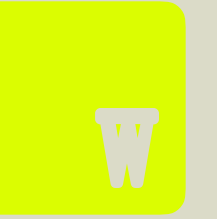


# Decentralized digital book marketplace



CURRENT STATE

Q2

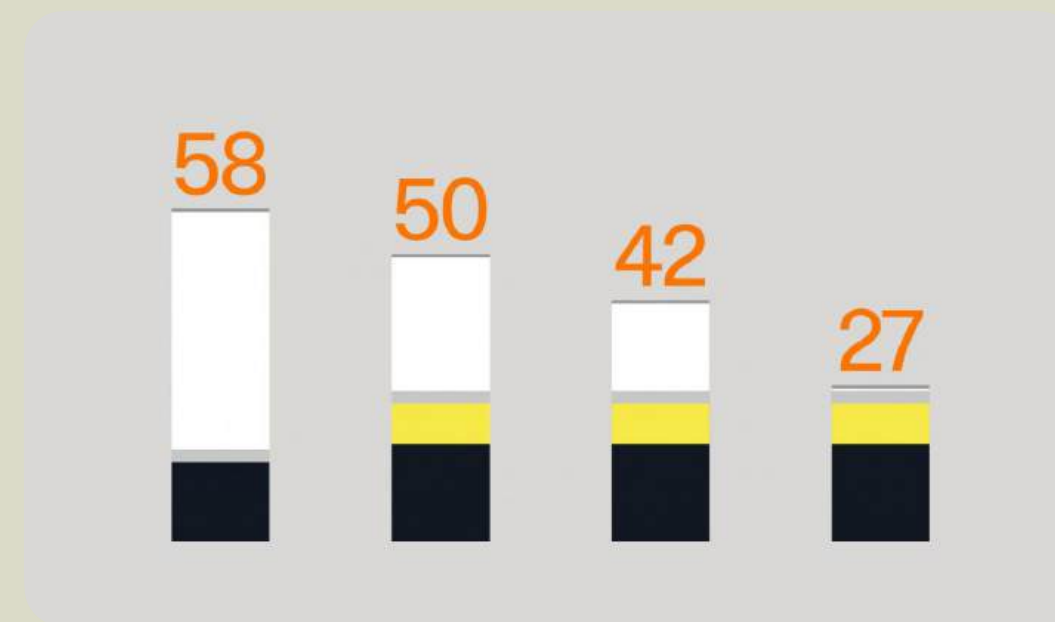
2025

Warntzen

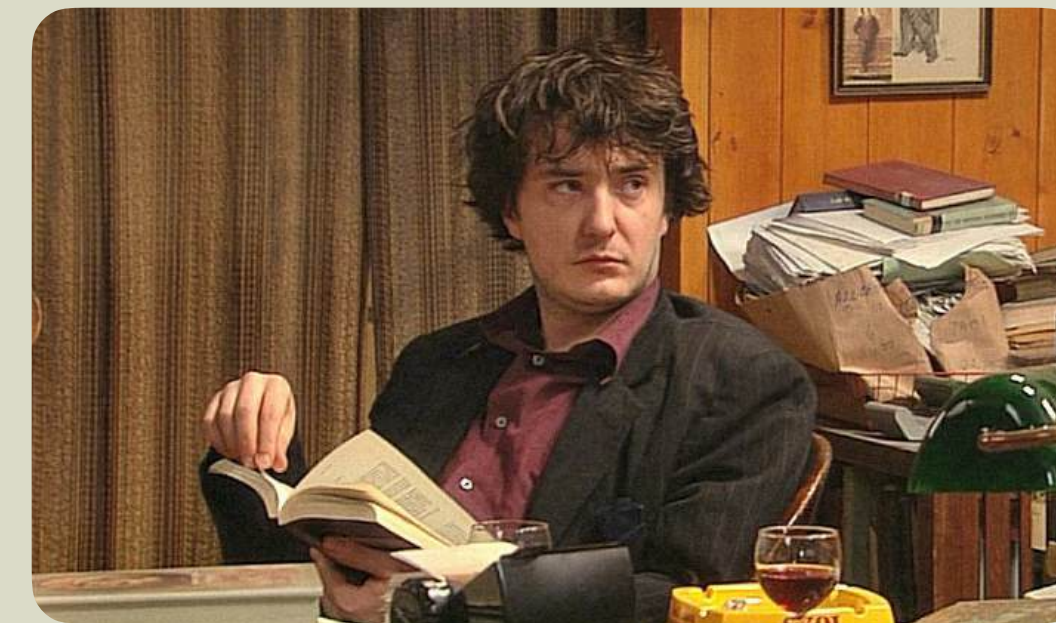
# Book market is a scam, authors get screwed



Authors only receive **10-15%** of the revenue when working with traditional publishers.  
**Up to 30%** with self-publishing platforms.



Authors have no clear insight into **how their books are performing** — just one number on an invoice.



