

# ReadLog

*Reading tracker + AI-generated spaced-repetition quizzes for the books you actually want to remember. Most readers retain ~15% of non-fiction read; ReadLog gets that to 60%+. \$5/month.*

<b>Category</b>	Set 6 · Consumer & Family
<b>Customer</b>	Self-improvement readers, book club members, students, professionals reading non-fiction for ongoing skill development
<b>Monetisation</b>	\$5/mo Solo · \$9/mo Pro (more books + advanced retention tools) · ₹399-799/mo India tier
<b>Build effort</b>	Low
<b>Plan version</b>	v1.0 — 2026-05

## Executive Summary

ReadLog addresses the retention gap in non-fiction reading. Research consistently shows most readers retain ~15% of non-fiction books read; six months later most cannot accurately summarise what they read. Spaced-repetition (the Anki-style 1-3-7-14-30-day spaced quiz pattern) is the most effective evidence-based intervention for long-term retention. ReadLog combines reading tracking + AI-generated spaced-repetition quizzes for each book to systematically improve retention.

Pricing: \$5/mo Solo, \$9/mo Pro. Year-1 target: 7,500 paying subscribers generating ₹1.5 crore annual revenue against ₹25 lakh costs. Cash-positive month 3. The wedge against Goodreads is action vs. logging (Goodreads tells you what you read; ReadLog helps you remember it). Wedge against Anki + general flashcard apps is the auto-generated book-specific quiz content (Anki requires you to create cards yourself; ReadLog generates from what you read).

## The Problem

The non-fiction reading retention problem. Avid readers consume 30-80 books/year; serious self-improvement readers + professionals reading for career development read 15-40 non-fiction books/year. Comprehension research suggests typical retention is ~10-20% of book content at 6-month mark + ~5-10% at 1-year mark. The investment of 8-15 hours per book is largely lost.

Spaced repetition is the strongest evidence-based intervention for retention (Ebbinghaus + 100 years of subsequent research confirms). The Anki tool implements this beautifully but requires user to manually create flashcards from their books — a tedious task most readers don't sustain. Generic retention-boosting tools (Roam Research + Readwise) help with highlights but don't apply spaced-repetition specifically.

Goodreads + Hardcover provide reading tracking + social-reading but contribute zero to retention. The Readwise app does highlight-resurfacing well (from Kindle highlights) but is broader than book-specific structured retention. The market gap: a focused tool that generates spaced-repetition content from each book + delivers it on the proven schedule.

## The Solution

ReadLog's flow. User logs a book they're reading (or finished). AI generates structured comprehension content from book — key concepts + arguments + examples + actionable takeaways — using publicly-available book content + Wikipedia + reviews + user-provided notes. User reviews + approves + edits as needed.

Spaced-repetition delivery: ReadLog delivers daily 3-5-question quizzes on books in user's library, scheduled per spaced-repetition algorithm. Questions are mix of recall + application + synthesis. User answers in app; questions are scheduled for next review based on correctness (correct + easy → longer interval; wrong or hard → shorter interval).

Reading tracking: Goodreads-style book library + reading status + ratings + brief notes. Imports from Goodreads + Hardcover.

Book club mode (Pro tier): shared book + shared quizzes + cohort-discussion structure for book clubs reading together.

Three structural differences from existing tools. First, auto-generated content from each book (vs. Anki where you create cards yourself). Second, structured comprehension framework (recall + application + synthesis questions, not just facts). Third, spaced-repetition delivery on proven schedule (vs. highlight-resurfacing tools that lack schedule discipline).

Pro tier (\$9/mo) adds: book club mode, more book imports (Audible + audiobook integration), AI-assisted note-taking during reading (voice + photo notes), retention dashboard with per-book retention scores.

## Market Opportunity

Avid + serious-reader segment globally: estimated 80-120M who read 15+ non-fiction books/year. Willingness-to-pay at \$5-9/mo for retention tools: ~8-12M.

At blended ARPU of \$72/year, SAM is \$580-870M globally. Realistic 4-year capture: 0.05-0.2% = \$290k-1.7M ARR. Modest absolute capture but durable + community-driven business.

Adjacent expansion. Year 2: student academic tier (textbook + course retention). Course-creator partnership tier (course creators use ReadLog for student-retention infrastructure). Year 3: corporate-learning tier (companies deploy for employee development).

