AN AUTHORITATIVE LOOK AT BOOK PUBLISHING STARTUPS IN THE UNITED STATES

PROSPECTUS

A *Publishers Weekly* Publication

Researched and authored by Thad McIlroy, Principal, The Future of Publishing

"Thad's work on wrangling the publishing startup universe is commendable in its diligence and breadth. There's no other source that I can think of, including a canonical database like Pitchbook, that tracks and organizes the often exciting and sometimes esoteric world of publishing entrepreneurship."

— David Lamb, Partner, Book Advisors LLC

"*An Authoritative Look at Book Publishing Startups* is an incredible resource for anyone leading or investing in book industry growth—detailing over 15 years of new book publishing ventures, successes and failures, while surfacing the latest developments in the fast-changing world of new book technology—it defines the state of booktech today!"

— Peter Hildick-Smith, President, Codex-Group

"Thad McIlroy's survey of the birth—and sometimes death—of 1,300 book publishing startup companies is a fascinating tale. While the list itself is a great resource, McIlroy's commentary is both illuminating and wonderfully wry. Everyone in the book publishing community should wander through these pages—and then pick up a good book."

— Lorraine Shanley, President, Market Partners International

This report provides an overview of the English-language book publishing startup scene in the United States and around the world as of the fall of 2022. At the center of the effort is a database of more than 1,300 companies, almost all founded since Amazon launched the Kindle in 2007.

We're surrounded by new business startups, corralling the attention of entrepreneurs and investors, and of a public seized by the energy and intrigue of the startup culture. Of course the publishing community has joined the startup party, attracting innovators and disruptors to this well-established industry. Some of the startups are one-person efforts, with a lonely dream of remaking how books are made, discovered, or sold while others are multi-million-dollar corporations with hundreds of employees.

The range of approaches uncovered in the report is broad, from author services to online marketing, from reading clubs to fan communities, and from new formats that complement print and ebooks, to media formats seeking to replace the "bookish object." Success is widely varied. Many of the startups fail rapidly, while others have gone on to be acquired for hundreds of millions of dollars. A preliminary analysis of the ROI on investments in companies that have been acquired is over 12x. Some 10% of the startups have secured investments of $1 million or more. The total amount of funds raised to date is over $4 billion.

What makes each database listing particularly valuable is that it includes more than just the company name. For each company, it also provides:

- A brief mission statement
- The type of product or service provided, classified by category
- The amount of funding received since founding
- Current operating status (whether still in business), or whether merged, acquired, or publicly listed
- Company URL

Just as importantly, the report includes summary data that defines the scope of the book startup industry, including:

- Total funds raised by all startups
- Average (and median) per funded company
- % of startups with declared funding
- % of startups no longer in business
- % of exits via acquisition, merger, or IPO

This provides a measure of the extent of startup activity within the larger book publishing industry, and more broadly across the whole startup scene in the United States. (Numerous international startups are listed when their outreach includes the U.S.)

The audience for the report is startups, investors, other providers of service to the startup industry, and the wider community interested in publishing innovation. The goal of the report is to stimulate innovative new ideas, start conversations, and foster new startup activity and investment.

SPONSORSHIP OPPORTUNITIES

The 50-page report and accompanying database will be published by *PW* in its November 14, 2022 print and digital editions. Additionally, *PW* will host a webinar in November, giving readers a deeper understanding of the report's findings.

DIAMOND SPONSORSHIP

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