

PDF to accessible ePUB

The end-to-end workflow

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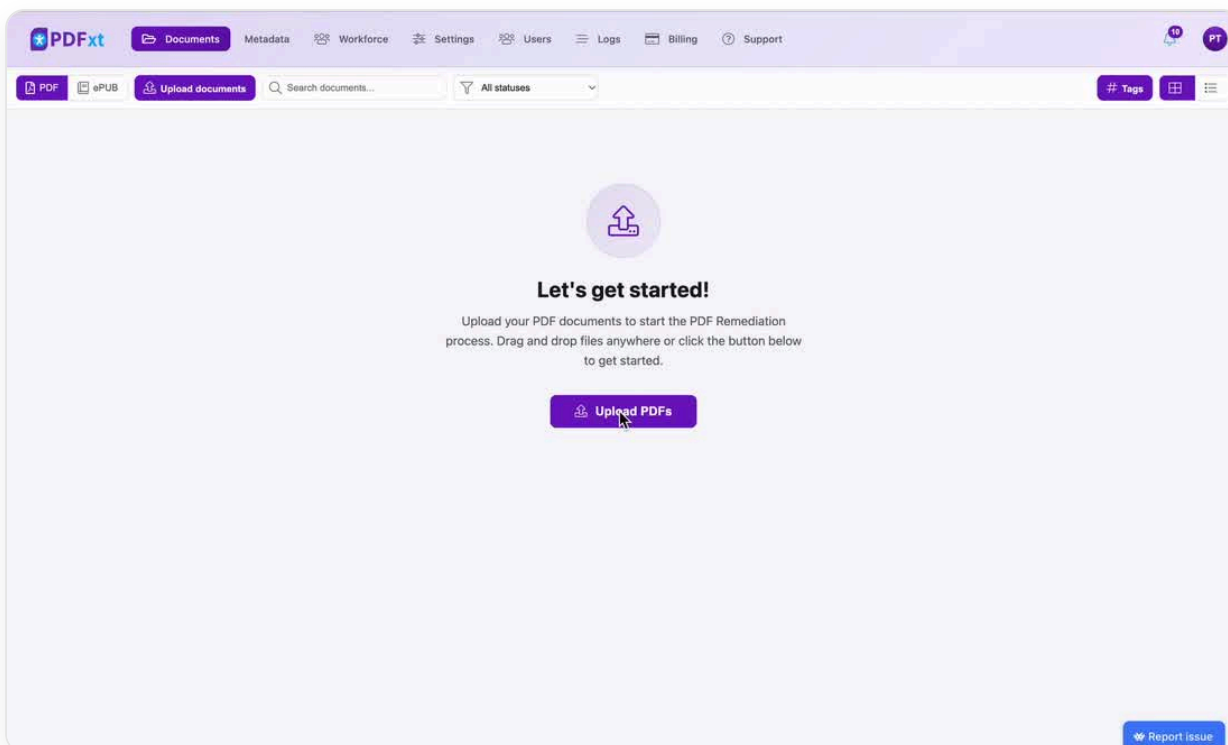
01

PART 1 / 15

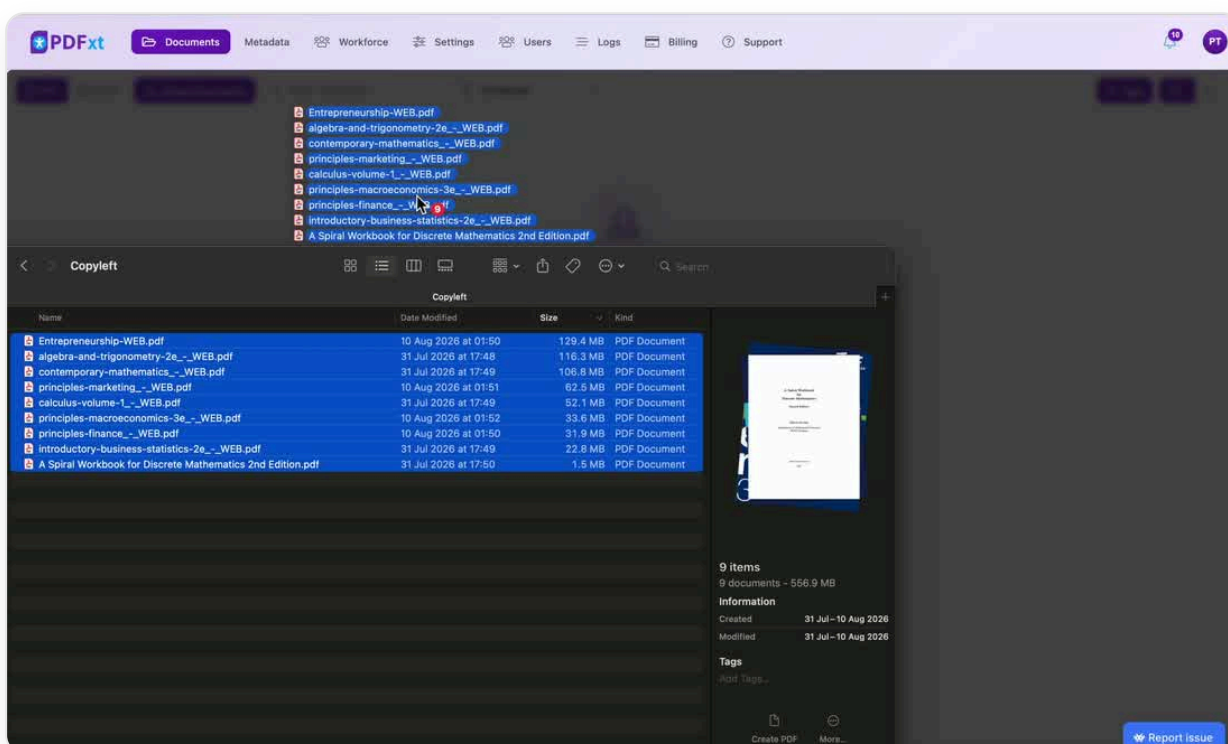
Uploading PDFs

Start by uploading one or more PDFs, with the Upload button or by drag and drop.

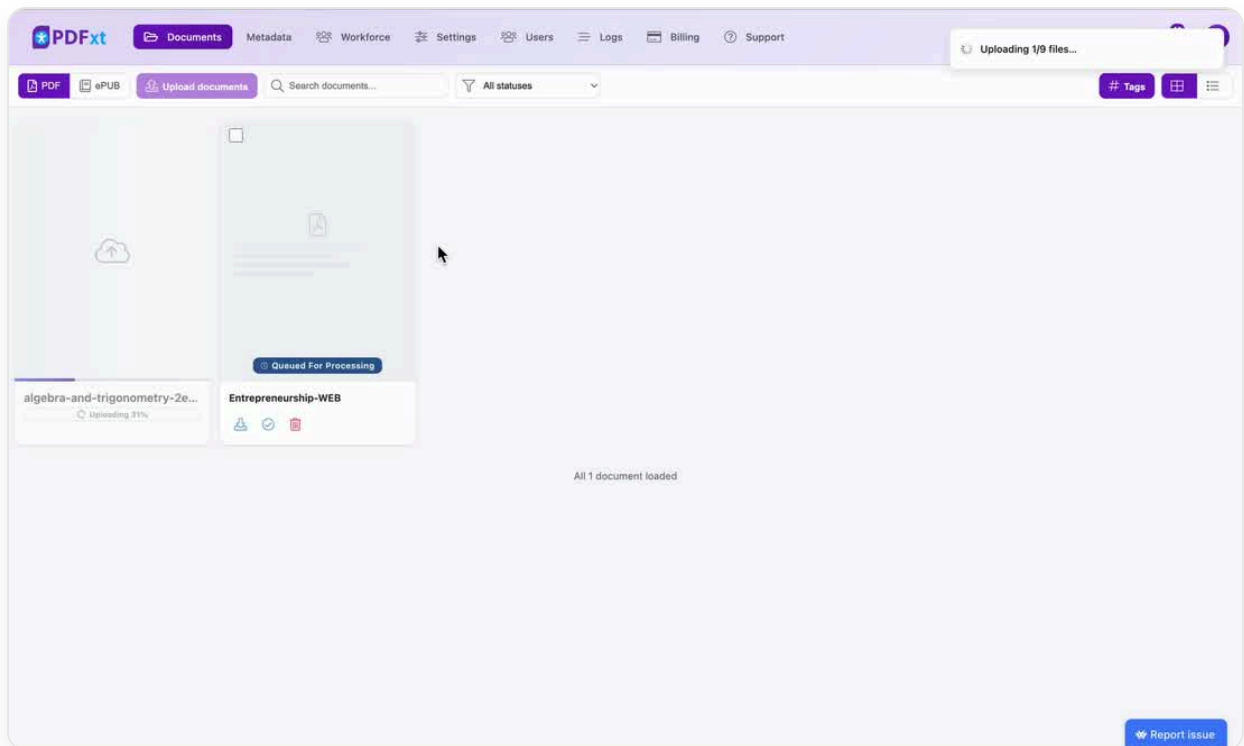
- 1 It all starts with uploading one or more PDF files.



- 2 You can use the Upload button, or drag and drop several PDFs to upload them all at once.



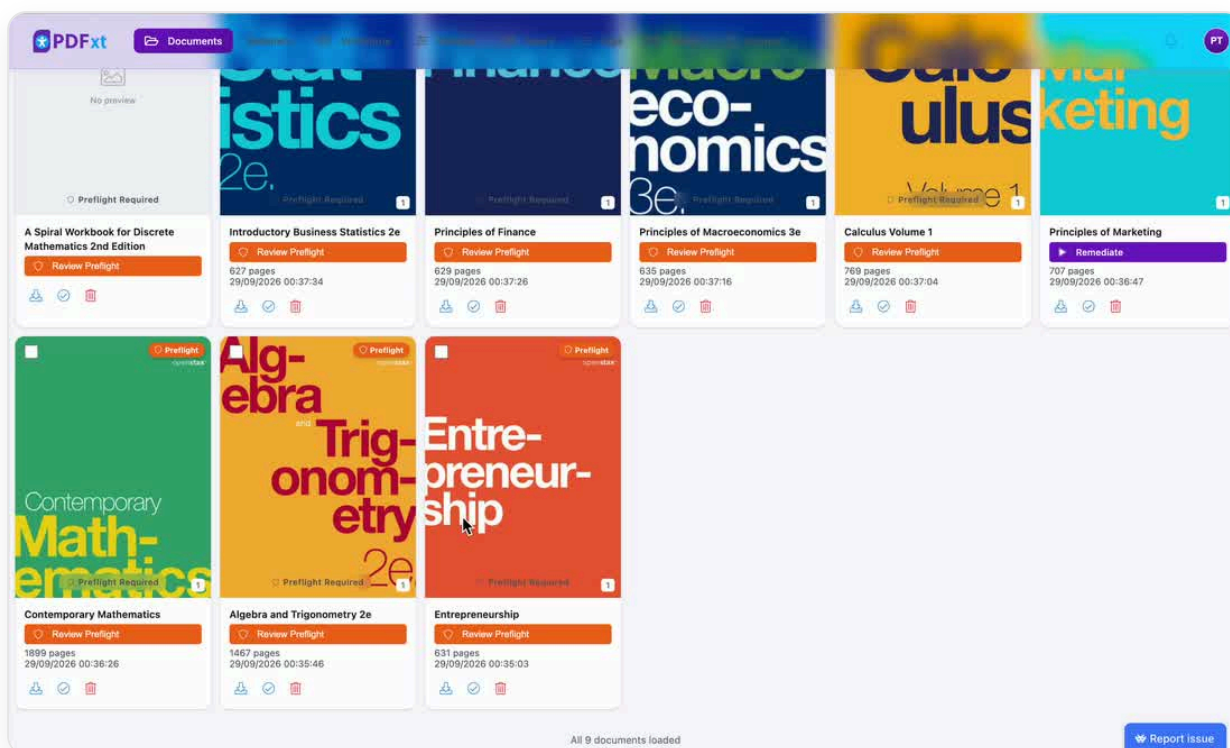
3 Wait until all your files have uploaded successfully.



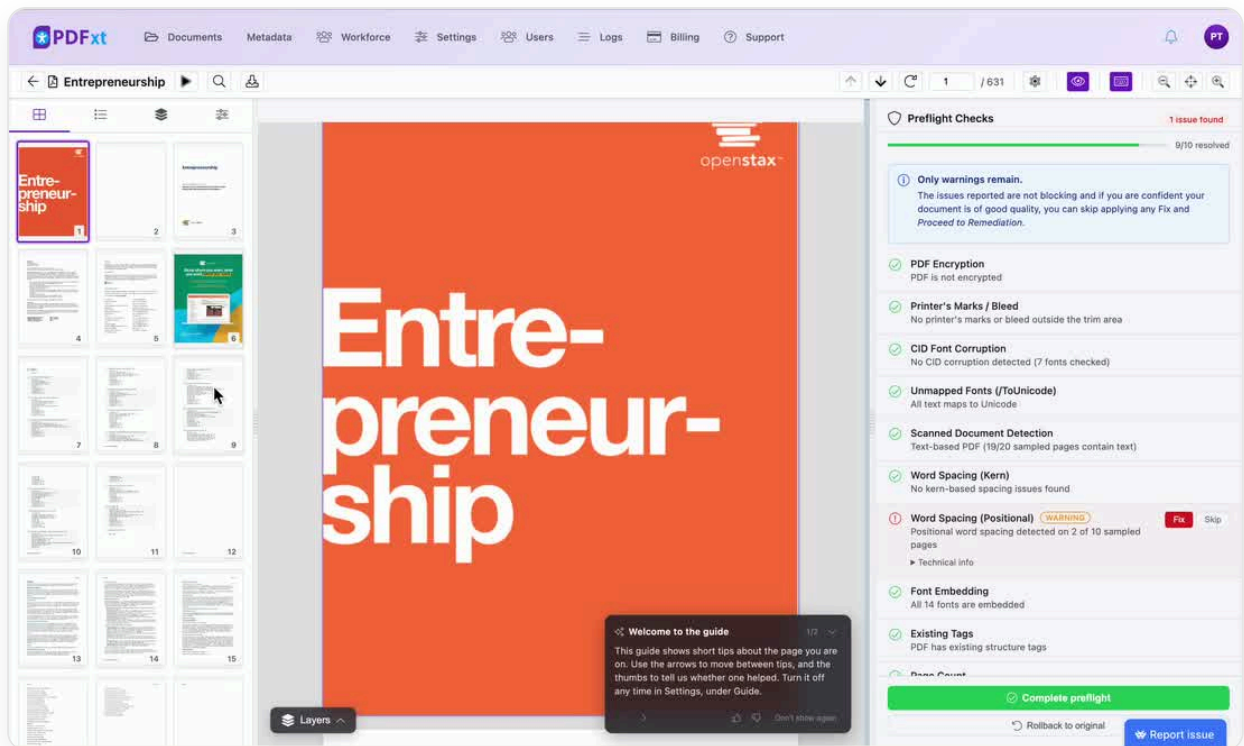
Preflight checks

PDFxT runs automated preflight checks on each PDF. See which checks matter for ePUB conversion and which you can skip.

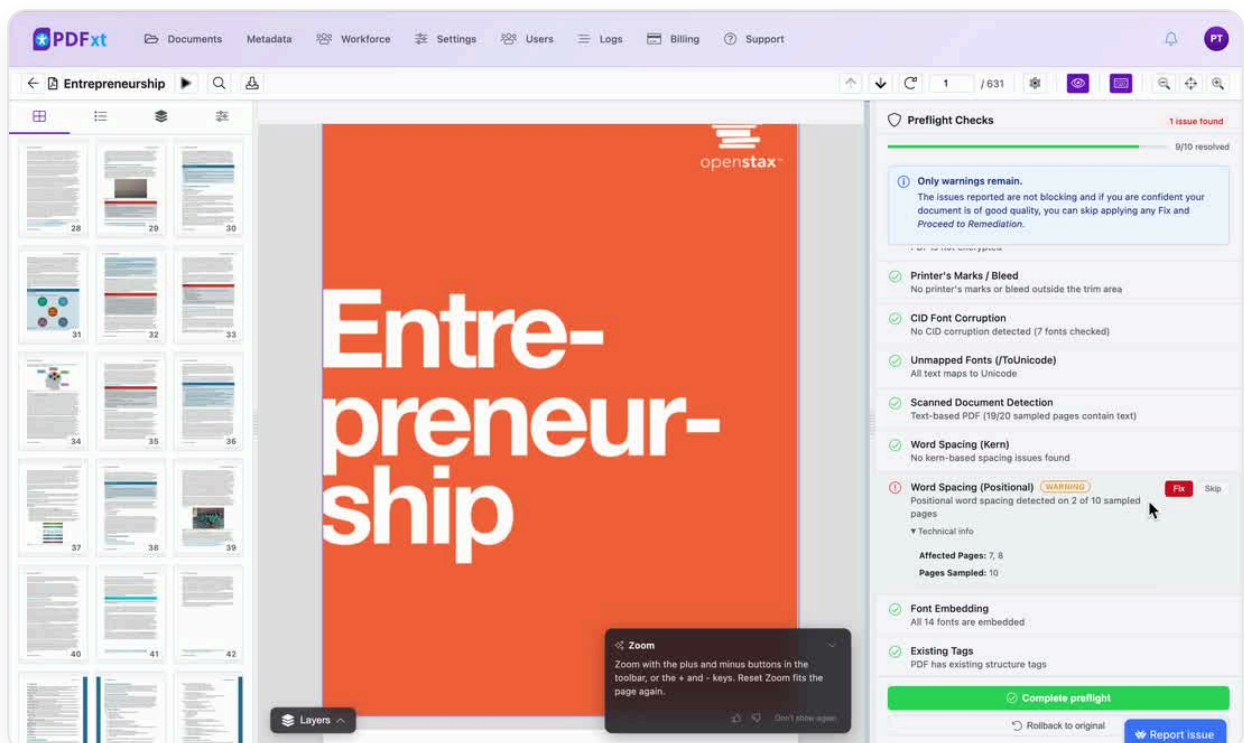
- 1 Next, open your document.



- 2 We run a few automated preflight checks, to make sure the PDF is in good shape.



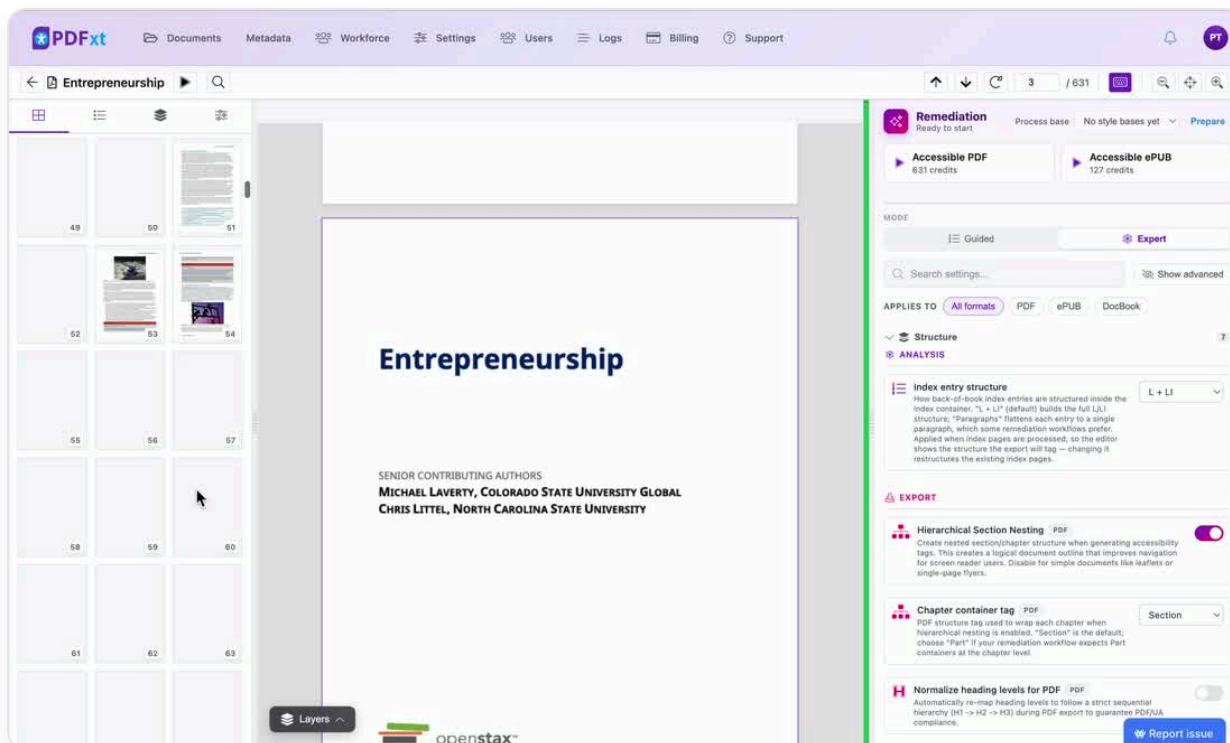
- 3 Many of these checks aren't required for ePUB conversion. You can safely skip them, and continue.



Settings & PDF presets

Choose how indexes, forms, figures and other elements are handled, and save those choices as a reusable PDF preset.

- 1 Before you remediate a file, you can choose how elements like indexes, forms, and figures should be handled.



- 2 You can also set these up once, as a PDF preset. To do this, go to Settings, and open PDF presets.
Give the preset a name.

New Preset
Create a reusable settings profile for your team

Name: Description: ☐ Default

Search settings...

