

Gutenberg Printing

Deal Room Email: gutenberg.printing@westvc.angelgroups.net

One Line Pitch: Johannes Gutenberg has developed an innovative new technology that will revolutionize printing around the world and bring literacy to the masses!

Business Summary: Gutenberg Printing has developed an innovative new way to mass produce literature and other printed books. Through our unique technology, we can provide millions of bibles and other printed works in a time when most books are still handwritten. Friction holds, standardized mold types and more provide a unique advantage over handwriting as well as any other printing method. We intend first to sell Bibles, then license our technology to others.

Management: Having previously worked as a professional goldsmith, Gutenberg has skillful use of the knowledge of metals he had learned as a craftsman. He was the first to make type from an alloy of lead, tin, and antimony, which was critical for producing durable type that produced high-quality printed books and proved to be more suitable for printing than the clay, wooden or bronze types invented in East Asia.

Customer Problem: We need more rapid production of popular books to spread literacy to the masses and educate people across Europe. Books and news are required faster than handwriting and archaic printing methods can provide.

Product/Services: We invented move-able type and mechanical printing. This technology can be used to mass produce high quality media such as books, newspapers, leaflets etc. without waiting for handwritten copies. The first book we intend to produce at a mass scale is the Bible. We are able to print 12 million Bibles during the next 8 years in a 42 line per page format that is acclaimed for its aesthetic and technical quality.

Target Market: The market for Bibles in Europe is expanding greatly as the number of Catholics has steadily increased since the beginning of the crusades. Another factor to the increasing size of our market is the increase in literate citizens in the western nations. The Catholic church has stood for more than a thousand years as a unifying retailer for our first product. They already have the infrastructure to distribute and promote our Bibles.

Customers: 1 customer: Church of Germany. In discussions with the Church of England, and Vatican. We can sell hundreds of thousands of Bibles. Then our printing methods can be sold and licensed to hundreds of others.

Sales/Marketing Strategy: Our proof of concept for our printing press has been seen in Germany where the 36 line Bible has already been widely adopted. In 8 years we can sell 8 million 42 line Gutenberg Bibles across all of Europe. We will partner directly with the Catholic Church which already has the necessary distribution methods in place. This will serve to infuse enough working capital to expand the number of printing presses we can build in major European cities.

Business Model: First we will sell Bibles directly to churches, and wealthier families as well as libraries. Once we have market penetration, we will license our printing press to competitive printing houses across Europe.

Competitors: Our competitors include handwriting, several inferior wooden type printing presses, and much older Chinese methods of typeset.

Competitive Advantage: Our patent pending hand mould technology for rapid reproduction of movable type enables printing pages thousands of times faster than conventional methods, and revolutionizes the production of literary works.



Company Profile:

URL: www.gutenbergprinting.com
Industry: Business Products and Services
Employees: 3
Founded: 1436

Contact:

Mark LaRosa
mark@larosas.net
w: 212-123-1234

Financial Information:

Funding Stage: Full Product Ready
Previous Capital: \$0
Monthly Burn Rate: \$8,000
Pre-Money Valuation: \$50,000
Capital Seeking: \$20,000

Additional Information:

Management:

Johannes Gutenberg, CEO & Founder
Andreas Dritzehan, CTO
Andreas Heilmann, VP of Sales

Advisors:

Lawyer:
Accountant:

Investors:

Friends
Family
Founders

Referred By:

Other
Ryan Pipkin

Gutenberg Printing 30 East 23rd Street New York, 10010 United States	Financials* (\$)	2008	2009	2010	2011	2012	2013
	Revenues	300	5,000	7,000	9,000	11,000	13,000
	Expenditures	400	600	800	1,000	1,200	1,400
	Net	(100)	4,400	6,200	8,000	9,800	11,600

* In Thousands (000) in USD - US Dollar

Powered by Angelsoft. Submitted to westVC on 2/10/09