

CB Reader - 02

<p>PROBLEM</p> <p>Different sources/apps for articles: RSS, instapaper, twitter, pinboard, etc.</p> <p>RSS content can take too long to manually browse.</p> <p>Not getting the most from my limited reading time.</p> <p>Don't want to watch Twitter 24/7 but also don't want to miss important links.</p> <p>EXISTING ALTERNATIVES</p> <p>Instapaper</p> <p>Pocket</p> <p>Reeder</p> <p>Google Reader</p> <p>Pinboard</p>	<p>SOLUTION</p> <p>A single reading experience. (HTML only? iPad?)</p> <p>Ranked collections to help popular articles bubble up.</p> <p>Articles markers to help visualize length and community impact.</p> <p>An index of links from your Twitter feed.</p>	<p>UNIQUE VALUE PROPOSITION</p> <p>All the articles you want to read, organized and sorted to make sure you get the most from your valuable reading time.</p> <p>HIGH-LEVEL CONCEPT</p> <p>Instapaper + RSS + Your Social Network, to create smart article lists.</p>	<p>UNFAIR ADVANTAGE</p> <p>The recommendation formula could become hard to copy - TBD.</p> <p>After a certain point there could be network stickyness -- there is value in you and your friends using this service as the same time.</p>	<p>CUSTOMER SEGMENTS</p> <p>Broad: People who enjoy reading online articles.</p> <p>Blog authors</p> <p>Programmers</p> <p>Entrepreneurs</p> <p>Social Media enthusiasts</p> <p>EARLY ADOPTERS</p> <p>Instapaper / Pocket users</p> <p>RSS readers</p>
<p>COST STRUCTURE</p> <p>Interview costs</p> <p>Development costs for a MVP?</p> <p>Artwork costs?</p> <p>Per month hosting / burn rate</p>	<p>KEY METRICS</p> <p>A - Signup</p> <p>A - Add first article / subscription.</p> <p>R - daily/weekly sessions & session length</p> <p>R - Liking articles</p> <p>R - Sign up PRO</p> <p>Paid vs Unpaid</p>		<p>CHANNELS</p> <p>IndyHalls</p> <p>CocoaHeads</p> <p>MZ.com Blog Readers</p> <p>@zorn followers</p> <p>Clickable Bliss Blog Readers</p> <p>Clickable Bliss mailing list</p> <p>AdWords</p> <p>Podcast Sponsorship</p>	