APPLIES TO: ☒ All formats ☐ PDF ☐ ePUB ☐ DocBook

Structure

ANALYSIS

Index entry structure
How back-of-book index entries are structured inside the Index container. "L + LI" (default) builds the full L+LI structure; "Paragraphs" flattens each entry to a single paragraph, which some remediation workflows prefer. Applied when index pages are processed, so the editor shows the structure the export will tag — changing it restructures the existing index pages.

EXPORT

Hierarchical Section Nesting ☒
Create nested section/chapter structure when generating accessibility tags. This creates a logical document outline that improves navigation for screen reader users. Disable for simple documents like leaflets or single-page flyers.

Chapter container tag
PDF structure tag used to wrap each chapter when hierarchical nesting is enabled. "Section" is the default; choose "Part" if your remediation workflow expects Part containers at the chapter level.

Normalize heading levels for PDF ☐
Automatically re-map heading levels to follow a strict sequential hierarchy (H1 -> H2 -> H3) during PDF export to guarantee PDF/UA compliance.

Keep inline formatting tags ☐
Wrap cosmetic inline formatting (bold, italic, font or size changes) in structure tags. Disabled by default: most documents read better without these extra tags. Superscript/subscript, formulas, and links are always tagged regardless of this setting.

Printed form fields
What a write-in line or a checkbox on a worksheet becomes. "Fillable field" (default) makes a real form control; a text input or checkbox in the ePUB; a widget in the PDF. "Bleed lines" keeps the page as printed — each write-in field becomes one bordered blank per printed rule with a screen-reader "blank" inside; a checkbox a bordered square beside its label — the convention some curriculum publishers use. The fields and their

Accessibility conformance claim
The conformance statement written into the ePUB package document (dc:terms:conformsTo, EPUB Accessibility 1.1), with the account's company named as the certifier (atly:certifiedBy). This is the one piece of metadata that turns a description of the book's accessibility into a claim that it meets a WCAG.

- 3 If this is your default preset, check the Default box.

New Preset
Create a reusable settings profile for your team

Name: Description: ☒ Default

Search settings...

APPLIES TO: ☒ All formats ☐ PDF ☐ ePUB ☐ DocBook

Structure

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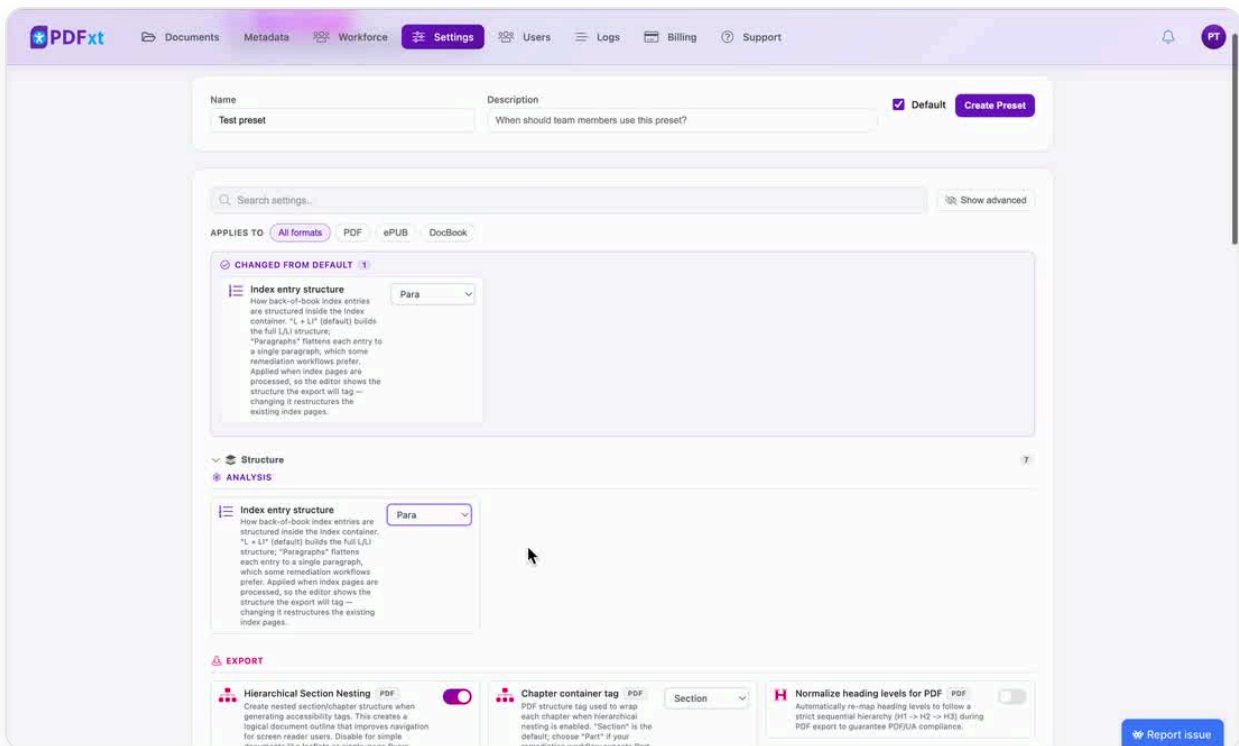
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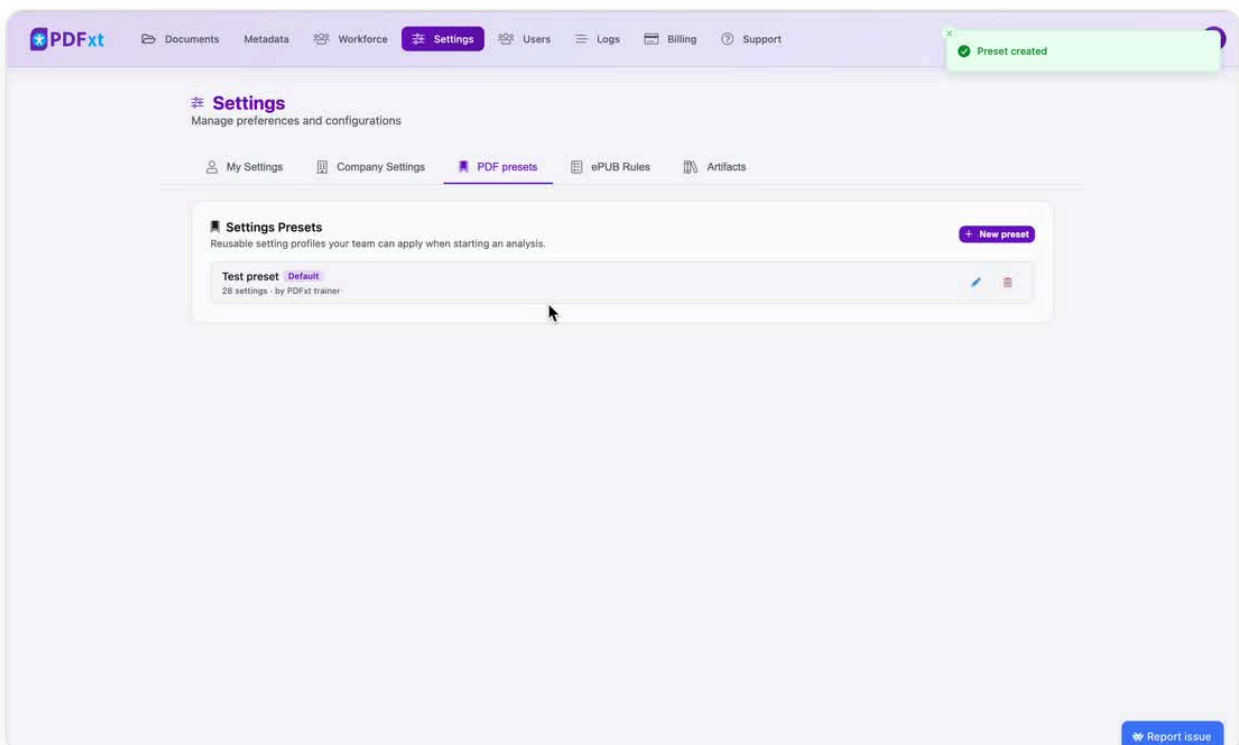
Printed form fields
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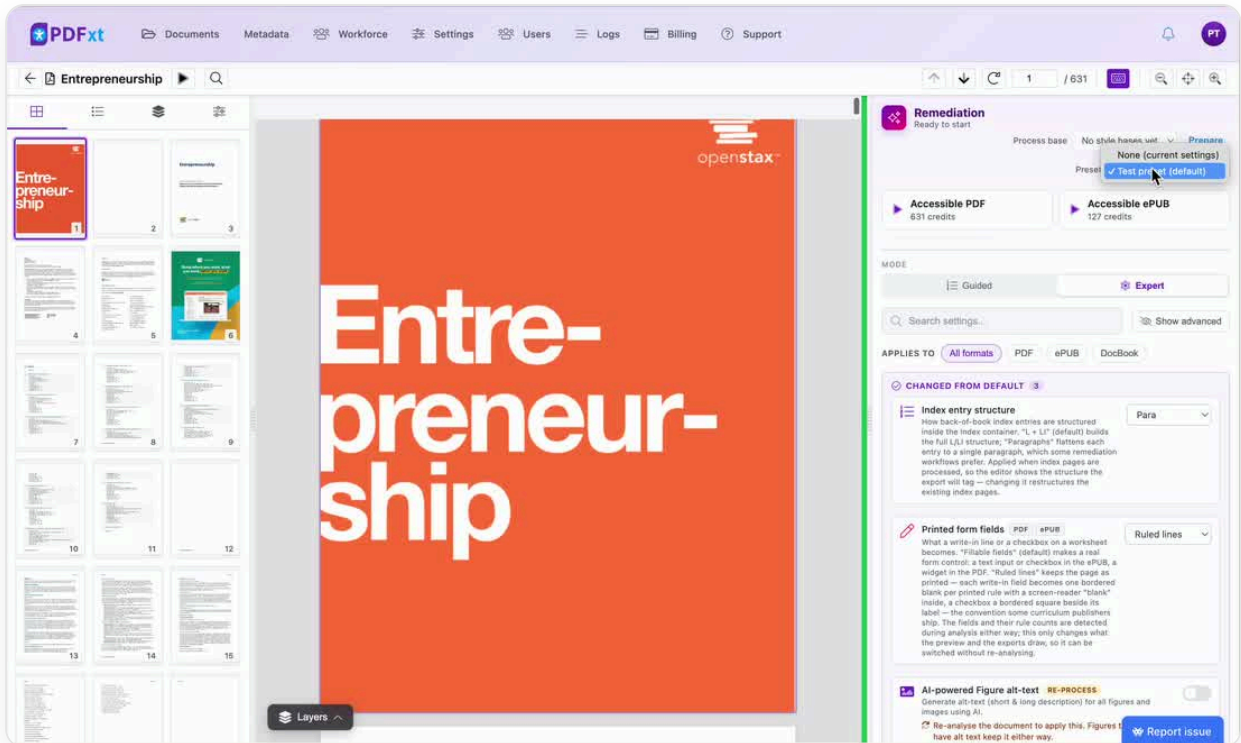
- 4 Then configure the settings, just as you would on a document.



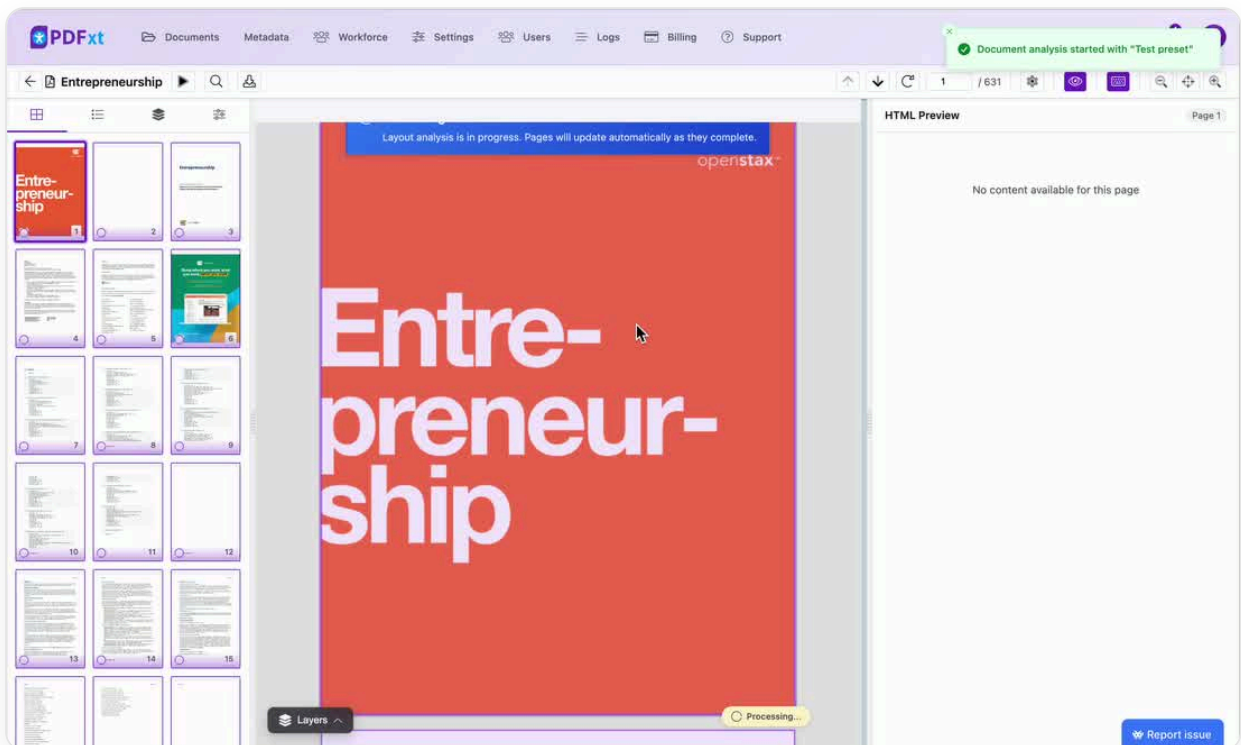
- 5 When you're done, create the preset.



- 6 Now, if we go back to our document, the preset is offered in the dropdown, ready to choose.



- 7 Choose Accessible ePUB to start processing with your preset.

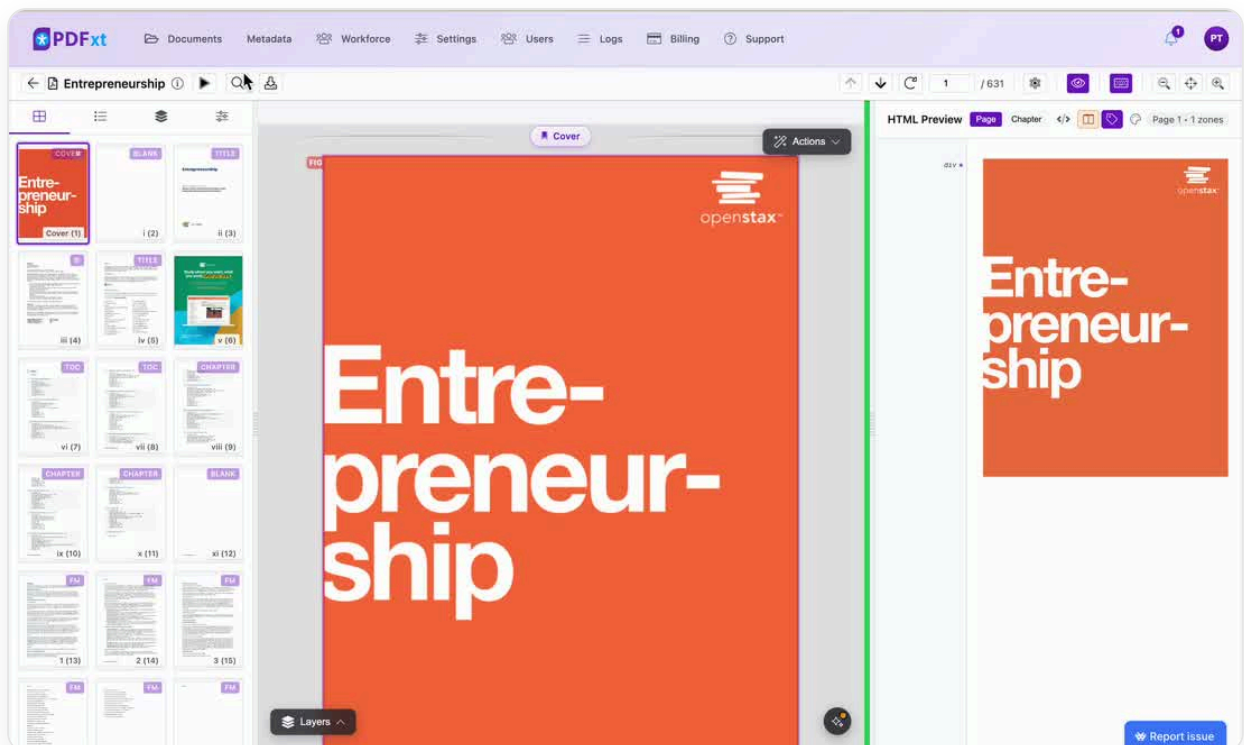


04

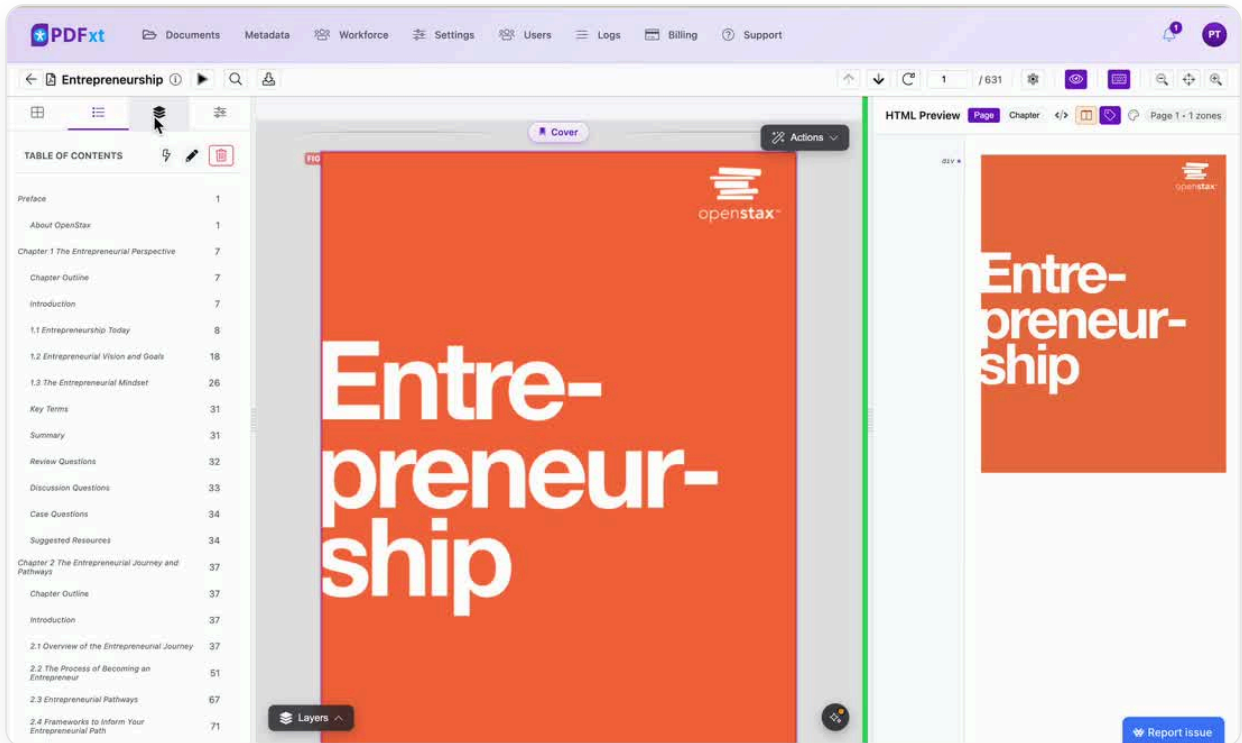
PART 4 / 15 Editor basics

A tour of the editor: page thumbnails, table of contents, chapters, zones, the PDF view and the live HTML preview that goes into the ePUB.

