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FastPencil Corporate Description

FastPencil (www.fastpencil.com) is leveraging the disruptive trends of self-publishing, social media, print-on-demand and eBook distribution to deliver a new unified online service that streamlines the book publishing process offering more control and higher margins for authors. The FastPencil writing and publishing service enables authors to create books online, collaborate, publish and distribute from one engaging, simple, cost-effective solution. The Company was founded in late 2008 by Steve Wilson (CEO) and Michael Ashley (CTO), and on September 28th launched its new Layout tool to complement the existing Novel Creator and enhanced Marketplace solutions allowing aspiring authors to connect to editors, illustrators, ghostwriters and other collaborators in the book creation process.

Advisors include Bill Ihrie (CTO- Intuit), Randy Haykin (Yahoo, Outlook Ventures) and Heidi Burgett (Nike). Since the beta launch of the Company's web platform in July, traffic has grown steadily with no significant marketing or promotion. The Company was the subject of a recent front-page article in the San Jose Mercury and appears to be at the forefront of a fundamental change in the way books are written and distributed. The underlying programs, including the social network and collaboration elements, are also easily applied by a user to any writing project including, as examples, novels, memoirs, children's books, photo books, scrapbooks, colorbooks, cookbooks and research articles.

The FastPencil Solution – FastPencil's solution simplifies the entire book-writing process from concept to finished product. FastPencil is leveraging the disruptive trends of self-publishing, social media, print-on-demand and eBook distribution to deliver a new unified online service that streamlines the book publishing process offering more control and higher margins for authors. Authors can share their work with a trusted network of friends and professionals, and publish their books on demand either as hardcover, paperback, Kindle or eBooks instantly – "write once, publish anywhere" is the company motto. Once a book is complete, the FastPencil self-publishing wizard steps authors through the process of formatting their projects and the distribution functionality then allows writers to sell their books direct to customers or through outlets such as Barnes & Noble and Amazon with just a few clicks.