



# Book's Face

## "People matter"

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**Babar Baig has over 10 years of experience in operational and strategic digital marketing. He has previously worked with Danish telecom, TDC and The Society of Danish Engineers. In 2005, Babar co-founded one of the world's**

**first independent app stores whilst additionally providing online and mobile strategic consulting services to several Danish companies. In 2012, he co-founded WriteReader, a learning platform where kids can create, share and publish books while learning to read and write. WriteReader has won several global awards and was part of the accelerator programme CONTENTshift where it was declared the "Content Startup of the Year" at the Frankfurt Bookfair in 2017.**

### **1. Can you please describe your job in 100 words?**

As the CEO of WriteReader, my job is to facilitate my team to support teachers and parents in learning children to read and write. It's my job to find global opportunities and partnership in order for our company to grow and thereby reach and educate as many children as possible. We are very much focused on learning outcomes and spend a lot of time to discuss, research and implement features which creates meaningful experiences for children. Last but not least, to find talented people to join our team.

### **2. What did you want to be when you were five years-old?**

No idea! But later when growing up I always wanted to impact people's lives in a positive way. To help people. I envy doctors. I think they have the best job in the world. I'm very grateful that I got a chance to impact children's lives globally. With our literacy platform, thousands of children from 4-10 years are becoming authors every single day! Children can now create, share and publish their books through our platform - a good way for 5-year-olds to express what they want to become when they grow old!

### **3. Can you describe a typical working day?**

After dropping my kid at school I cycle to office in central Copenhagen. A quick catch up with rest of the team before getting a call with a partner or a potential partner. Product meeting with the team, looking through usage data and analyzing trends in our growth. Following up with our partner pipeline, answering support queries (yes, I handle all company support) This helps me "feel the pain" of our users and I can quickly address the issues with our developers. It's very important for me to be close to our end users and understand their pain and how we can help teachers and parents to empower children.

### **4. What would happen to the book if you were not there?**

It will continue to grow and innovate itself. It might lose an advocate of how digital experiences can add value to the analog business. Digital transformation is happening. It's not about digital vs analog but how we can use the digital components to create meaningful experiences for children. I'm also advocating for more research-based learning within the content industry. Just because something

looks good on a device it doesn't mean that it has learning value. It is the responsibility of the industry to create content and experiences which are based on efficacy so that we can offer the future generation of readers and writers greater learning outcomes.

### **5. What is the most exciting /striking thing that ever happened to you in your job?**

I won a startup competition in Berlin in 2013 and was invited to the White House to meet President Obama's advisor to share how WriteReader is making a difference. That was a nice experience but its equally exciting to meet and learn from very knowledgeable people in the publishing world. Being part of WriteReader, I have been able to travel around the world and learn from industry experts.

# CONTENTshift

The Content Industry Accelerator 2018

**CONTENTshift** is a three-month funding programme geared towards startups active in the content industry. It is a project of the German Publishers and Booksellers Association (Börsenverein des Deutschen Buchhandels) with the goal to make use of the synergies between startups and established companies by bringing them together and firmly anchoring innovations in the industry. The annual winner receives a funding of 10,000€ and will be named Content Startup of the Year at the Frankfurt Book Fair. [Papego](#) was the winner of Contentshift in 2016; [WriteReader](#) in 2017. The application phase for 2018 opens for startups from April 3rd-May 30th: [www.contentshift/en](http://www.contentshift/en)

**"Babar Baig had a great idea to empower the creative minds of our future. He showed us that digitalisation is an enabler for all generations. We need more of these projects and CONTENTshift, hopefully soon on an even wider European scale, is the perfect way of bringing them about."**

**Dr. Christian Ehler, Member of the European Parliament**



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