

CASE STUDY · PRODUCT, PLATFORM & LAUNCH

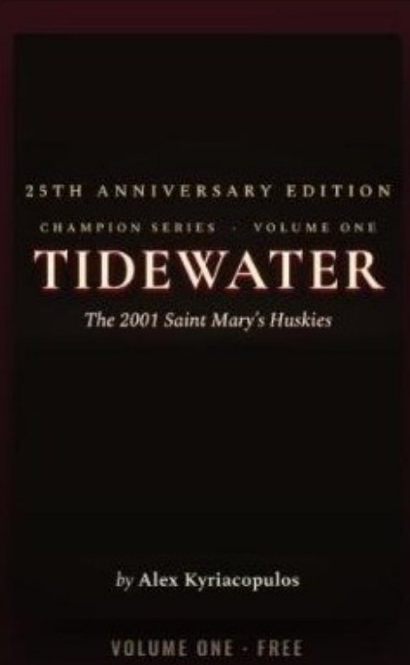
CHAMPION SERIES

True championship seasons, told as interactive eBooks fans can hear, read and watch together.

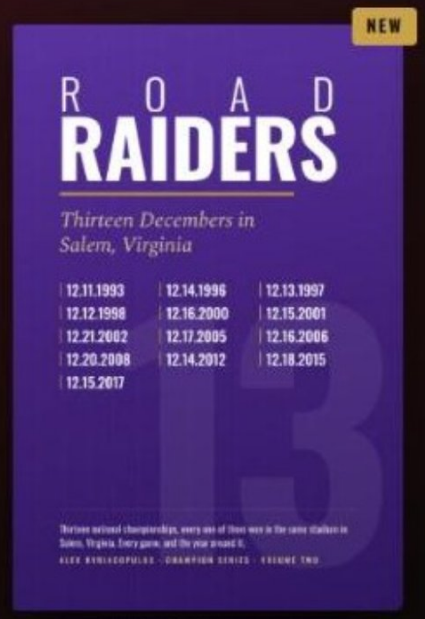
READCHAMPIONSERIES.COM

THE IDEA

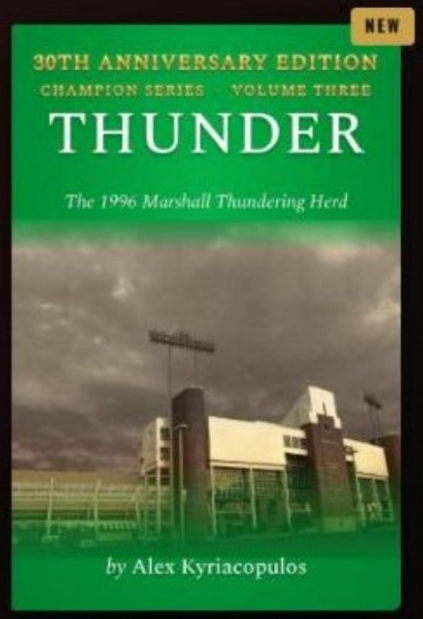
STORIES FANS ALREADY LOVE, BUILT FOR GAME DAY



VOLUME ONE · FREE



VOLUME TWO · FREE



VOLUME THREE · FREE

Each book is one real championship season, read aloud by a narrator, synced word by word, with music under the voice and one tap to the living-room TV.