It's nearly impossible to reach publishers due to an **unclear book selection process** and long wait times.

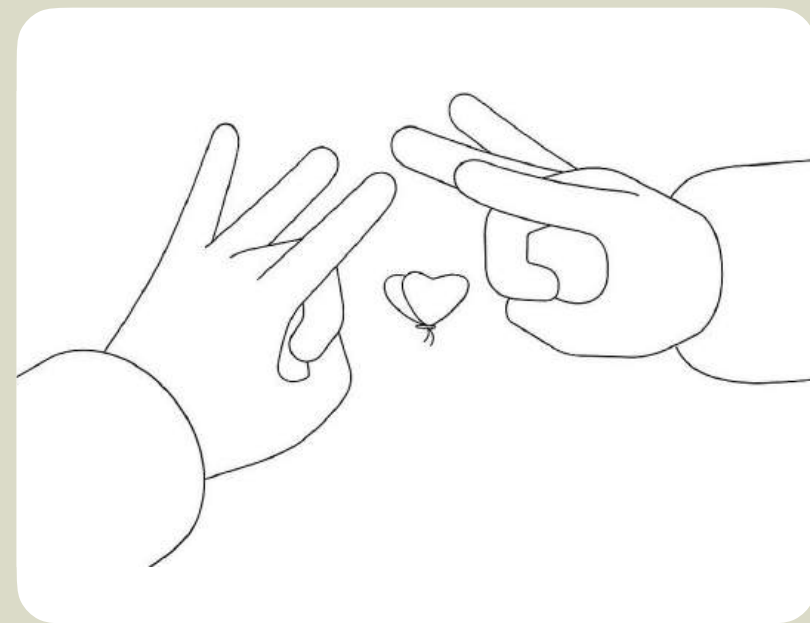


The prooooooooooooooocess is unnecessarily **looooo-ooooooooong**.

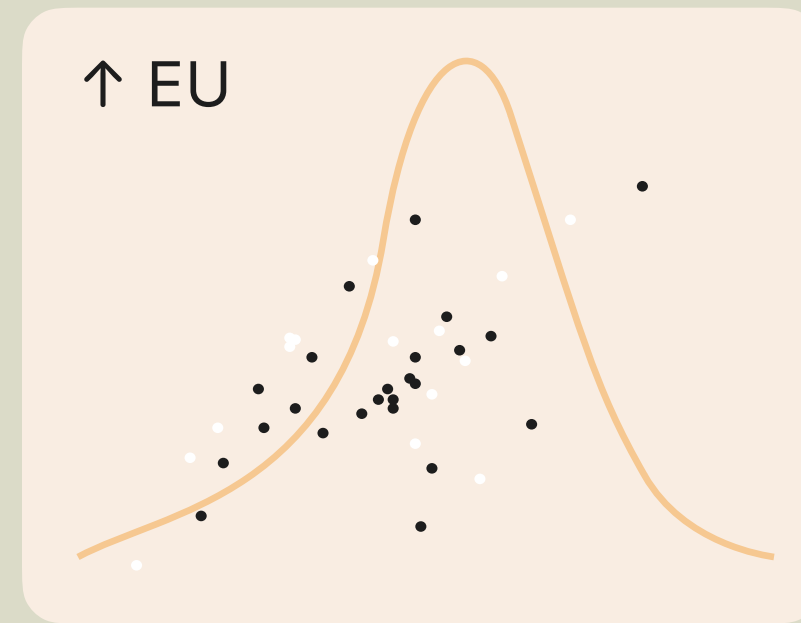
# Big players are a part of the problem



Even though Amazon offers up to 70% royalties in some markets, with publisher restrictions on price and discounts, that **money still goes to the publisher**, who takes its cut.



When selling digitally, authors not only deal with the usual intermediaries but also face **exorbitant sales commissions from Apple and Google**.



There's a lack of transparency — digital **services don't share accurate data** on how, when, or who bought the book.



Publishers often **fund high-profile author contracts** by stretching out the rest of the market.



Authors **have no control over pricing** or print runs.

archiveofourown.org

69shuba.cx

wattpad.com

novelbin.com



↑

Top websites by popularity in the US October 2024.  
Notice anything missing? **Amazon, Barnes & Noble, or Kobo aren't on the list.**

The book market is skewed, with traditional publishing controlling only the tip of the iceberg.

