

# Press dossier

Bubok Publishing S.L.



**bubok**  
[www.bubok.co.uk](http://www.bubok.co.uk)

1. **Who we are**
2. **What is Bubok?**
3. **How it works:** powerful, simple and efficient
4. **Who it targets**
5. **Advantages:** publish without limits!
6. **Our team**
7. **Achievements and recognition**

## 1. Who we are...

- In December 2007 a group of people, all with backgrounds in the editorial, publishing, technology and design worlds started Bubok Publishing S.L. The primary purpose was to create an online platform that met the needs and demands of the modern self-publishing author.
- The companies that have invested in Bubok Publishing S.L. are evoluZiona, Secuoyas, Nervia and Grupo Intercom (infojobs, emagister, softonic...). Those responsible for developing the project are Evoluziona (experts in software and web development) and Secuoyas (specialists in design and application).
- The project also counts among its additional investors: Rafael Casado (the founder of Invertia), José Luis Delgado Guitart (Founder of Unaplauso and Mailxmail), Luis Martín Cabiedes (Adviser from Europa Press), Rafael Garrido (founder of Secuoyas) and Steven Joseph Posner (professor at IE).

## 2. What is Bubok?

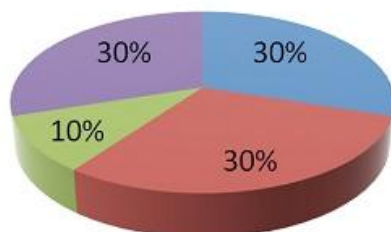


**Bubok** is a service for online auto-publication that offers its users the possibility to publish their authored works for free. Bubok was created with the ambition of making it possible for any author to quickly, easily and cost effectively; publish his or her book in digital format (e-book) or as a physical book.

Each individual author can decide what format they want their work published in, as well as define the price of their work by consulting with Bubok's online calculator that guides the author thru the price setting process.

## Traditional model of self publishing

This model, diagrammed below, has a series of costs that significantly impact the profit for the author



Editor

Distributor

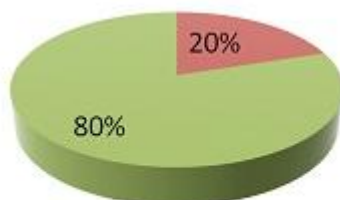
Author

Retail outlet

With the traditional model, the distribution of profit is based on the retail price. For example for a book that costs 12 GBP, the distribution of profit would generally be the following:

- Editor: 3,6 GBP
- Distributor: 3,6 GBP
- **AUTHOR: 1,2 GBP**
- Retail outlet: 3,6 GBP

## The Bubok model



Bubok

Author

With Bubok, the distribution of profit is based on the profit margin, with 80% of the profit going to the author. This would mean that for a book with a retail price of 12 GBP, with production costs of 7 GBP, and a profit of 5 GBP per unit, the distribution of profit would be:

**Bubok: 1 GBP**

- **AUTHOR: 4 GBP** (if the author has an editor we propose a 50%-50% split)

Bubok's model offers a significant advantage for its authors.

### 3. How it works: Powerful, simple and efficient

1. The author uploads their work on the web as a PDF or as a text file at no cost.
2. The author decides if he or she wants the book to be public or private. If the author chooses the public option, he or she then chooses the retail price as suggested on Bubok's cost calculator (or higher) and finishes the publishing process.
3. The buyer downloads the book as a PDF or orders the book as a paper copy which is then printed on demand (POD), which enables the book to be printed one by one at a reasonable per unit cost.
4. Based on a global agreement Bubok works with a local UK printing partner, who ensures the orders get printed and shipped out. Bubok works with several courier companies in order to guarantee the distribution, a timeframe that generally takes one week from production to arrival.
6. As books are printed on demand in runs as low as one unit, it is possible to personalise each book.
7. Editors can also use this platform for their unlisted titles.

## 4. Who it targets...



Bubok targets authors, aspiring authors and writers, artists, researchers, students, university students, companies, professors, academics, writhing enthusiasts..., in other words, any person that has something to tell!

## 5. Advantages: Publish without limits!



Anyone can publish without the traditional editorial restrictions:

- Without initial costs
- Without minimum print runs
- Without hindrances
- Without abusive contracts
- Without editorial interventions
- You can share your ideas with the rest of the world
- Easy to use for everyone
- At the tip of your fingertips, at the click of a few buttons!



## 6. Our team

Several people and companies have collaborated in order to make Bubok a reality:

**Evoluziona:** Founded in 2005, it has several of the most important literary and cultural sites within the Spanish web (grupobuho.es, portaldelescriptor.com, librosparadescargar.com, editorialgrupobuho.com, actividadesculturales.es).

**Secuoyas:** A company with more than six years of experience of creating entertainment and virtual community spaces on Internet, all with a high level of creativity.

