

Uprise.Africa

Showcasing Storied the first Equity Crowdfunding Campaign

Launching January 2018





Storied

Business summary

Storied is a start-up initiated by South Africa's leading local publisher, Jacana Media. The entity, capitalising on Jacana's commercial experience in the South African publishing sector, will reinvent the local creative-writing and fiction sector through targeted financial investment and innovation. It will use Jacana's intellectual capital and operational footprint to nurture South African voices and help them tell their stories.

Management

- **Leabiloe Molapo:** Project Manager – Economist, currently studying for a master's in Publishing Studies at Wits University.
- **Bridget Impey:** Publishing Director – Over 34 years of experience in the publishing industry;
- **Maggie Davey:** Publishing Director – 27 years of experience in the publishing industry;
- **Leigh-Ann Harris:** Managing Director – 14 years of experience in the publishing industry;

Customer problem

South Africa's publishing landscape is highly skewed towards non-fiction publishing, presenting an opportunity for Storied to capitalise on this dearth of local English-language fiction publishing.

Service

South Africa's publishing landscape is highly skewed towards non-fiction publishing, presenting an opportunity for Storied to capitalise on this dearth of local English-language fiction publishing.

Website	www.storied.co.za
Industry	Media & Publishing
Employees	4
Address	10 Orange Street, Sunnyside, Auckland Park, 2092, JHB, South Africa
Company stage	Seed stage
Capital seeking	R3 million

Target market

- African literary talent
- Readership craving fiction by African writers
- Literary enthusiasts

Business model

- Business-to-consumer

South Africa's publishing landscape is highly skewed towards non-fiction publishing, presenting an opportunity for Storied to capitalise on this dearth of local English-language fiction publishing.





Storied

Customers

Storied will leverage Jacana Media's existing customer base that has developed over its presence in the publishing industry for 25 years.

Sales/marketing strategy

- Branding at bookshops that sell Storied publications;
- Direct sales to bookshops;
- Online advertising;
- Offer retailers and independent booksellers preferential discounts;
- Funding book fairs and festivals;
- Engage with traditional book distributors,
- Grow and develop alternative independent means of distribution such as independent bookstores;
- Develop network of book clubs.

Competitors

- South African publishing houses: Penguin Random House SA, Pan Macmillan, Jonathan Ball, NB Publishers;
- Fiction publishers: Umuzi, Picador Africa and Kwela;
- Independent publisher: Modjaji Books is the only other independent publisher that publishes both fiction and non-fiction.

Competitive advantage

Storied has the first-mover advantage because it will invest in the creative talent and voices that will meet a long-ignored market segment and readership. Storied will focus solely on English-language fiction publishing, becoming the only imprint that publishes African popular and literary fiction. Storied's focus on developing writers and editors will distinguish it from Jacana's other imprint, BlackBird Books.

Investment Terms

Minimum investment of R1200.

Additional investment term and conditions are available on www.uprise.africa

Contact person

Leabiloe Molapo | 072 502 7416 | leabiloe@storied.co.za





www.uprise.africa



facebook.com/uprise.africa.crowd



[@upriseafrica](https://twitter.com/upriseafrica)



linkedin.com/company/uprise.africa



www.crowdequity.africa



+27 78 228 4910