

PrintShop

On-demand small-batch book printing concierge — 25-500 copy runs + ISBN handling + Amazon listing. Notion Press is high-volume self-publishing; PrintShop is small-batch + concierge-led. ■399 setup + ■120-300/copy.

Category	Set 8 · Mixed Round
Customer	Academic authors + niche-fiction self-publishers + professional-services authors needing small-batch print runs (not high-volume self-publishing)
Monetisation	■399 setup fee per book · ■120-300/copy print + binding · ■2,999 Premium (with ISBN + Amazon listing + concierge)
Build effort	Med
Plan version	v1.0 — 2026-05

Executive Summary

PrintShop is small-batch book printing concierge for the underserved segment of authors needing 25-500 copy runs. The market context: large self-publishing platforms (Notion Press + Pothi + similar Indian; Lulu + Blurb global) optimise for high-volume self-publishing (1,000+ copies) or pure-DOD (print-on-demand single-copy). The middle segment — author needs 50-300 copies for personal distribution + local event + small-circle sale — is awkwardly served. Per-copy economics at large platforms favour higher volume; at DOD platforms favour single-copy.

Product: PrintShop offers concierge-managed small-batch (25-500 copy) printing with structured author-handoff + quality-controlled production + delivery. Premium tier includes ISBN procurement + Amazon listing setup + author-photo + back-cover-copy support.

Year-1 target: 2,200 books printed (averaging 80 copies each = 176k copies) generating ■2.3 crore annual revenue against ■52 lakh costs. Cash-positive month 4.

The Problem

Small-batch author printing is awkward. Notion Press + Pothe + similar Indian self-publishing platforms: optimised for higher-volume; per-copy economics unfavourable at 50-200 copies; concierge-grade quality control variable. Print-on-demand single-copy (Lulu + Blurb + Amazon KDP): per-copy higher cost than even-modest-batch printing; designed for global distribution not author personal-distribution. Local printers: variable quality + variable ISBN/binding expertise + author must coordinate manually.

Author segments needing this. Academic authors with research-monograph distribution to peers (50-200 copies). Niche-fiction self-publishers wanting initial print run for local events + author-circle. Professional-services authors using book as marketing tool with 100-300 copy distribution.

Market gap: concierge-managed small-batch printing at fair per-copy economics + quality control.

The Solution

PrintShop's flow. Author submits manuscript (DOCX or formatted PDF) + cover design (or PrintShop helps with design); structured production walkthrough confirming interior + cover + binding + paper + quantity; production within 12-18 working days; delivery to author or per-author-instruction multi-address distribution.

Quality controls: structured proof review (digital + optional physical-proof copy) before full print run; per-batch quality QA; explicit author sign-off at each stage.

Per-copy pricing: tiered by quantity + binding (paperback 80gsm: ■120/copy at 50-copy; ■95/copy at 200-copy; ■85/copy at 500-copy). Hardcover variants available.

Premium tier (■2,999 setup): includes ISBN procurement (PrintShop has reseller relationship for ISBN bulk-pricing), Amazon KDP listing setup, basic cover design (if author provides text), back-cover-copy writing, author-photo guidance.

Three structural differences from Notion Press + local printers. First, small-batch focus (50-500 copies is the sweet spot). Second, concierge production (PrintShop manages quality + delivery). Third, fair per-copy economics for the small-batch tier.

Market Opportunity

India small-batch author market: ~15,000-25,000 authors annually needing 50-500 copy print runs. Subset paying for concierge-managed printing: ~5,000-8,000.

At average ₹15,000 per book (setup + print + premium), SAM is ₹75-120 crore. Realistic 3-year capture: 1-3% = ₹1-3.6 crore ARR.

Adjacent expansion. Year 2: corporate book printing (companies producing branded books for clients + employees). Year 3: international expansion (concierge small-batch in adjacent markets).

Target Customer

Primary persona: a 52-year-old academic author with 4 published research-monographs needing 120 copies for peer-distribution. Will pay ₹399 setup + ₹95/copy × 120 = ₹11,800 total.