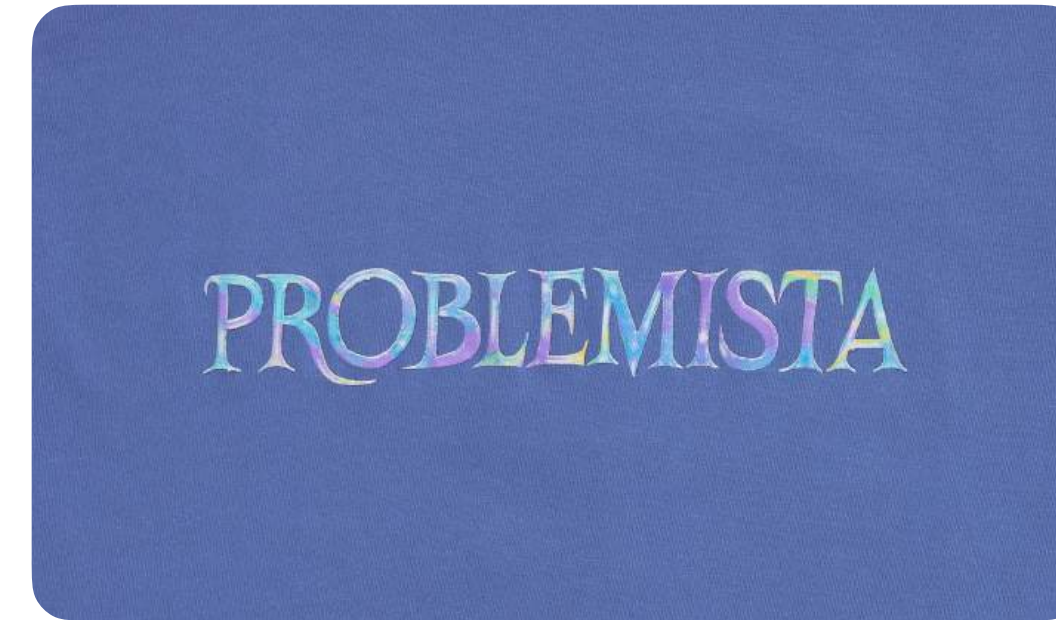
# That's when we make our move



Written is here to fix the market, solve these key challenges, and help content creators make money.



No direct communication with readers: **Authors are disconnected from their audience.** There's no direct interaction, unlike platforms such as Patreon, Only Fans, or Boosty — except with a strong focus on ebooks and audiobooks.



Lack of true digital ownership: Ebooks and audiobooks are sold with limited access — publishers typically **grant rights for a maximum of 7 years**, as outlined in 99% of author-publisher contracts.

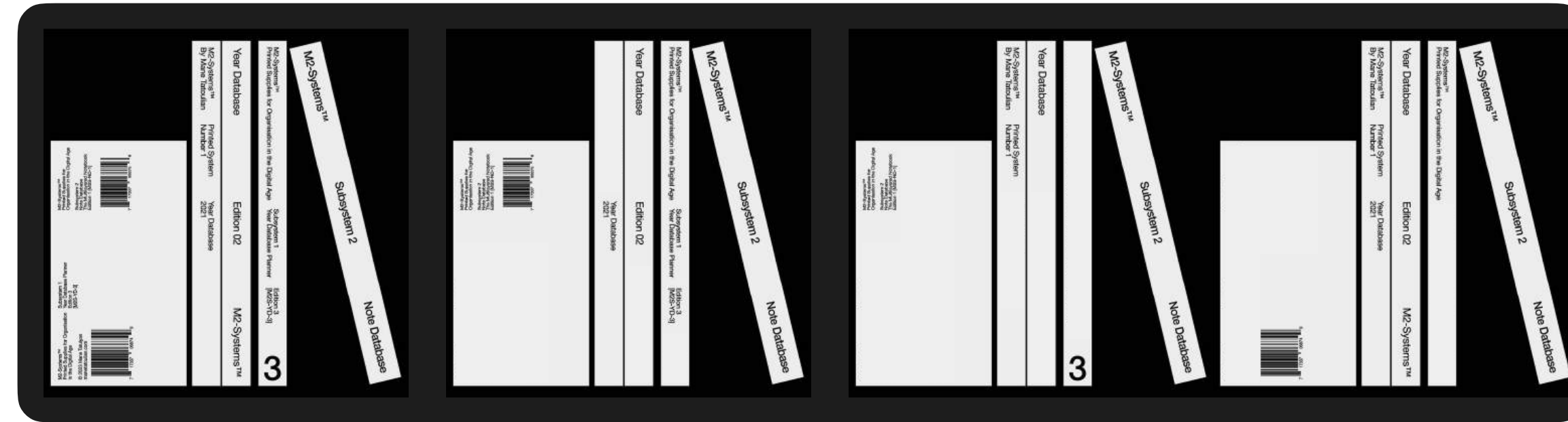


**No control over sales, pricing, or communication:** Content creators are powerless over how their works are sold, priced, or promoted.

# We are here to create a new market



Content creators will always receive a share of the proceeds from their titles **even sold second or third time.**



The new market we're creating allows readers to become owners of their own digital bookshop. Instead of just buying access to books, readers **can truly own their digital copies**, building a personal collection they can manage, curate, and even lend or sell if they choose.



