

# **JOHN STORM PUBLISHING BUSINESS PLAN: Building a Global Eco-Adventure IP**

Focus: Publishing, Direct Distribution, and IP Development

Target Market: UK and International Adventure/Sci-Fi Fiction

Key Assets: John Storm Novel and Script Catalogue

## **1. EXECUTIVE SUMMARY**

The John Storm Publishing Business Plan outlines a focused strategy to establish a high-value, recurring Eco-Adventure Fiction franchise across print and digital platforms. Our primary goal is to monetize the existing multi-title catalogue through robust book sales in key UK retail chains and, crucially, to use the publication process to validate the IP, driving significant revenue through Hollywood/Canadian/UK studio film and television option fees.

**Strategic Model Shift:** We will transition from a royalty-based model to Direct Publishing and Distribution, managing the supply chain from printing to Amazon/Retail distribution centers. This increases the net profit per unit significantly, allowing us to capture margins typically retained by traditional publishers.

**IP Protection:** The intellectual property is strongly protected by granted registered trademarks for the core brand elements: '[Kulo-Luna](#)', '[Elizabeth Swann](#)', and '[John Storm](#)'. This protection enhances valuation and competitive defence.

The IP features the unique blend of contemporary science, ancient mythology, and environmental themes, positioning it perfectly for current market trends (e.g., climate fiction and adventure thrillers). The built-in franchise potential and ready-made scripts minimize content development risk, offering investors a clear pathway to profitability based on measurable sales benchmarks and external option revenue.

## 2. MARKET OPPORTUNITY & ANALYSIS

### A. The UK Fiction Market Landscape

The UK book market remains robust, valued at approximately £1.1 billion annually. Fiction continues to be a resilient category, driven by both established authors and the high visibility afforded by digital platforms. Our target segment—Adventure, Thriller, and Science Fiction—is particularly active.

Retail Channel	Strategic Value
Waterstones / WHSmith	Crucial for establishing high-street credibility and accessing travel/commuter audiences. Will require consignment or wholesale terms, maintaining high retail price integrity.
Amazon/ Kindle	International reach, crucial for global sales volume, e-book penetration, and leveraging the Direct Distribution model (pallet delivery to fulfillment centres).

### B. The Film Tie-In Multiplier

A core thesis of this plan is that book sales are a direct precursor to film revenue. Books adapted into major film or television properties commonly experience a sales multiplier ranging from 3x to 10x the original print run following the media release. By actively publishing and promoting the IP, we accelerate its path to adaptation and capitalize on this multiplier effect.

## 3. IP ASSETS AND PRODUCT STRATEGY

The John Storm catalogue provides a strong, ready-to-publish foundation for a successful series:

Catalogue Titles: Kulo-Luna, [Cleopatra Reborn](#), [Blackbeard's Curse](#), [Operation Neptune](#), [Sectasaur The Swarm](#).

Unique Feature: Script Embedding: A unique product strategy involves embedding relevant excerpts or conceptual drafts of the film scripts directly into the published novels. This serves three functions:

Consumer Engagement: It builds reader anticipation for the adaptations.

Marketing Hook: It provides a strong, unique promotional angle for retailers.

Studio Validation: It signals the IP's readiness for screen adaptation, adding immediate value to the option negotiation process.

#### **4. DISTRIBUTION AND PROMOTION STRATEGY**

The strategy is focused on high-impact visibility, leveraging current social media trends, and controlling the supply chain.

##### **A. Direct Distribution Model**

We will partner with high-quality printers capable of cost-effective, limited print runs. The resulting books will be delivered on pallets directly to major distribution storage depots (e.g., Amazon Fulfillment Centers) to minimize third-party logistics costs and maximize speed to market, allowing us to capture greater profit margins per unit.

##### **B. Retail Partnerships**

Direct-to-Amazon: Books are delivered to Amazon's depot, where Amazon handles the individual mailing of sales (FBA or similar). This is a logistical expense deducted from the sale price, but is offset by the elimination of royalty payments.

Wholesale to Retailers (Waterstones/WHSmith): Books will be sold to these retailers at a standard wholesale discount (e.g., 40-55% off retail), still providing significantly higher profit capture than a traditional royalty structure.

