

Phoenix Maya West

12

*Rooting Iris's*

Commercialization Plan

Did you know that the LGBTQ community doesn't get enough normalization in stories written about them? This is because it's hard to find the books since they are usually self-published and aren't in libraries and regular bookstores. *Rooting Iris's* is here to help; we are a mobile bookstore dedicated to LGBTQ Young Adult fiction and self-published authors.

## Part 2 Executive Summary

The LGBTQ community does not find equal representation in traditional libraries and bookstores. This affects how the community is viewed and how members view themselves. This problem affects people of different ages, ethnicities, and religions because it is for those who read or would like to see more representation in stories; it is not limited to members of the community. With my solution I have found a way for those who are self-published to get their work noticed and sell more books. Rooting Iris is a mobile, LGBTQ focused bookstore that incorporates augmented reality (AR) technology as we help authors self-publish. Rooting Iris's AR book covers allow browsers to be immersed in the world of the author's choice. This will engage readers. Research was conducted through the Summit County Library systems for popular queer books and authors; it came up empty handed. Rooting Iris will not discriminate like that and will focus more on the self-published books to bring more notice and connection to these hardworking authors.

## Part 3 Problem Summary and Proposed Solution

The LGBTQ community finds it hard to normalize our stories when the YA fictional books written about us are difficult to find in a regular establishment, such as a library or bookstore. Many authors who write these books are forced to self-publish because their "audience" is too small for the publishing platform to earn money. When they are forced to self-publish it means that bookstores and libraries won't seek out nor accept their books, again it's because of the money rules in the establishments. The solution I have come up with is to have a mobile bookstore that works with the said self-published authors to bring them more notice and solely focuses on LGBTQ Young Adult fiction. This not only affects readers but also authors, from old to young, everyone who likes to read can use our resources to satisfy their needs. In addition, this will help members of the LGBTQ community and their loved ones normalize and equalize how all orientations are portrayed.

## Plan Part 4: Summarize the STEM Concepts & Principles Underlying the Overall Plan

With my project, engineering is going to be the biggest part and be the most important STEM principle to focus on. The reason it's so important is because I am physically building an item to help with my product. Creating blueprints for my design, knowing the correct tools needed and actually building it are all engineering factors.

The other top principle will be mathematics. To create proper blueprints, know the dimensions as well as being able to alter said answers to best suit my needs are the math factors I will be using. By using basic formulas and measurements I will be able to figure out exactly how I should build the cart, but mathematics isn't all I will be using.

Besides the actual building part I am also going to work with technical factors including the possibilities of immersive cover art, augmented reality. The augmented reality will give the readers a new and unique immersive experience into illustrations that will bring them closer to

the author and the story they hold. QR coding can also be integrated for ease of book ordering and selection.

#### Problem:

I work at Highland Square Branch Library and have often noticed that people have a hard time finding books about specific genres or by certain authors. One of these genres is LGBTQ Young Adult fiction. It's sad to know that our small branch is the only one to have a small section set aside for LGBTQ books, but in that section we only shelve LGBTQ Non-Fic, Biographies and erotica. Due to this all of the fictional stuff has been shelved among other genres such as the ever growing adult fiction section. I did some research through our systems for popular queer books and authors who write them but came up empty handed. Many of these books are not showing up in our system because libraries don't buy from self-published authors, but what some may not relise is that authors who write a queer storyline get turned away from publish houses because the audience of their genre is "too small." However, according to a recent Gallup poll, 18 million adults in the United States identify as LGBTQ; and the number is increasing with each generation.

#### Proposed solution:

A solution I have come up with is creating a mobile bookstore that is dedicated to these books and authors. This is a way for those who are self-published to get their work noticed and sell more books. The readers will get better access to these books as well as to the authors. For more of a connection I will create immersive covers, or cards, that show a little video about the author or even just something decorative to connect the reader to the book.

#### Target customers and intended users:

My targeted customers are any and all readers. This product will be available to anyone who wishes, all they have to do is walk up and take a peek or even call in and see if we have something. Those that will most likely use it the most are the youth who are out and about during the day, those who wish to read this genre and those who are simply walking around. This is created to help young adults and teens but is available to everyone who wants it.

#### Competitors:

Competitors for this product are actual bookstores as well as online sites to order books from. Libraries can also be a competitor just because people will call them first since you can read it for free there. The biggest worry will be bigger bookstore companies like Barnes and Nobles but the opportunity we hold above them is that we are getting books from self-published authors whereas they do not. Therefore we will offer a unique product, not found in these traditional locations.