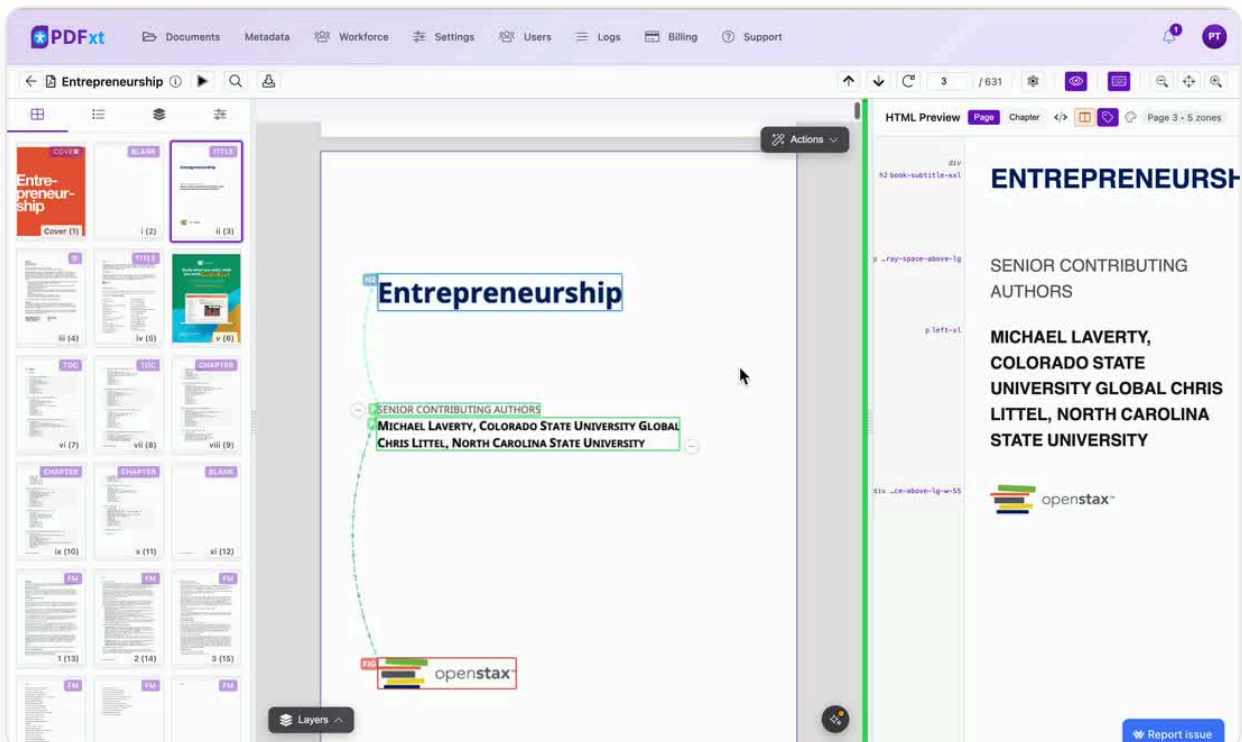
- 1 When you select a document to work on, you're presented with a three-column layout.



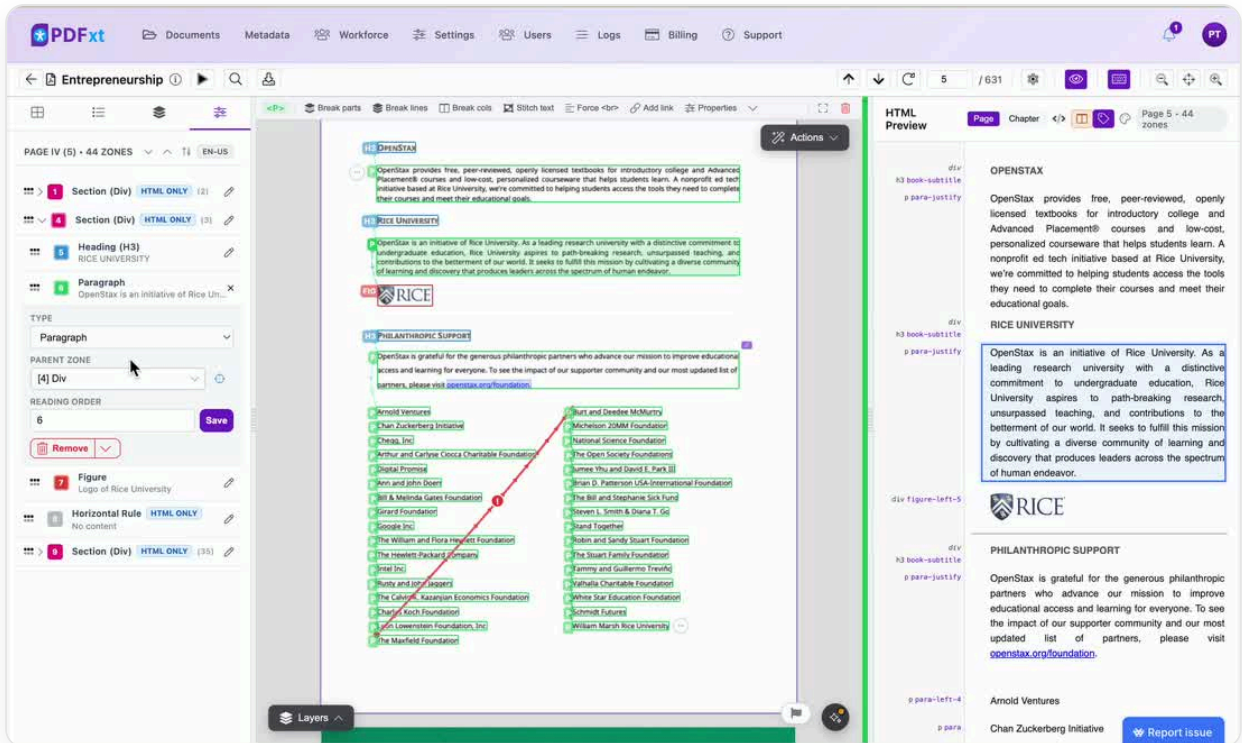
- 2 On the left are the thumbnails, the table of contents, the chapter split, and the zones on the current page.



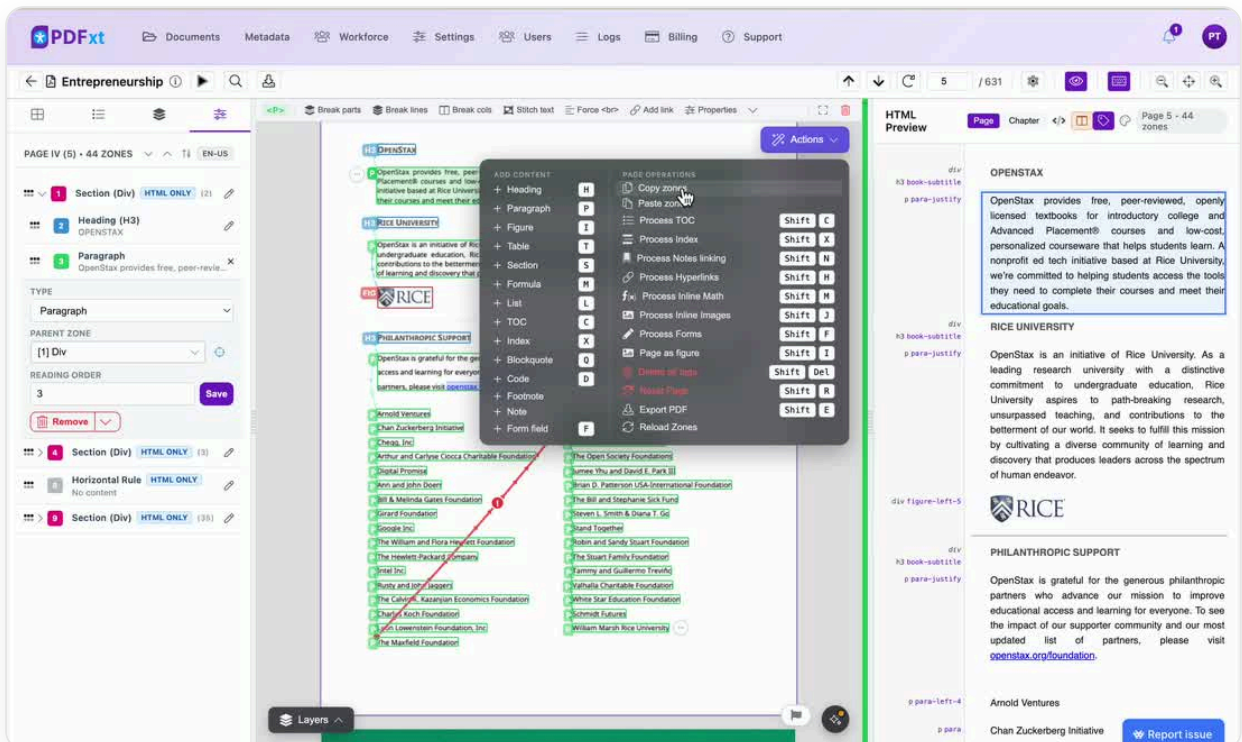
- 3 In the middle is the PDF, which you can scroll. As you scroll, the content on the right, which is the HTML that will actually go into the ePUB, scrolls along with it.



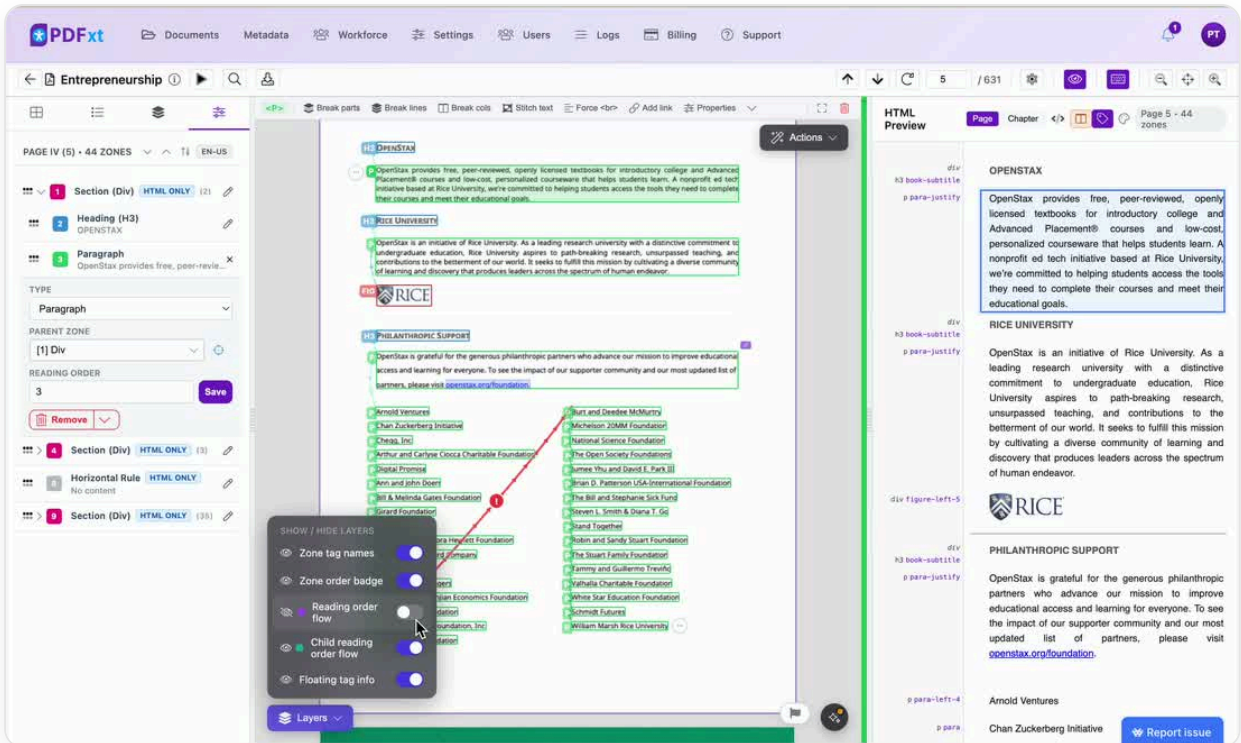
- 4 Select a zone to view its details in the zone sidebar. At the top is the nav bar, with options for the selected zone.



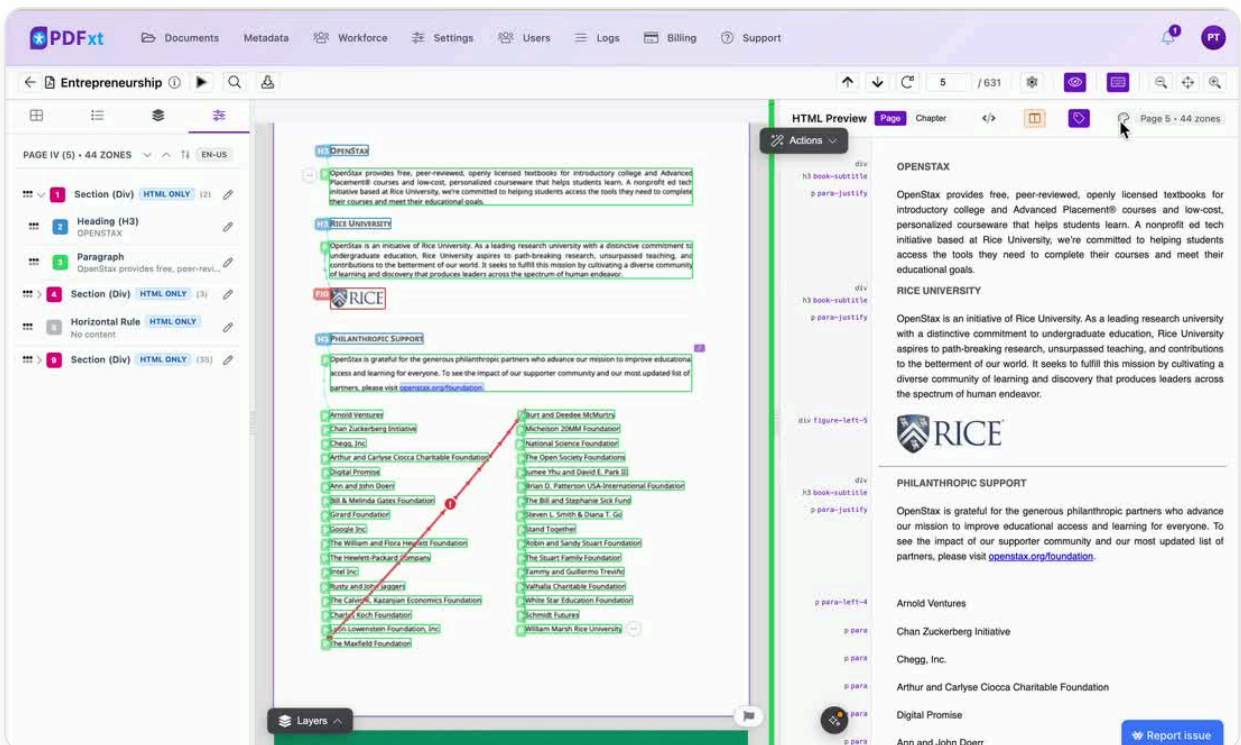
- 5 The Actions floating menu contains options that apply to the whole page. We'll go into these in more detail later.



- 6 On the bottom left, the Layers menu lets you toggle the visibility of elements on the page.

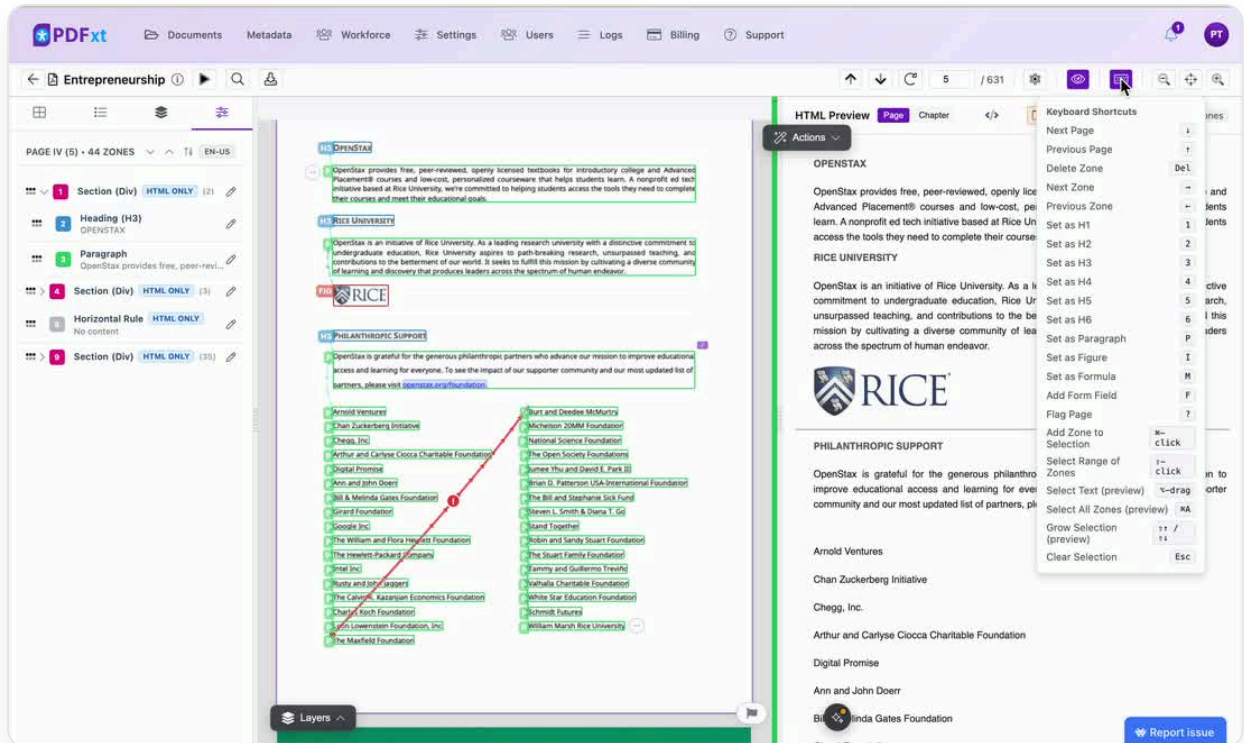


- 7 Above the HTML preview are toggles for the style pane and the style list.



8

There's also a menu that lists all the available keyboard shortcuts. We'll cover these in more detail later.

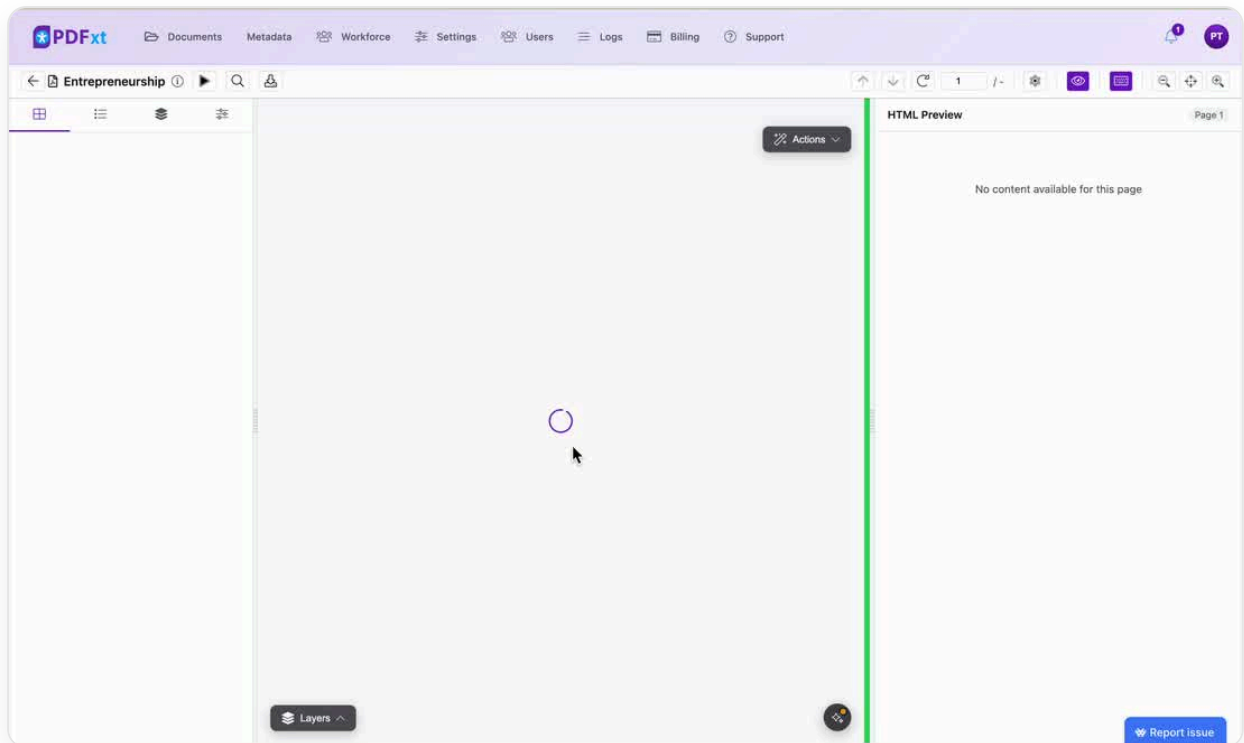


05 PART 5 / 15

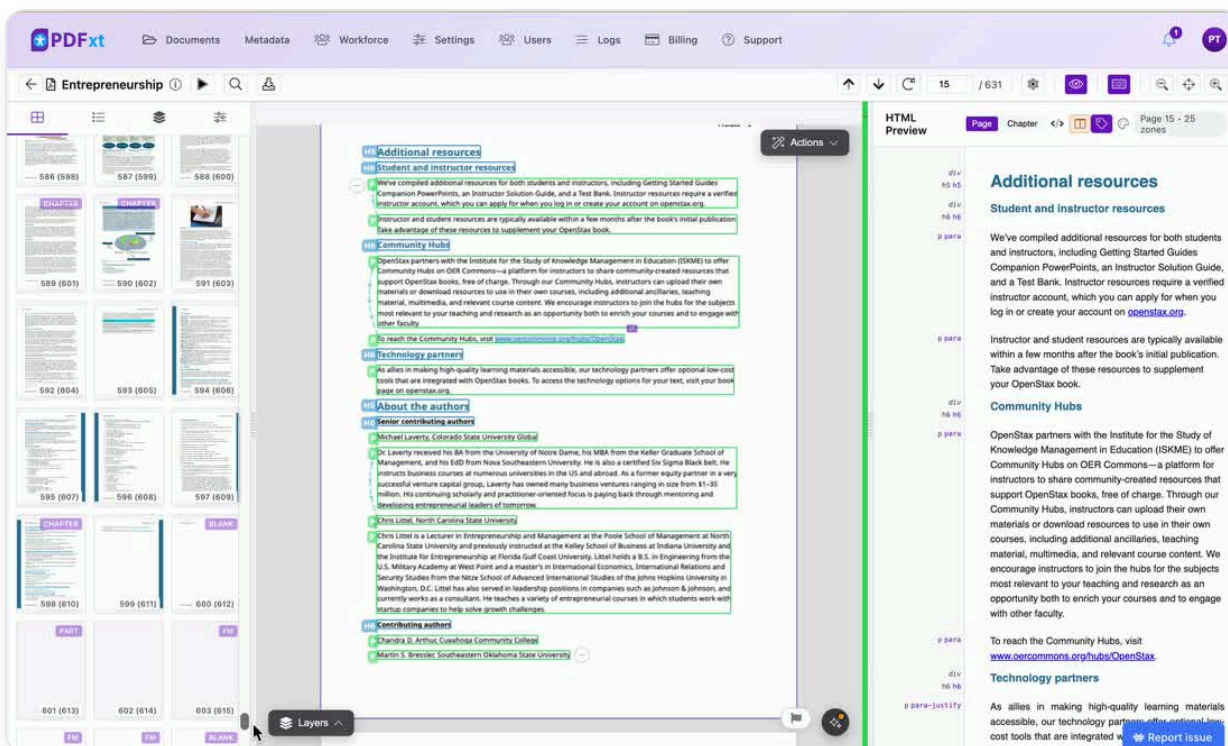
Fixing page numbers

Verify and fix page labels first, so links, notes and index entries point to the right pages.

