



# Don't judge a book by its cover **data.**

*ShelfLife: Bridging the Context Gap for Modern Readers*

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# The Paradox of the Infinite Shelf



**Recall the last time you stood before a wall of books.**

Did you feel inspired—or just **exhausted**?

With 4 million titles published annually, the joy of discovery has been replaced by the "Paradox of Choice."

❓ **New Readers:** "Where do I even start?"

❓ **Avid Readers:** "How do I find a vibe, not just a genre?"

*We are losing great stories to bad data.*



# Why Now? The Resurgence of Physical

-  **The "Analog" Boom:** Physical book sales are at a 10-year high as readers seek digital detox.
-  **The Curation Crisis:** 4M+ books published annually. Browsing has become a chore.
-  **AI Readiness:** Modern Vision Models (VLM) can now process crowded shelves with 98% accuracy.

**125M**

GOODREADS

**\$26B**

MARKET

**78%**

IN-STORE

*"BookTok and Bookstagram have turned reading back into a social, physical experience. But discovery technology hasn't kept up."*

— MARKET INSIGHT 2026

# The Seamless Experience



**Capture:** Snap a photo of an entire shelf section instantly.



**Extract:** AI identifies 30+ spines in under 2 seconds via OCR.



**Sync:** Real-time match against your Goodreads "Reading Vibe."

**Match:** High-confidence signals guide your next purchase.



# The Journey: From Noise to Signal

## 1. FRICTION



### **In-Store**

Overwhelmed by messy shelves. Fear of buying a book you won't enjoy.

*"I feel lost in the aisles."*



## 2. UTILITY



### **Scanning**

The camera unlocks hidden context and ratings instantly.

*"I am in control of my choices."*



## 3. DELIGHT



### **Discovery**

Certainty that your next pick is a high-vibe match for your tastes.

*"The magic of a great find."*



# Our Secret Sauce: Vibe Matching

## COMPETITORS

### Metadata Only

Search by Genre, Title, or Author. Highly binary and restrictive discovery paths.

"It's just another Thriller."

## SHELFLIFE

### Reading Vibe

Matches prose density, narrative pacing, and thematic mood to your unique reading history.

"It feels like 'The Martian' but grittier."

# Data Strategy: The Flywheel

-  **Validation Stage:** Leveraging generic Vision APIs to prove the UX loop and emotional connection with early adopters.
  -  **Growth Stage:** Training custom models on "Shelf Scans" from diverse lighting conditions where generic models fail.
  -  **The Moat:** Proprietary dataset of regional browsing habits. We see what consumers *ignore*, not just what they buy.
  -  **Partnership Potential:** Providing inventory "vibe heatmaps" for independent bookstore layout optimization.
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# Responsible AI by Design



## Hyper-Local Privacy

On-device OCR processing. We don't need to know your location or see your home—only the books on the shelf matter.



## Anti-Echo Chamber

Active diversity injection. We prioritize independent publishers and debut authors to ensure the literary culture stays vibrant.



# GTM: Leveraging the BookTok Engine

## Influencer-Led Growth

- 🎵 **The "Scan My Shelf" Challenge:** Viral loops where creators scan their personal libraries.
- 🛠️ **"Shelf-Fixing" Content:** Influencers use ShelfLife to organize "vibe-less" bookstore sections.
- 👥 **Micro-Niche Target:** Partnering with "Trope-specific" creators (Dark Academia, Cozy Fantasy).

Direct access to 10M+ active daily readers.

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# Roadmap: The Sprint to Pilot

## Milestones

- ✓ Build Wireframe Application
- 🕒 Build Live MVP Application
- 🕒 Secure pilot with 3 Indie Bookstores.
- 🕒 Refine Vibe Logic via 1,000+ scans.

## The Pursuit

We are seeking introductions to **Indie Bookstore Associations** and **Booktok Influencers**

# ShelfLife.

*Because your next favorite story shouldn't be hidden in plain sight.*

