



The Alexi Story

We created Alexi to offer people who love books a new way of discovering what to read next, delivering a curated, elegant discovery solution straight onto the phones that so many of us spend so much time holding in the palms of our hands.

With an in-house editorial team whose roles have included Editor of Granta Magazine, Literary Editor of the Independent on Sunday and Deputy Literary Editor of the Sunday Times, and an ever-changing guest roster of acclaimed writers and cultural figures, Alexi was an idea hatched in late 2014 by two literary agents who decided they didn't want to be agents any more.

Andrew Kidd started his career as an editor at Penguin, where he published writers including Matthew Kneale, Jonathan Safran Foer, John Updike and Sandor Marai; he was then Publisher of Picador, where he looked after John Banville, Jim Crace, Carol Ann Duffy, Alan Hollinghurst, Jackie Kay, Cormac McCarthy, Edward St Aubyn and Colm Toibin, amongst others.

Ayesha Karim worked during the dotcom era in Silicon Valley and New York, as Director of Business Analysis and Project Development at eBusiness Design, where she delivered turnkey mobile solutions to Cingular (now AT&T), and numerous innovative start-ups. After moving to London and switching to a career in books, she and Andrew worked together for six years, during which time they discovered a shared passion for publishing, and digital, innovation.

Pooling resources, they worked with teams in Copenhagen and Belgrade to develop the Alexi beta app, which was released to critical acclaim in July 2015. Following a successful equity crowd funding raise on Crowdcube in October 2015, they then spent the first half of 2016 working with their Danish and Serbian colleagues to build a new version of the Alexi app.

Meanwhile their editorial team – Alex Clark (Granta, Guardian, Observer) Suzi Feay (Independent on Sunday, Financial Times), Robert Collins (Sunday Times, Intelligence Squared) and Stephanie Cross (Guardian, Daily Mail) – got to work on the content side, ensuring that every book recommended by Alexi is enhanced with unique insights.

We believe there is no better medium for ideas, or more illuminating a window onto our complex world, than a good book – and Alexi is our way of setting out to show it.