



Grupo-Vida Project

Buenos Aires, Argentina Spanish eBook Subscription Model – Market Entry Strategy

G-Lab, 2017

Michelle Shih, Lawrence Wei, Emily Ye, Jing Zhou

About Grupo-Vida and Leamos

Grupo-Vida provides Spanish digital content in culture, education and entertainment with a Spanish entertainment platform and several eBook platforms targeting Spanish readers in various business models. **Leamos** is one of its eBook services providing readers with access to books under the monthly subscription model. Leamos is launching its mobile application in 2017 and is considering the opportunity of entering new markets beyond Argentina.

About Project Scope

“Market Entry of Leamos into the US Market”
Grupo-Vida has launched a Spanish eBook product Leamos in Argentina for a year. It recently developed the app version, and is planning to expand the App internationally by entering US market. With limited knowledge/experience about US market and the subscription business model, Grupo-Vida is looking to optimize its subscription business model and develop a launch and marketing strategy to enter the US market.

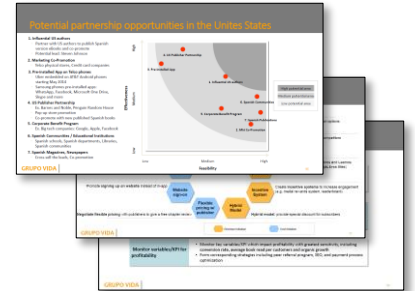
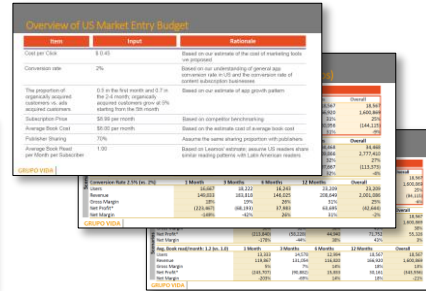
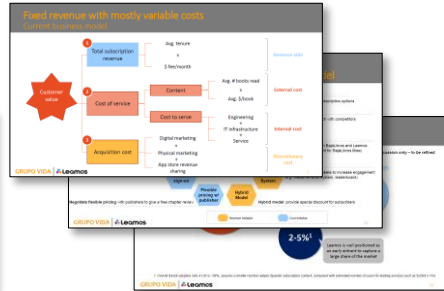
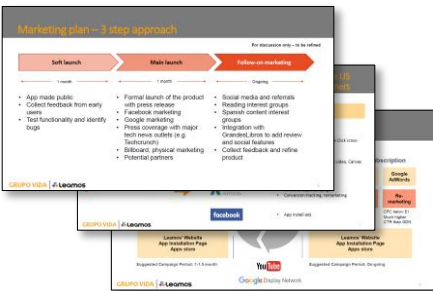
Project Milestones and Deliverables

1 Market Entry Strategy

2 Business Model Review

3 Budget Forecast w/ scenarios

4 Partnership / Strategic Recommendations



High Level Strategic Recommendations

- Utilize the market experience in Latin America to further **refine the Leamos product and business model**, while the book rights for the US market is being worked out
- Take time to **understand reader behavior** more and then enter the United States with a strong product and value proposition
- Monitor key variables/KPI** which impact profitability with greatest sensitivity, including conversion rate, average book read per customers and organic growth



Friday happy hour with clients in Buenos Aires



Exciting startup atmosphere with passionate clients



Meeting publishers to discuss US opportunity