#### Customer value proposition & competitive advantage:

This is what makes my product different from regular bookstores and libraries. Self-published authors will not find their books on the shelves of such establishments because they refuse to buy from them. My mobile bookstore will not discriminate like that, we will focus more on the self-published books to bring more notice and connection to these hardworking authors. Another thing that makes this different is that we want to connect the readers to the authors and the authors to an awaiting audience.

Principal revenue streams expected:

To earn money through my product is easy, it is a bookstore so people will be buying the books. They can browse as long as they wish then when they pick out the books they want they will come up and check them out through me. Books will range in price from \$5-\$15, to ensure affordability and repeat customers.

Principal startup and operating costs expected to be incurred:

Everything takes time and money. The process of creating anything will cost something and so my product is not left out. I will have to build, create designs, decorate and come up with a plan on how everything will go when I set out. With a rough estimation I am going to say the entire set up will cost around \$700 and that does not include ordering the material we will sell (Milepost 8, Video 11 - How Much will it Cost to Get You Started?, 2021). Getting enough material to officially open will cost a lot more and I would say probably over \$1,000 so officially I will be needing around \$2,000 to fully create the product. These are just estimates though it most likely will require more than that.

Review and assessment of the scientific literature:

The most scientific part of my project is augmented reality that will be used in a unique way of connecting the authors to the readers. The coding, digital work and sharing of this particular artistic style is what makes it such a fascinating piece of work.

Discussion of your findings with relevant cited references:

Most of my information was gotten from discussions I've had with people over the years. Through these talks I have found that getting hands on LGBTQ Young Adult fiction is a lot harder than it looks. This is mostly due to bookstores and libraries not procueing books from self-published authors, but these authors are often pushed in self-publishing due to the queer storylines represented in them. This means that a big part of our world community is having a hard time normalizing their own stories and when they are created it's difficult to get your hands on them.

Hypothesis:

The people in our communities need ways to access more LGBTQ Young Adult fiction because I've learned that normalizing our stories has become increasingly difficult due to the lack of separation and quantity of this genre. If I create a mobile bookstore dedicated to LGBTQ YA

books, with interactive covers, that is easy to access and provides a connection to both readers and authors then young readers will have an outlet to get these books from, without all the seeking through libraries and bookstores.

Inquiry or design-based discussion:

My solution that I have come up with is a mobile bookstore focused on the LGBTQ YA books and self-published Authors passed over by Libraries and regular bookstores. The way it will work is through our website people will be able to find out where we'll be set up and a small preview of the items we have in stock. Then all they'll have to do is come to where we are and start looking. This is the Enticing step with the 5 E's. For those that don't know, the 5 E's are a way to show how your product works with the targeted audiences. There is ENTICE, which is how they will know you exist. Next is how they will start using the product, ENTER. By using our website and finding us they have begun. ENGAGE is next and this is how my product will be engaging for the customers. My product works with augmented reality art work that will be a link of connection between authors and readers. People can actively scan the pictures and watch the magic unfold. The fourth E is EXIT, how do they stop using the product...walk away, just walk away. Lastly, there is EXTEND, how do they come back and continue using my creation. Simply come to where we are set up, or if you don't want to go anywhere you can browse what we have or even contact us and ask a question. As for the augmented reality cards, they are going to be set up as book covers that you scan and then get a little show to meet the author and find out more about them.