3 BOOKS LIVE

5 SPORTS

12 IN PRODUCTION

THE HOME PAGE

A STOREFRONT THAT FEELS LIKE THE STADIUM



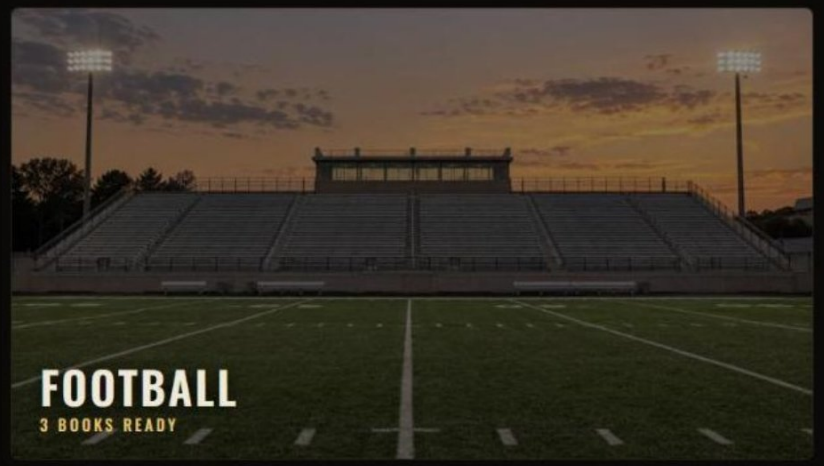
01
The covers do the selling

02
One tap into Game Day

03
Free to read now; subscriptions from December

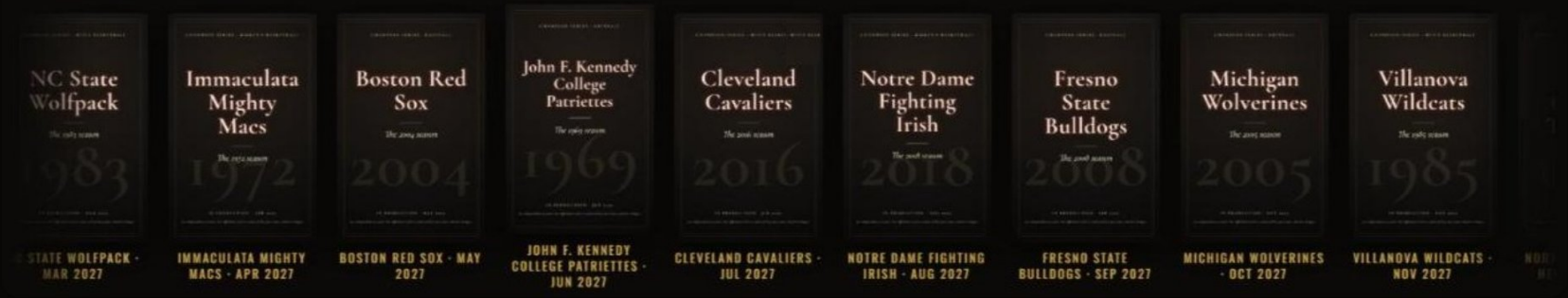
THE LIBRARY

PICK YOUR SPORT, THEN YOUR SEASON





12 BOOKS IN MOTION



5

SPORTS, EACH ITS OWN ROOM

12

BOOKS IN MOTION

A new title every month, from March 2027 to February 2028.

GAME DAY · STEPS 1–2

EVERY READER SUITS UP



01 PICK YOUR NUMBER

Tidewater opens on #99. Any number works.



02 WALK INTO YOUR LOCKER

Your jersey on the hanger. Drag to look around.

GAME DAY · STEPS 3–4

KICKOFF IS PAGE ONE



03 OPEN THE LOCKER

The book is inside. Hear the back cover, or read in French.