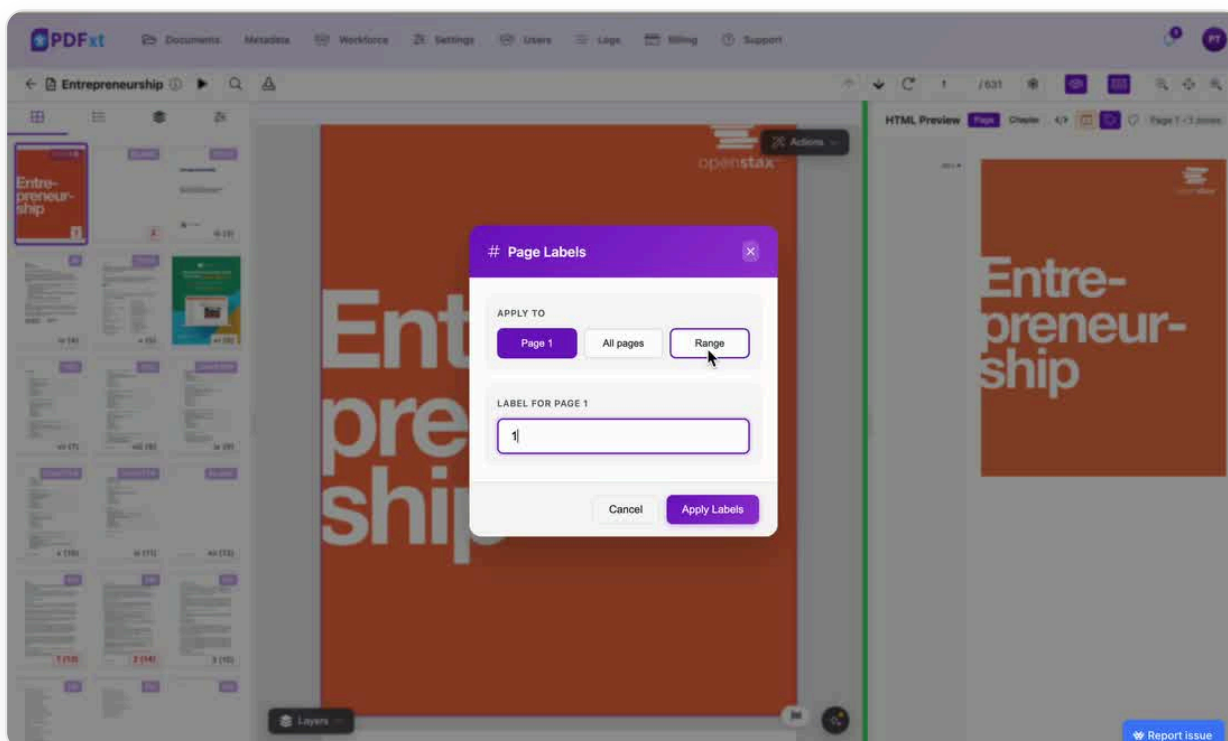
- 1 Before we make any changes, the very first step is to verify and confirm that the page numbers look right. This is crucial, since incorrect page numbers can lead to incorrect links, notes, and indexes.



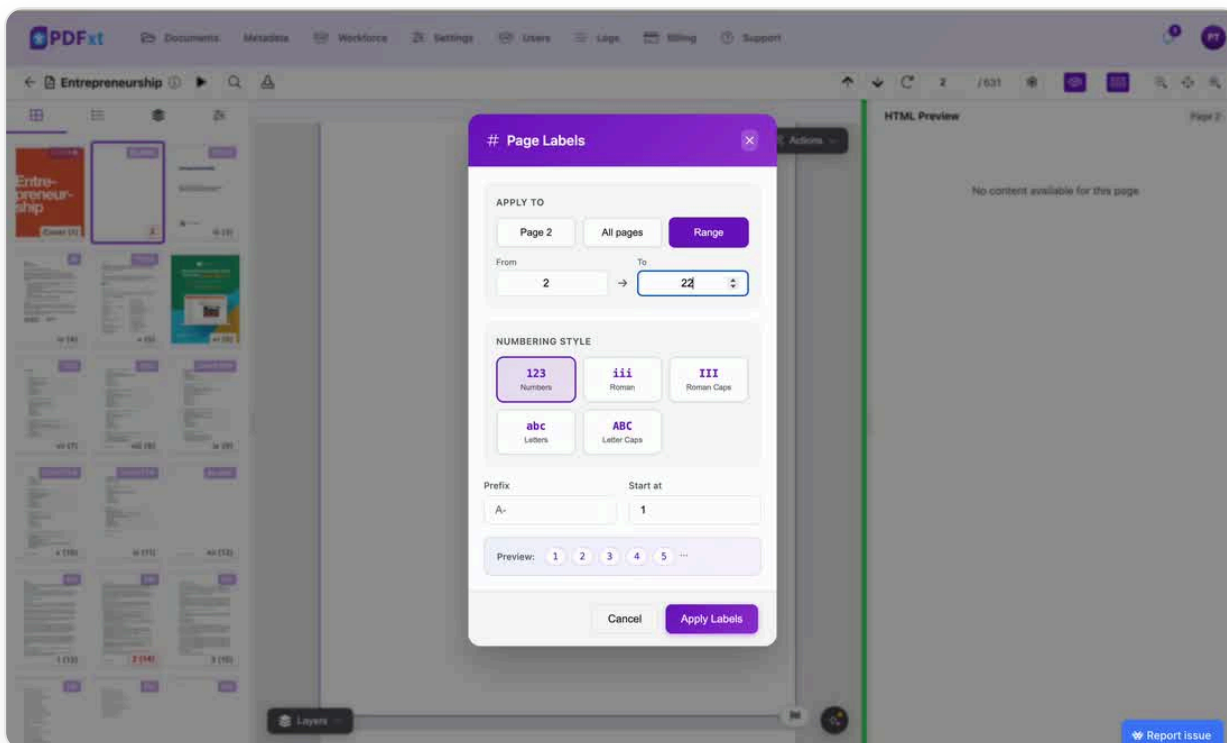
- 2 Each thumbnail shows its page label, with the physical page number in brackets.



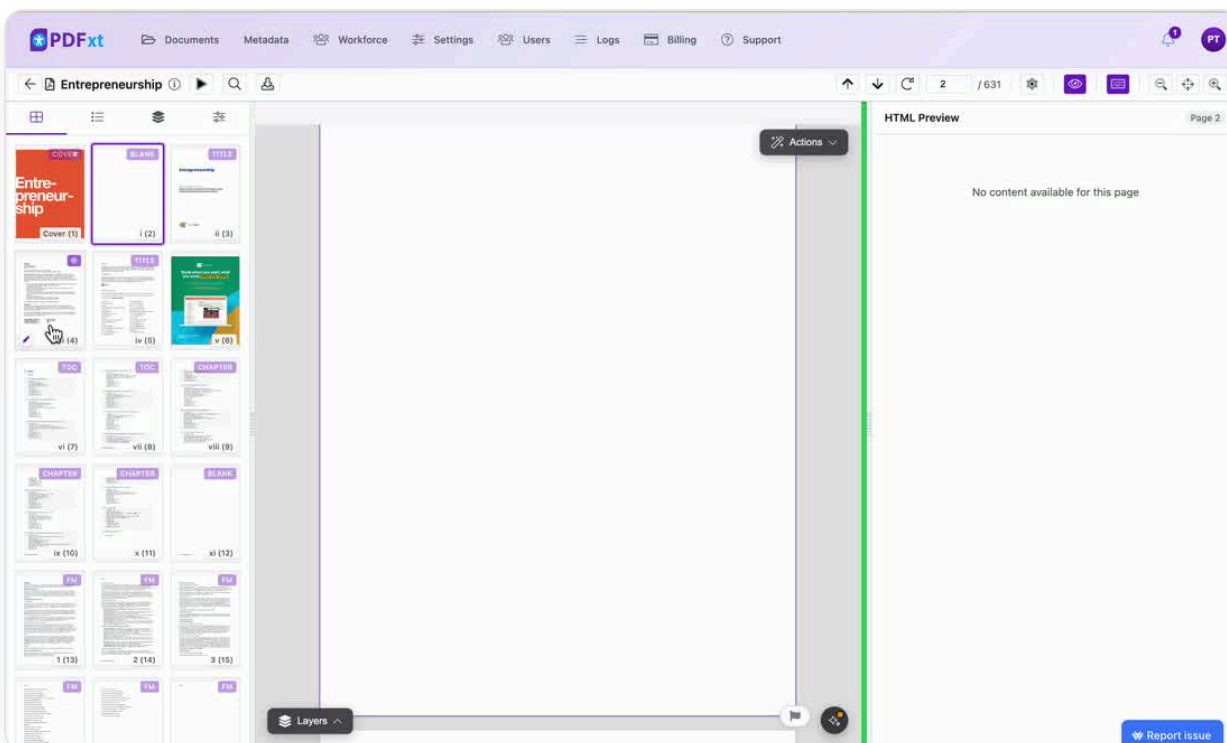
- 3 To change a label, click the edit icon on a page. Here, we'll label the cover as Cover, and apply it.



- 4 To label several pages at once, choose Range. We'll set pages 2 through 12 to lowercase Roman numerals, which is typical for front matter.



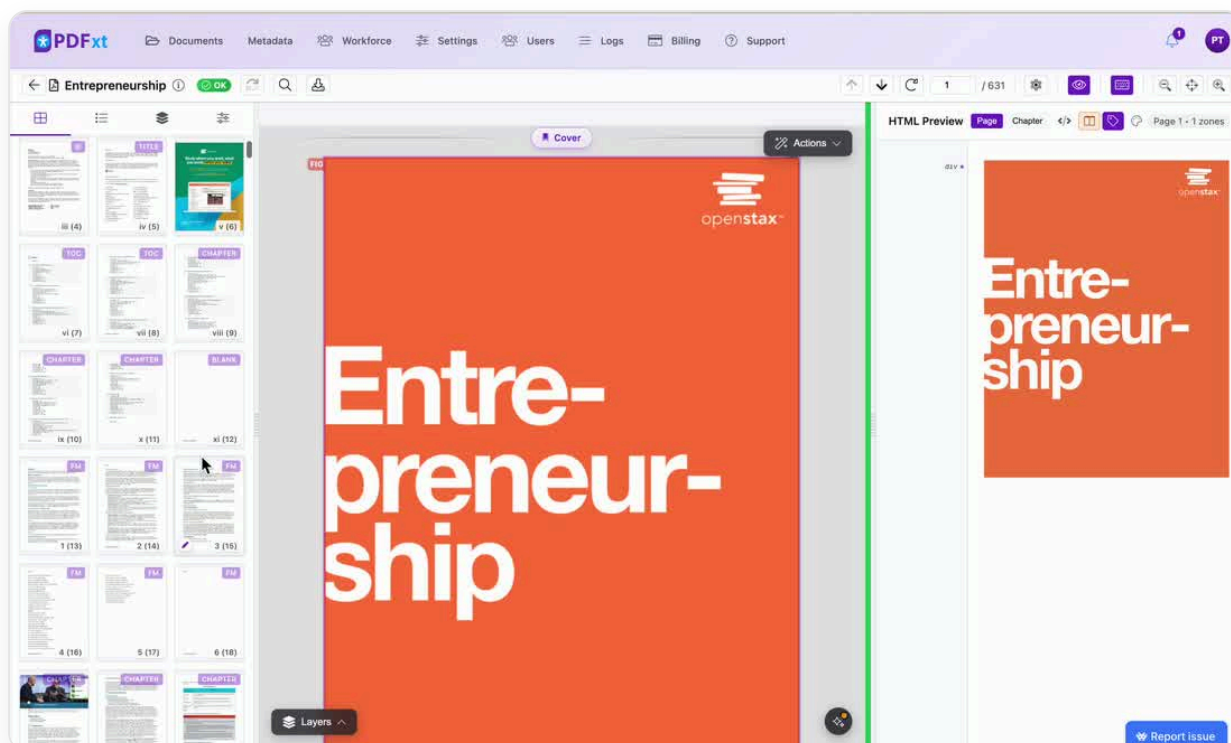
- 5 Apply the labels, and check that the page numbers now look right.



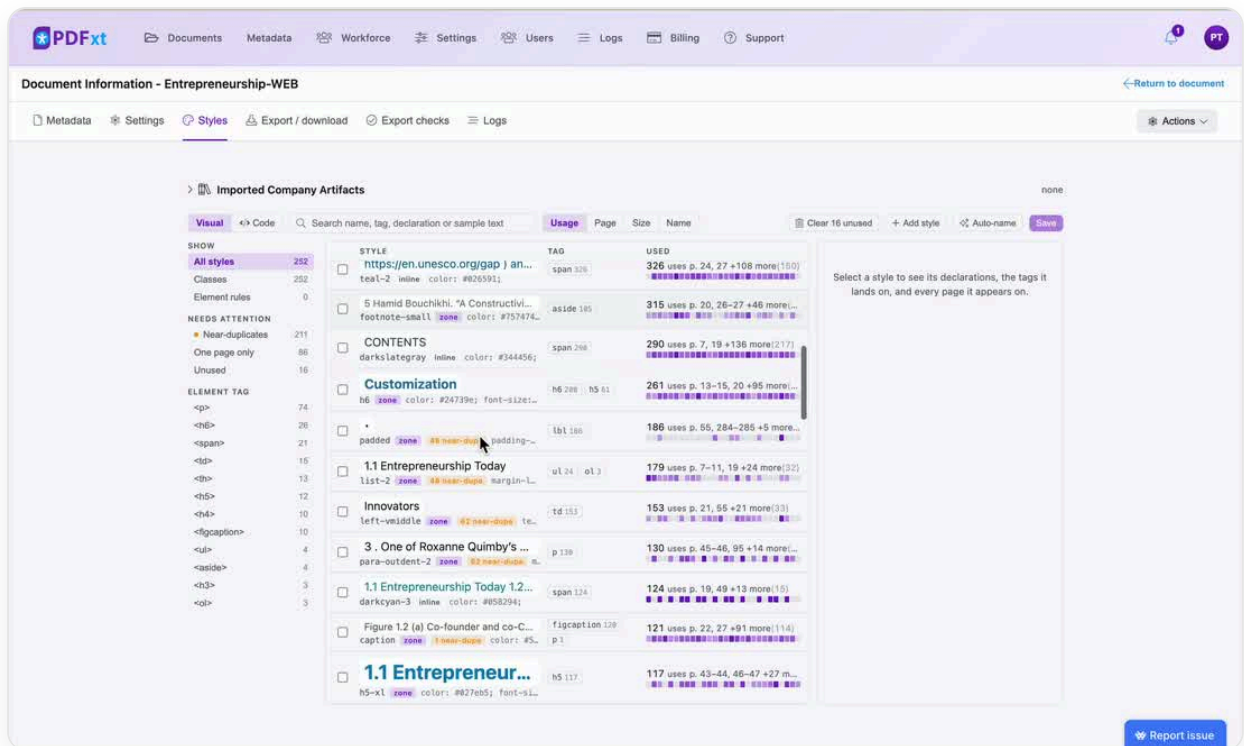
Styles & company styles

Review the stylesheet PDFxt extracts from your document, clear unused styles, and map your styles to a company stylesheet.

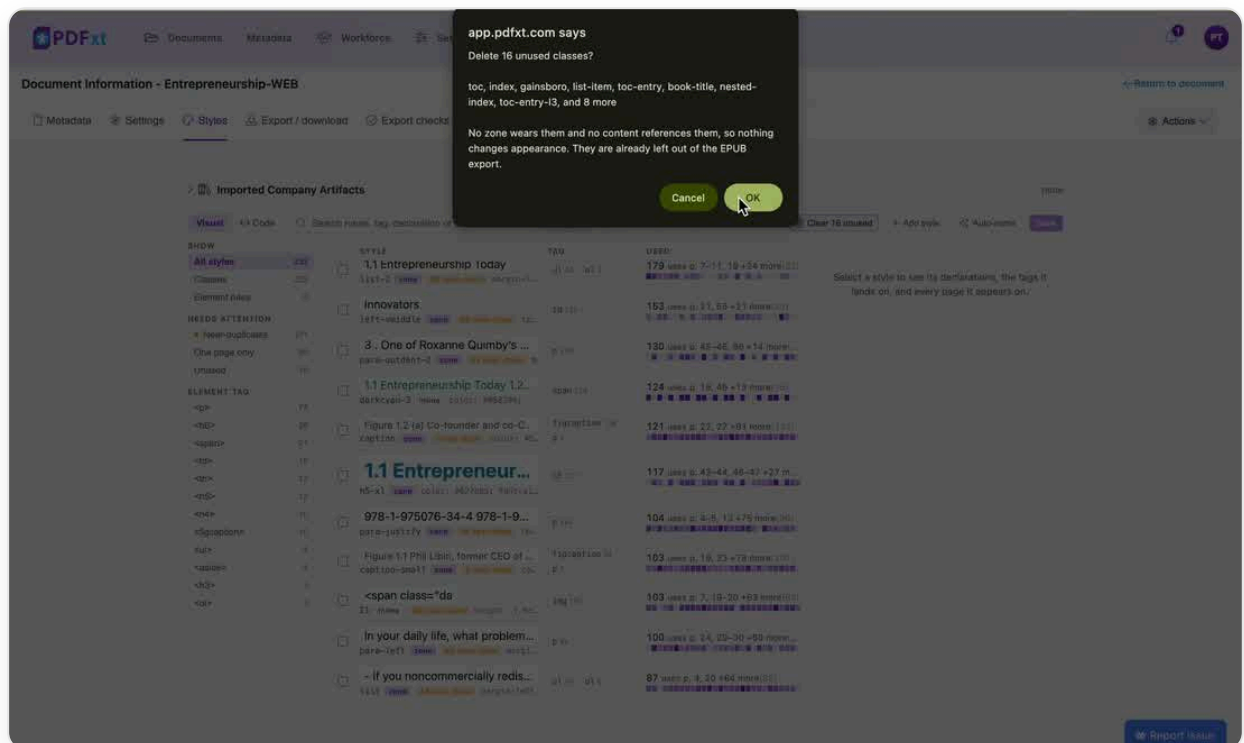
- 1 As part of the initial analysis, the system automatically identifies and extracts a stylesheet for the document. These styles are available under the Styles menu.



