

"MyData IndiDUALbooks solve the biggest hinder, how to handle IPR - in FAIR & legal way", Mikko Vainio. **App & paper.** Videos: [WHO](#) (1 min.) [HOW](#) (2 min.) & [WHY](#) (3 min.) & [WHAT](#) (5 min.); [slide 12](#)



IndiDUALbooks transcript of Slide Deck <http://bit.ly/oeBook4OmaStadiSlideDeckPDF>

SLIDES 1- 2

Hello! Pandemic closed public libraries (PL). Publishers add insult to injury. Last year Otava stopped selling audio books to Nordic public libraries. Amazon stopped selling ebooks to PL.

SLIDE 3

From interviews with academic libraries, my Master research 2 years ago - these eBook issues are urgent: - too many diverse platforms - predatory publishers costs of eBook licenses - how to free book shelves physical space, to save inventory costs. Summarising: almost 60% of taxpayer money for PL are wasted. Inequality ignoring should be penalized. It's the law: ALL PL e-books must be in ACCESSIBLE format. But PL's don't have resources to digitize ALL books, worldwide only 3% of books are digitized. So, by ignoring the law, publishers harm people. 'PL's HAVE ALMOST NO RIGHTS in the digital age vs. publishers': American Libraries Association <https://arstechnica.com/gaming/2020/10/publishers-worry-as-ebooks-fly-off-libraries-virtual-shelves/>
What if people could find & share library books from comfort of home? **Watch 40 sec.:** biblosphere.org/

SLIDE 4

Watch

I am V.K., a printing engineer, int'l entrepreneur, Founding Member of the non-profit MyData Global; implementing info-logistic innovations in graphic industry 20+ years, from Espoo; with 3M€ turnover. Thanks to world leaders' technologies we improved all primary school textbooks in RF; our mailers save 200 M\$ p.A. postage costs & huge CO² emissions.

SLIDE 5

We found how to 'marry' paper with digital, for PEOPLE's benefit. A paper envelope can be the carrier of book AND of e-book to home. We designed the envelope form, that functions DUAL way, thanks to QR-code, engraved into paper form. QR-code with book's metadata is displayed at PL website when the needed book is not available. It replaces user ID, making lives easier: no passwords to access our service; no app download = no friction for new user acquisition. A PL user scans QR-code & our app finds the needed book beyond local PL collection. Our startup SmartPaper.fi/oe offers 100% digitization of books ON-DEMAND. Like the innovative US academic libraries, we suggest to combine book scanning-on-demand with Demand-Driven book Acquisition. It is enabled by STRONG authentication of UNIQUE USE. Done by logging the unique user & unique copy of the book, for copyright law-conform AUTHORISATION of PRIVATE USE case. Only registered & authorised user can access e-book / DUALbook , via QR-code of home-delivered envelope/mailer.

SLIDE 6

SLIDE 7

USER JOURNEY. When a book in ACCESSIBLE format is not available from a local library, we provide its affordable copy at comfort of home. Today public library books:/Our value proposition:see slide 7. This is how it looks in real life: our QR-coded labels pre-printed ON-DEMAND, replace librarian sticker-gluing, manual job in Espoo, Sello PL.

SLIDE 8

It is WIN-WIN-WIN: joint libraries app providers +trust to Nordic innovations =PPPP. Public (PL)-Private (app)-PEOPLE (data coop) partnership. Nordic countries abbreviation FjNDS™, is our Award-Winning idea name, at Nordic Smart City Hack-2020: by opening API of the Finnish library book recommendations apps, for the unique AUTHORISED person access to Finland book, globally. Global sales will be supported via our consortium partners' hubs, which co-sell their products; & via our partner's Biblosphere app - by new users acquisition via app-stores.

SLIDE 9

Watch

One of logical partners are Cities, as cities fund public libraries. E.g. Helsinki, Espoo & 3 other Finnish cities received 2,2 mln. € for City as MyData Operator Project. Watch 1min. video of City of Helsinki/Espoo from this screen shot link <https://www.youtube.com/watch?v=pw87bLZPDdo> . Bit.ly link <http://bit.ly/MyData4HelsinkiVideo>

SLIDE 10

We received this testimonial from Vantaa libraries. As a spin-off, our idea could solve the litigation of Internet Archive in the US by Big Five publishers; Open Access to hundreds of millions Long Tail books & textbooks via Finland's Joint e-Library & Finland's new law, which enables royalty payments from E-BOOK, by each library loan.

SLIDE 11

SLIDE 12

Our Team includes int'l renowned partners UPC Oy & iGrant.io support, from Espoo/Helsinki/ Sweden/ Vaasa – globally. We have made together and we are in process of several projects. Among them: global dissemination of human-centric access to The Next Generation Internet, at DUALbooks. Learning & re-skilling are Common Goods. Finland could showcase worldwide this new Product & Service: HYBRID books: digital & audio (Text-to-Speech), on top of one-page letter. Side-effect: making ALL books ACCESSIBLE & affordable. E.g. a US University student volunteer by scanning paper book by smartphone, could save half of 1000 \$ US textbook costs annually. Our innovation keeps royalties for (text)-book authors, but cuts profits from predator publishers, in legal way. In the US textbook Costs Skyrocketed 812% in 35 Years. We incentivise University students, by FREE textbook, to crowd-scan books from a local Archive/from a home bookshelf, by smartphone. THANK YOU, kiitos!

"In an ideal world, all literary works would be available & discoverable to sighted & print disabled readers at the same time and price." – José Borghino Secretary General International Publishers Association

Kind regards,
Vladimir Kuparinen

MyData Global Network, Founding Member

www.smartpaper.fi/oe
02710 Kavallinmäki 15,
Espoo, Finland
<http://bit.ly/oeBook4OmaStadiTranscript>
<https://bit.ly/oeBook4Helmet>

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SUPPLEMENTARY SLIDES 13-15

SLIDE 13

The market is huge. The under-served need is urgent. At least 10% ARR is natural: e.g. in US we'd fill the (10% statistically) 230 mln. loans, yearly failed in waiting lists. Just add paper & eBook loans at this slide. Our EBITDA then would make 70 Mln. \$, in the US only: 0,3\$/loan. And growth to Edu for books seems to be starting exponentially. Now.

SLIDE 14

This supplementary slide is not about competition. It's about our choices - to ENJOY reading from comfort of our homes. Like people chose Netflix over Blockbuster retail shops; Spotify over CDisks. Choice of comfort. From home.

SLIDE 15

A supplementary slide, on DUALbooks side-effect: GREEN DEAL. Pandemic shows how much dependent we are on the digital tools, with serious issues for privacy, for climate change. This solution massively forks Digital to Green, thanks to people's trust to libraries.

IndiviDUALbooks are eco-friendly: we deliver access to ebook at one-page mailer, printed near user's home. Hence ebook data are processed at the EDGE, in the PL patron's MyData cloud.

This brings HUGE saving of CO² emissions from book logistics, in many EU countries, US, Korea, Japan... with billions of one-page mailer letters already in use there. Being sold by our consortium's-our partners local sales hubs.

70% of digital transformation funds are wasted (McKinsey 2018). It's a re-boot time NOW – when we can change the inherently flawed digitalisation, directed top-down by Big Tech companies - to bottom-up GREEN digitization: by crowd-scanning books by volunteers.

Kind regards,
Vladimir Kuparinen

MyData Global Network, Founding Member

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<http://bit.ly/oeBook4OmaStadiTranscript>

<https://bit.ly/oeBook4Helmet>