

Group 16

Athgo International

Global Forum DC 2008

Business Model Proposal

W **A** & **P** **E** **Enterprises**
Writing Adolescents Publishing

- I. **Action-Forcing event:** Women throughout the world lack equality and the opportunity to succeed due to multiple causes, particularly a lack of education and illiteracy. Writing Adolescents and Publishing Enterprises (WAPE) will empower women by creating a self-sustaining scholarship program that promotes literacy, cultural diversity, and all levels of education.
- II. **Background/Analysis:** Existing literacy-based programs, while important in their own right, lack a comprehensive, self-sustaining aspect. For example *Room to Read*, which publishes indigenous works of literature, has a small, local audience. *Room to Read* is successful in preserving indigenous cultures yet lacks sustainability and a broad consumer market. However, these programs allow women to express their feelings, perceptions, and backgrounds on different issues. Thus, successful literacy-based programs accelerate development and impede unwanted stress in women's daily lives.
- III. **Business Model:** WAPE will empower women, and promote education and cultural awareness. The program will hold writing contests for high school girls, first in three rural schools in Kenya. The young women will creatively write about their personal experiences growing up as a female in Kenya. The program will award a scholarship for the next school year to one author in each school with the most creative, authentic and well-written story. WAPE will then publish one book from each school containing the story in both the author's native language and English. The program will then distribute the books to rural Kenyan schools; people can also purchase the books worldwide on WAPE's website. WAPE will particularly target English-speaking elementary schools as a consumer market. WAPE, a web-based company, will become self-sustaining, as the proceeds from book sales will cover the low start-up cost, low overhead and administrative costs. A barrier may arise in the advertising of the book to the schools and public; however, less than 2,000 books need to be sold each year to cover costs.
- IV. **Projection (please see exhibit A for projected budget):** To start the program will cost approximately \$13,000. This cost includes not only the initial overhead but also publishing the first year's books, and creating the website. WAPE will fund the first year by collaborating with a publishing firm for an initial grant, and obtaining a line of credit from a bank. After the initial year, sales from the books are projected to finance the business completely, eliminating the need for outside funding. Year two, with sales of 900 books (three published books at \$15 a book) our profits are estimated to be \$1,350. These proceeds will pay off the line of credit and then go towards expansion. In the third year, we can sell 1500 books (program expanded to five published books) resulting in sales of \$22,500. After costs, this will produce a projected profit of \$3,250. After this year, WAPE will use profits to sustain the scholarship program and improve technology in these rural Kenyan schools.
- V. **Groups Role/Niche:** Our group will essentially run the business in the United States by creating and managing the website, publishing the books, and promoting the project to the general public. Our group will also work with two staff members in Kenya to promote and implement the scholarship contest and book distribution.