



VT Knowledge Works

GLOBAL ENTREPRENEURSHIP CHALLENGE

VTKNOWLEDGE WORKS GLOBAL STUDENT ENTREPRENEURSHIP CHALLENGE

VIRGINIA POLYTECHNIC INSTITUTE AND STATE UNIVERSITY



PROJECT

MAGIC BOOKS FOR A BETTER WORLD

BY LIFEBOOKS



COUNTRY

ECU

PRESENTED BY:

ADRIAN ARMIJOS, RICHARD CONDOR

Meet Felipe

- * He likes Soccer and pirates
- * Felipe attends regularly to school
- * His grades are really decent
- * He is 6 years old and he's been using his iPad for 7 years.



LifeBooks

...but

- * Felipe is now an Elementary School student.
- * He lacks of basic skills
- * He has no interest in reading.
- * He thinks that he know it all; therefore, he does not want to explore their surroundings

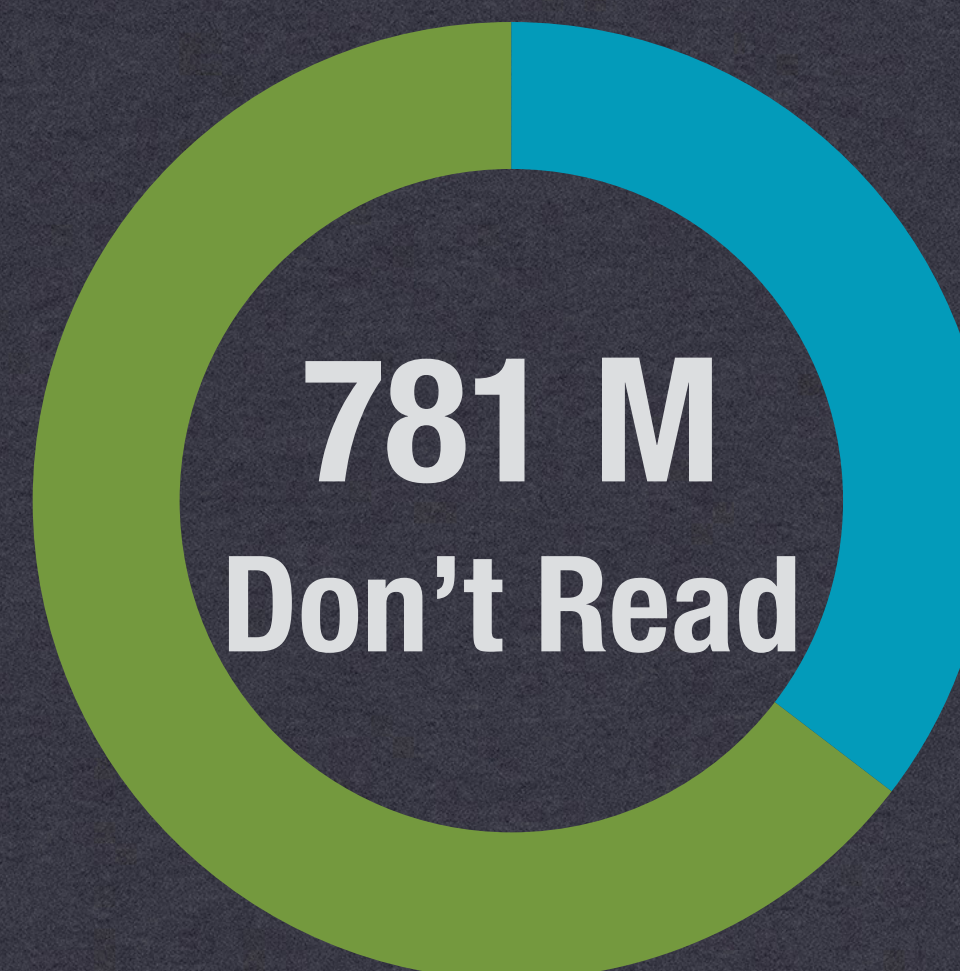