##### **C. Promotional Pillars**

Cross-Media Exposure: Coordinate book launches with any movement in the film option market to generate simultaneous PR across literature and entertainment press.

Event Marketing: Host book launches and signings tied to relevant sustainability conferences, major boat shows, and film festivals (if script activity is high).

Digital & Social Media: Aggressively target platforms like BookTok and Instagram, using visually striking covers and themes of "Eco-thriller" and "Ancient Mysteries" to attract the younger fiction readership.

##### **D. Revenue from Film Options**

Option fees, typically ranging from £50,000 to £200,000 per script (depending on the studio and size of the IP), are crucial non-book revenue streams. This revenue provides immediate funding and reduces reliance on upfront book sales, while the option deal itself elevates the profile of the remaining published titles.

## 5. FINANCIAL PROJECTIONS

The following estimates are based on the Direct Publishing Model (capturing the full margin less COGS and fees) and a sequential, five-year launch schedule for the five core titles.

### A. Startup Costs (Per Title Basis)

To ensure market readiness and competitive quality, a fixed investment per title is required:

Component	Estimated Cost (Per Title)
Professional Editing & Proofreading	£15,000
Professional Cover Design & Branding	£10,000
Initial Targeted Marketing/PR Push	£25,000
<b>Total Estimated Startup Cost (Per Title)</b>	<b>~£50,000</b>

### B. Five-Year Catalogue Revenue Projection

Assumes a retail price point of £9.99 and an estimated Net Profit of £2.50 per Copy.

Year	Titles Active (Cumulative)	Conservative Sales (Copies)	Moderate Sales (Copies)	Ambitious Sales (Copies)
Year 1	1 Title	3,000	10,000	25,000
Year 2	2 Titles	8,000	30,000	75,000
Year 3	3 Titles	15,000	60,000	150,000
Year 4	4 Titles	25,000	100,000	250,000
Year 5	5 Titles	40,000	150,000	400,000

### C. Five-Year Net Profit Projection (Cumulative)

Year	Conservative Net Profit (£)	Moderate Net Profit (£)	Ambitious Net Profit (£)
Year 1	£7,500	£25,000	£62,500
Year 2	£20,000	£75,000	£187,500
Year 3	£37,500	£150,000	£375,000
Year 4	£62,500	£250,000	£625,000
Year 5	£100,000	£375,000	£1,000,000

Note: This projection demonstrates the compounding effect of the series (backlist sales) and the significant profit capture achieved through the Direct Publishing model.

### D. IP Valuation and Supplemental Revenue

Offsetting Startup Costs: The fixed startup cost of ~£50,000 per title is fully offset by sales in the Moderate scenario by the end of Year 3 (cumulative profit £150,000).

Option Fees: Immediate revenue from a single film option is expected to fall between £50,000 and £200,000. This supplementary income provides immediate working capital and reduces reliance on initial book sales.

## 6. COMPETITIVE ADVANTAGE & RATIONALE

The John Storm IP possesses critical advantages over generic market entrants:

**Ironclad IP Protection:** Granted Registered Trademarks for 'John Storm', '[Kulo-Luna](#)', and 'Elizabeth Swann' provide a robust legal foundation, preventing competitors from capitalizing on the core brand assets and dramatically increasing IP valuation for adaptation rights. Plus of course, Copyright protection, under the Berne Convention, for [Cleopatra Reborn](#), and associated illustrations and cover artworks.

**Profit Maximisation:** The Direct Publishing and Distribution model allows us to capture the full margin on sales, multiplying net income compared to reliance on traditional author royalties.

**Unique IP Niche:** Blends high-stakes adventure (a proven seller) with highly topical eco-themes and ancient mythology, creating a distinct and promotable niche.

**Franchise Readiness:** The existence of multiple, finished titles (Kulo-Luna, Cleopatra Reborn, etc.) allows the immediate launch of a series, encouraging readers to purchase the entire backlist (the "series effect").

Conclusion: John Storm Publishing offers investors access to a robustly protected IP catalogue with multiple revenue streams—significantly enhanced net profit from direct book sales and lucrative film option opportunities—positioned within a resilient and high-volume fiction market.