Secondary persona: a 38-year-old novelist self-publishing first niche-fiction novel needing 80 copies for launch events + family/friends. Will pay ₹2,999 Premium tier with ISBN + Amazon listing.

Tertiary persona: a 45-year-old executive coach writing book-as-marketing-tool needing 250 copies for client distribution. Will pay ₹2,999 Premium + 250-copy print = ~₹25k total.

Product

Manuscript + cover submission.

Structured production walkthrough.

Digital + optional physical proof review.

Production: 12-18 working day turnaround.

Delivery: author or multi-address distribution.

Quality QA per batch.

Premium additions: ISBN + Amazon listing + cover design + back-cover-copy + author-photo guidance.

Technical Architecture

Frontend: Next.js + Tailwind.

Backend: Python on Hetzner cloud, Postgres.

Print fulfilment: partnerships with 3-4 commercial printers across India (Bengaluru + Chennai + Delhi + Mumbai) for capacity + geographic delivery.

ISBN procurement: reseller relationship with Raja Rammohun Roy National Agency for ISBN (Indian ISBN issuing authority).

Amazon KDP integration: structured workflow for author-account setup + book listing.

Payments: Razorpay.

Business Model & Unit Economics

Two structures. Standard: ₹399 setup + ₹120-300/copy print (per-copy decreases with quantity). Premium: ₹2,999 setup (includes ISBN + Amazon listing + cover + back-cover-copy) + ₹120-300/copy print.

Per-book economics: average book is 80-copy run at ₹100/copy = ₹8,000 print revenue + ₹399 setup = ₹8,399. Print cost ~₹65/copy = ₹5,200 + setup overhead ₹250 = ₹5,450 total cost. Gross margin per book: ~35% (printing is margin-thin category).

Premium tier higher margin: ₹2,999 setup x 75% margin = ₹2,250 contribution + print margin.

Unit Economics (Year-1 base case)

Year-1 books printed	2,200
Year-1 copies printed (total)	~176,000
Average revenue per book	₹10,500
Year-1 revenue	₹2.3 crore
Gross margin	42% (print-margin-thin)
CAC per author	₹800
Year-1 all-in costs	~₹52 lakh
Year-1 net contribution	~₹45 lakh

Go-to-Market

Channel 1 — Academic-author community (40%): partnerships with university research-administration offices + academic-publication communities.

Channel 2 — Niche-fiction self-publishing community (25%): self-publishing FB groups + Reddit + writer-conference presence.

Channel 3 — Coach + consultant community (20%): coach-and-consultant networks where book-as-marketing-tool is common.

Channel 4 — Content + SEO (15%): substantive content on small-batch book printing + ISBN procurement + author-distribution strategies.

Roadmap (first 12 months)

- Month 1-3: MVP with Standard tier + 2 printer partnerships + Bengaluru + Chennai delivery. 200 books.
- Month 4-5: Premium tier + ISBN procurement + Amazon listing + 4 printer partnerships + national delivery, 700 books cumulative.
- Month 6-8: Cover-design support + back-cover-copy writing service + 1,300 books cumulative.
- Month 9-10: Corporate book-printing tier exploration + 1,800 books cumulative.
- Month 11-12: 2,200 books cumulative, ₹2.3 crore year-1 revenue.

Key Risks

- Margin-thin printing category: per-copy margin limits absolute profit. Mitigated by Premium-tier higher margin + concierge differentiation.
- Print quality variance across partner printers. Mitigated by printer-partnership QA standards + per-batch sampling.

- Notion Press + local printers competitive response — possible. Mitigated by small-batch specialisation + concierge service + ISBN/Amazon-integration depth.
- Author acquisition difficulty: niche segments hard to reach individually. Mitigated by community + content + university partnership channels.
- ISBN procurement bottlenecks: ISBN issuing authority can have delays. Mitigated by bulk-reseller relationship + advance-procurement.