



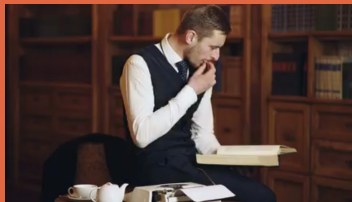
CATCHER

READ BETWEEN THE LINES

READ BETWEEN THE LINES CATCHER

AI-powered Literary Scout

Web application to help Publishing Houses
catch the best books on the market

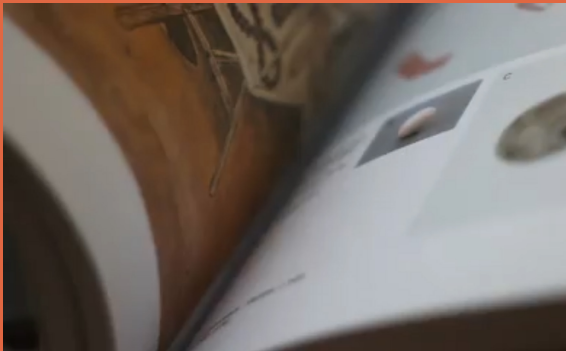


READ BETWEEN THE LINES

CATCHER

AI-powered Literary Scout

Web application to help Publishing Houses
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Catch the
essence of
the book



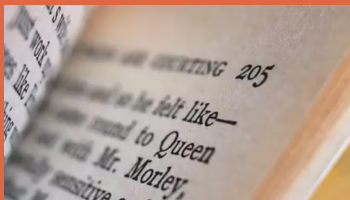
CATCHER
READ BETWEEN THE LINES

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CATCHER

AI-powered Literary Scout

Web application to help Publishing Houses
catch the best books on the market



Human
expertise
+
AI efficiency



OUR HACKATHON TEAM



FOUNDER

Kamil Bałuk

writer, editor, reviewer, publishing industry experience
prompt engineer



DEV TEAM



**Mohammad Ali
Mustafa**

FullStack Developer



Talha Khan

BackEnd
Developer



Pratik Davidson

LLM Data Scientist
Software Engineer



**Solomon Victor
Akuson**

FrontEnd
Developer



PM / BUSINESS




Magdalena Siemieńska

project manager
business strategy



CATCHER
READ BETWEEN THE LINES

HOW TO FIND THE NEXT "GREAT GATSBY"?

-  Internal book reviews are crucial but inefficient
-  Time-consuming process: 20-30 hours per book
-  Paradox: costly for publishers, waste of resources for reviewers - unprofitable on both ends






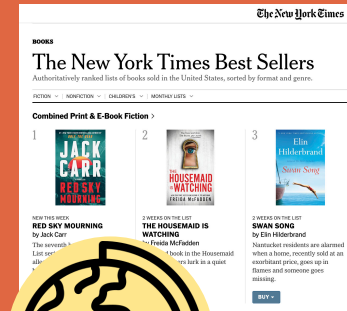
PROBLEM



CATCHER
READ BETWEEN THE LINES

FIND MARKET & READERS FIT

-  Each Publishing House has different readers audience / target
-  Each market has different specifics
-  A bestseller in the Netherlands may not be a bestseller in Poland



PROBLEM



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AI-POWERED LITERARY REVIEWS



AI-Powered Literary Scout & Book Analyzer



Analyzes **content**, **style**, **relevance**, and **cultural fit**



Provides relevant quotes and concise, precise assessments for human decision or further human review