**José Luis Delgado:** Has vast experience from the editorial and cyber world and collaborates with Santillana, Elsevier, Thomson and McGraw-Hill and is a member of Mailxmail.com and Aplauso.com.

**Steven Joseph Posner:** Associated Marketing professor, has more than 17 years of experience in international marketing and business development.

**Fátima Álvarez Guisande:** Has had positions of responsibility within companies dedicated to customer care and participated in creating the editorial group GrupoBuho.

**Ruth Vicente Olózaga:** Responsible for Bubok finances.

**Sergio Mejías Sánchez:** Information engineer who manages the technical departments of Evoluziona and Bubok.

**Ángel María Herrera Burguillo:** A professional programmer responsible for the birth of Bubok, where he combines his passion for the world of books with his extensive knowledge in informatics and IT.

**Jana González:** responsible for new businesses and integration of platforms at Bubok.

**Justine Petrenko:** Director of Internationalization at Bubok.

## 7. Achievements and recognitions

### Bubok landmarks:

- Bubok allies with the National Library of Spain to print its books on demand



- Together with the National Library of Spain Bubok offers its “print on demand” service that makes it possible to, in user friendly fashion, obtain a printed version of the works that are available at the Digital Hispanic Library (DHL). The works are already available for purchase on <http://bne.bubok.com>

The agreement is the first of its kind in Europe. It allows a new kind of service that, through the Digital Hispanic Library, users easily can obtain printed versions of all the documents that it contains. The digital works will also be promoted in Buboks’ virtual bookshop. Using a digital icon it is possible for the customers to order any of the works that are available at the DHL, through Bubok, according to the conditions that are specified in each case. This rich patrimony in Spanish literature makes it possible, for example, to acquire a copy of *The disasters of the war* by Francisco de Goya for 19,35 €, *The Ingenious Gentleman Don Quixote of la Mancha: first part* (1674, illustrated edition) by Miguel de Cervantes for 57,61 € or *Castilian Grammar* by Antonio de Nebrija for 27,53 €. The delivery time depends on the distribution format.

## **- Bubok contest of literary creation:**

Bubok holds an annual contest for literary creation that aims at awarding unedited works and discovering new talents from our literary panorama. This award, launched in 2009 worth 2.000 Euros, also is supported by leaders in the literary field including the editor Andreu Teixidor, the driving force behind this literary contest, the writer Rosa Regàs, while novelists, Lorenzo Silva and José Ángel, among others, have all been award judges.

## **- The first company in Spain that provides cultural content via mobile phones:**

Thanks to an agreement between Bubok, Telefónica and Juan José Millás, since July 2009, all Movistar clients that desire to receive the Wednesday stories by Juan José Millás on their mobile phone can do so.

## **Awards received by Bubok in chronological order:**



Award Bancaja Young Entrepreneurs 2010

<http://www.jovenesemprendedoresbancaja.com/premiobancaja/premio-bancaja.aspx?ANNO=2010>



Award Entrepreneur XXI 2010

<http://www.bubok.es/blog/2010/04/28/bubok-gana-el-premioemprendedorxxi-en-madrid/>

Winner of Best Website according to Internet Awards 2009:

<http://www.bubok.com/blog/2009/05/13/premios-de-internet-otorgaa-bubok-el-premio-a-la-mejor-web/>

Revelation Company year 2009 according to Actualidad Económica

<http://www.bubok.com/blog/2009/06/04/bubok-premio-a-la-empesarevelacion-del-ano-2009/>

Finalist in the contest Startup 2.0

<http://www.bubok.es/noticias/ver/Bubok-entre-los-10-finalistas-delconcurso-Startup-20-34>

Finalist in Vivero-SIMO 2.008

<http://www.bubok.es/noticias/ver/Bubok-finalista-en-ViveroSIMO-2008-48>

Award FICOD 2.008: recognition of being among the 16 most innovative companies in the market

<http://www.bubok.es/noticias/ver/Bubok-recibe-uno-de-los-premiosFicod-2008-66>

Chosen by the readers of “El Mundo Digital” as “among the best of 2008”

<http://www.bubok.es/noticias/ver/Bubok-entre-lo-mejor-del-2008-72>

Finalist in the contest Plugg Startup´s

<http://www.bubok.es/noticias/ver/Bubok-entre-los-finalistas-de-Pluggs-StartUps-Rally-86>

Winner of four gold medals of Ediciona

<http://www.bubok.es/noticias/ver/Bubok-consigue-cuatro-medallasde-oro-en-Ediciona-87>

First Spanish Startup that talks about its project on Twitter

<http://www.bubok.es/noticias/ver/Bubok-primera-startup-espanolaen-contar-su-proyecto-en-Twitter-26>