LifeBooks

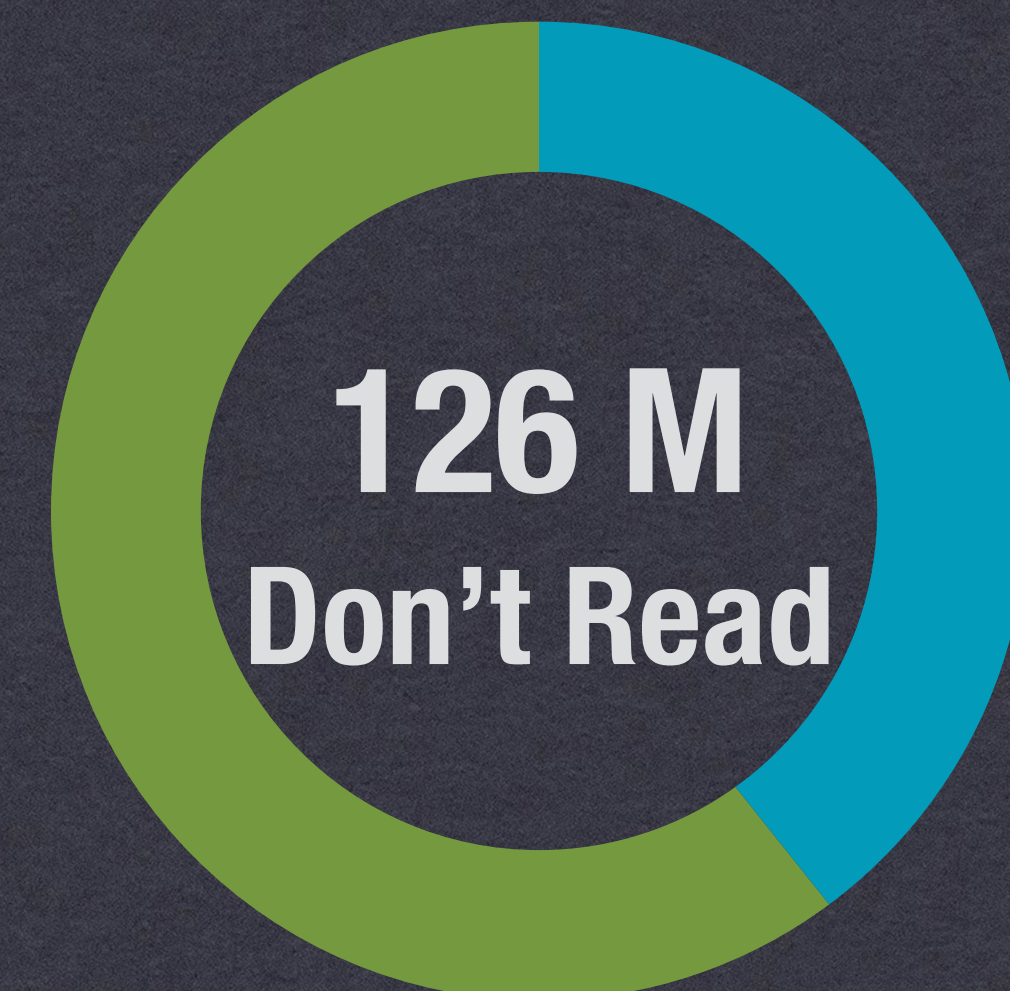
MANY CHILDREN AROUND THE WORLD HAVE THE SAME PROBLEM



Age <15



Age 15-22



*Source:

English Level on Non-Native Speakers

High English Level

01	Denmark	69.30
02	Netherlands	68.99
03	Sweden	67.80
04	Finland	64.40
05	Norway	64.33
06	Poland	64.26
07	Austria	63.21

Intermediate English Level

08	Estonia	61.39
09	Belgium	61.21
10	Germany	60.89
11	Slovenia	60.60
12	Malasia	59.73
13	Singapur	59.58
14	Letonia	59.43
15	Argentina	59.02
16	Romania	58.63

Low English Level

32	E.A.U.	51.80
33	Vietnam	51.57
34	Perú	51.46
35	Ecuador	51.05
36	Rusia	50.44
37	China	50.15
38	Brasil	49.96
39	México	49.83
40	Uruguay	49.61
41	Chile	48.75
42	Colombia	48.54
43	Costa Rica	48.53
44	Ucrania	48.50