Readers are also evolving into collectors, seeking rare ebook editions, while actively **supporting authors in the process.**

# Are we the first on this market?

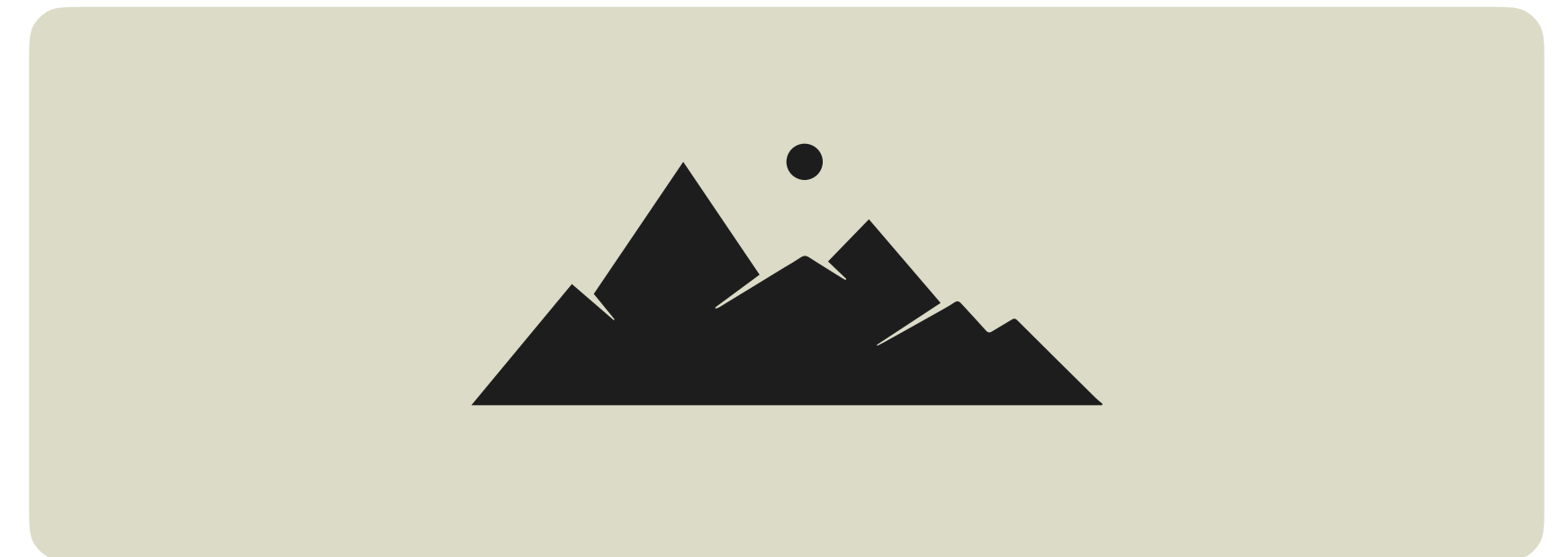


Honestly – not really even though we've planned 18 months.

It seems that no one has an app that works well and authors who are actually interesting.



book.io feels too "crypto" for the general public, with an unclear strategy. It's **designed for publishers and traditional sales channels**, lacking a focus on self-published authors and their audience.



Creatokia is built by publishers for publishers, with the wrong incentives. It doesn't offer a B2C solution, and **it's unclear where readers can access the titles.**

# Made for those who don't know what's web2 and web3

P. 08

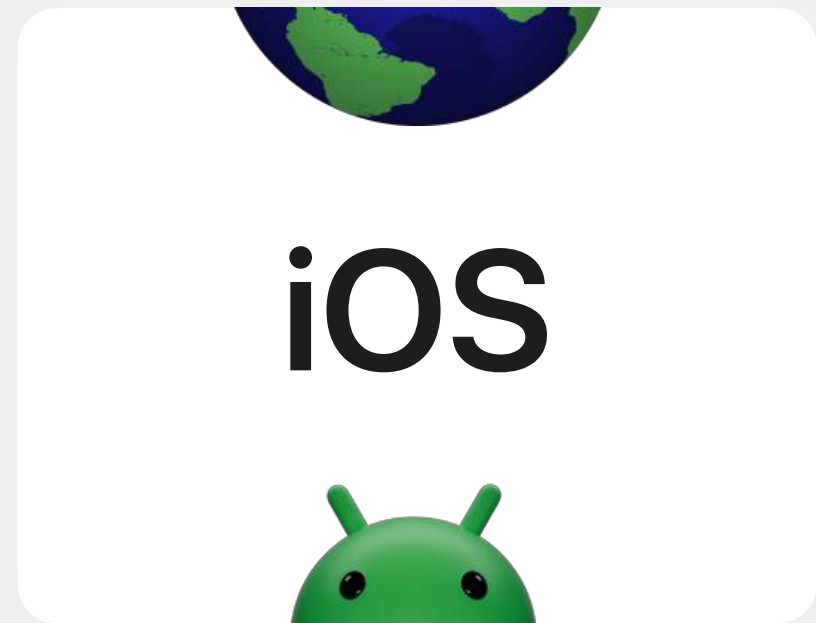


There are no shady cryptocurrencies involved in this project—only stablecoins. **Most authors and readers aren't familiar with crypto, and that's why it's crucial for authors to know exactly how much they'll earn, not just today, but always.** The same goes for readers and collectors—there's no risk of coin volatility when buying a rare USD 10,000 Stephen King edition.