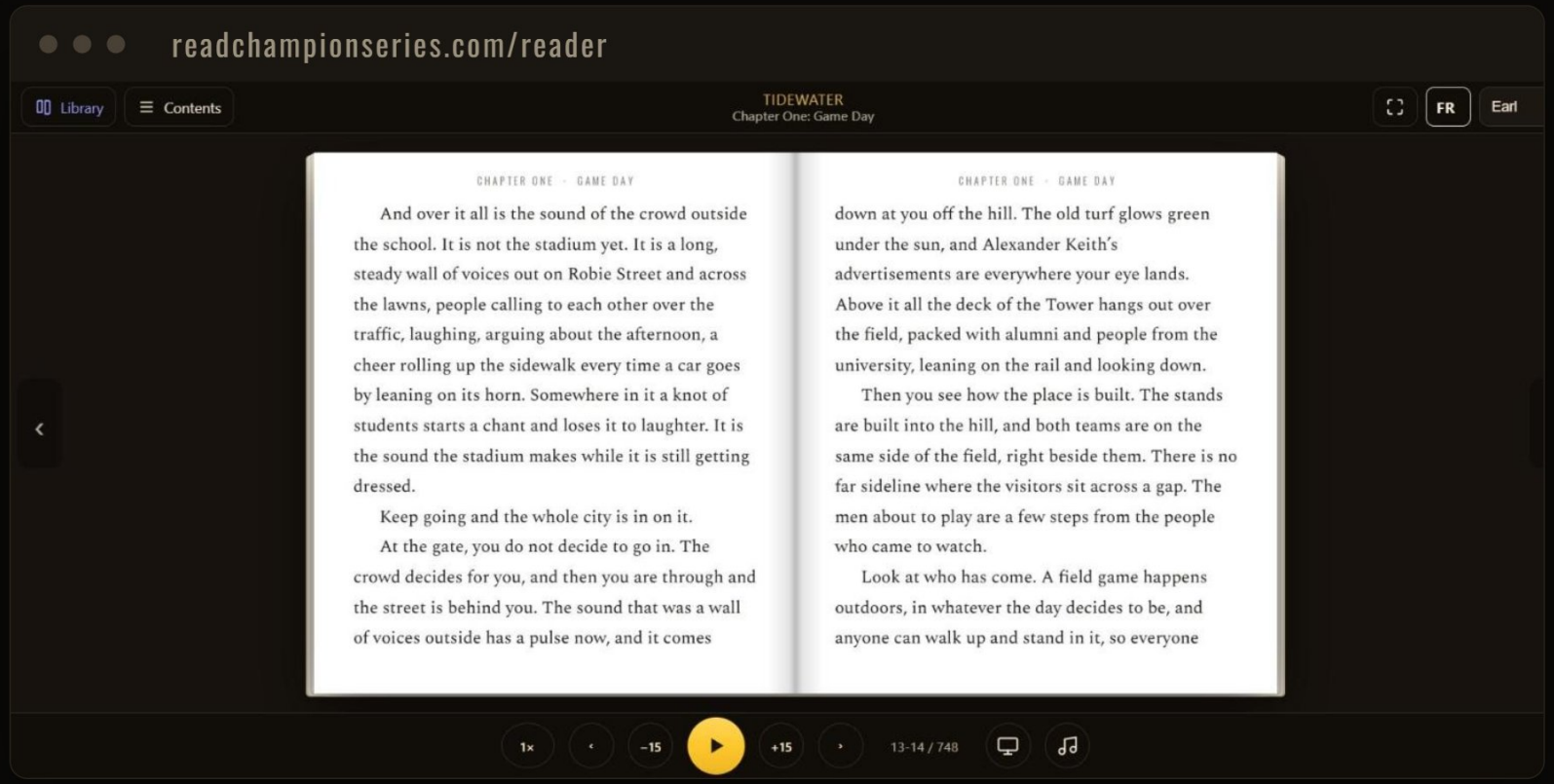


04 RUN OUT OF THE TUNNEL

Through the face mask, onto the field, into chapter one.

THE READER

HEAR IT, READ IT, FOLLOW EVERY WORD



3 NARRATORS

Earl, Anthony or Lydia, picked from the top bar

748 PAGES

The whole book, synced to the voice word by word

MUSIC & SOUND

A score under the narration, like a broadcast

THE BIG SCREEN

MADE FOR THE WHOLE ROOM

Mirror it to the TV and the pages and voice follow. The pre-game ritual for the whole family.