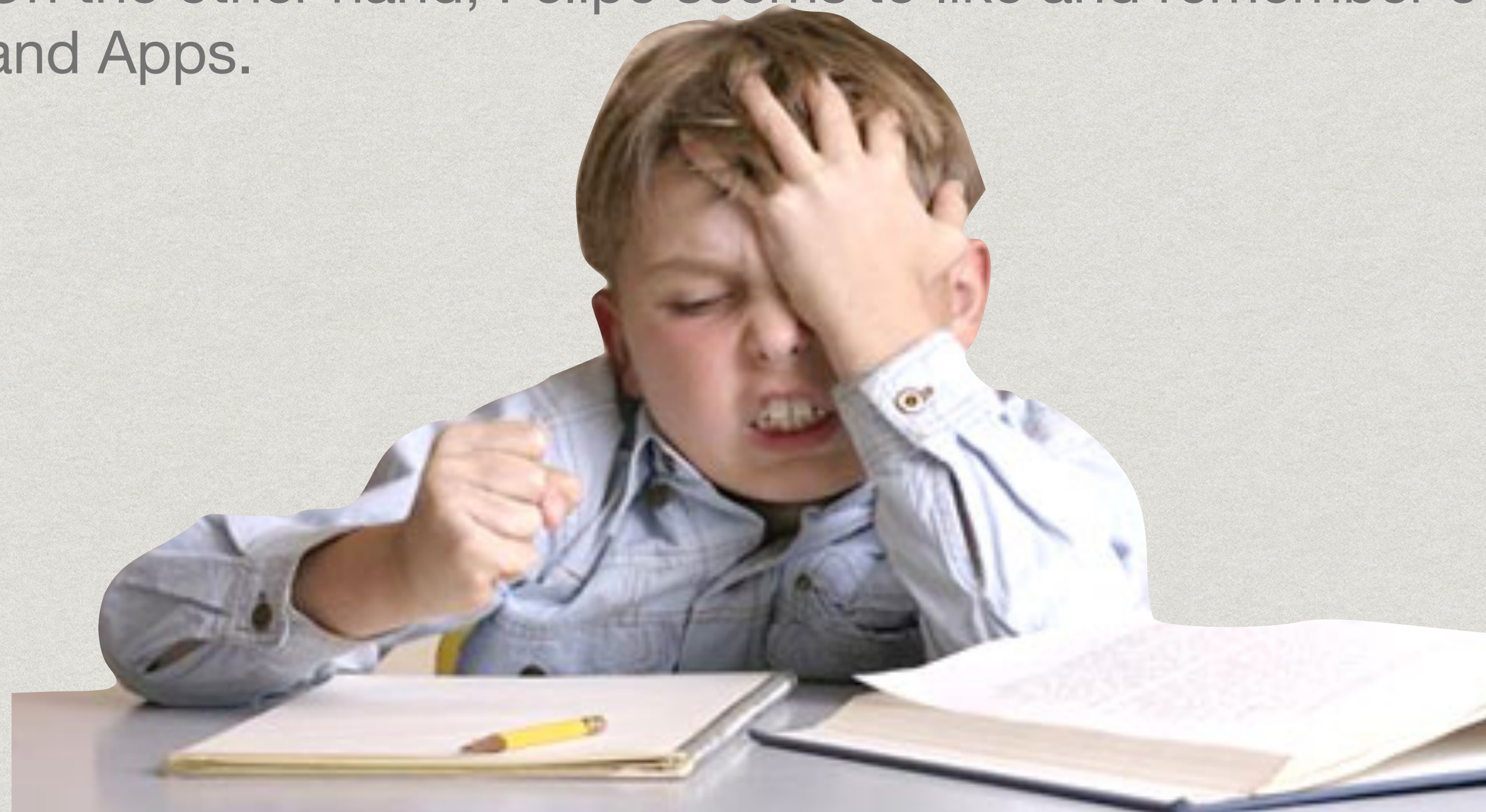
What about
English?



