Market entry & growth

A phased South African launch, followed by evidence-led African expansion.

01 / Months 0–3: Stabilise and prepare

Resolve prototype issues and confirm incorporation, team roles and rights policies. Establish an author outreach pipeline. Prioritise public-domain, openly licensed or expressly permissioned content; verify territorial rights and attribution.

02 / Months 4–6: Acquire content and pilot

Onboard independent authors with clear licence terms. Test curated reader collections with small literary communities, schools and libraries. Implement analytics and evaluate reader engagement, content quality and publisher requirements.

03 / Months 7–9: Commercial launch

Launch the initial South African offer after product, copyright, payments and privacy checks. Test reader subscriptions and digital book sales. Build royalty reporting and approach institutions for paid pilots where demand supports it.

04 / Months 10–12: Scale selectively

Refine the offer using conversion, retention, author satisfaction and acquisition costs. Explore institutional renewals, multilingual catalogues and additional African markets only where evidence supports expansion.

GO / NO-GO GATES

Product reliability → verified content rights → tested payment flows → paying customer evidence. Timelines are indicative and conditional on funding, partner participation and execution.

Status

Author outreach and prototype development are early-stage activities. No signed author licences, paid institutional pilots or established South African operations are asserted.