AIRPLAY

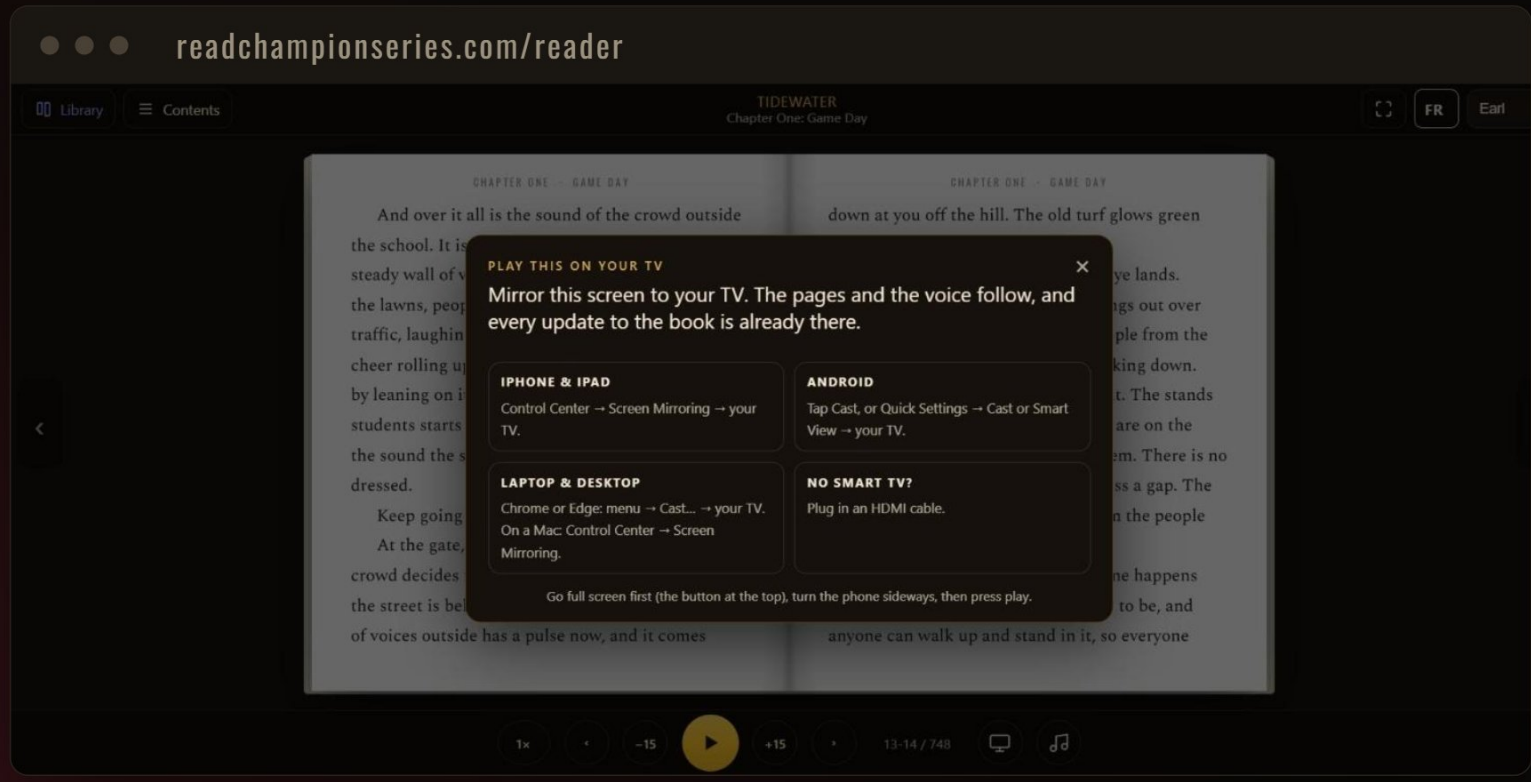
iPhone, iPad and Mac

CHROMECAST

Android, Chrome and Edge

HDMI

No smart TV needed



MY ROLE

WHAT I BUILT BEHIND IT

PLATFORM MIGRATION

Moved the store off Wix to a static site with serverless functions.

SUPABASE BACKEND

Books, editions, voices and purchases, with row-level security.

STRIPE CHECKOUT

Hosted payments, confirmed by webhook before a book unlocks.

PASSWORDLESS SIGN-IN

An email link opens a reader's library on any device.

WORD-SYNCED NARRATION

Voice audio aligned to the text, highlighted word by word.

215 ARCHIVE PHOTOS

Pulled from the print book and placed beside the players.

BUSINESS CASE

Market sizing, personas and a competitor map for the founder.

LAUNCH AUDITS

Page-by-page pre-sale reviews before any marketing spend.

CASE STUDY

FROM A PRINT BOOK TO A GAME-DAY EXPERIENCE

Platform, product and launch work for a sports-book publisher, from the rebuild off Wix to launch readiness.

SEE IT LIVE · READCHAMPIONSERIES.COM