LifeBooks

WHY!?

- * Public Elementary Schools in Ecuador do NOT include a second Language.
- * In some schools, a second language is only taught at the end of middle School
- * Many parents do not have the skills or education needed, so they cannot help their children.
- * Many pedagogical education is at least 87% based on books.
- * But Millennials do not have any interest in books nor reading anymore.
- * On the other hand, Felipe seems to like and remember every content seen on TV and Apps.



Possible solutions

- * We show them books from famous movies or TV characters.
- * We used books with textures for catching their attention.
- * Finally, we gave the kids a common book and forced them to read it.



The Solution?



LifeBooks

LIFEBOOKS aims to help children learn basic pedagogical skills through interactive, virtual exercises within a physical book. We want to be leaders in the market of books with Augmented Reality and offering an holistic learning.



**Fonts by
Thomas Fritzpatrik**



**1st Version
Tetrapak
2nd Version
Recycled Sugar Cane Chaff**



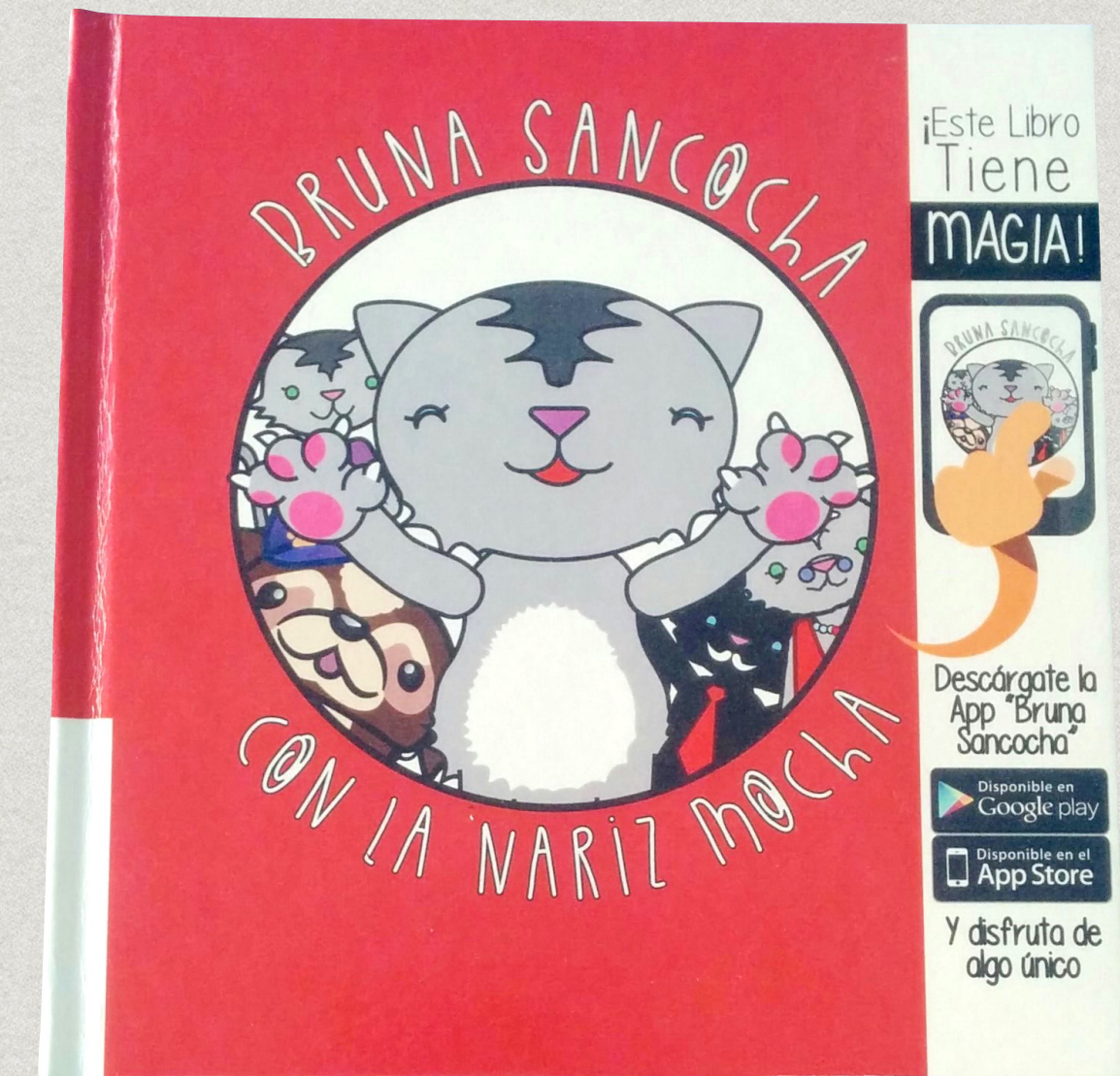
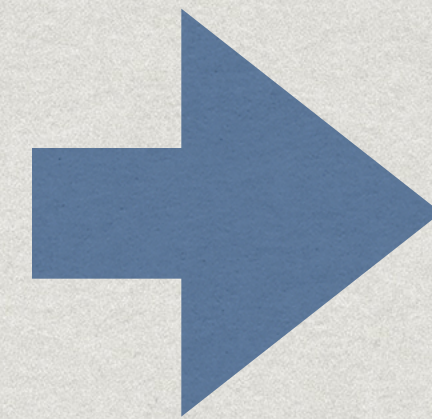
**Written by
Juana Neira**



