J JESMA / NOVELS

Reimagining African literature

A reading and publishing platform for African voices, built to connect independent writers with readers and learning communities.



R1.5M proposed pre-seed round | South African market entry

INVESTMENT PROPOSAL • NOVEMBER 2026

Publishing access is fragmented.

African writers and readers face different sides of the same distribution problem.

01 / WRITERS

Publishing barriers

Independent authors must find editorial support, distribution and discoverability, often without a clear path to paid readership.

02 / READERS

Discovery friction

Finding affordable, relevant African literature across formats and authors is difficult when catalogues are fragmented.

03 / EDUCATION

Relevant reading

Schools and reading communities need accessible, culturally relevant material that can support literacy and independent reading.

The opportunity: connect content creation, discovery and distribution in one ecosystem.

One platform, two connected experiences.

Jesma brings writing, publishing and reading together in a mobile-friendly digital experience.

READER EXPERIENCE

Discover and read

Browse stories, authors and themes; build a personal library and return to saved reading progress.

WRITER EXPERIENCE

Create and publish

Draft manuscripts, organise chapters and prepare works for publication, with author discovery and community features.

Shared catalogue • Author identity • Reader engagement • Future monetisation

The prototype is already online.

Public reader and writer interfaces are exposed at the live preview URL. Current build is not production-ready.

Open Library

- Featured serial: Emfuleni
- Discover by title, author or theme
- Saved library and reading settings
- Community and reader responses

Writer Studio

- Create a work and chapter
- Draft manuscript and story details
- Import, export and backups
- Publish-to-library control

LIVE DEMO: https://jesma-writer-studio-lab.pages.dev/

Interface labels observed on 27 Nov 2026; startup warning also appeared. End-to-end publishing and payments not verified.

Start in South Africa. Expand with evidence.

A focused entry strategy for a cross-border African publishing and literacy platform.

01 / BEACHHEAD

Readers

Digitally connected readers seeking African fiction, serials, poetry and accessible reading experiences.

02 / SUPPLY

Independent writers

Authors seeking digital distribution, visibility and a sustainable route to monetising their work.

03 / EXPANSION

Schools & groups

Educators, reading clubs and libraries seeking curated, relevant digital reading material.

Market sizing and willingness to pay will be validated through pilots; no unsupported TAM is claimed.

Free discovery. Multiple paths to revenue.

Proposed revenue streams; payments and royalty infrastructure remain to be implemented.

01	**Reader subscriptions**	Premium reading features and eligible supporter collections.
02	**Content sales & revenue share**	Paid works where rights and author agreements allow.
03	**Author services**	Optional editing, formatting, publishing and promotion services.
04	**Institutional access**	Curated school and reading-group plans, subject to pilot validation.

An African-first publishing and reading loop.

Jesma aims to compete on relevance and integration, not on catalogue size alone.

01

African-first discovery

Editorial focus on African writers, storytelling forms and relevant cultural contexts.

02

Integrated workflow

A single experience designed to move from manuscript to publication and reader discovery.

03

Rights-aware growth

Prioritise permissioned and openly licensed content, with clear attribution and author terms.

Competitive moat is an aspiration: trusted author relationships, licensed catalogue and reader engagement.

A prototype and an active outreach effort.

Early indicators of execution, not evidence of product–market fit.

1

Live preview

Public prototype URL; stability work is required.

2

Core experiences

Reader library and writer studio.

R0

Revenue to date

Pre-revenue assumption; founder to confirm before submission.

Author licensing and investor outreach are underway; no signed partnerships, paid users or verified active-user count claimed.

Build supply first, then activate readers.

The proposed South African launch uses targeted outreach and small, measurable pilots.

01

Recruit creators

Invite independent authors and rights holders; secure clear permission and commercial terms.

02

Acquire readers

Launch targeted literary communities, campus and reading-group campaigns; test conversion.

03

Pilot institutions

Approach schools and literacy organisations with curated collections; measure usage and willingness to pay.

Key measures: licensed works, activated readers, retention, paid conversion and pilot renewals.

From prototype to a commercial launch.

Illustrative 12-month milestones, conditional on funding and execution.

MONTHS 0–3

Stabilise

Incorporation, rights framework, resolve startup issues, analytics baseline.

MONTHS 4–6

Pilot

Author onboarding, permissioned catalogue, payment testing and reader pilots.

MONTHS 7–9

Launch

Launch in South Africa, activate paid access, test pricing and retention.

MONTHS 10–12

Scale selectively

Refine unit economics, explore institutional plans, assess expansion.

Funding gates: product reliability → rights and payments → reader demand → repeatable acquisition.

A founder-led team with cross-border insight.

Proposed founding team; formal roles, incorporation and time commitments to be confirmed.

FOUNDER

Blessing Nkosi

South African founder. Focus: product development, business strategy, educational initiatives and outreach.

PROJECT COLLABORATOR

Jesca Makwata

Collaborates on Jesma Novels. Formal co-founder status and responsibilities to be confirmed.

Priority hires and advisers: software engineering, editorial operations, copyright and distribution.

R1.5 million to turn a prototype into a business.

Proposed pre-seed round • Valuation open • No committed funding claimed.



Platform development	35%	R525,000
Content licensing & acquisition	25%	R375,000
Marketing & acquisition	15%	R225,000
Team & operations	15%	R225,000
Legal & compliance	5%	R75,000
Infrastructure & contingency	5%	R75,000

Indicative allocation; subject to diligence and final operating plan.

INVESTOR OUTCOMES

A stable launch, licensed works and first paying customers.

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