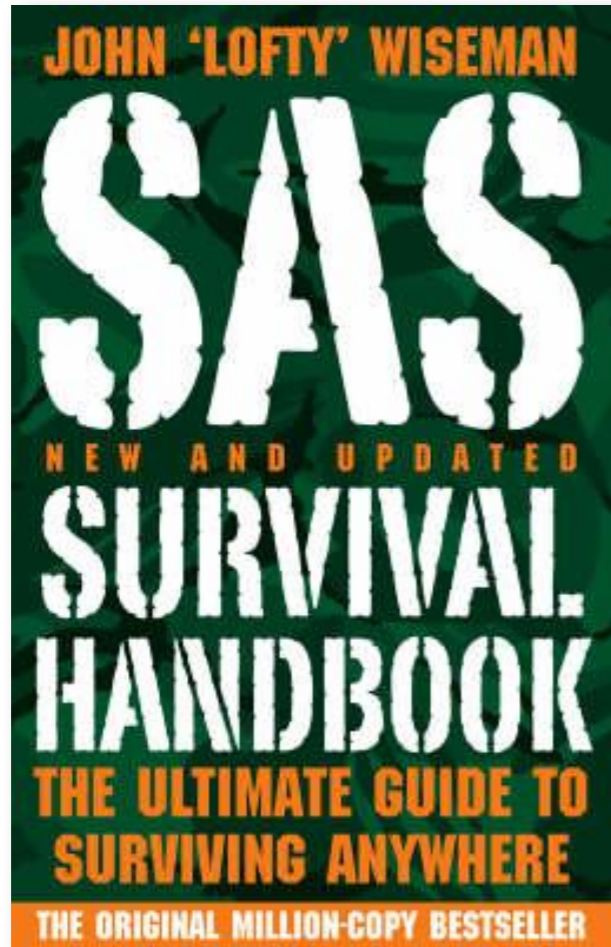


# Introducing Papertrell

Creating award winning digital book applications for publishers and authors around the world.

Imagine a book  
where pictures  
can speak a thousand  
words

## 2010 partnership with Harper Collins The SAS Survival Guide



From the beginning

## Book apps were extremely expensive to build

- ≈\$60,000 for a base app
- \$2.99 app? Break even at 30,000 copies sold

More devices > Bigger market > Bigger challenges



More formats > Increasing complexity > Opportunity



# Challenges to apps

## Expanded partnership with Harper Collins Good News Bible



Expanding the opportunity



# Creating a platform

**4** months

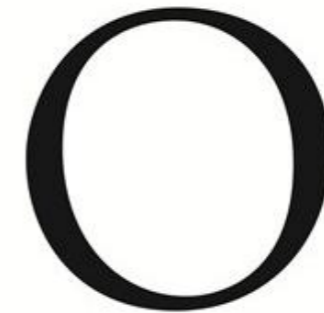
**6** titles

**7** platforms

**5** app stores

**42** individual apps

**63** year heritage



OCTOPUS PUBLISHING GROUP

**≈\$400** per app

# Build

Do It Yourself  
Multi-platform  
Automated content repurposing  
Packaged “turnkey” services



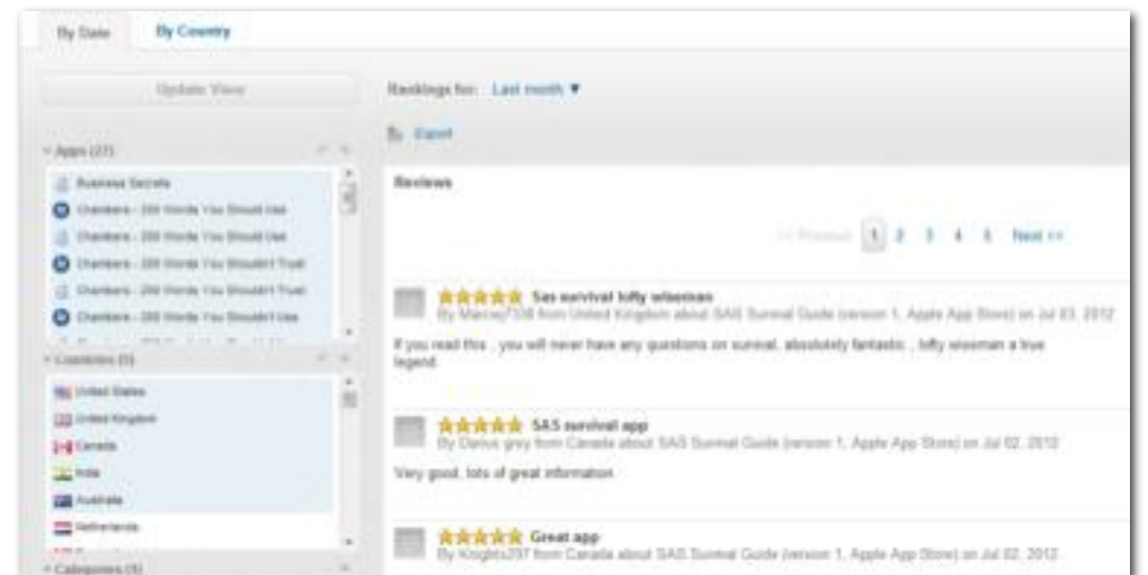
# Manage

Author management (for publishers)  
App management  
Analytics  
Social media integration