Customizable for different genres and markets



Cost & Time efficient



SOLUTION



CATCHER
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KEY FEATURES

Catcher: AI-powered book analysis app



MULTI STAGE
LITERARY & BUSINESS
FOCUSED
ANALYSIS



CUSTOM USER
QUERIES



QUALITY OUTPUT
WITH QUOTES

SOLUTION



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OUR TECHNICAL WORKFLOW

Catcher: AI-powered book analysis app



OPTIMAL CHUNKS
CHAPTER
RECOGNITION



MULTI-STEP
CONTENT
ANALYSIS



QUOTES
EXTRACTION



FINAL
CUSTOMIZED
REVIEW

SOLUTION



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MULTI-STEP ANALYSIS

SOLUTION



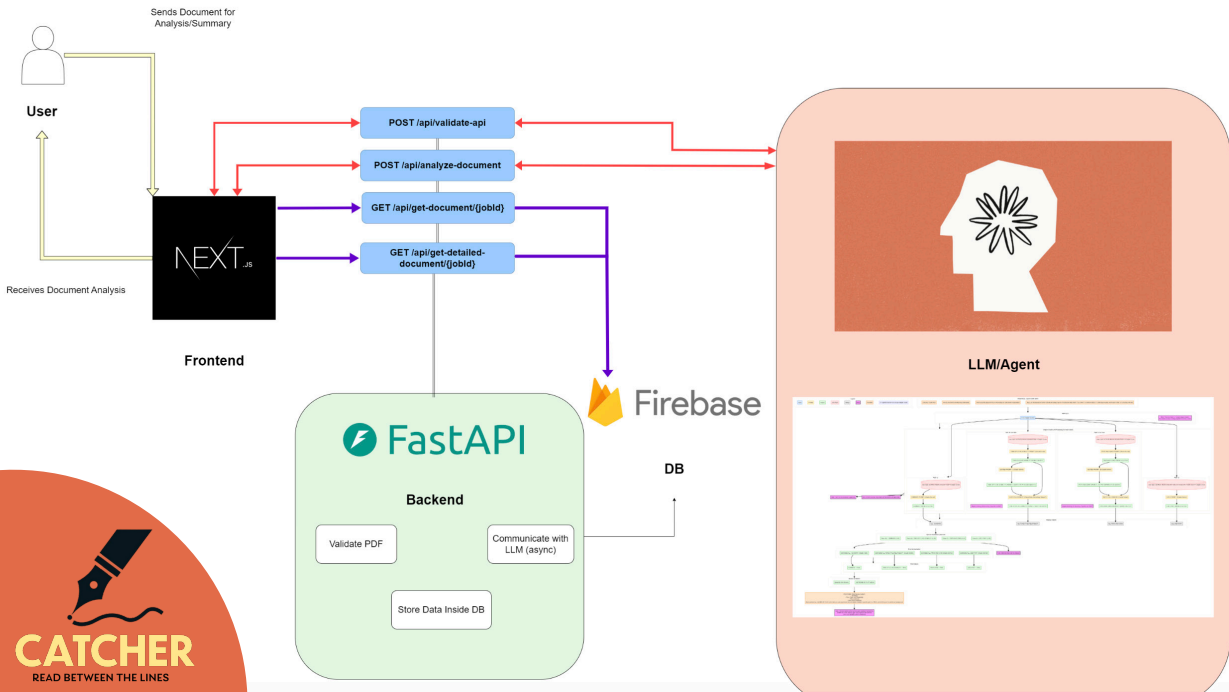
Our multi-step analysis is based on first **profound interviews with Publishing Houses employees** that are ordering on daily basis the external books reviews.

The "secret sauce" of our workflow and prompts is based on the industry research and our founder personal experience with writing, reading & feedbacking on internal reviews for Publishing Houses.




Unlike many humans reviewers, we cover both literary & business perspective in our final outputs.



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Why Claude? Safe and capable

-  We go for Anthropic's Claude since it's the state-of-the-art LLM which never uses user's data to train the model
-  We will keep some database entries (with consent of beta users) only on betatesting stage, our end solution will involve deleting all data after a given process is over
-  Claude's capabilities + prompts are more effective quality-wise than attempts to finetune a less capable model



SOLUTION

WORKING DEMO

Catcher: AI-powered book analysis app

VIDEO
RECORDING

SOLUTION



MARKET SIZE / POTENTIAL

BUSINESS





MARKET SIZE / POTENTIAL


-  Between **500,000 and 1 million book titles** published each year worldwide, excluding self-published
-  A medium/large publishing house receives more than **5,000 unrequested manuscripts annually**
-  Additionally: **hundreds of submissions** from foreign publishers, agencies and internal market research of publishing house's editors



MARKET SIZE / POTENTIAL

 **More than 95%** of received manuscripts are below the required standard

 **Under 5%** of high-quality manuscripts are **still often rejected** (good in general, but bad fit for particular outlet)


 **Top agents** receive up to **18,000 queries yearly** and represent **as few as 3 unpublished authors**


BUSINESS




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WHY IT'S SO IMPACTFUL

 Human reviewers can deliver **1-7 quality reviews per month** if they work full-time (cost = full-time team member)

 Freelance reviewers may be cheaper, but waiting time = **2-5 weeks**,
cost = 50-1000 \$ per review

 With AI-based quality reviews publishing houses could significantly increase the number of reviews and assign to humans only those most promising

BUSINESS



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COMPETITORS LANDSCAPE

AUTHORS AI



Solution that helps write a better book. AI provides an instant high-level critique of author's novel.

main target group: US fiction authors

HUMATA



Solution that helps your way through long documents + PDF AI summarization.

main target group: academics & students worldwide

General AI writing solutions like Hyperwrite.ai or direct usage of LLMs panels

These solutions are not directly useful and customized for users not proficient with prompting.

OUR USPs




- main target group: publishing houses (B2B model)
- high quality analysis with aspects crucial for our end-user
- customizable options
- fiction & non-fiction books reviews

BUSINESS








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REVENUE STREAM

-  **Subscription model for publishing houses** (monthly / yearly subscription with a given number of books/number of token to be used within 1 month)
-  **Pay-per-use option** for smaller publishers, literary agents or independent editors (price per 1 book review)
-  **Enterprise solutions for bigger publishing houses** that would like to customize the platform to their needs (e.g. workflow update, additional features).

NEXT STEPS / BACKLOG

-  MVP development
-  UX & front-end consultations & feedback execution
-  Testing the use of RAG architecture and TruLens for improved quality
-  Testing with industry experts + language experts for English and other languages --> language expansion
-  We already secured future beta testers from publishing houses in Europe!



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Thank you!