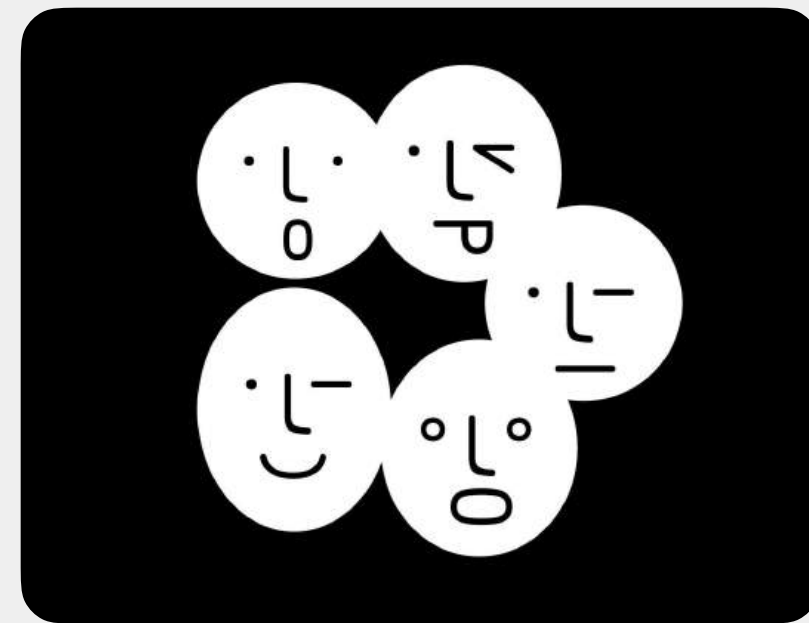
We've made the onboarding process simple—no need for a pre-existing wallet or crypto knowledge. **We'll set up non-custodial wallets for customers,** and they'll have the option to purchase content with a credit card.



# What's in the core of Written?



Written is a consumer app available on both **Web and iOS / Android** platforms. In order to keep content safe it's available only in the apps



Web3 as a way to ensure freedom, transparent transactions and direct author-to-reader trade. It is built using web3 tech, but **designed for non-crypto-native users.**



Authors can effortlessly publish and monetize their content, including limited edition book NFTs that **can be resold, auctioned, or crowdfunded via smart contracts.**



Readers are empowered by **supporting their favourite authors** directly and reselling or lending pre-loved titles, ensuring that the profits are shared with authors.



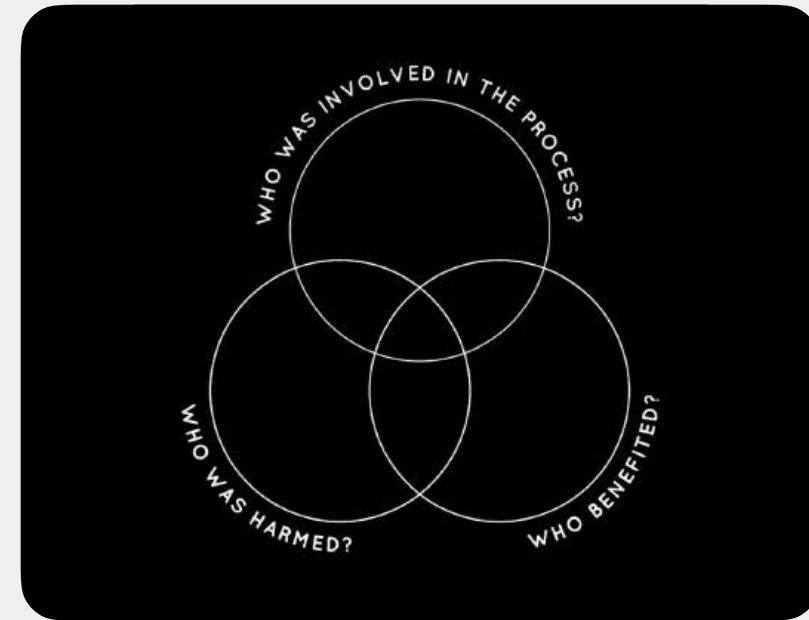
We as a company are willing to provide the best platform to do that, earning our share of money in form of a **commission from every transaction.**