# Engage

Author connect  
Social reading  
App discovery  
Proactive marketing strategies







2 Mega hits



Over \$1M in gross sales

3,000+ 5 star reviews



Over 100 eBook apps produced



2011 Webby Award Winner



Reaching 600K+ readers per day



 **Papertrell** @papertrellapps 12 hrs  
Avocado And Honey Face Mask in Everyday Raw Detox App received another like #RawFood [bit.ly/raw\\_detox](http://bit.ly/raw_detox) #papertrellapps  
Collapse Reply Retweet Favorite More  
9:51 p.m. - Feb 25, 2013 · Details

Reply to @papertrellapps

Engage beyond the app

### Highlights & Insights

 **350**  
Total Downloads

 **\$ 125,112**  
Total Sales

 **23**  
Total Reviews

### Your app in the news

**New review**

**200 COCKTAILS**

*Great app!! Seems to have everything. Great app!! It's all self contained no need for Internet. A great app for spinning great cocktails!!*  
by Lucas Register 2 days ago

**Top 10 Ranking**

**200 CUPCAKES is now ranked #4**  
in Barbados

**Whats Hot?**

**13 Likes**  
Renee, Abenty, Walter and 10 others like COCONUT CURE in EVERYDAY RAW DETOX

**Comments**

Walter commented on COCONUT CURE in EVERYDAY RAW DETOX  
"This is cool...wonder if I can try it without nutmeg?"  
[Reply to this comment](#)

### Your apps

**200 COCKTAILS** From 20th Jan 2013 - To 26th Jan 2013

Downloads	Sales	Most Popular
<b>43</b>	<b>\$ 76.50</b> 30%	<b>9 Likes</b> White Russian
iTunes - 35 Google Play - 04 Amazon - 03 Windows - 01 B&N Nook - 00	iTunes - \$64.00 Google Play - \$08.30 Amazon - \$02.54 Windows - \$01.99 B&N Nook - \$00.00	<b>App Sessions</b> <b>45</b>

Top Ranked	App Website	Top Sources
<b>#25</b> UK Food and Drink	<b>134</b> Visits	Campaign #1 - 123 Direct - 011 Facebook - 002

At a glance visibility into app status

Rankings, reviews, comments, everything happening with the app in one place - including the ability to quickly promote key developments from the Papertrell dashboard

Detailed metrics for all aspects of an app

Stay engaged

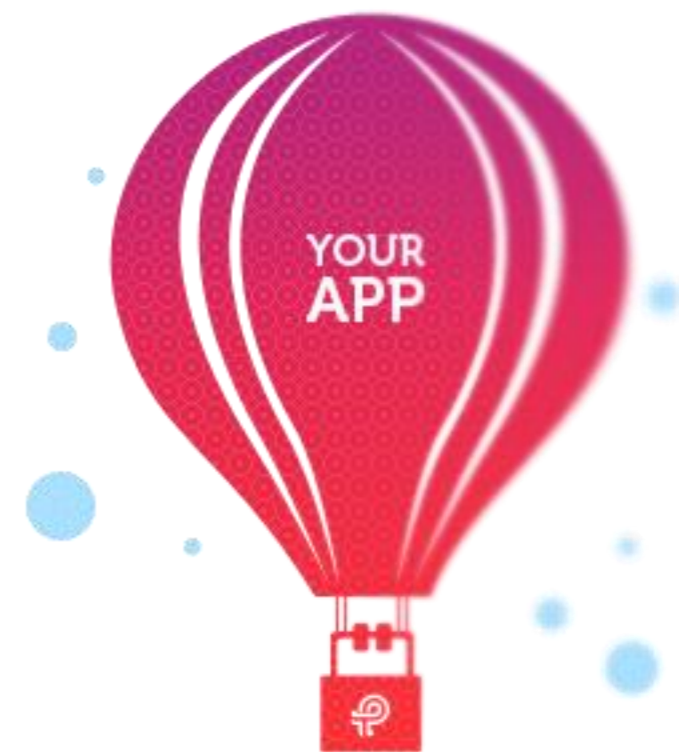
## Improving App Marketing & Discovery

Papertrell automatically creates an app website when the app is published

Instantly generate posts for Twitter, Facebook and Pinterest based upon activity and social feedback

Automated marketing calendar continues promotion even when authors / publishers are too busy to remember

Effectively track conversion across all app stores and promotions



## What's next?

## Rohit Regonayak

Director, Technology

## Arun Benty

Director, Business Development

## Anil Garg

Director, Finance

- Experience entrepreneurs
- Co-founder/investors in ZoomIn, backed by First Round Capital & Sherpalo Ventures
- Won the Honoree Webby Award 2011 for best lifestyle app
- Featured on [CNBC's Young Turks](#)

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### Advisor: Christopher Robbins

•Former CEO – Gibbs Smith // Founder and President - FamiliusSeasoned publishing veteran with more than 25 years of experience. Serves on the board of directors of the Independent Book Publishers Association

# Who are these guys?

# Questions?

Thank you

# Thank you

Arun Benty

e: [arunbenty@trellisys.net](mailto:arunbenty@trellisys.net)