2 Here you'll see a list of all the styles used in the document.



3 Any unused styles can be safely removed.



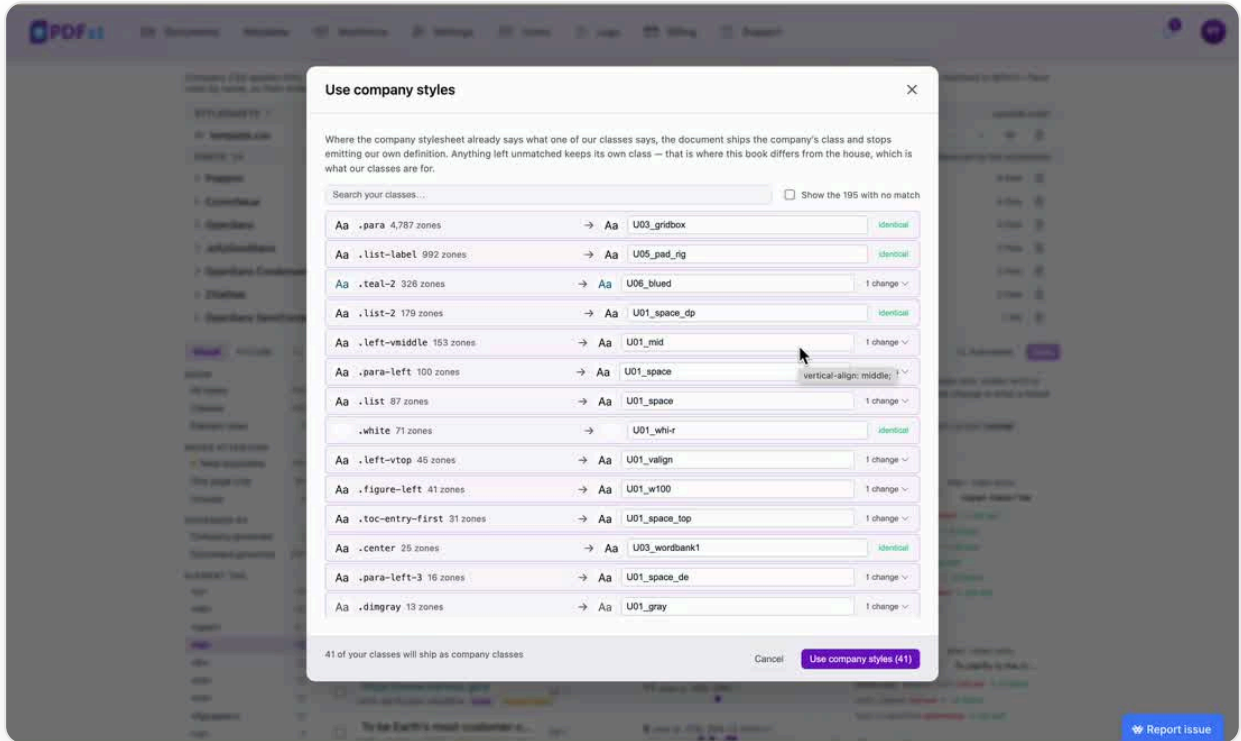
4



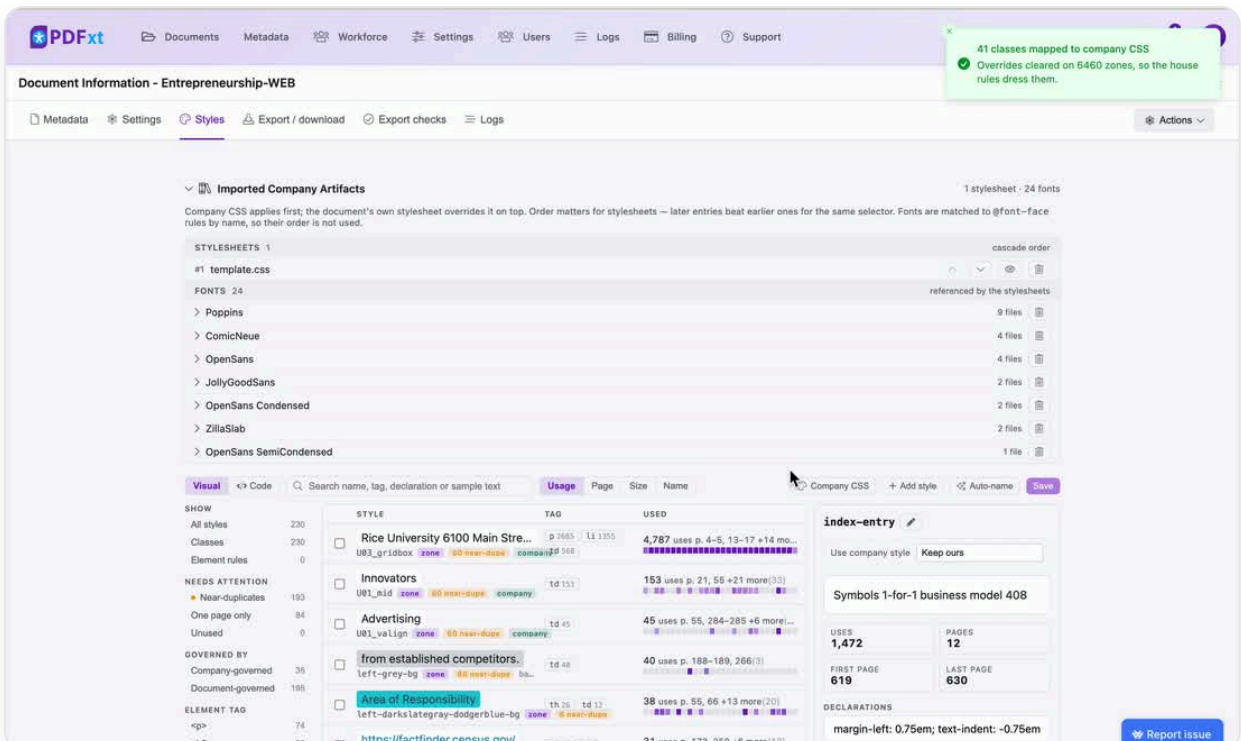
5



- 6 When you import one or more CSS files, the system parses them and matches them against the document's CSS, to suggest styles to replace.
- The popup shows the document's styles on the left, and the styles from the company artifact on the right.
- The system automatically chooses and suggests replacements. You can review them, and confirm.

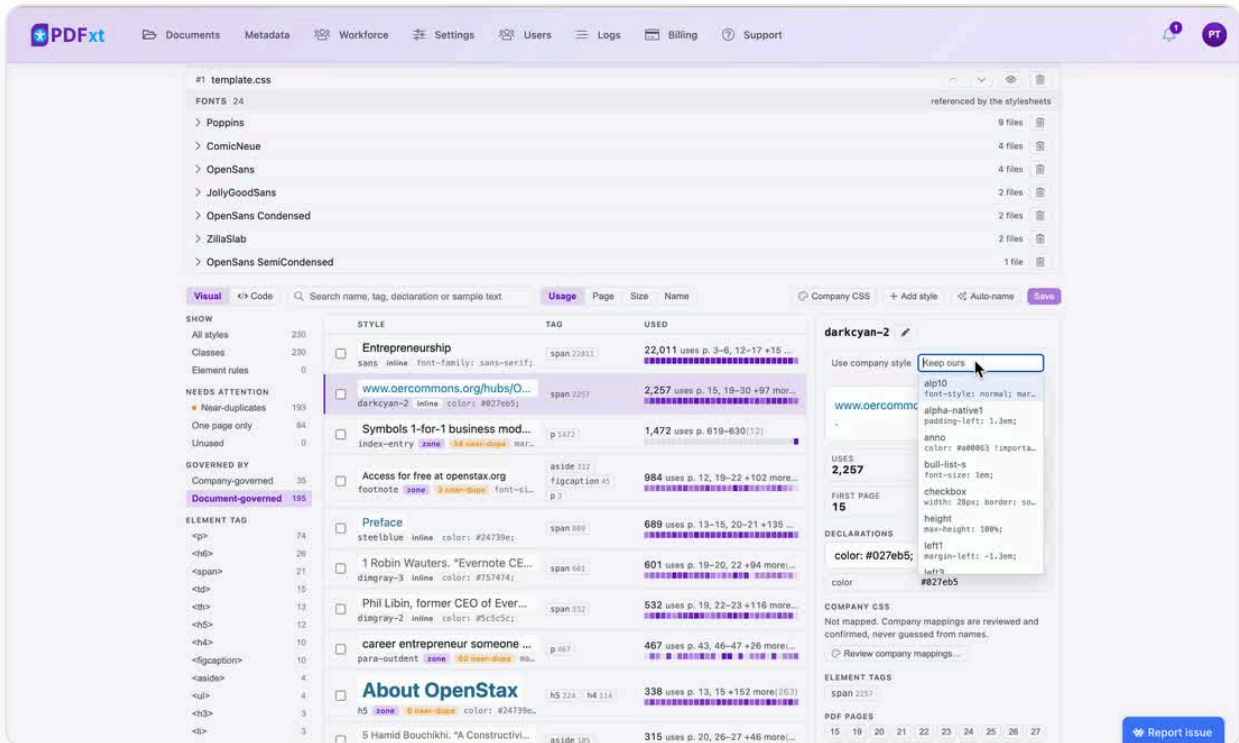


- 7 Once the mapping is done, you'll see new Company-governed and Document-governed sections.



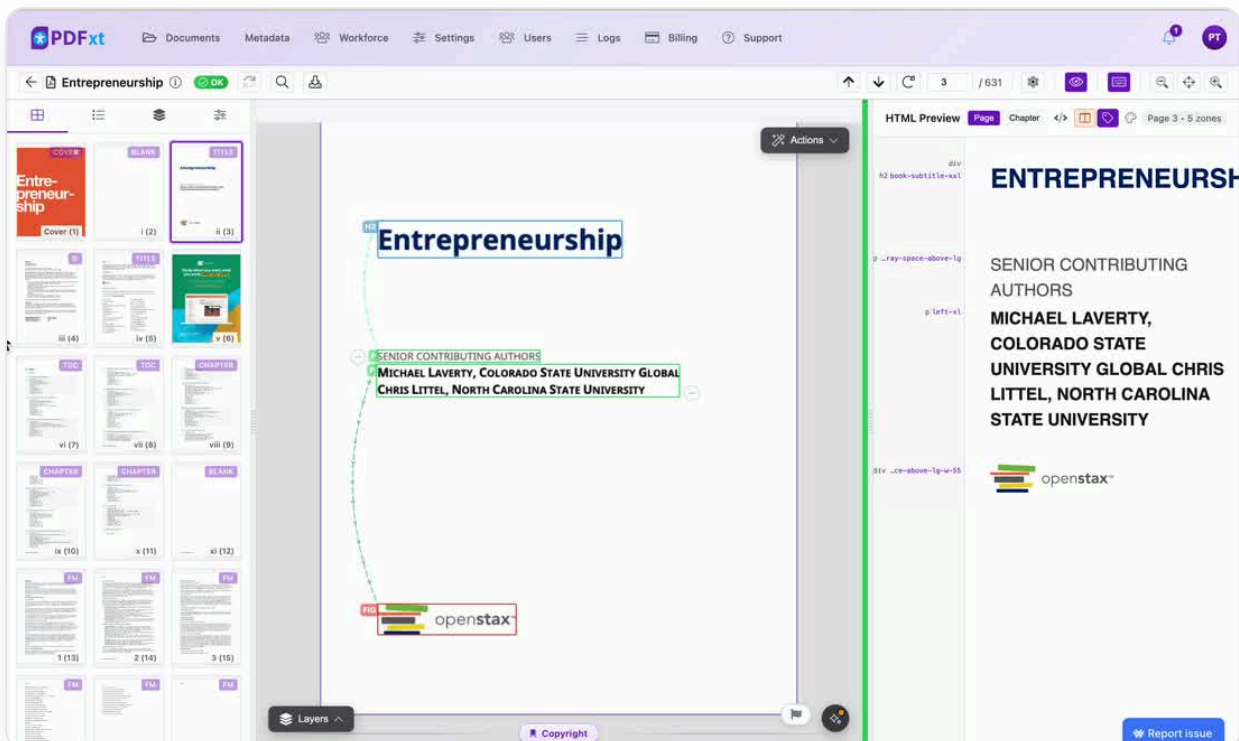
8

You can also choose a replacement for a document style from a dropdown.



9

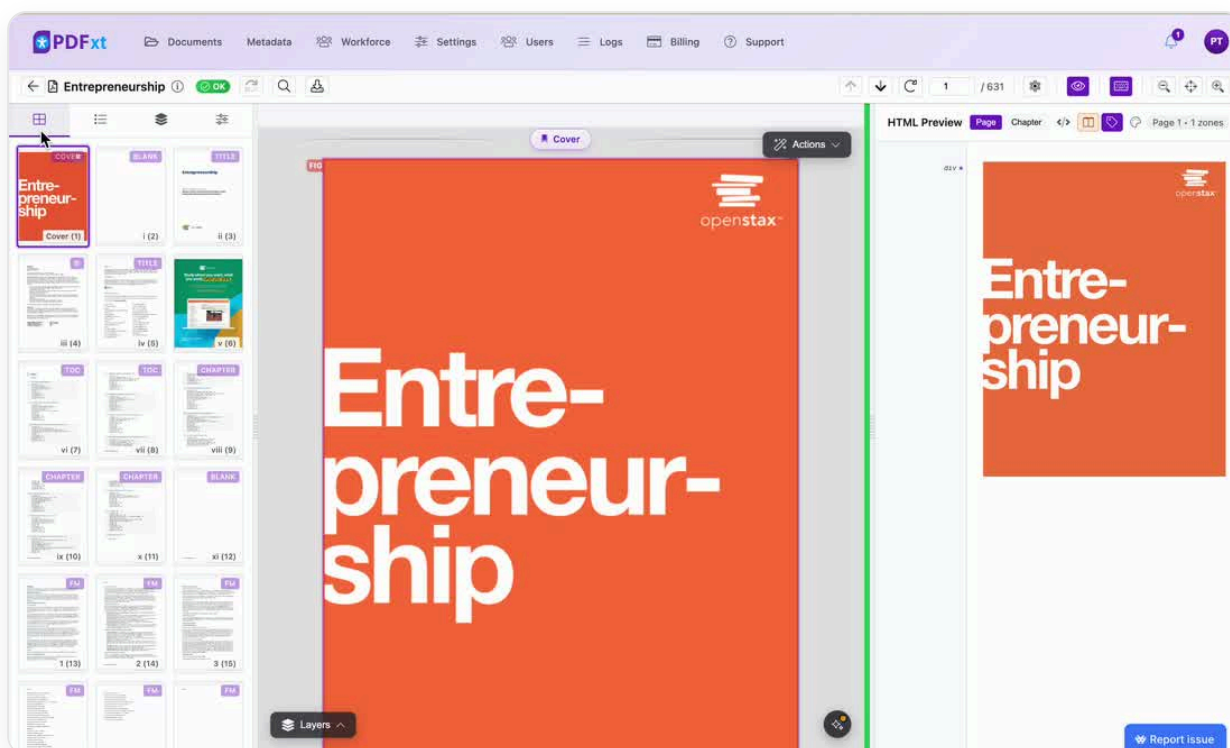
Back in the document, the style pane shows document styles in purple, and company styles in green. The popup also shows each style's type.



07 PART 7 / 15 Zoning

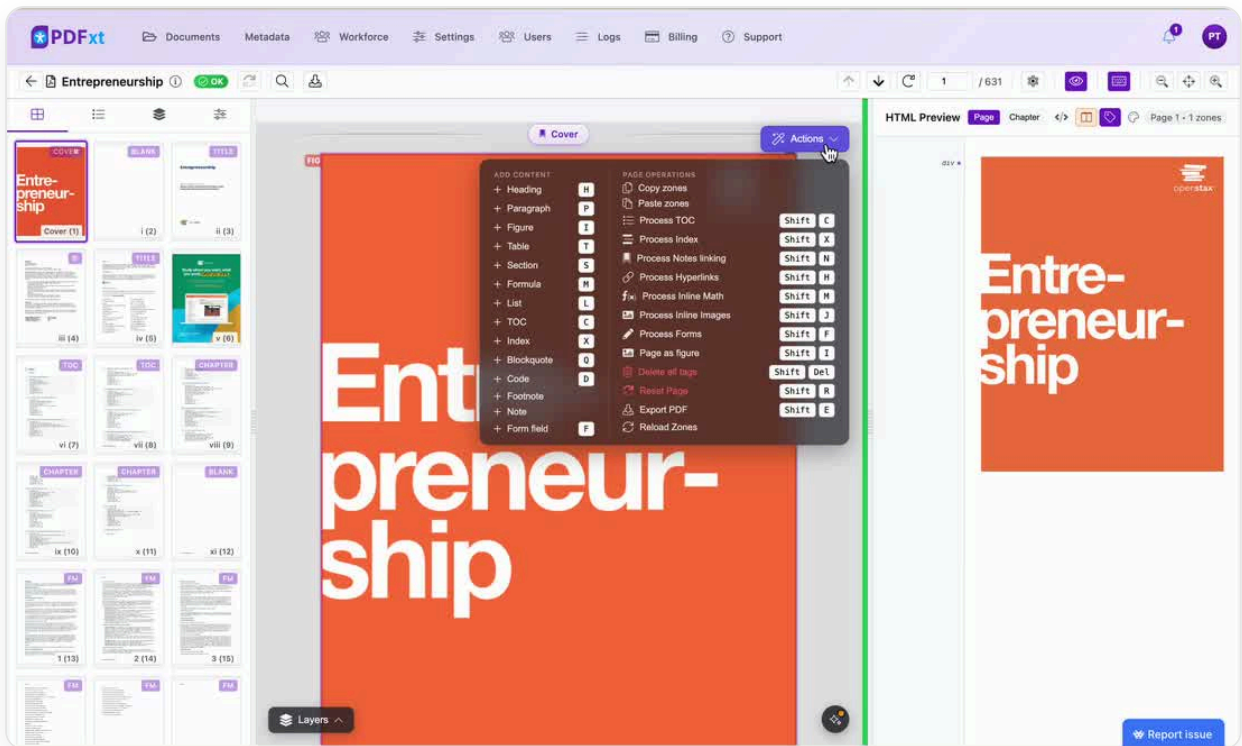
Go page by page to check the PDF against the HTML: capture covers as figures, force line breaks, fix columns, remove running heads, and relink the TOC.

- 1 Now we go page by page to verify that the PDF content looks right in the HTML.

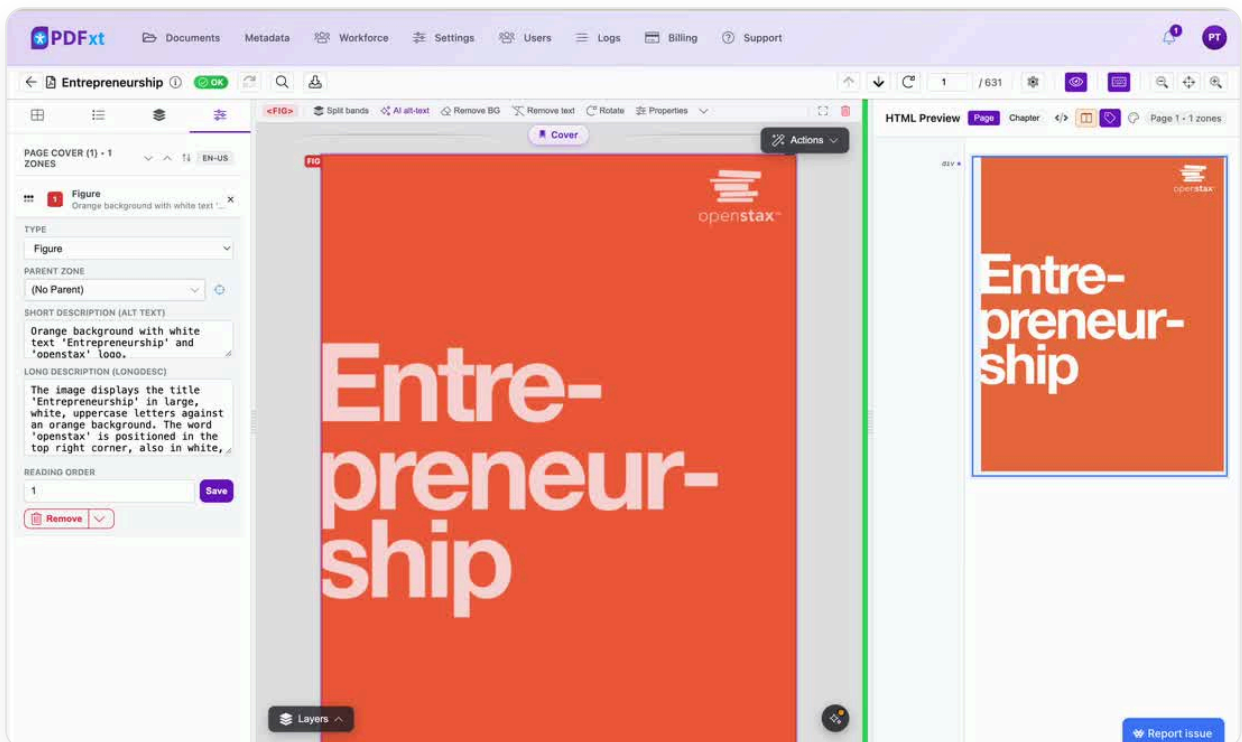


2 Page 1 is a cover, so it needs to be captured as an image.

We have various page actions for this. Page as figure, with the keyboard shortcut **Shift** + **I**, converts the whole page to an image.



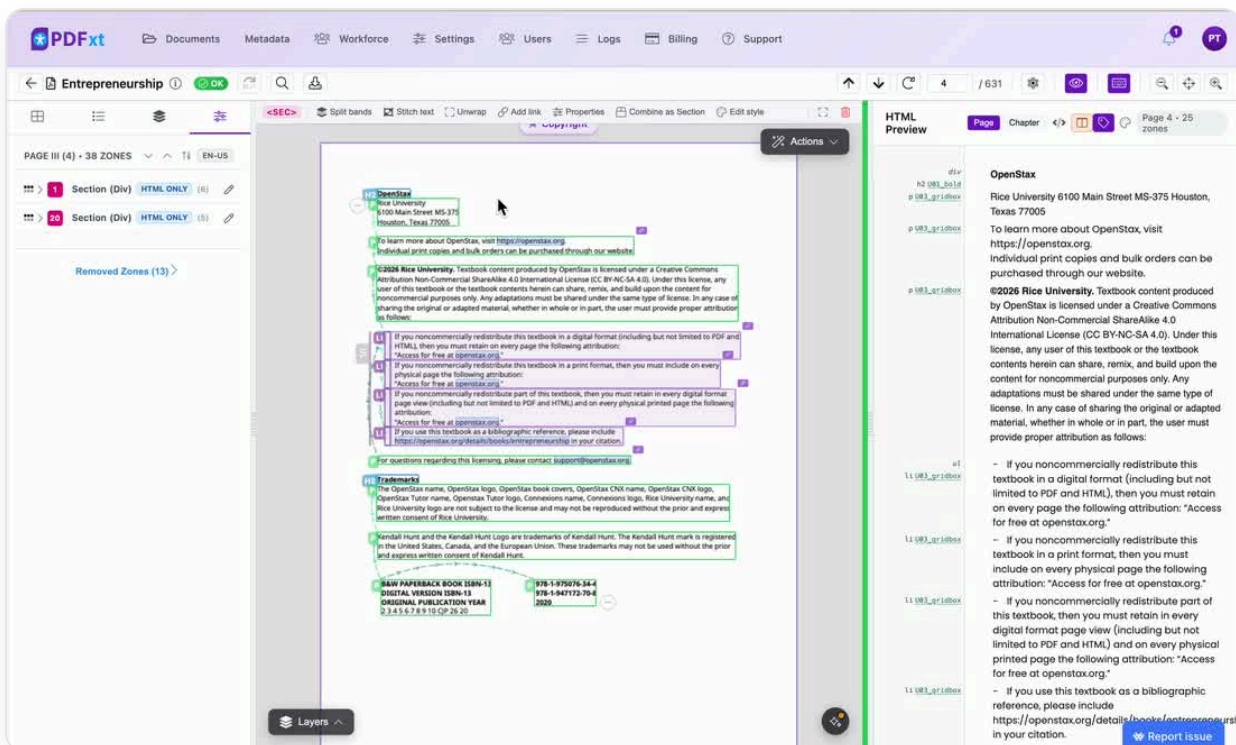
3 The cover is now a single figure zone, with alt text filled in.



