

asugoh

read where you are

April 22, 2026

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PRESS RELEASE

Asugoh Launches the First Section-Based Narrative Reading System

An early look inside a working platform.

East Oregon, April 2026 — Asugoh Inc. (asugoh.com) today launched a free, ad-supported reading system that delivers real books — one section at a time — to read on your schedule, wherever you are.

Free book discovery.

Non-intrusive ad.

Privacy-first.

The writer shares revenue.

Traditionally, you buy a book and hope you like it. Asugoh removes the risk of reading something new. If you're not hooked by the first five to ten minutes, you move on. But if you like what you read and want more, you hit CONTINUE. A link to the next section arrives the following day by email.

A READING SPACE BUILT FOR FLOW

Inside each section, the reading space protects your attention. No flashing buttons, recommendations, or gamified progress bars. The experience is uninterrupted by design — a flow state, not a feature set. Asugoh was built to hold your attention, not exploit it.

YOU'RE NOT THE PRODUCT — THE STORY IS

Most platforms track what you do, what you click, and how long you linger. That data is harvested, stored, and modeled to keep you trapped in a loop of

engagement. Asugoh tracks one thing: whether you continued with a section. Your reading habits are not a data stream. They never become one.

AN INNOVATIVE AD STRUCTURE

Inside each section lives a single non-clickable image — a leit — placed by a human curator. When a reader chooses to continue, the leit gives way to a thematically aligned advertisement. The reading experience is never broken. Advertisers reach a reader in a specific, known mindset: one who just finished a section of a book and asked for more.

Every title is also available as a Full Read — all sections unlocked, delivered on your own schedule.

A NEW REVENUE CATEGORY FOR WRITERS

Asugoh unlocks a new source of revenue for writers: section-based online reading. A new category built on work that already exists — with rights not currently being exploited. Authors retain all existing rights — print, ebook, audio, film, and television.

OVERLOOKED GEMS

Every Asugoh title is a complete, authored work — novels and nonfiction by real writers, free of artificial hooks and engineered cliffhangers. Asugoh will feature literature traditional publishing couldn't absorb: overlooked manuscripts, work that didn't fit a tidy genre box, or backlists that never found an audience.

ABOUT ASUGOH INC.

Founded in 2026, Asugoh Inc. is a Delaware C-Corporation. Two sister platforms are in development: one focused on short-form narrative, one dedicated to young readers.

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FAST FACTS

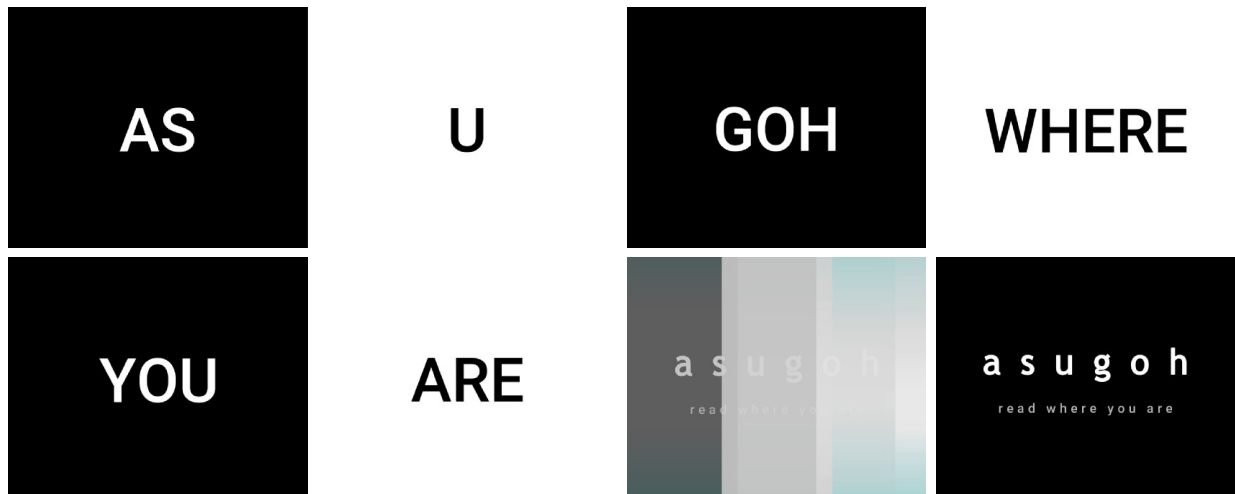
PLATFORM	Free, ad-supported reading system. Real books. One section at a time. No app. No subscription. No tracking.
FOUNDER	Colton Lawrence. Published author, filmmaker, and platform architect. East Oregon.
TIMELINE	Built in four months. Total cost including legal and trademark filings: under \$3,000.
STACK	Claude, GPT, Gemini. Astro + MDX. GitHub. Netlify. Airtable. Postmark. HMAC-secured section URLs.

