

ARHEVE 2.0

TXT PLATFORM

**ARHEVE 2.0** – is a minimalist self-publishing and reading platform built on TXT as the universal layer of literature. We removed everything between the author and the reader that doesn't absolutely need to exist – no format overhead, no visual noise, no platform lock-in. What remains is scalable, resilient, and brutally simple.

Literature doesn't start with a format. It starts with text.

EPUB will break. PDF will age. Plain text will not.

TXT runs everywhere. It requires no permissions, no ecosystem, no proprietary stack. It's the lowest common denominator of human thought in digital form – and therefore the most durable.



# » THE PROBLEM

Modern self-publishing platforms:

- Create a high barrier to entry for authors (layout, converters, technical skills)
- Are overloaded with visual noise
- Depend on unstable standards (EPUB, DRM, proprietary readers)
- Have high technical and server costs

As a result:

- Publishing is difficult for authors
- Reading is inconvenient for users
- Platforms scale poorly



# » THE SOLUTION

We build the platform around text – not around book formats.

What TXT provides:

- **Simplicity:** less code → fewer bugs → lower maintenance costs
- **Speed:** publishing equals uploading text; books open instantly even on older devices
- **Longevity:** readable on any OS today and in 50 years
- **Efficiency:** minimal file size → one server can store hundreds of thousands of books
- **AI-ready structure:** ideal for search, analysis, personalized recommendations, automated moderation, and translation



# › FOR THE AUTHOR

The author does only what matters: writes.

- If you have text – you have a book
- Formats are temporary, words are not
- You can write in any editor, including ours
- Publishing takes seconds
- The text looks identical everywhere

Focus: content, not formatting.

Write. Upload. Publish. Communicate with readers (if you choose).

This returns self-publishing to its essence: text → reader,  
without intermediaries.



# › FOR THE READER

TXT means honest, distraction-free reading – online and offline, on any device.

- No unnecessary layout or typographic trends
- Focus purely on text and meaning
- Personal offline library, without DRM or device lock-in
- Direct contact with authors, live discussions, AI assistant for search, explanations, and translation



## › AUDIENCE

- **Authors (core):** independent writers, non-fiction authors, essayists, poets, “old-school” bloggers, academic and technical writers
- **Readers:** people who value long-form text, are tired of endless feeds, and are willing to pay authors
- Including **emerging markets:** countries with poor internet, older devices, offline reading – where TXT is ideal

We are building a platform for millions of people who truly read.



# ➤ GROWTH AND REVENUE

- Growth through authors, not aggressive advertising
- Content creates a library effect – platform value grows with text volume, not marketing spend
- Potential global audience: **15-40 million**
- Realistic 3-5 year target: 2-4 million users

Revenue model:

- Reader subscriptions (7% paying, €4/month) → **~€10M/year**
- Premium author accounts (12% paying, €10/month) → **~€2.9M/year**
- Total ARR ≈ €13M

At 2-4 million active readers: **€15M+ annual revenue** and €80-150M valuation based on standard multiples.

Plus low server costs, minimal support, simple moderation, and easy scalability – all thanks to TXT.



# › MONETIZATION

- **Paid books and series:** one-time purchase or subscription
- **Author subscriptions:** new texts, drafts, blog posts
- **“Thank you for the text”** donations
- **Premium author accounts:** advanced analytics, audience export, private texts, closed comments
- **AI services for authors:** translation, editorial suggestions, style analysis
- **AI services for readers:** recommendations, commentary, translation



## » F.A.Q.

### **Why not EPUB?**

EPUB is a display format. TXT is a meaning format. TXT is sufficient and durable.

### **Don't authors need beautiful formatting?**

Beautiful formatting serves marketing. Authors need readers.

### **Why will authors come?**

Instant publishing, zero barrier to entry, direct reader contact, full text control, no algorithms.

### **Why TXT?**

It works everywhere, doesn't break, doesn't depend on ecosystems. It's not fashionable – it's resilient.



# › TRACK RECORD

A team with 25 years of experience in IT and publishing has been working on the same core product since 2002:

- **2002-2010:** hundreds of thousands of TXT-based classic literature CDs sold
- **2012-2017:** “Home Library” app – 2 million users, ~10% paid conversion, revenue over €400K
- **Today:** ARHEVE free app – classic literature in 10 languages, organic growth of hundreds of users per day

**ARHEVE 2.0** is not an experiment – it is the continuation of a proven model.

For two decades, we have sold the same format across three technological waves: CD → Mobile → Platform.

The market chose TXT. People paid. The product scaled.



# VISION

Not a format.

Not a reader.

Not a marketplace.

Not a social network.

But a place where:

- Authors write, publish in one click, run a blog, communicate with readers
- Readers read without noise, comment, ask questions, subscribe to authors

Everything revolves around text.

Maximum engagement. Minimum moderation.



# CONTACT

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