4

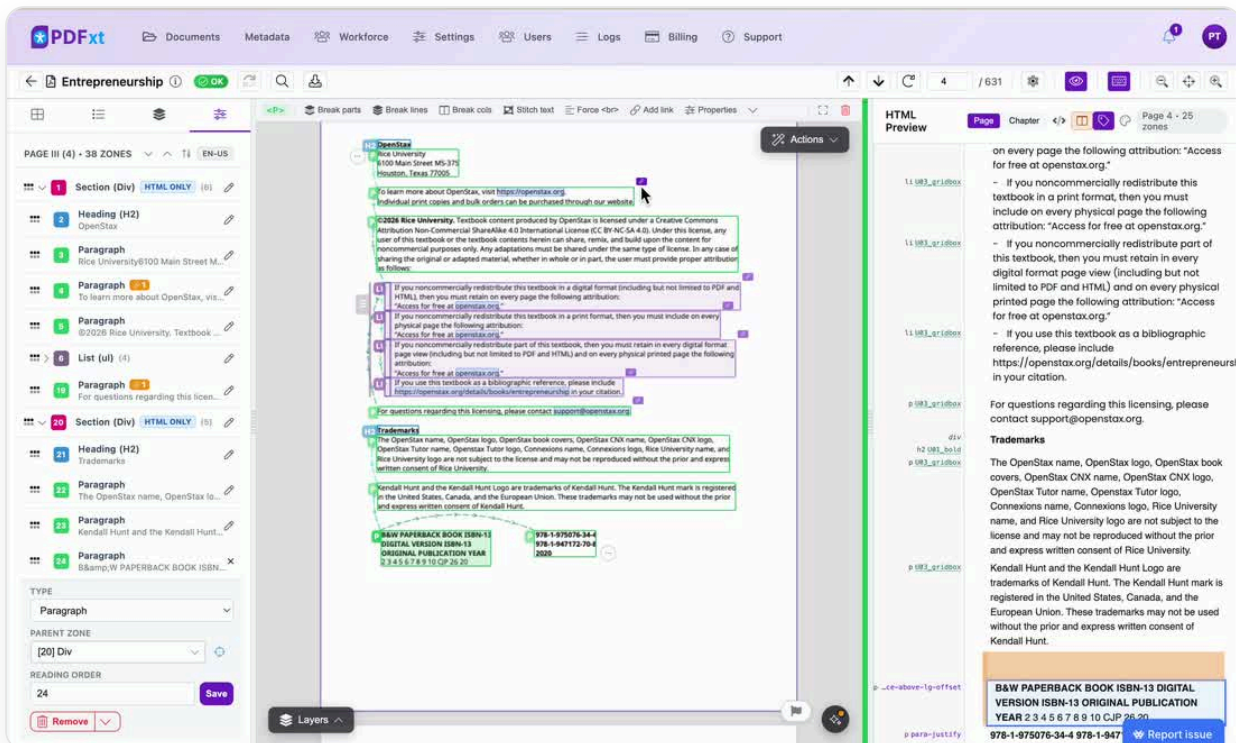
Now on page 4, this paragraph should be broken into separate lines.

At the top is the zone settings bar, with various options. One of them is Force br, which adds line breaks inside the paragraph zone, as shown.

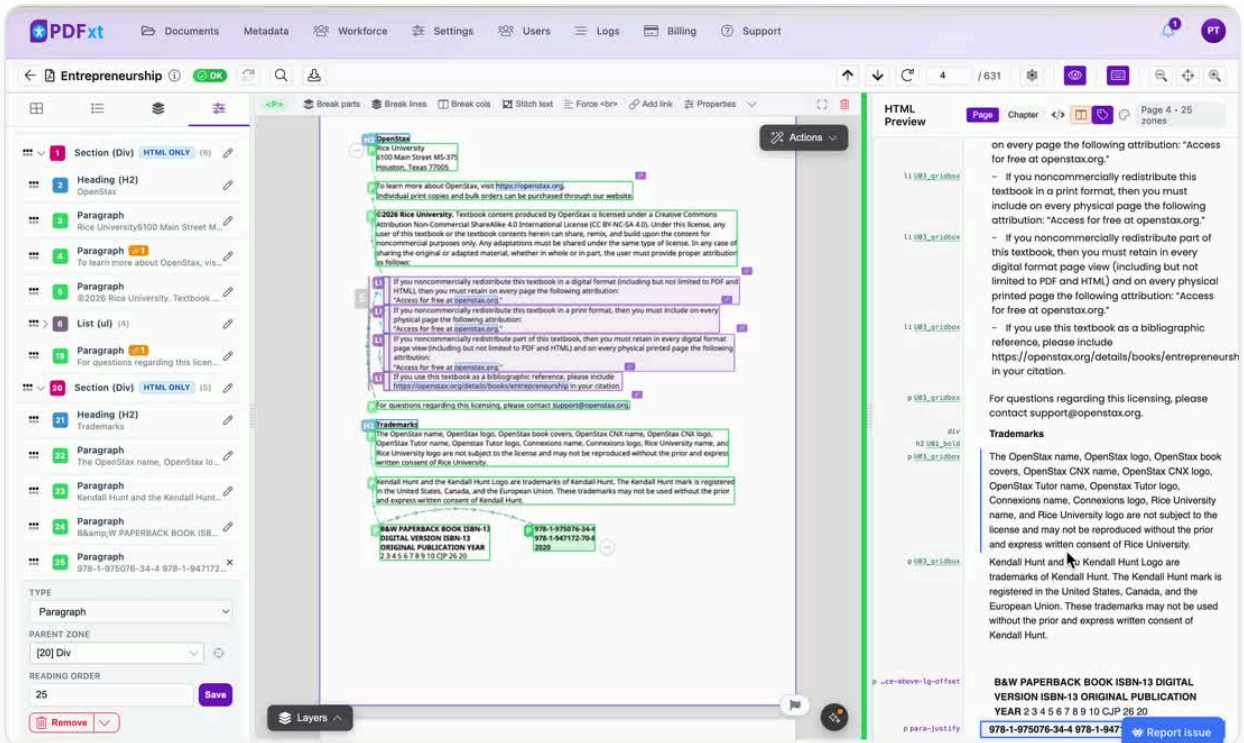


5

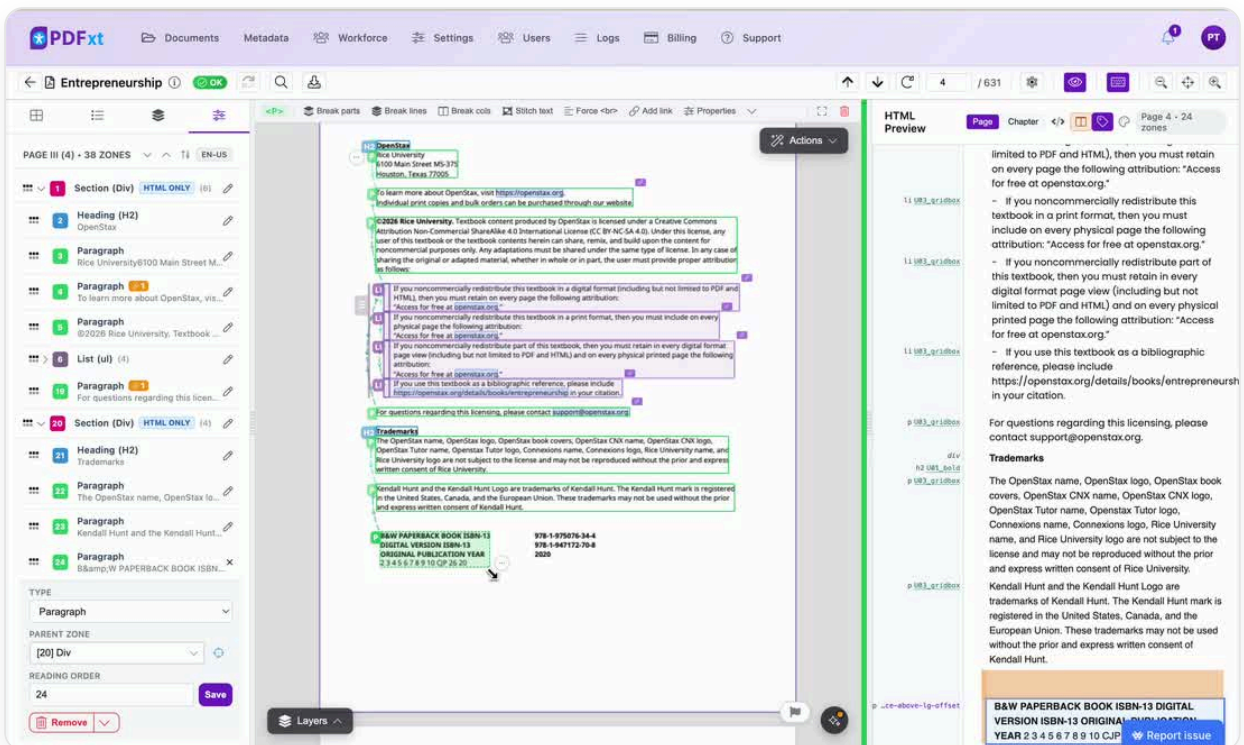
At the end of this page, the content was identified as two columns, but it is actually a key value list.



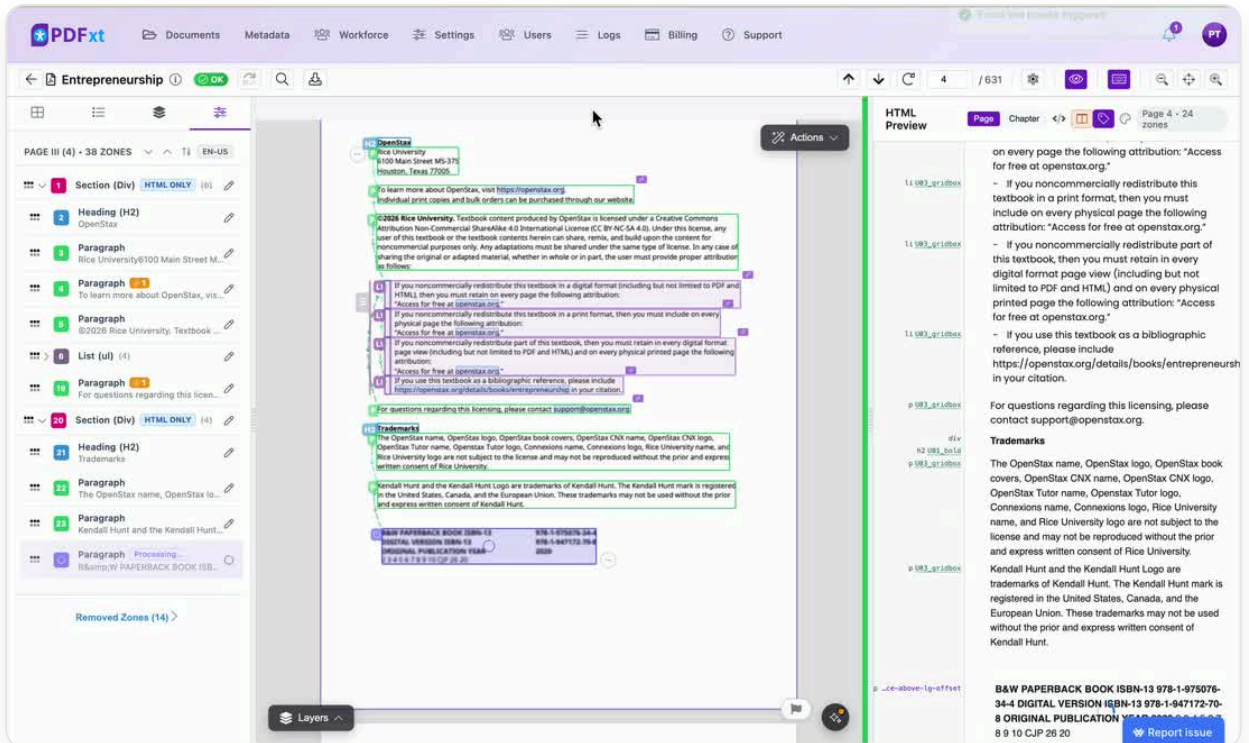
6 To fix this, I delete the zone on the right with the Delete key.



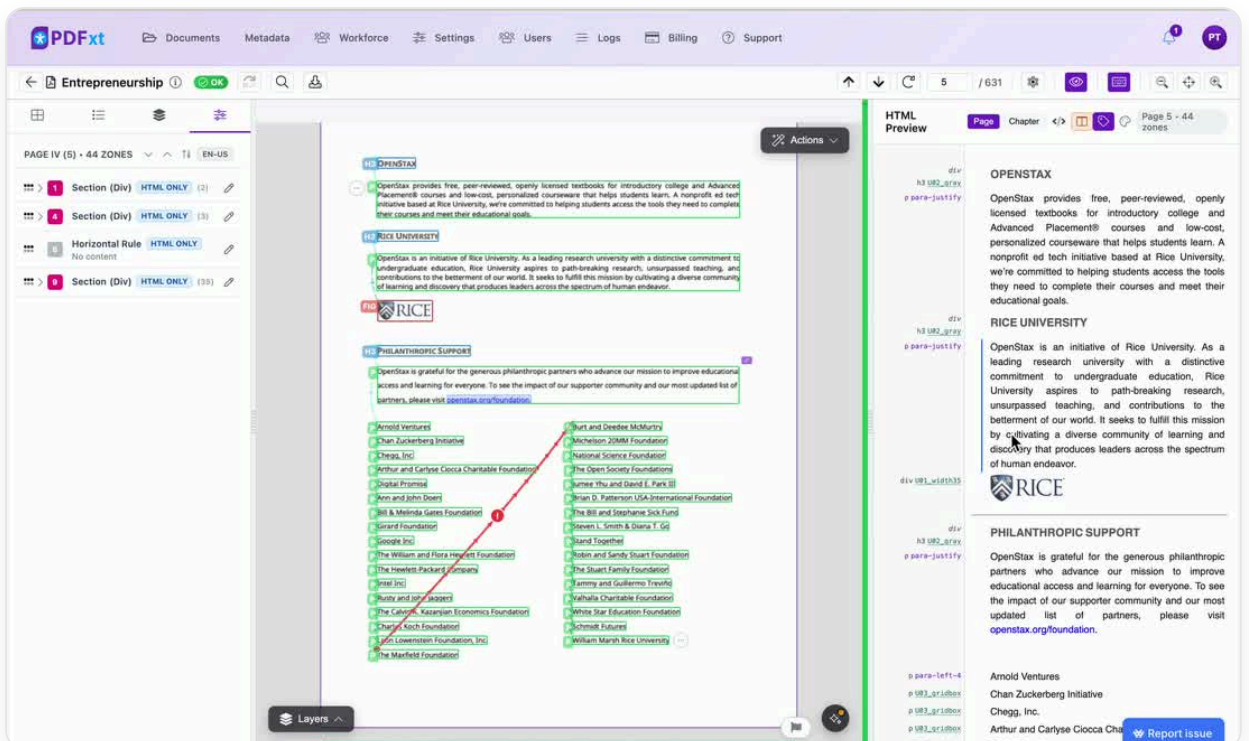
7 Then I resize the remaining zone with **Shift** + **S** so it covers both columns.



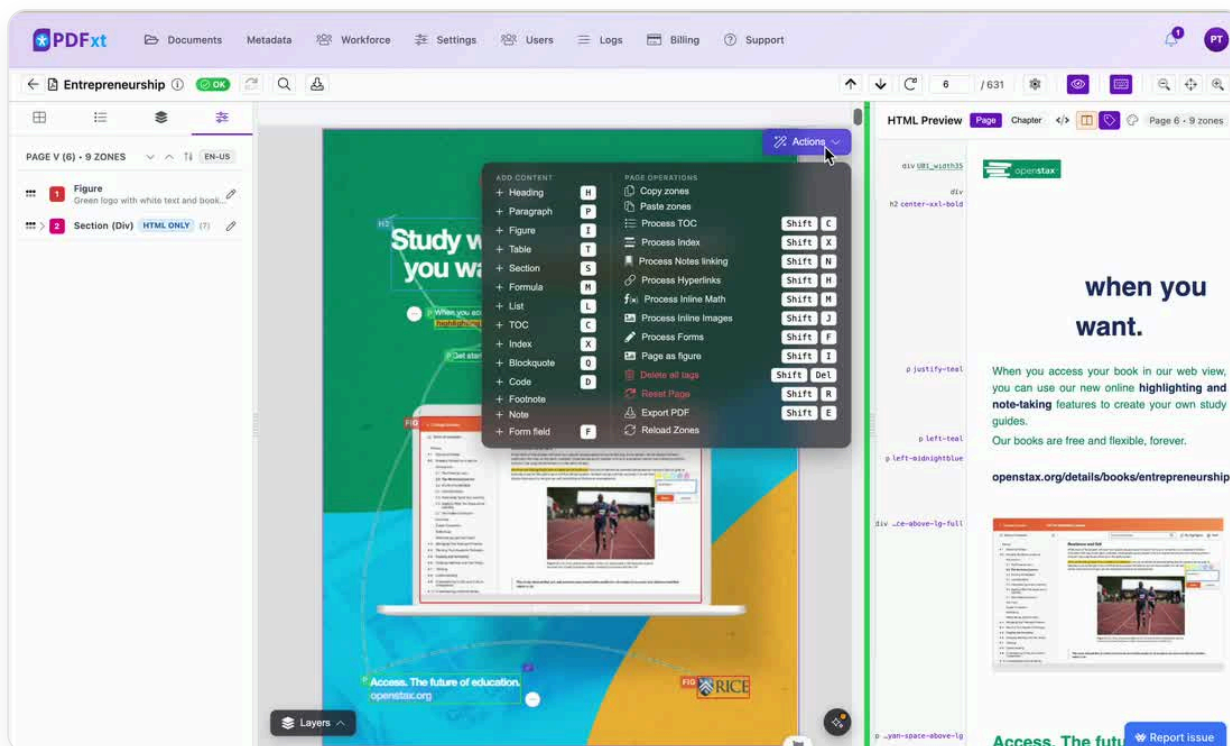
8 I apply Force br to this zone as well.



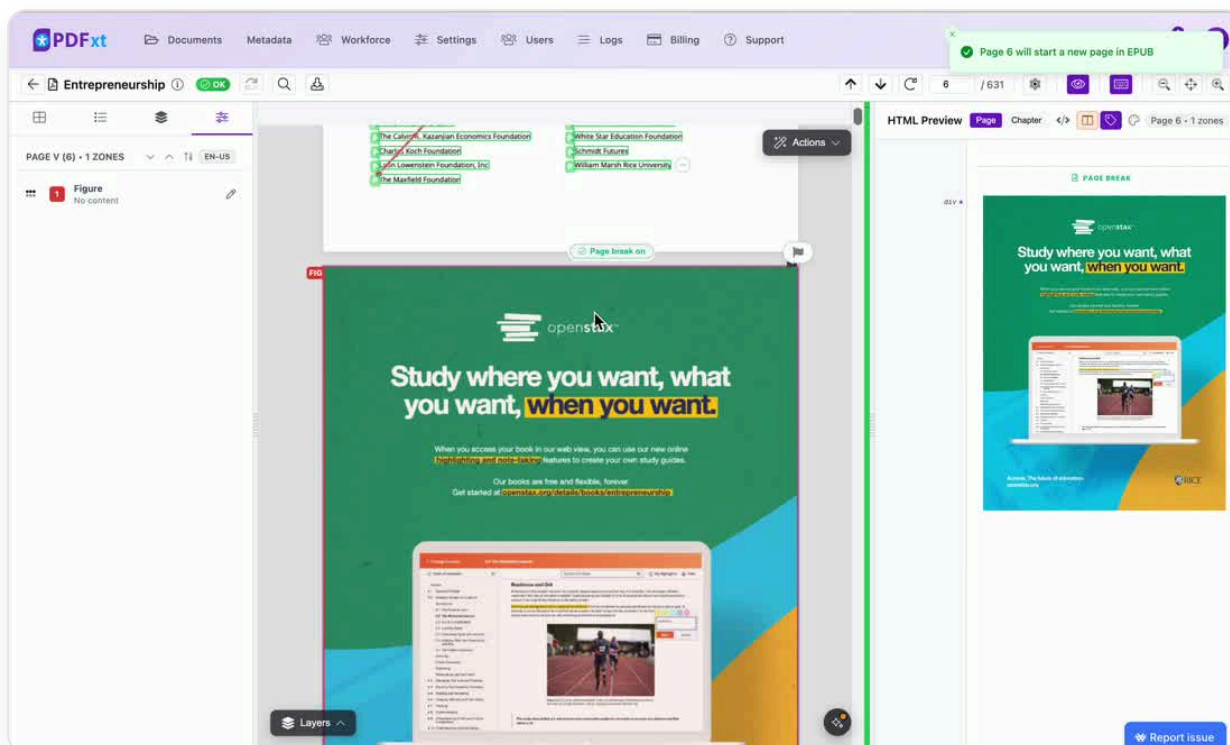
9 On page 5, we compare the zones with the HTML preview. The system had detected a horizontal line here. I don't want it, so I am deleting it.