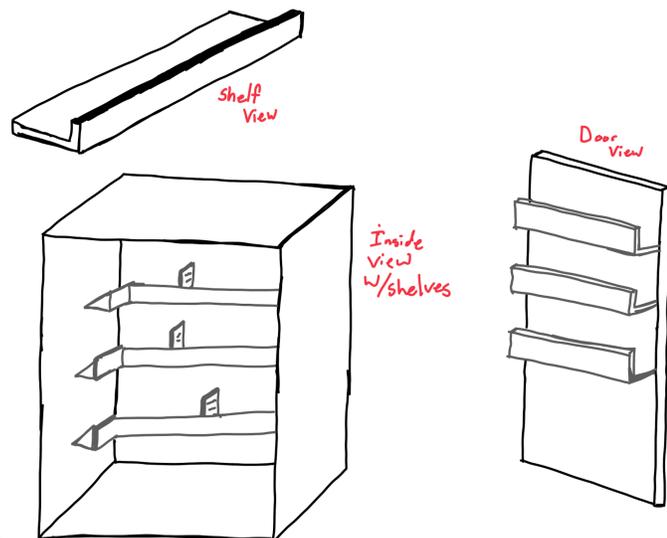


Figure 1: this is a sketch of the mobile cart

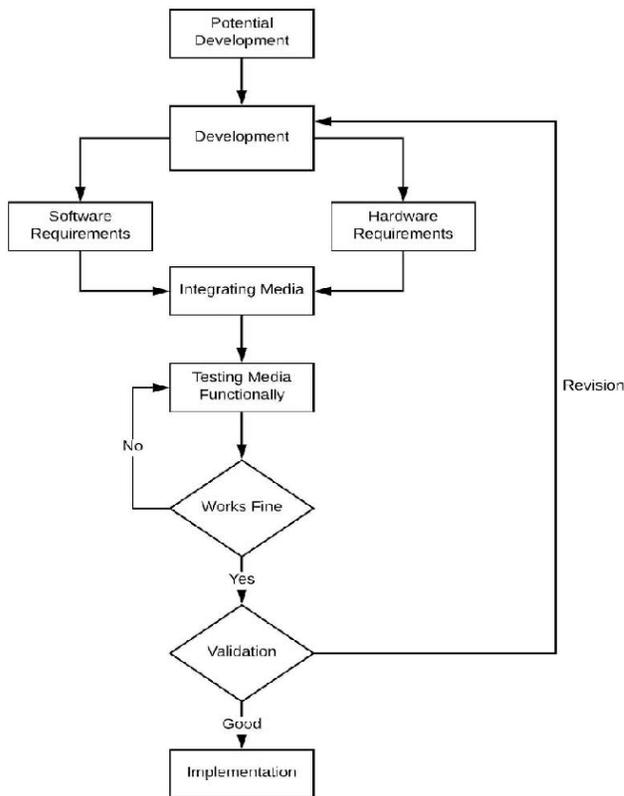
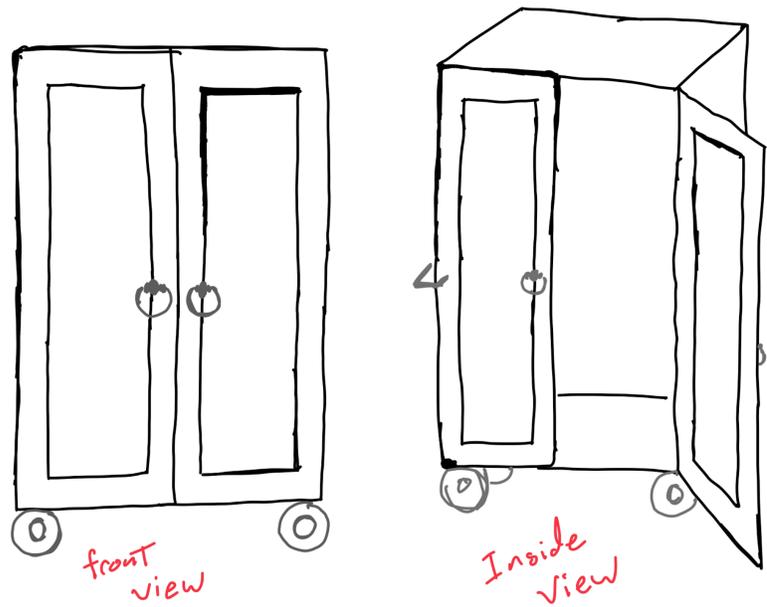


Figure 2: this is a flowchart of the AR program

Part 7 Acknowledgements:

I want to thank my father, Micheal West, for all the late nights he stayed up with me to work out all the details I needed for this project. I want to thank my older brother, Zachary Tarle, for letting me continuously bounce ideas off of him and talk about everything my project entails. I would also like to thank all of the people that filled out my form and let me interview them for information to use in my writing. A huge thank you to all my coworkers for their support and enthusiasm throughout this process.

Part 8: Citations:

HOW TO MAKE BLUEPRINTS. (2021). Retrieved 4 November 2021, from [How to make Blueprints - EngineerSupply](#)

#bringArtToLife - Artivive. (2021). Retrieved 4 November 2021, from [Artivive: #bringArtToLife](#)

Interviews with students

Believe in Ohio. (2021). *Milepost 8, Video 11 - How Much will it Cost to Get You Started?* [Video]. Youtube.