# Why authors need Written?

P. 10



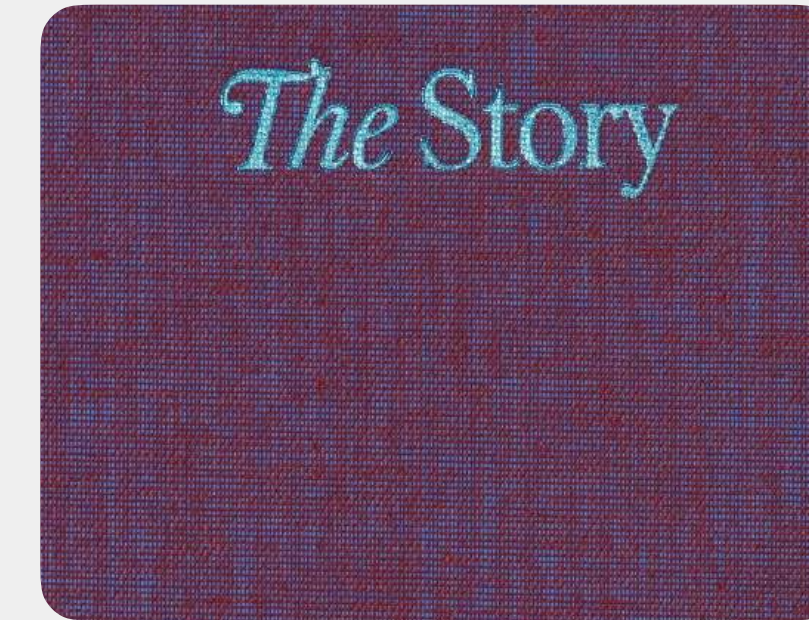
Authors will own **their relationship with readers.**



Authors will have **full control over how to sell** their work and set the price—no agents or publishers involved.



We're creating a dedicated platform for authors to **engage directly with their audience** — each author will have their own page with options to add text, videos, polls, and more.



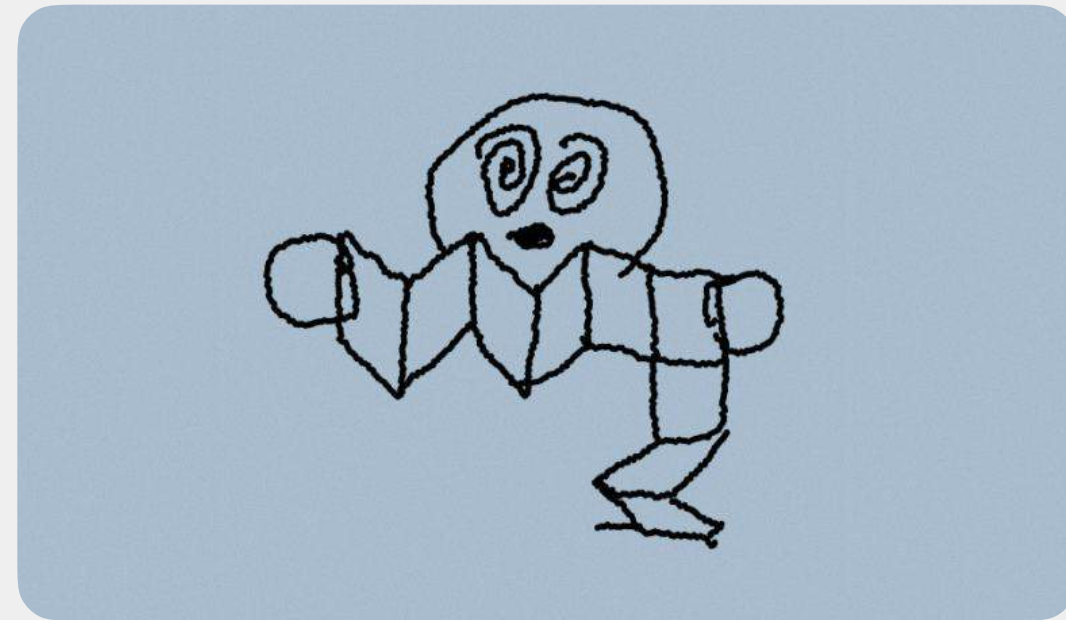
In future iterations, we will help authors publish content more easily with **AI-powered tools for editing, proofreading, and cover generation.**



