

"IndiviDUALbooks solve the biggest hinder, how to handle IPR - in FAIR & legal way", Mikko Vainio

Videos: [WHO](#) (1 min.) & [HOW](#) (2 min.) & [WHY](#) (3 min.) & [WHAT](#) (5 min.) of IndiviDUALbooks; at [slide 12](#)

1. We sell bœk covers, 1\$/pc., **B2G2C** for public library patrons, so that Life Cycle Cost* of a paper DUAL book (it includes e-book) for a library, drops to 13\$ = 1/10 of legacy biz. model via publisher.

2. It's enabled by pre-printed OWN QR code which opens up a verified digital copy of the content

- it provides FAIR USE exception, right to copy a book for Visually Impaired Person/VIP
- an exemption from copyright for PRIVATE USE of a book, per Finnish Copyright Act
- for PERSONAL learning: book copy is home-delivered, **if not available from a library**.

*Incl. home delivery, 2 \$ charged for P2P book sharing vs. 5 \$ legacy library per book loan running costs.

3. New way of Digital Rights Management, via library's book recommendation app & SSI:

- it improves Learning Access -ibility for VIP & digitally divided people, under-served by libraries
- increases royalties to authors, by adding Long Tail books, currently not available from libraries
- saves costs of logistics, thanks to **last mile** printing on-demand of UNIQUE Learning BookOfOne
- vs competitors' costly **CENTRALIZED procurement**: min. delivery charge FromAmazon2EU = 8\$.

USP: Globally usable SSI engraved in DUAL forms, for VIP; LAST MILE book printing, Open Source

4. **Year 1**: we'll recover 9% lost loans for several big public libraries = **0.5 M€ (FIN); 12 M\$ (US)**

- and **in 5 years** the revenue (**SOM**) will grow to **23 M€ book sales (FIN); 53 M\$ (US)**

EBITDA = 3.5\$ in a book sales price 13\$; ROI = 50x; I = 189K\$ book printer trials, app dev't, salary

5. MARKET. **Books now**, SOM/SAM/TAM = 0.35 / 11 / 120 B \$ vs. **Edu market's TAM = 2000 B \$**

CAGR 10.2%

USA = 0.053 / 1.6 / 18 B \$; EU = 0.08 / 2.34 / 26 B \$

It's Blue Ocean / **niche** market: no one competes closely cost-effective for library books, that save CO² & library manual jobs: 13\$* vs. 138\$ LCC + 60\$ eBook license.

It's THE ecosystem for VIPeople Learning (VIP=20% of population);

for books preservation & P2P sharing;

for **Long Tail** & best-seller book sales to LOCAL library.

Longer Tail: 54% of Amazon book sales; **CAGR 22%**.

Education & re-skilling = Bœks

PERSONAL Edu books multi-million \$ investments predict **Edu books growth from Linear to Exponential**

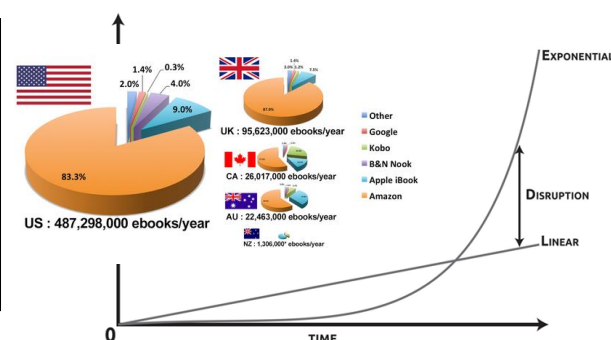
Our Unfair Advantage: MyData Global + HAG + Fin + UpCode

MDG = Next Generation Internet, hubs support for scaling

HAG = global sales hubs for laser engraved paper forms

Finland's Copyright Act update: eBook's library royalty

UpCode = blockchained smart contracts, OpenSource



Kind regards,
Vladimir Kuperinen

MyData Global Network, Founding Member

www.smartpaper.fi/oe

02710 Kavallinmäki 15,
Espoo, Finland

<https://bit.ly/oeBookUSInvestorPitch>