

Pitch Deck

Pitch Deck Presentation



About us

We are Studibuch

Studibuch GmbH was founded in 2015 as a student start-up in Stuttgart by Lutz Gaissmaier and Mihael Duran. Intending to offer reasonably priced textbooks, we buy used literature at fair prices. Books are usually not cheap, but are needed in teaching and studying. Through used books, the books are made accessible to students and teachers.

Our heart desires to act as a climate-neutral company: We strive to make value chains climate-neutral and offset emissions.



Team



Lutz Gaissmaier

CEO

- Professional experience: Consulting, finance, and research
- Start-up experience
- International experience through stays abroad in the USA, Canada, and Australia



Christian Clas

CTO

- Professional Experience: Founded and managed a start-up (Moni.ao, Inc.);
- Project experience with large customers, such as Mercedes-B
- Expert in machine learning



Sabrina Ratz

COO

- Professional experience: Book wholesale, logistics
- Head of Studibuch Operations for 5 years
- Responsibilities: Optimization and strategic improvement of Studibuch processes

Service overview

The problem

The market for used textbooks and reference books has so far been organized mainly offline on bulletin boards.

The solution

A web-based commerce platform for buying and selling used textbooks and reference books.



The problem

- Reference books are only needed for a limited time
- Reprinting books is very resource intensive
- How do you make reference books last longer in use?



Our idea

Web-based platform

- Through specific market and price knowledge, we can buy at higher prices than the competition and sell at lower prices.
- Added value for buyers as well as sellers of textbooks and reference books

Advantages

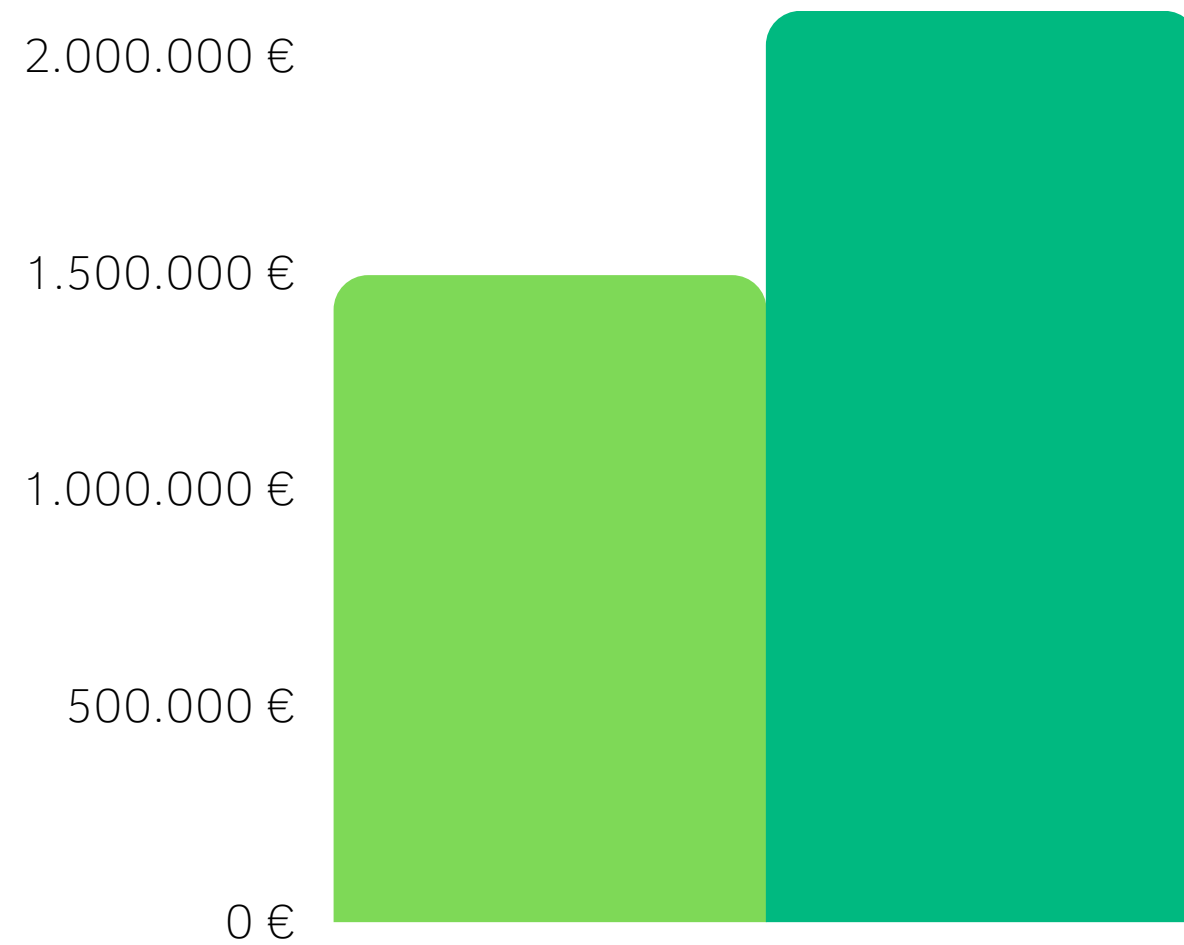
- Valuable books change owners
- Resources are conserved
- A value chain geared towards sustainable management is created
- We call this value chain the "Green Book Cycle"

Realisation

- Through a purchasing platform and an online shop

Proof of Concept

2.500.000 €



Revenue in 2021 increased by approximately 29% compared to the previous year.