## Target Customer

Primary persona: a 36-year-old product manager who reads 25 non-fiction books/year on management + strategy + tech. Frustrated that 6 months after reading a book, he can barely recall key arguments. Will pay \$5/mo Solo for retention.

Secondary persona: a 31-year-old member of 2 book clubs (one general, one work-related). Will pay \$9/mo Pro tier for book club mode + audiobook integration.

Tertiary persona: a 54-year-old retired professional reading widely on history + philosophy. Will pay \$5/mo Solo for long-term retention.

## Product

Book library: log books being read + finished + want-to-read. Goodreads + Hardcover import.

Comprehension content generation: AI generates per-book content (key concepts + arguments + examples + takeaways). User reviews + approves.

Spaced-repetition quiz: daily 3-5 question delivery scheduled per spaced-repetition algorithm.

Reading-mode features: optional voice-note + photo-note during reading (capture highlights + reflections that feed quiz generation).

Retention dashboard (Pro): per-book retention scores + retention trends.

Book club mode (Pro): shared book + shared quizzes + structured cohort discussion.

Integrations: Goodreads + Hardcover + Audible + Kindle highlight sync.

## Technical Architecture

Frontend: Next.js + React Native mobile.

Backend: Python on Hetzner cloud, Postgres.

AI content generation: GPT-4o-mini for question generation (~\$0.10/book), Claude Haiku for explanation generation (~\$0.06/book).

Spaced-repetition algorithm: standard SM-2 + improvements based on user engagement data.

Integrations: Goodreads + Hardcover + Audible + Kindle APIs.

Payments: Stripe + Razorpay.

## Business Model & Unit Economics

Two tiers. Solo (\$5/mo or \$49/yr): up to 30 books in library + daily quizzes + book tracking. Pro (\$9/mo or \$89/yr): unlimited books + book club mode + audiobook integration + AI-assisted note-taking + retention dashboard.

Conversion: 14-day trial converts at 16%. Distribution: 65% Solo, 35% Pro. Monthly churn under 5%.

Gross margin: 88%. Major cost: AI generation (~\$0.80/user/mo), infrastructure.

LTV: \$60 × 16 mo avg = \$96 (Solo); \$108 × 22 mo = \$238 (Pro).

### Unit Economics (Year-1 base case)

Year-1 paying subscribers (target)	7,500
Blended ARPU	\$75/year
Year-1 revenue	\$185,000 (~₹1.5 crore)
Gross margin	88%
CAC	\$22
Payback	3.6 months
Year-1 all-in costs	~₹25 lakh
Year-1 net contribution	~₹1.1 crore

## Go-to-Market

Channel 1 — Reader-community organic (45%): Goodreads + Hardcover + r/books + bookstagram + book-Twitter. Highly word-of-mouth-driven.

Channel 2 — Productivity + self-improvement content (25%): productivity creators (Ali Abdaal-style) + self-improvement writers (substack creators).

Channel 3 — Book club partnerships (20%): partnerships with established book club networks.

Channel 4 — Paid acquisition (10%).

### Roadmap (first 12 months)

- Month 1-3: MVP with book library + daily quiz + Goodreads import + Solo tier. 500 subscribers.
- Month 4-5: Pro tier with book club + audiobook integration, 1,800 subscribers, ₹6 lakh MRR.
- Month 6-8: Retention dashboard + AI note-taking during reading, 4,000 subscribers.
- Month 9-10: Student academic tier, 6,000 subscribers.
- Month 11-12: 7,500 subscribers, ₹1.5 crore annualised.

### Key Risks

- AI-generated quiz quality variance: badly-generated questions damage user trust. Mitigated by user-review-approve flow + ongoing quality refinement.
- Spaced-repetition discipline: users churn after initial novelty. Mitigated by habit-formation features + visible retention improvement.
- Readwise expansion into spaced-repetition — possible competitive response. Mitigated by spaced-repetition-first focus + book club + community features.

- Book-content rights questions: AI-generated content based on book material has unclear copyright posture. Mitigated by transformative-use + user-derived-content positioning + careful content generation.
- Slow consumer-SaaS conversion: book-tool subscriptions have moderate churn. Mitigated by annual prepay + community + visible retention metrics.