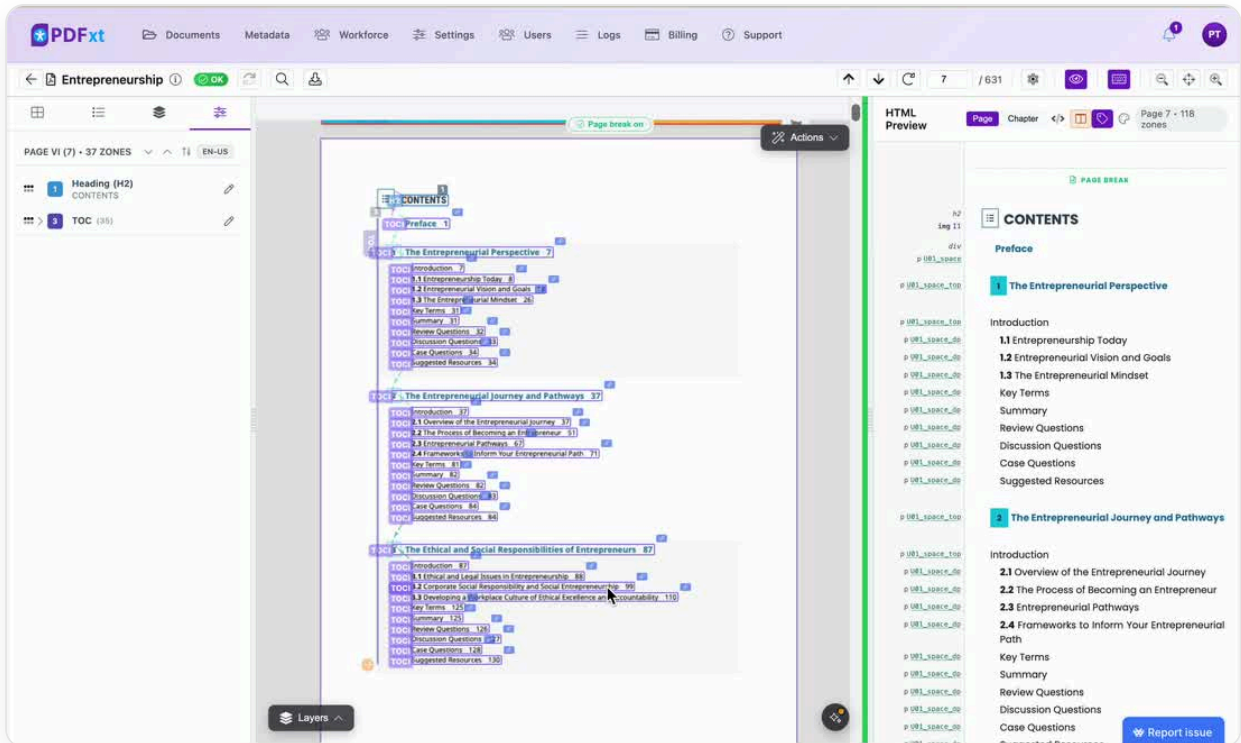
- 10 Page 6 is an ad, which we capture as a figure with **Shift** + **I**.



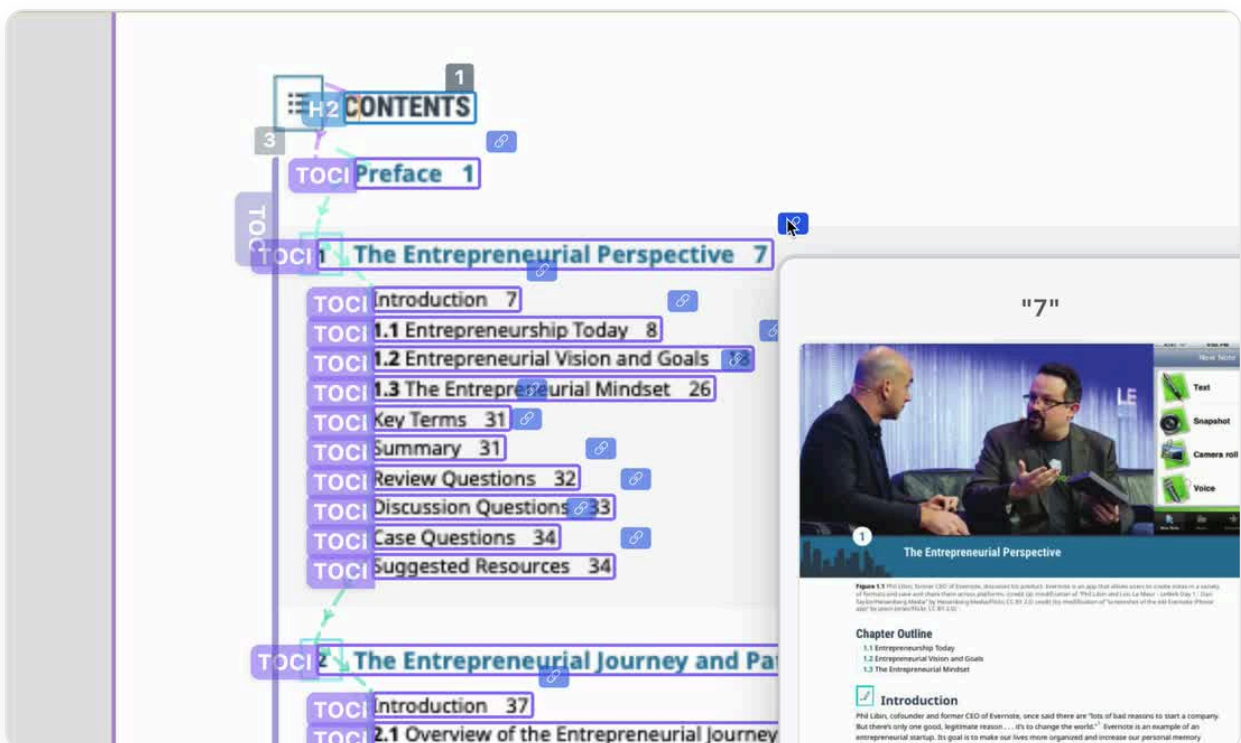
- 11 I also mark pages 6 and 7 to start on a new page in the ePUB.



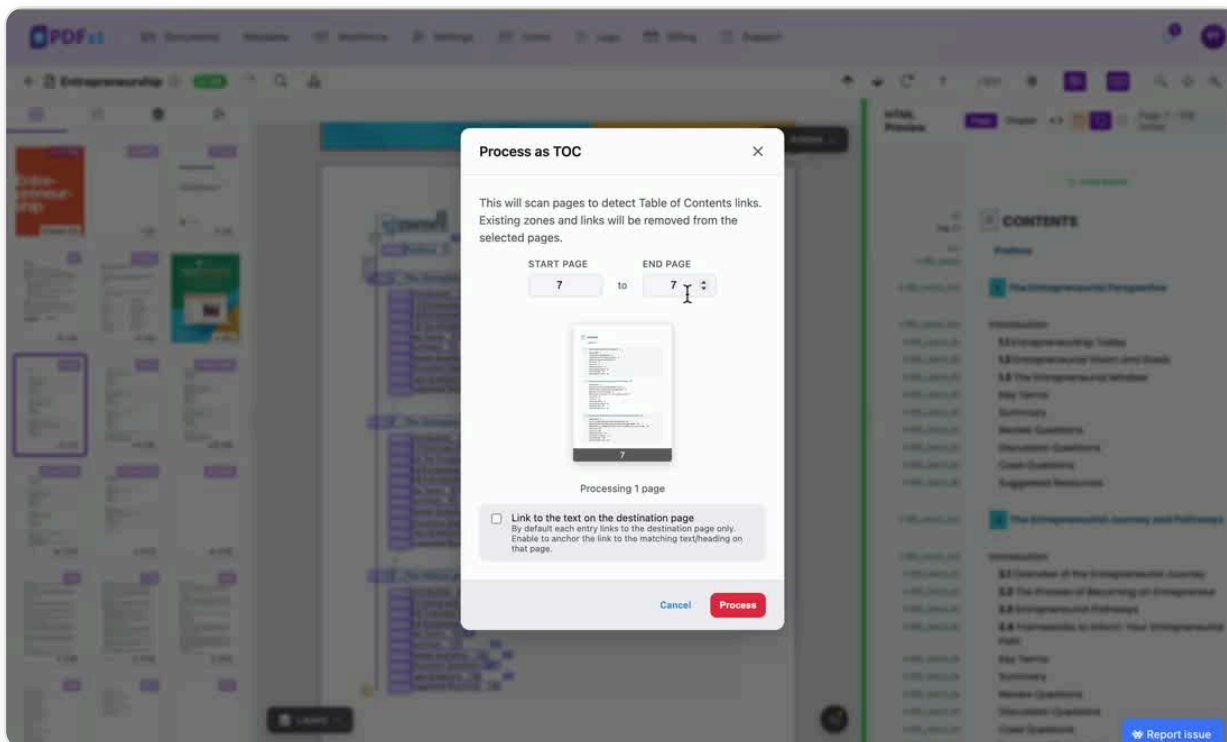
- 12 Page 7 is the table of contents. It was identified and tagged automatically.



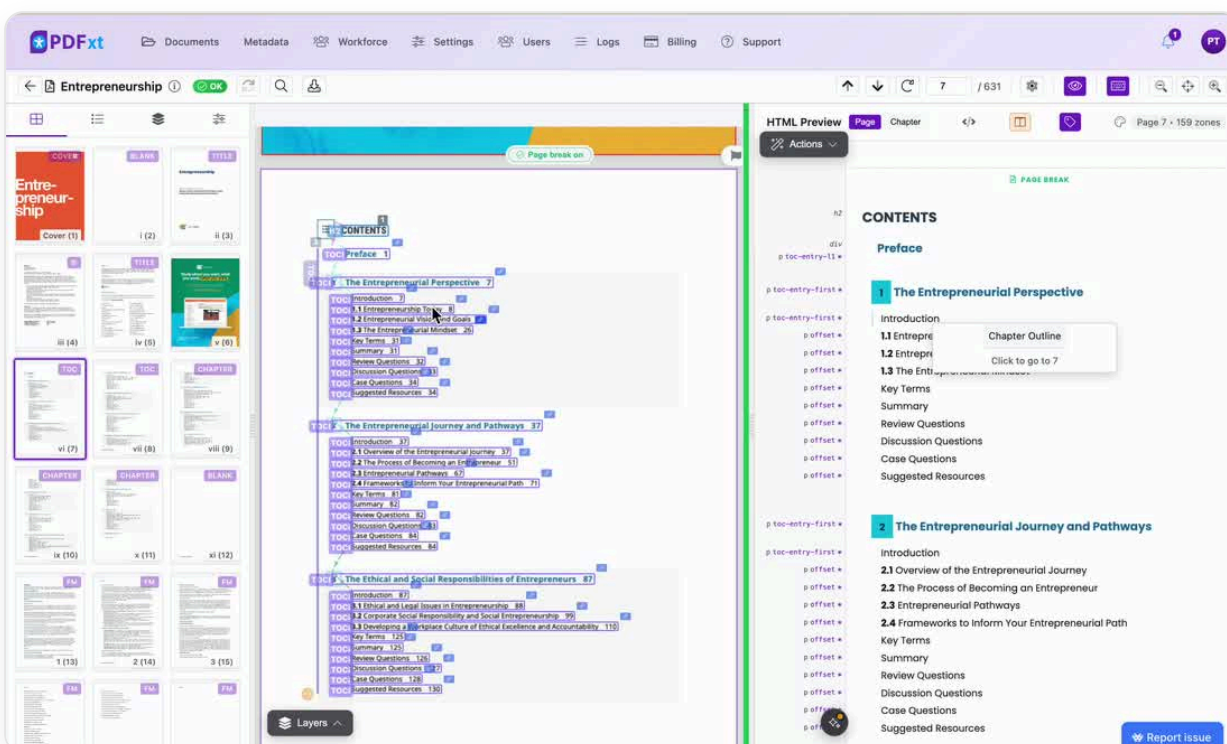
- 13 But the original TOC links point to the page, and I want them to link to the actual heading on that page.



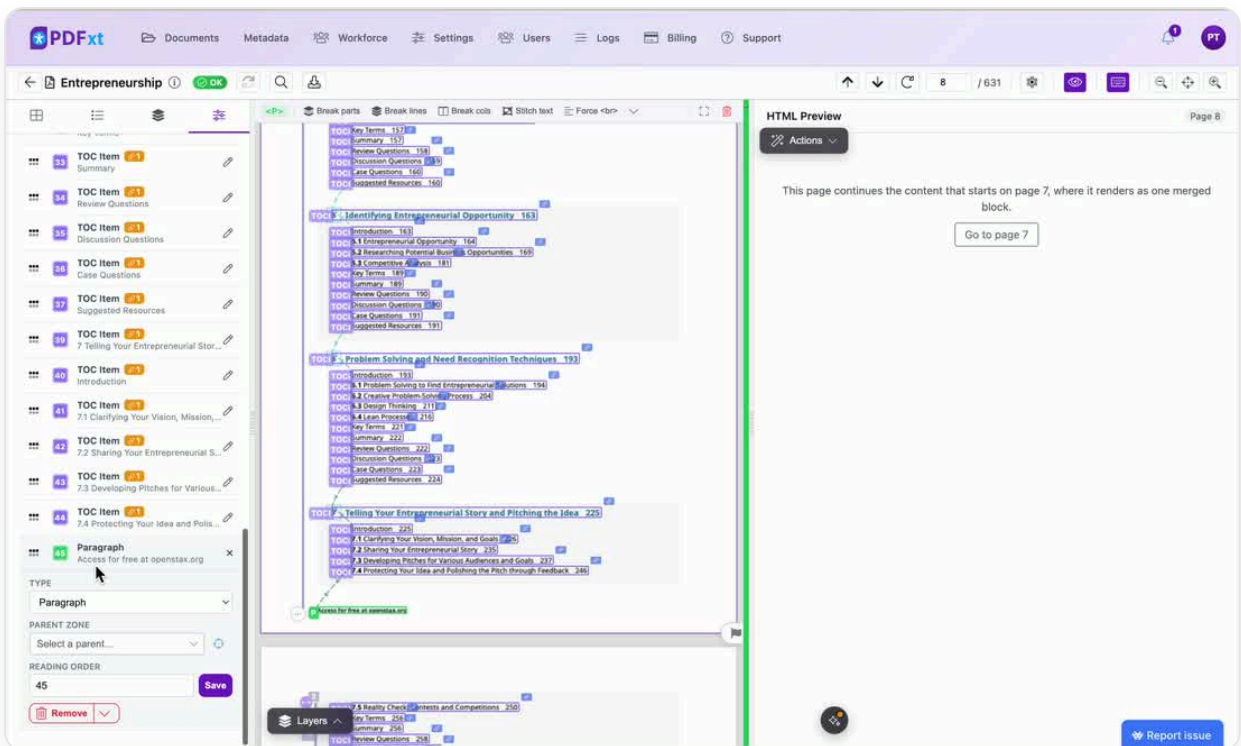
- 14 So I reprocess the TOC using the Process TOC action, **Shift** + **C**. I set the end page so all the TOC pages are included. Here is a checkbox to link each entry to the text on the destination page. Enabling this redoes the linking.



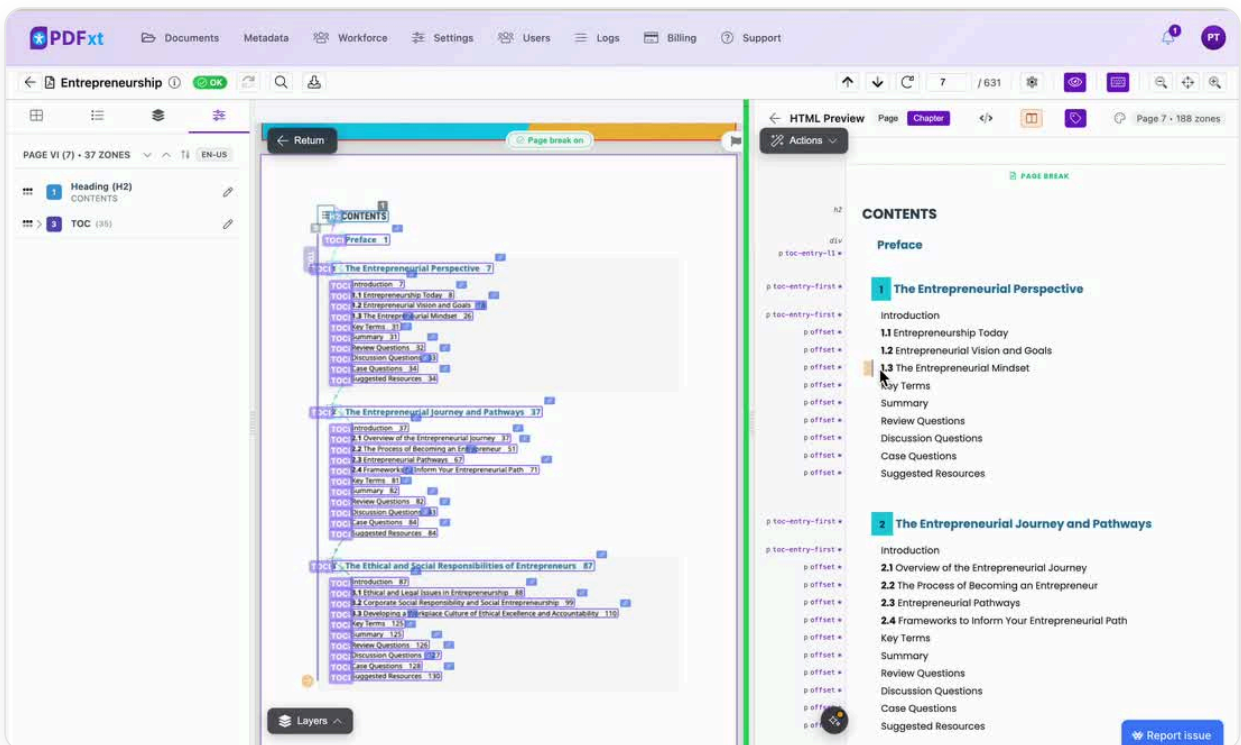
- 15 Now when I hover, I can see the link goes to the destination zone, not just the page.



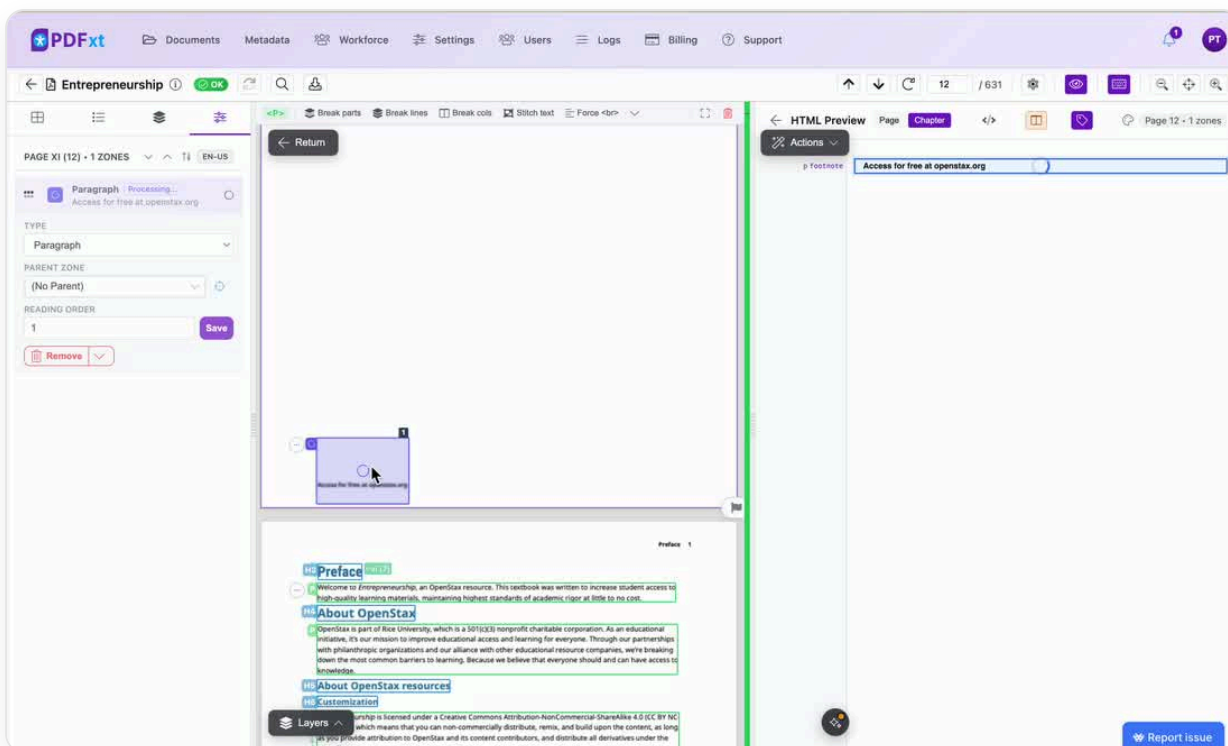
- 16 On page 8, I also remove the running footer.