65.000+

Books purchased in
2021



82.000+

Orders in 2021



2,4 Mio. €

Revenues in 2021

Market & Competition

The market

Main target group: Students

The size of the market is determined by approx. 28.8 million students in Germany

approx. 500,000 new university entrants per year

Average expenditure of a student on learning materials:
approx. 30 € / month

The competitors

- Online Reseller
 - ReBuy
 - Momox
 - Zoxs
 - Buchmaxe
- eBay Kleinanzeigen
 - Sales take place predominantly between private individuals

The advantages

- Concentration on the market for textbooks and reference books
- Specific and in-depth knowledge of the market environment and the customer group
- Targeted procurement and evaluation of relevant market information

Crowdfunding

Save used books!

The money collected is used in various areas of our company. The most significant focus here is on expanding the purchase of goods to become more competitive and buying specialist and non-fiction books at better prices. Another point to be developed is the marketing activity, especially in SEO and online marketing we still have great potential ahead of us, which we would like to better exploit. Our conditions are as follows: 3 years term, 50€ minimum deposit, 6.7% interest rate p.a. and a 10% voucher for used books in our shop for the duration of the investment. Your investment for a more sustainable environment.

6,7%

Interest rate p.a.

3 years

Duration

**Invest now for a more sustainable environment.
Invest in the Studibuch crowdfunding campaign and together we will save used books!**

[More information](#)

Goals

Through the crowdfunding campaign

- will expand the purchase of goods
- acting more competitively and optimising purchase prices
- a warehouse addition will be taken up

Through the crowdfunding campaign

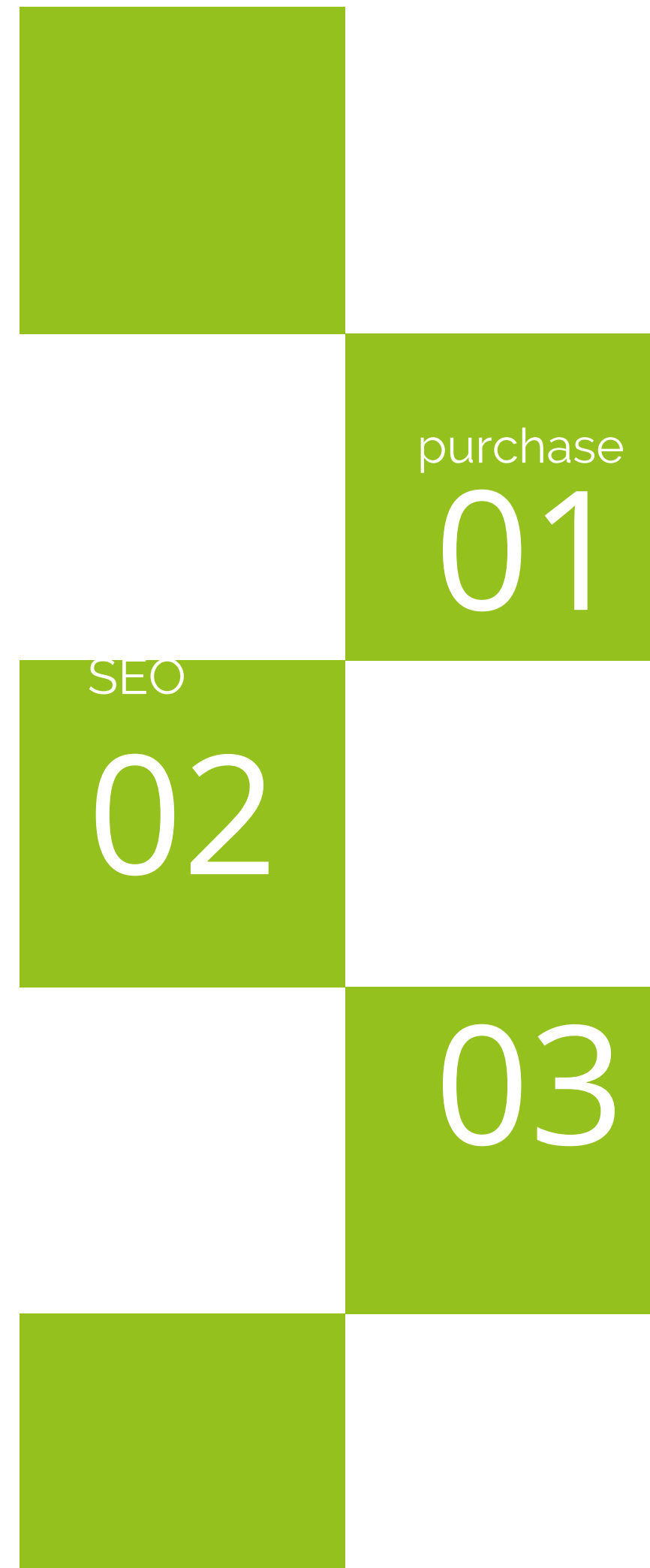
- takes SEO to a new level
 - the algorithm and traffic will significantly improve
- more organic visitors will be attracted

Through the crowdfunding campaign

- the full potential of marketing is unleashed

The main focus is on online marketing

- expands the reach of our target group





Thank you!

For further information, I am happy to assist you.

SM Kazim Raza
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