



Bookhives.com Executive Summary

With the introduction and integration of new textbooks and e-books into the Stevens curriculum, students have devised different solutions and methods on how to obtain their textbooks for their classes. Many students use the conventional method of purchasing their textbook: the Stevens Campus Bookstore. However, according to a survey given to the Stevens community, 134 students out of the 902 responses purchase their textbooks from the Stevens Campus Bookstore which is only about 15% of the population responses. Furthermore, data has shown that 454 students (~50%) purchase their textbooks from internet retailers. In addition, textbooks offered on internet retailers such as Amazon.com have much more competitive prices than that of the Stevens Campus Bookstore.

Another source for textbooks that students turn to is 'previous' students. Students who have already taken a course and have the textbook in their possession usually have no further use for the textbook. Many of these students sell these textbooks to other students or friends for a much lower price than that of online retailers and the Stevens Campus Bookstore. However, there is no 'marketplace' for these students to advertise their books. Therefore, these textbooks remain on a shelf collecting dust over time.

How can we integrate the competitive pricing of online retailers and the Stevens Campus Bookstore into one platform? Also, how can we create a platform for students to advertise their textbooks and for other students to purchase them? The answer is Bookhives.com. Bookhives.com is a college social textbook marketplace exclusive to a student's respective alma mater, in this case, Stevens Institute of Technology. Students can create a profile and update their information such as 'Graduation Year,' 'Major,' 'Age,' etc. These students can also upload the textbooks in their possession that they seek to sell to other Stevens students. Buyer students will use this site to search the name of the textbook they are looking for. If a textbook is for sale by a selling student, the buyer and seller can message each other and bargain for the textbook whether it is a sale or for rent. In the event that a buyer is unable to find a student selling a textbook, Bookhives.com will display prices of the textbook from online retailers and the Stevens Campus Bookstore.

With Bookhives.com, the textbook purchasing experience in the beginning of every new semester is much easier and at the same time, relaxing. Bookhives.com eliminates the stress of looking for the best prices for a textbook and allows the archive books within the Stevens community to be truly utilized to the fullest. Bookhives.com: Bringing students closer together one book at a time.