Business & revenue model

A proposed freemium model for a rights-respecting literary marketplace.

Commercial objective

Build a sustainable digital publishing business by connecting readers to African literary content and enabling independent creators to access distribution and monetisation.

Recurring revenue

Reader subscriptions: offer premium collections and member benefits. **Educational licences:** provide curated digital reading access to schools, libraries and literacy programmes through institutional agreements.

Transaction and service revenue

Digital book sales: retain an agreed marketplace commission and remit the author share. **Publishing services:** charge for optional editorial, authoring or distribution services. **Content partnerships:** negotiate commercial distribution rights with authors and publishers.

Launch sequence

Begin with free, permissioned content and small reader cohorts. Test willingness to pay and pricing, introduce payments and royalty accounting, then expand successful offers. Print-on-demand is a later opportunity, not an initial operating assumption.

MEASURES OF COMMERCIAL VIABILITY

Track paid conversion, retention, revenue per paying reader, author payouts, content costs and customer acquisition cost. For institutions, track pilot-to-contract conversion and renewal.

Current status

Pre-revenue planning basis. Pricing, payment integration and monetisation channels are proposed; no commercial sales, signed contracts or verified customer counts are claimed.