COMPARATIVE TABLE

	Our Books	Normal Books	Books with Extra Assets (like Pop Ups)	Ebooks
Ecological Impact	Minimal	High Impact	High Impact	None
Children Interest	High	Low	Medium	Low
Information Retention	55%	25%	30%	15%
Durability	High	Medium	Low	High

Step by step



Phase 1:

Investment:
\$ 600

Profit:
\$ 2000

Phase 2:

Investment:
\$ 1000

Profit:
\$ 2500

Phase 3:

Investment:
\$ 2500

Profit:
\$ 12500



LifeBooks

Sales

**Book selling price:
\$25 each**

**But if we print 1000 units. Every
book will cost:**

- * \$0,62 3D Design
- * \$0,21 2D Design (Illustration)
- * \$4,84 Book Publishing
- * \$2,30 Advertising
- * \$8,75 Book Store commission

$$\begin{array}{r} \$25.00 \\ - 16.72 \\ \hline \$ 8.28 \end{array} \text{ Per book}$$

**Every month we can sell at least
1300 books. Giving us a total of:**

\$10 754 monthly

that means

\$129 168 per year

Only in Latin America Sales

OUR TEAM

WHAT WE HAVE



Richard Condor

CMO & PR

Corporate Communication
Reputation and Image
Branding
Advertising
Public Affairs



Eduardo Guerrero

Lawyer

Legal affairs:
Patents
legal registrations
ISBN
Business negotiations
Child Testing



Adrian Armijos

CEO

Content Director
Created the AR platform
Website Development
BM
Wrote the 2nd Book



Milca Borja

Design, OD

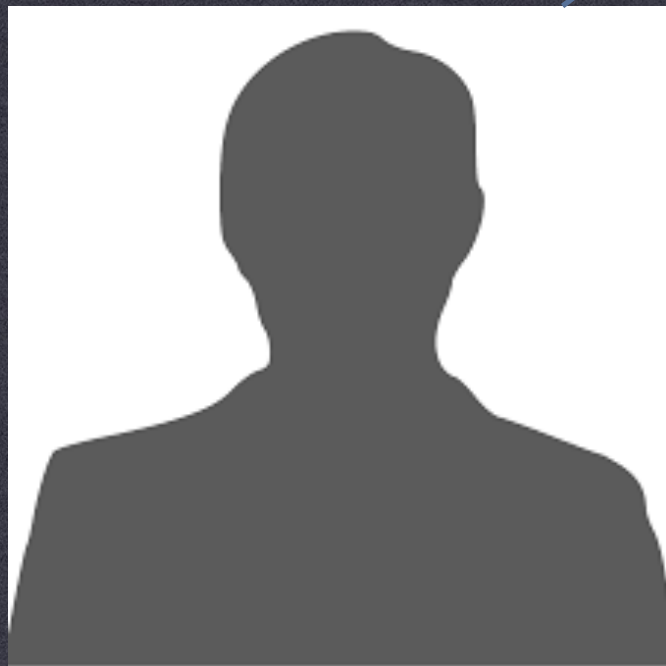
Take Decisions
Client Service
Finances
Label Design