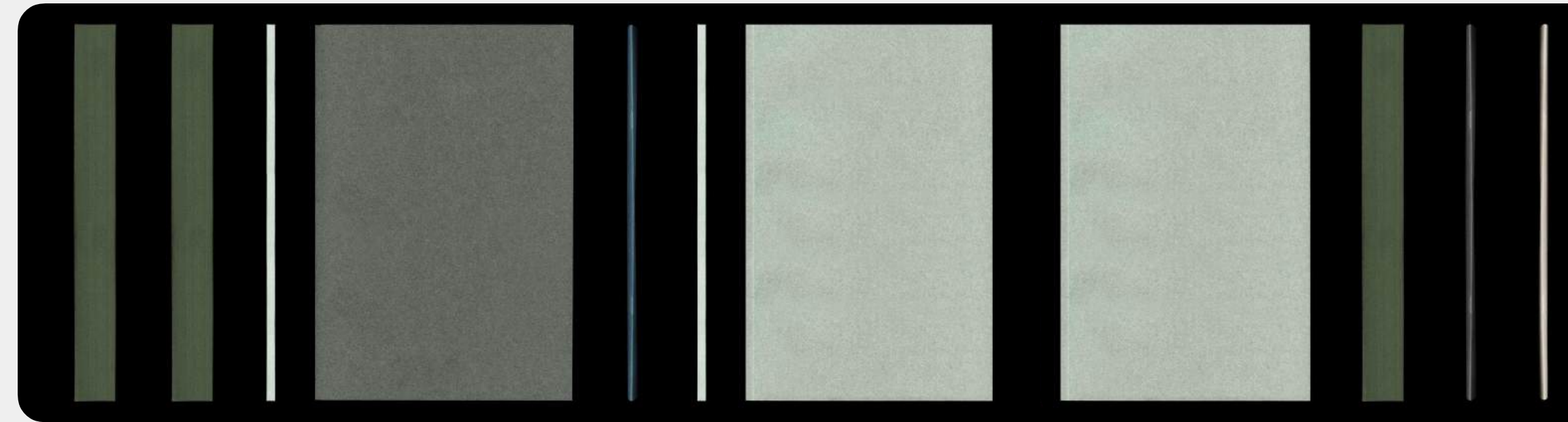
**Full transparency** on sales, resales, and revenue.

# Why readers need Written?

P. 11



Readers will own their digital books, building a personal collection they **can truly call their own.**

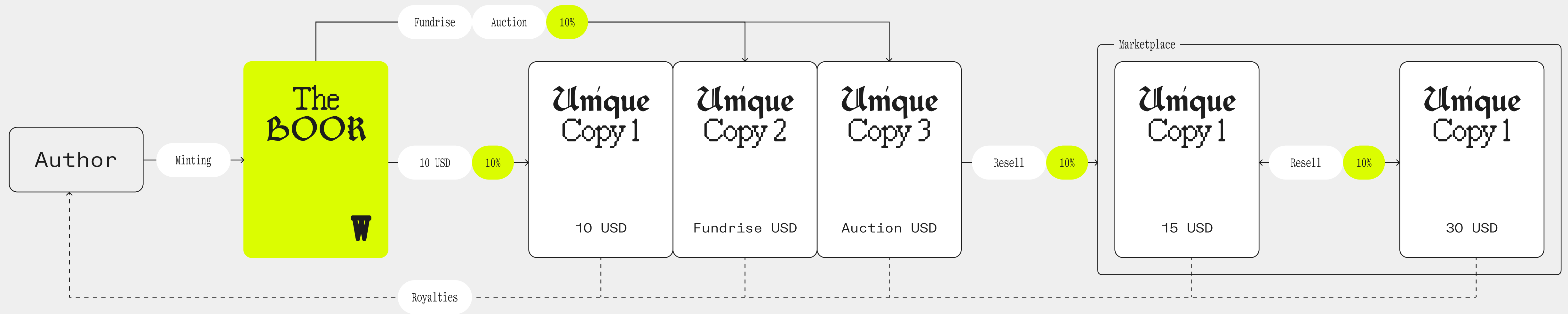


Consumers / passive subscribers become **the most active participants of the book trade:** if you don't want to keep your book forever, sell it or lend it and earn money to buy your next book.



**No more middlemen** — readers can directly purchase from authors, supporting them without agents or publishers taking a cut.

# How we monetize 10% from every transaction?



We plan to move ownership of the platform to DAO that will have full financial control: **authors, readers and collectors will be invited to take part.**

**We've raised 700K USD pre-seed round Q4 2024** to deliver the product. We are looking to **raise 4M USD, in Q1 2025** to continue building and attract content creators

