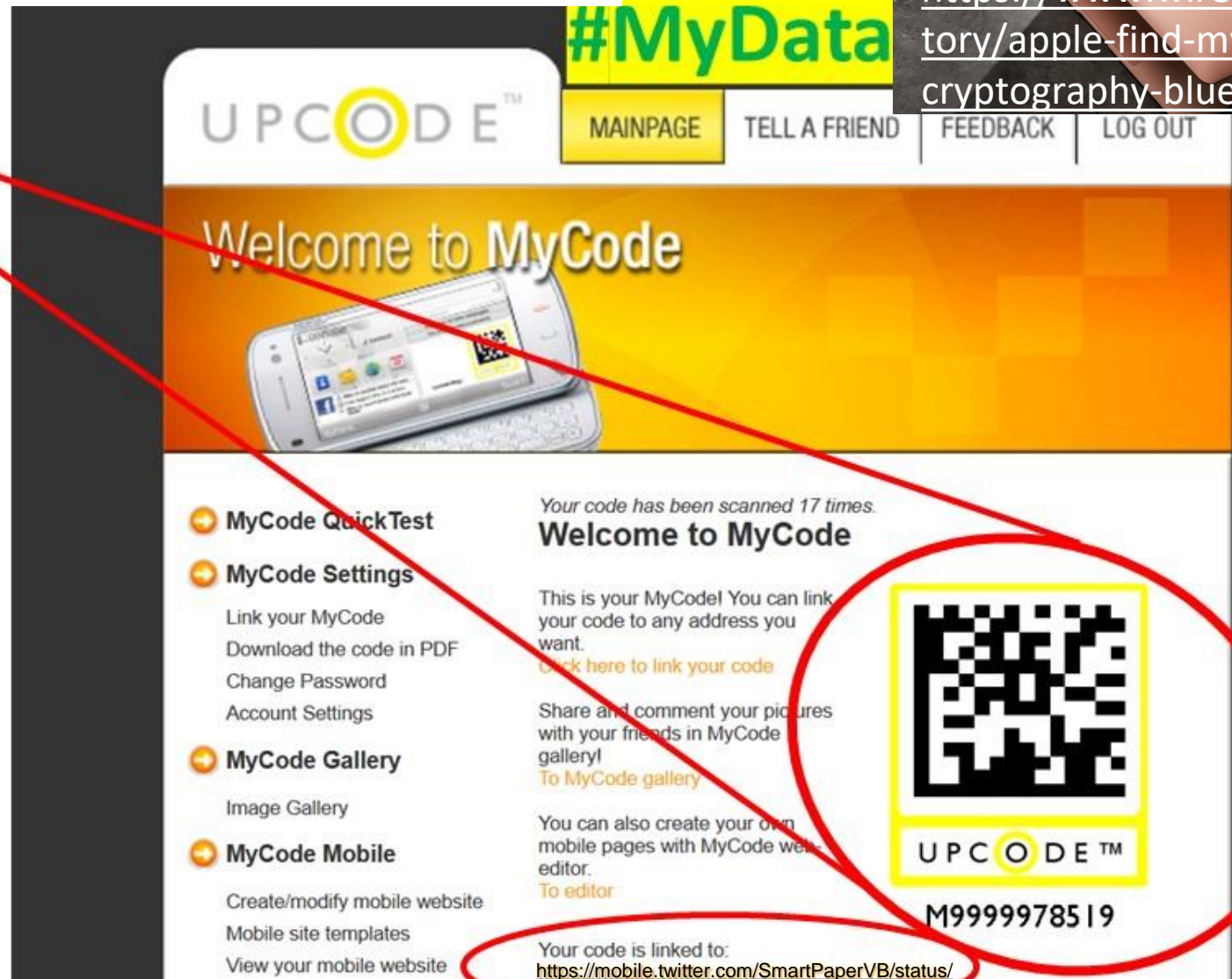




TORI (TOpRight corner) = IoT, to re-write own story in 2 touches

for **MyData**'s "NON-RIVAL market share in hardware": **SafeBock** vs. Apple

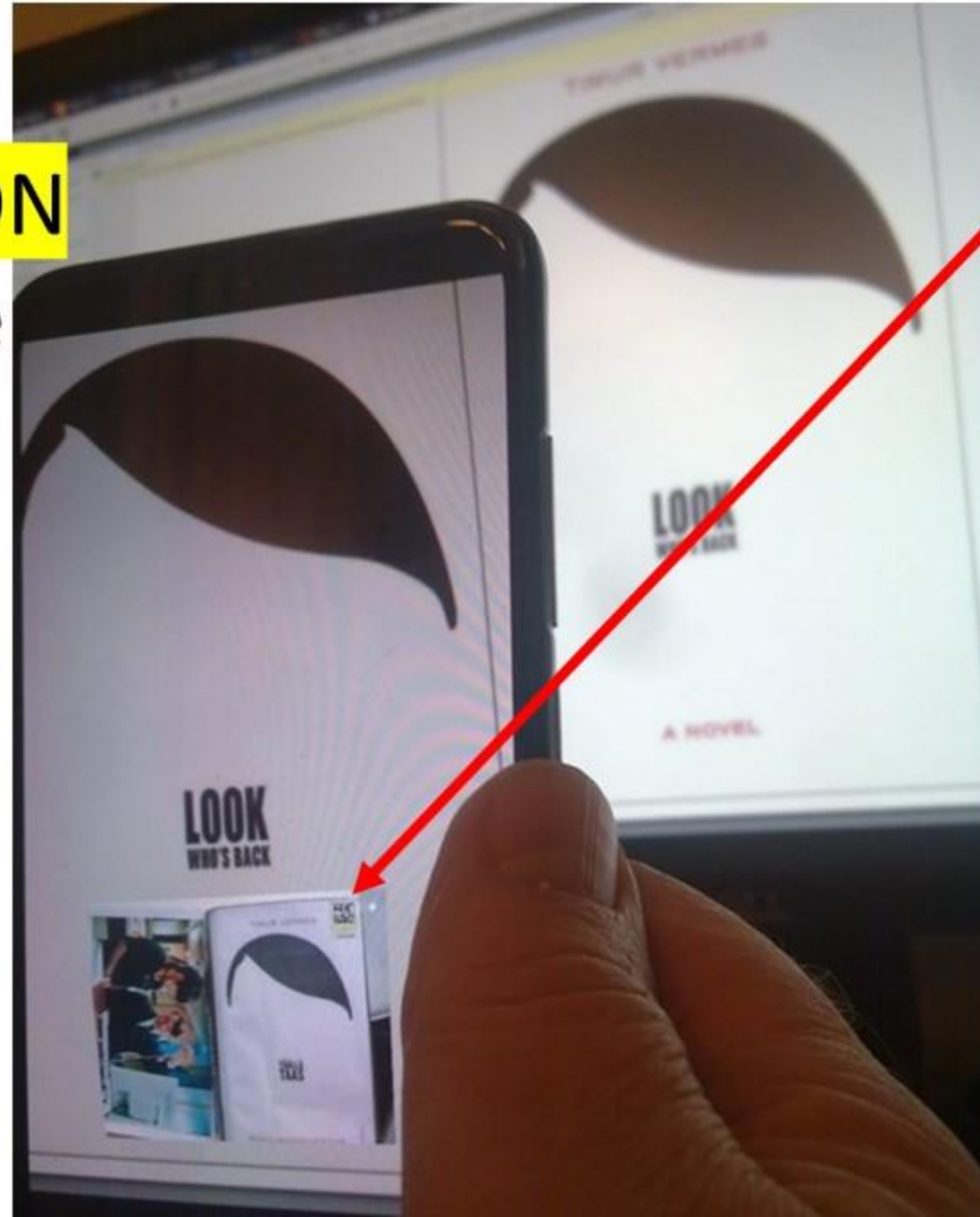
<https://www.wired.com/story/apple-find-my-cryptography-bluetooth/>



\*"I have not seen anyone actually deploy anything like this to a billion people"  
Matthew Green, Johns Hopkins University



# Hacking AMAZON from its website



UpCode 8486  
connects to  
Film trailer,  
made after the  
book, link:



<https://www.spiegel.de/video/filmtrailer-er-ist-wieder-da-video-1613549.html>