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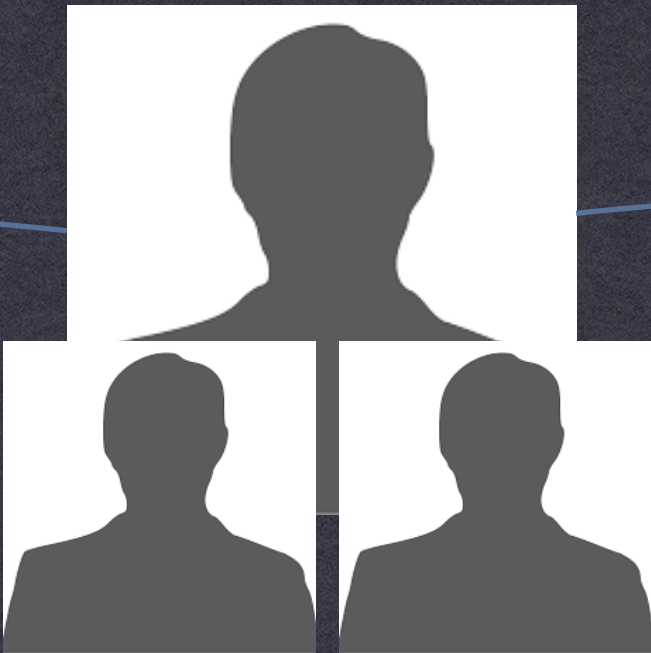
DREAM TEAM

WHAT WE NEED



A Financial Manager

In charge of:
Resource Management
Resource Projection
Accounting



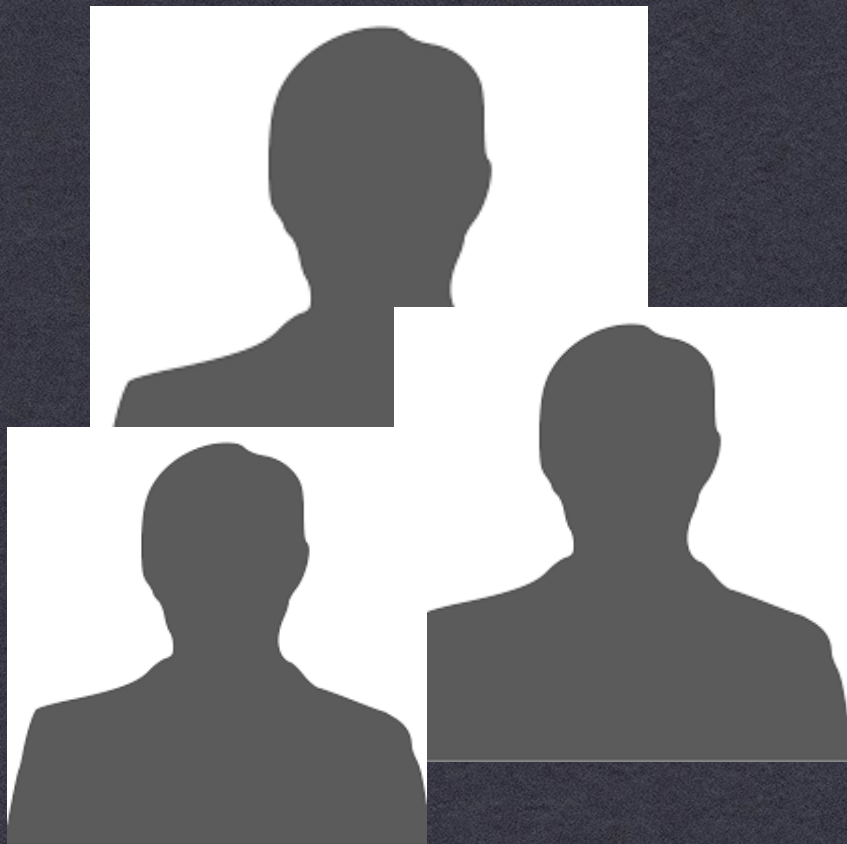
Authors

People in charge of writing
the books with pedagogical
Skills



Salesman

A Closer that will help with
contacting schools, Book
Stores and any other retail
store available.