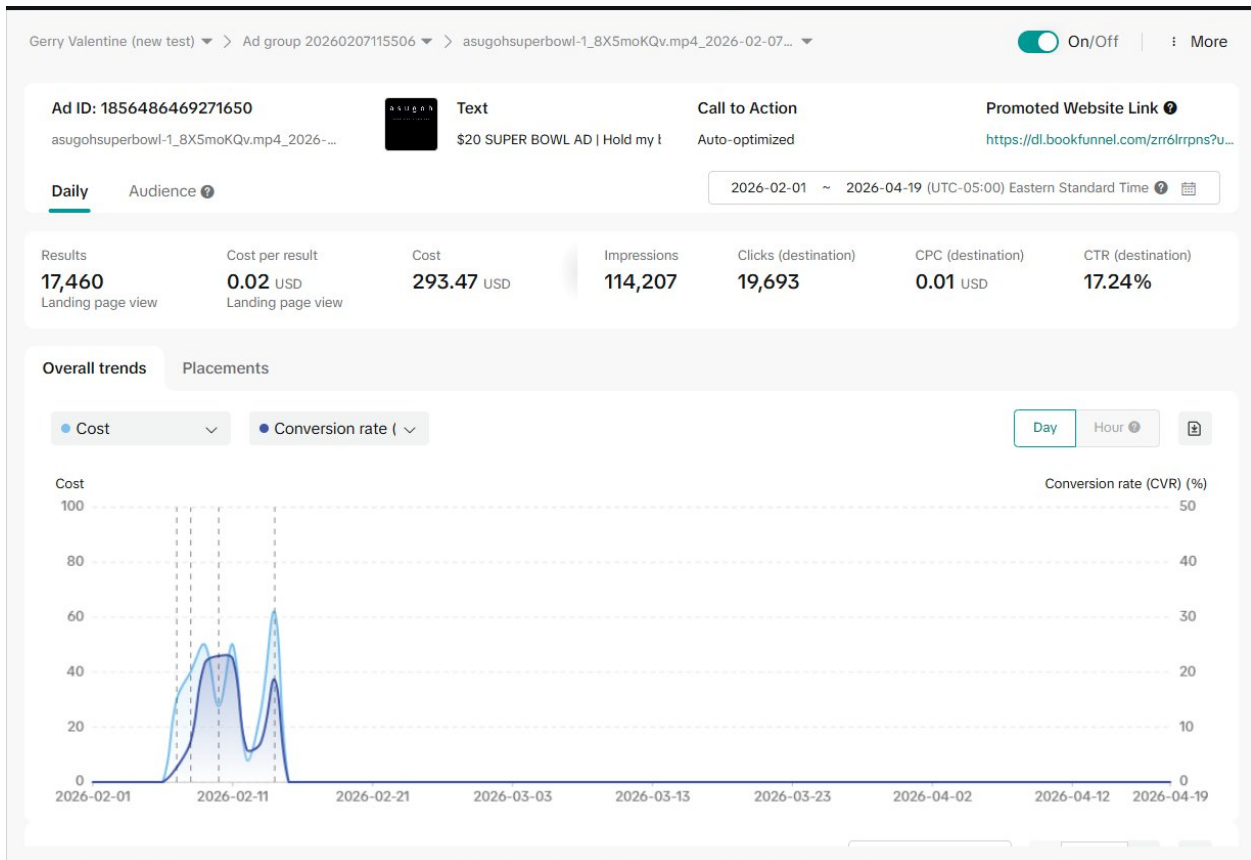
THE NAME — TIKTOK APPROVED

Before settling on a name, we decided to test it. Not with a focus group. Not with a survey. With a five-second TikTok video with a black/white screen — the name, the tagline, nothing else.

\$20 Super Bowl Ad | Hold my beer.

We think we won.





SPEND \$293.47

IMPRESSIONS 114,207

CLICKS 19,693

CPC \$0.01

CTR 17.24% · Industry average: 1-3%

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