# All niches except books are occupied



Patreon



Buy Me a Coffee



Bandcamp



Ko-fi



Twitch



Gumroad



Substack



OnlyFans

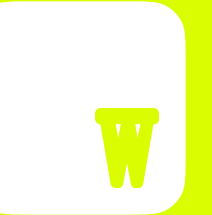


YouTube Membership



Written

# We're simply the best for this job

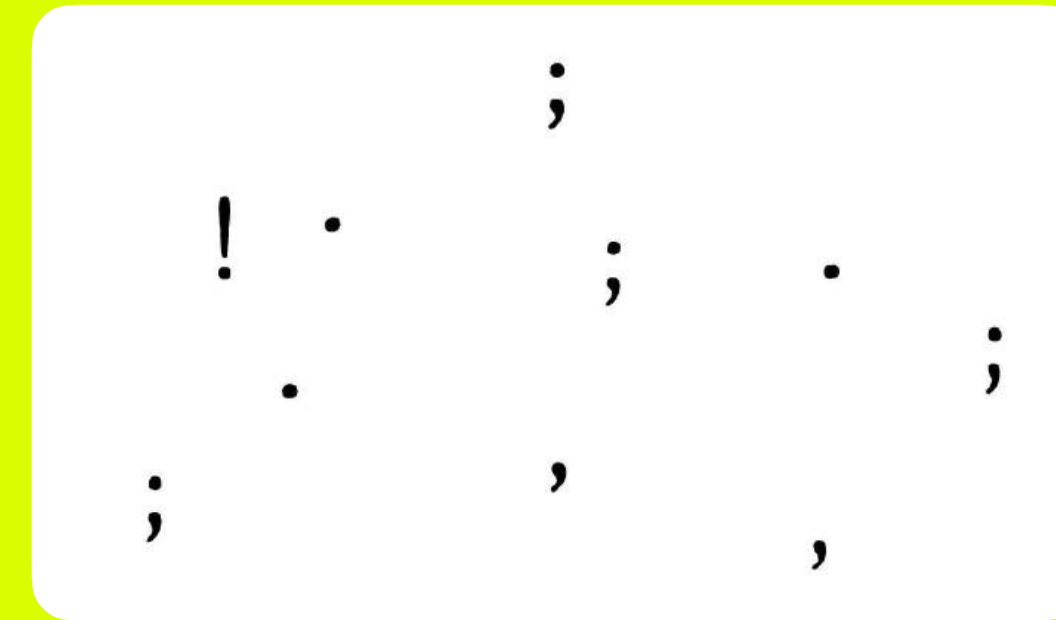


Unique team with deep expertise and extensive experience in delivering top-tier publishing products.

We've achieved significant milestones: from the #1 reading app in the EU to publishing the best book in Mexico.



Written is built by a team with **over 10 years of experience in the digital distribution of ebooks and audiobooks.** We're readers, authors, editors, collectors and booksellers. We're the design and the tech that encourages digital reading.

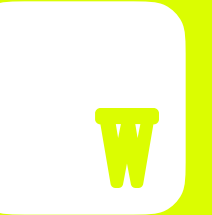


A common barrier for decentralized products is that users often need a deep understanding of specific protocols, experience with crypto. Our product needs to be simple, user-friendly, and accessible — **no crypto knowledge required.**



We're targeting a **new audience for decentralized products**, making the experience as straightforward and intuitive as possible.

# Current status and ‘the roadmap’



## GOAL

BETA TESTING STARTS  
IN FEBRUARY 2025.

## DONE

BEST-IN-CLASS READER FOR IOS/ANDROID

SPL TOKEN SMART CONTRACT FOR BOTH LIMITED  
AND UNLIMITED EBOOK SALES

ANTI-FRAUD ALGORITHM TO PREVENT THE  
UNAUTHORIZED PUBLISHING OF CONTENT

## BEFORE FEBRUARY

WEB-BASED ADMIN PLATFORM FOR AUTHORS

WEB-BASED MARKETPLACE FOR READERS

SEAMLESS WALLET CREATION

SIMPLE FIAT AND CRYPTO ON / OFF RAMP

ABILITY FOR READERS TO RESELL  
EBOOKS / AUDIOBOOKS

IPFS STORAGE INTEGRATION

CONTENT FILE ENCRYPTION

## AFTER FEBRUARY

FOR READERS—ENHANCE COLLECTION FEATURES AND  
FURTHER DEVELOP RESALE AND LENDING OPTIONS

IMPLEMENT THIRD-PARTY API INTEGRATIONS,  
ALLOWING TITLES TO BE READ OR LISTENED  
TO IN OTHER APPS.

INTEGRATE WITH EXISTING NFT MARKETPLACES

CONNECT WITH PRINT-ON-DEMAND PLATFORMS,  
ENABLING AUTHORS TO OFFER PRINTED VERSIONS  
OF THEIR BOOKS

OWN CONTENT PRODUCTION HOUSE

EXPAND MONETIZATION OPTIONS FOR CONTENT  
CREATORS—TIPPING, AUCTIONS, FUNDRAISING,  
LIMITED EDITIONS WITH UNIQUE COVERS,  
LENDING, AND FRACTIONAL OWNERSHIP.

REPEAT FOR AUDIOBOOKS



ANDREW@WRITTEN.APP

DO YOU HAVE



ANY

QUESTIONS?

**written**



# Appendix 1.

# List of used illustrations

P. 17



P. 02 TOILETPAPER MAGAZINE N.17, April 2019.  
Stockholm Design Lab — Polestar Case Study

P. 03 Illustration by Alex Castro, The Verge  
Illustration by @Woshi bai  
Illustration by Lulu Lin

P. 05 Installation by Udmurt  
Problemista by A24

P. 06 Dance by Raman Kaminsky

P. 09 Illustration by WISE

P. 10 Chelik by @sashamademuaselle  
The Story by A'Ziah King by A2  
Bloomberg Terminal by Bloomberg

P. 11 Illustration by Actual Source

P. 14 Installation by @pazhitoque