Illustrators

As a back up for drawing
and designing augmented
reality book pages



3D Designer

Character modeling and
animation (from riggs to
renders)



LifeBooks

Channels of Distribution

**LIFE
BOOKS
NOW!**



USA

ECUADOR:

- * RTP
- * Book Stores
- * WebPage

- * Amazon's Kindle Store
- * Barnes & Noble

ARGENTINA

- * Book Stores through 'La Plata Hub'

REST OF THE WORLD

- * Amazon's Kindle Store
- * Web Page
- * Barnes & Noble



LifeBooks

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We've Changed the Way Your Children Read Books

Introducing our new product: Books with Magic, Books with Augmented Reality. A technology that let our children read, listen and even play with a normal book and a Tablet or Smartphone

Read More!








Get The Book

You can order it in this same web page

Display a menu



1



Message

Share

More

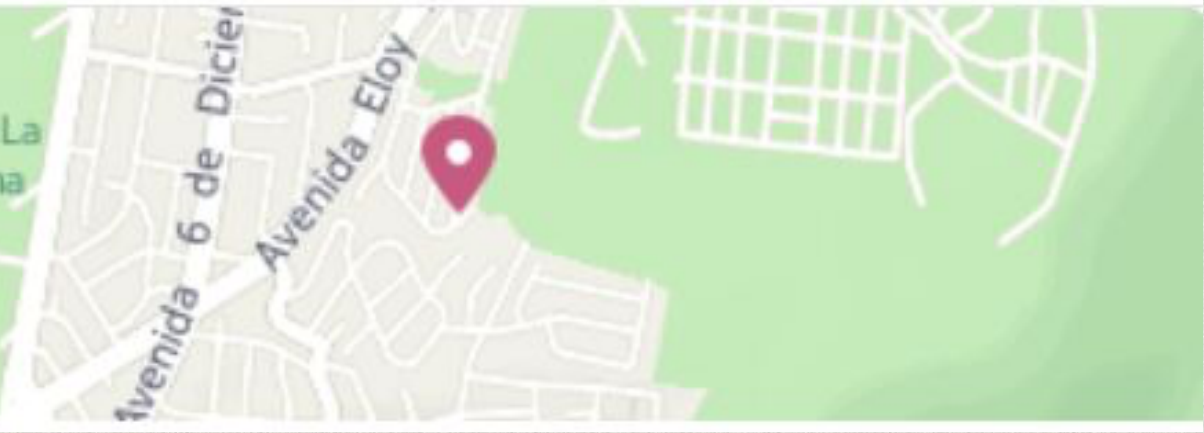
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of 5 stars · 3 reviews

arian Armijos Krüger reviewed this







Risks

logo

- Piracy

- * Produce a book collection.
- * Include new Skills (Math, History, etc.)
- * Improve our current technology for a faster production
- * Be leaders in Books with Augmented Reality.
- * Improve our Brand placement



LifeBooks

We need:

\$ 29 000

- * Licence purchasing (\$2 100)
- * 2D Illustrators (\$1 200 x 3)
- * 3D Designer (\$1 400 x 2)
- * Extra Programmer (\$1 300)
- * Authors (for a 5% share)
- * Advertising (\$9 000)
- * Publishing (\$10 200)

Balance Point

will be reached at

3503 books

Which it CAN be reached on the first **Quarter of sales & marketing.**



“You never change things by fighting the existing reality. To change something, build a new model that makes the existing model obsolete.”

—R. Buckminster Fuller



LifeBooks



Thanks for Your Time

LifeBooks - Ecuador



Rackspace®
**STARTUP
PROGRAM**