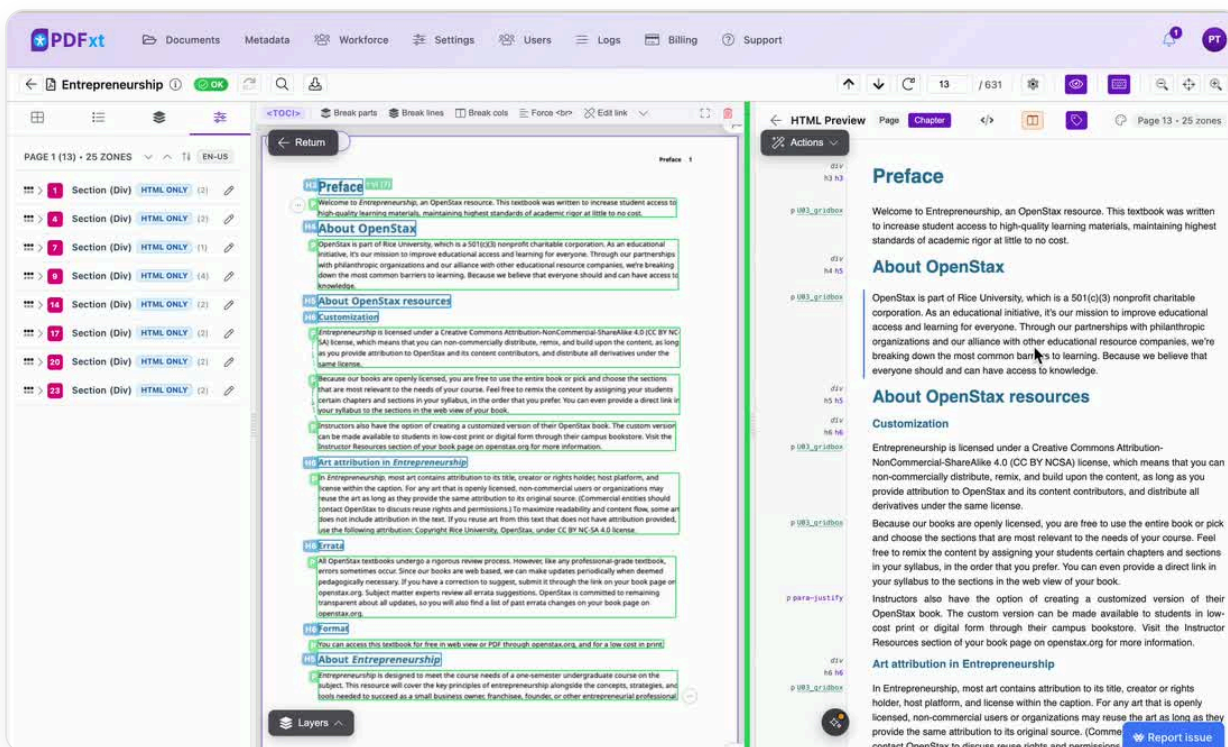
- 17 Back on page 7, I check the new TOC links in the chapter view of the HTML preview.



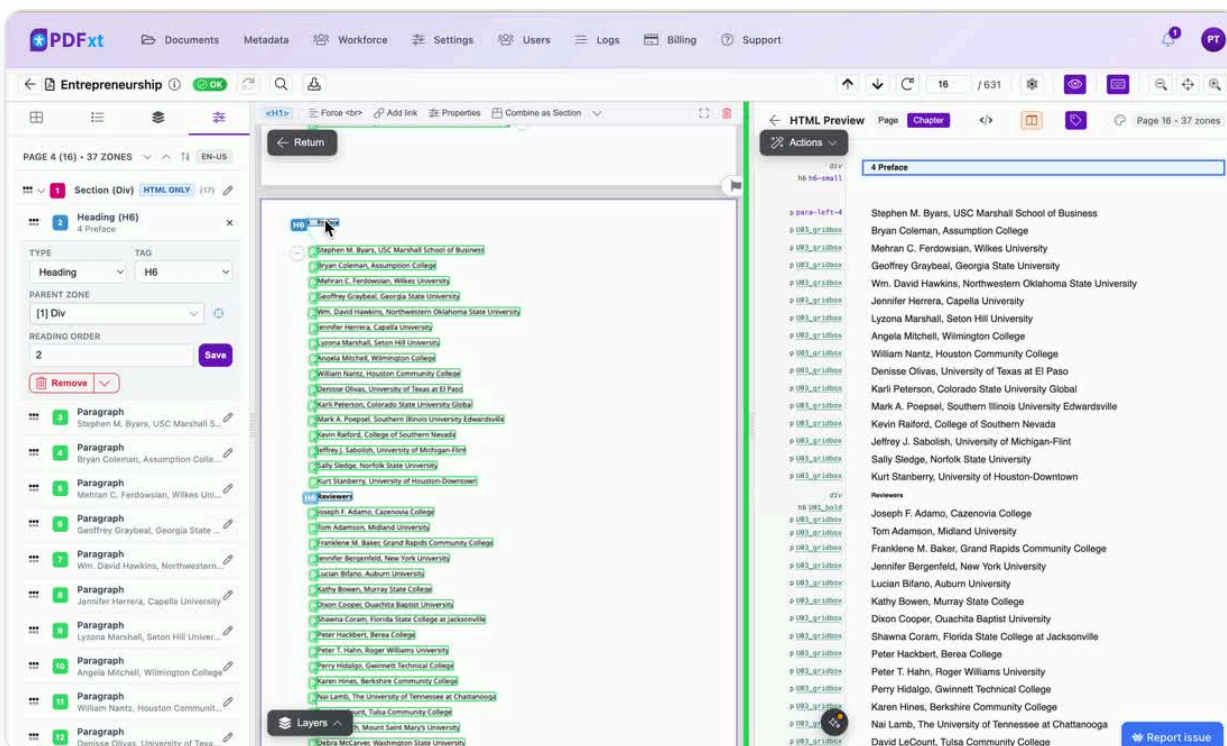
18 Page 12 has a running footer. I am removing it.



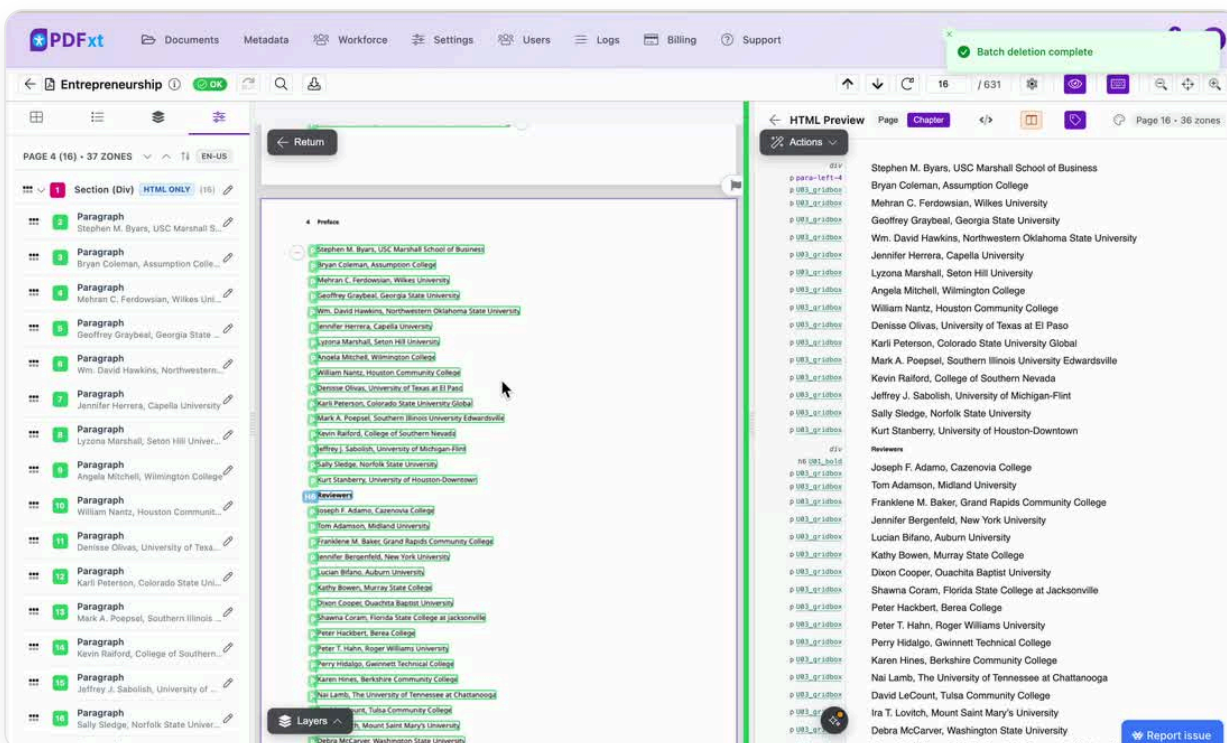
19 Page 13 looks OK.



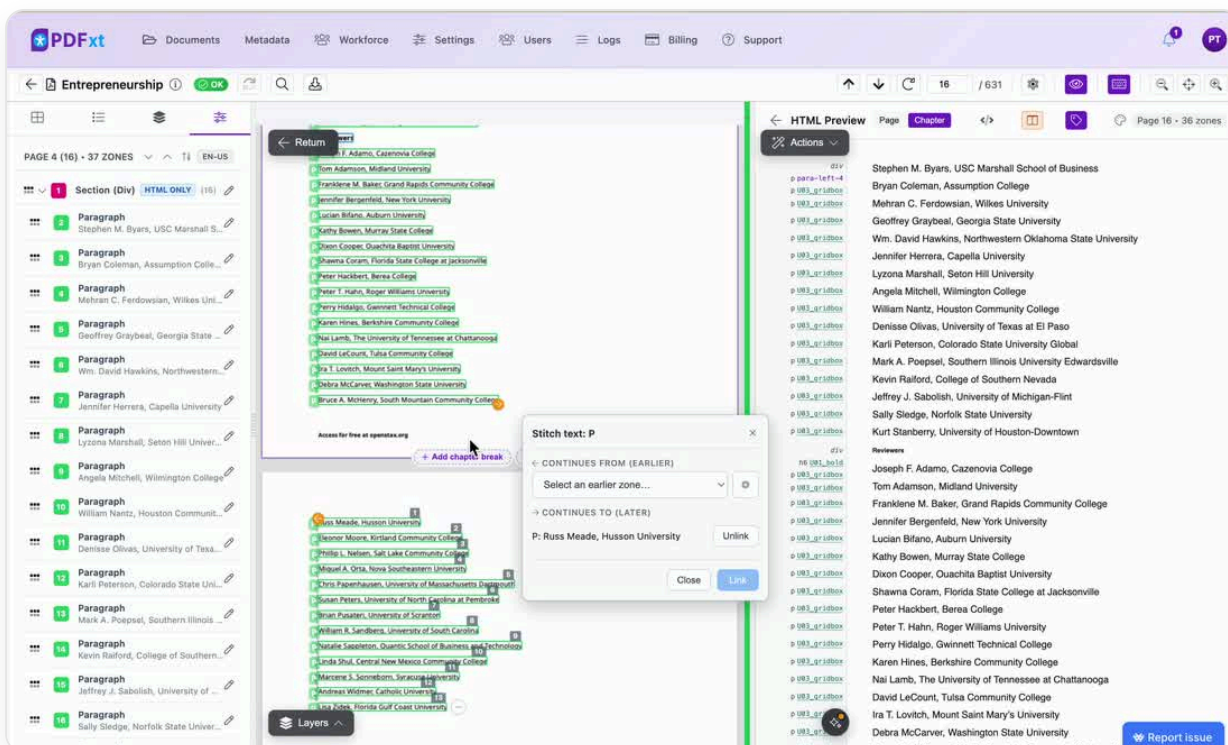
20 Here on page 16, the running head was misidentified as text.



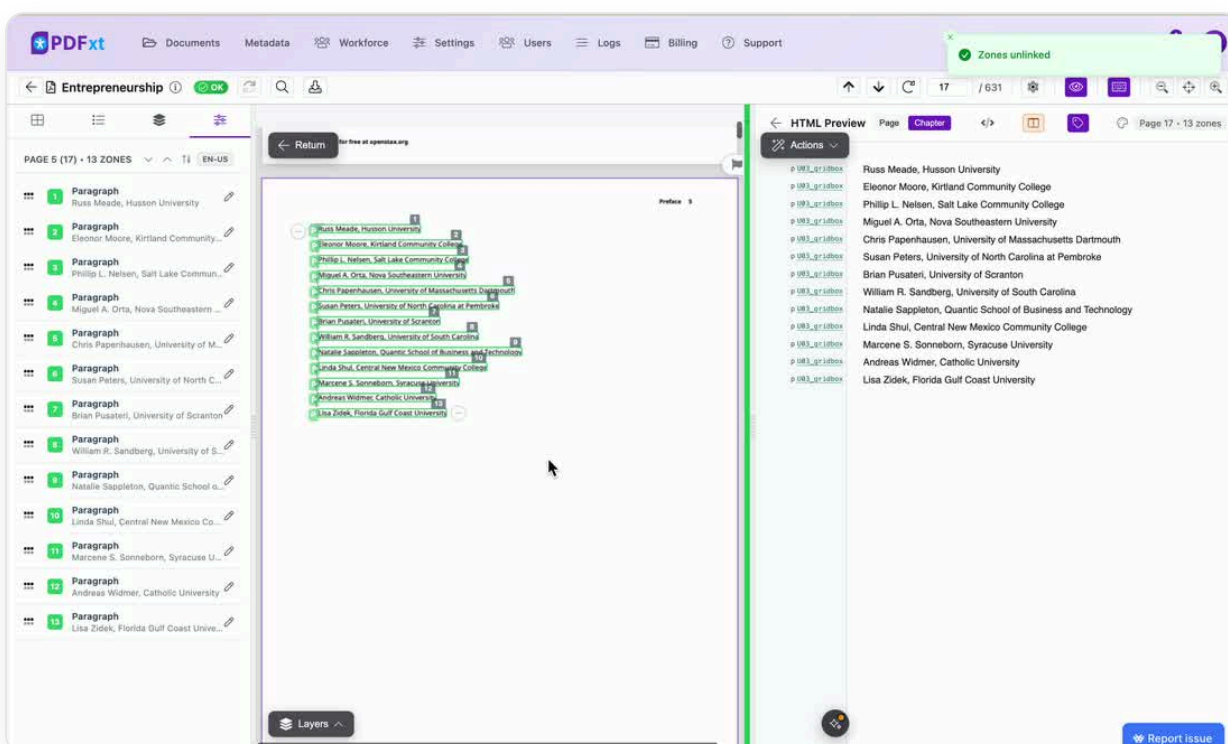
21 When I delete it, the system finds one more page with the same mistag, and I can delete it from here.



- 22 At the end of page 16, the system tagged this paragraph as continuing on the next page, which is incorrect.



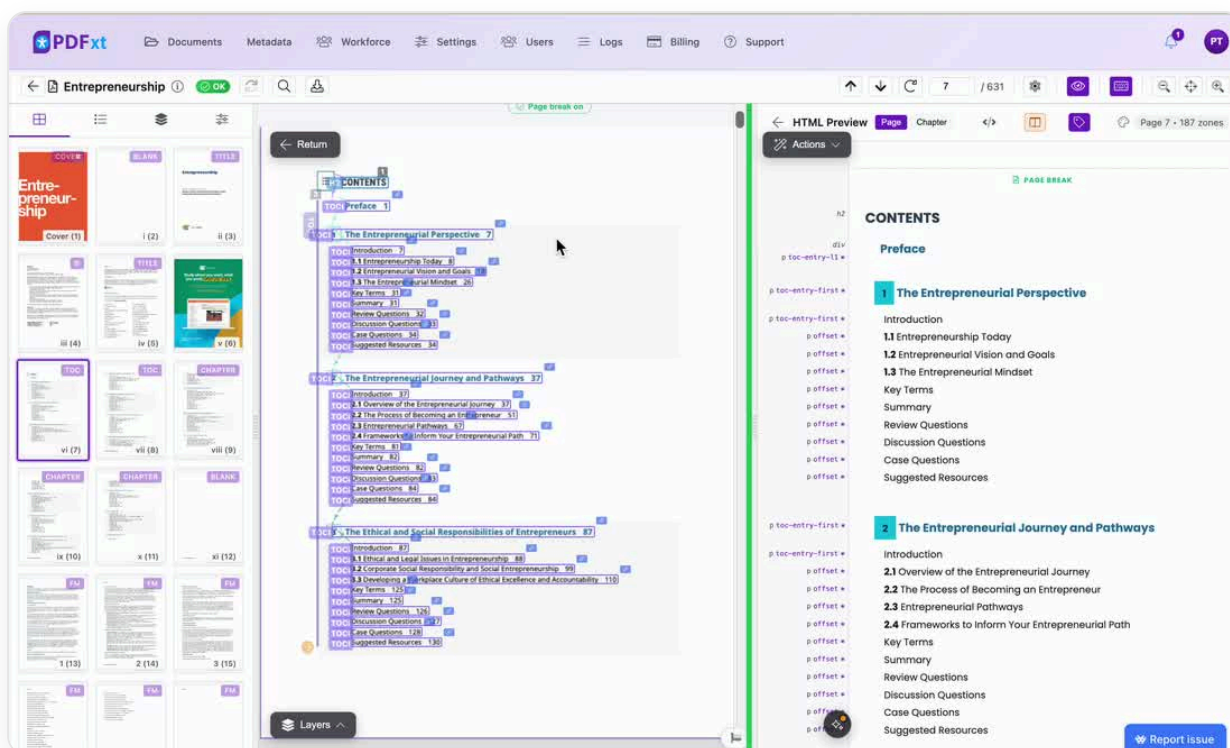
- 23 I am removing the tagging.



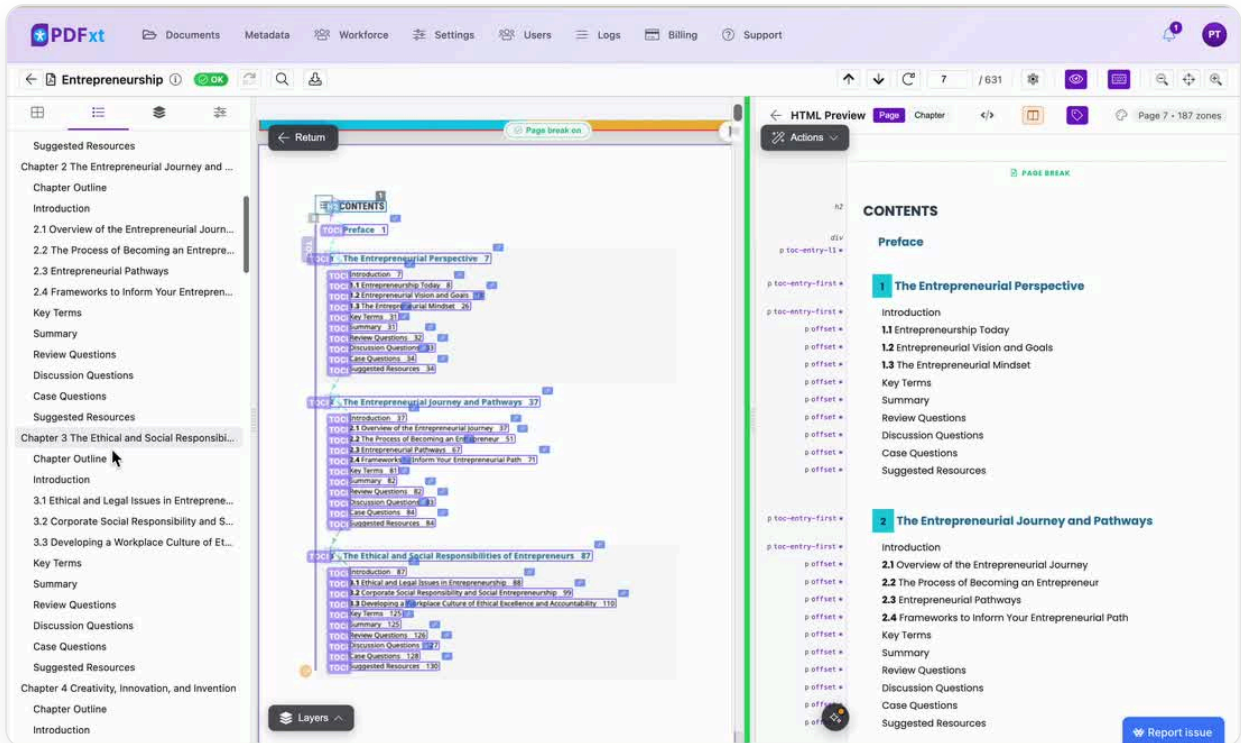
TOC & chapters

Build the TOC that goes into the ePUB NAV and NCX, and set chapter breaks so each chapter becomes its own HTML file.

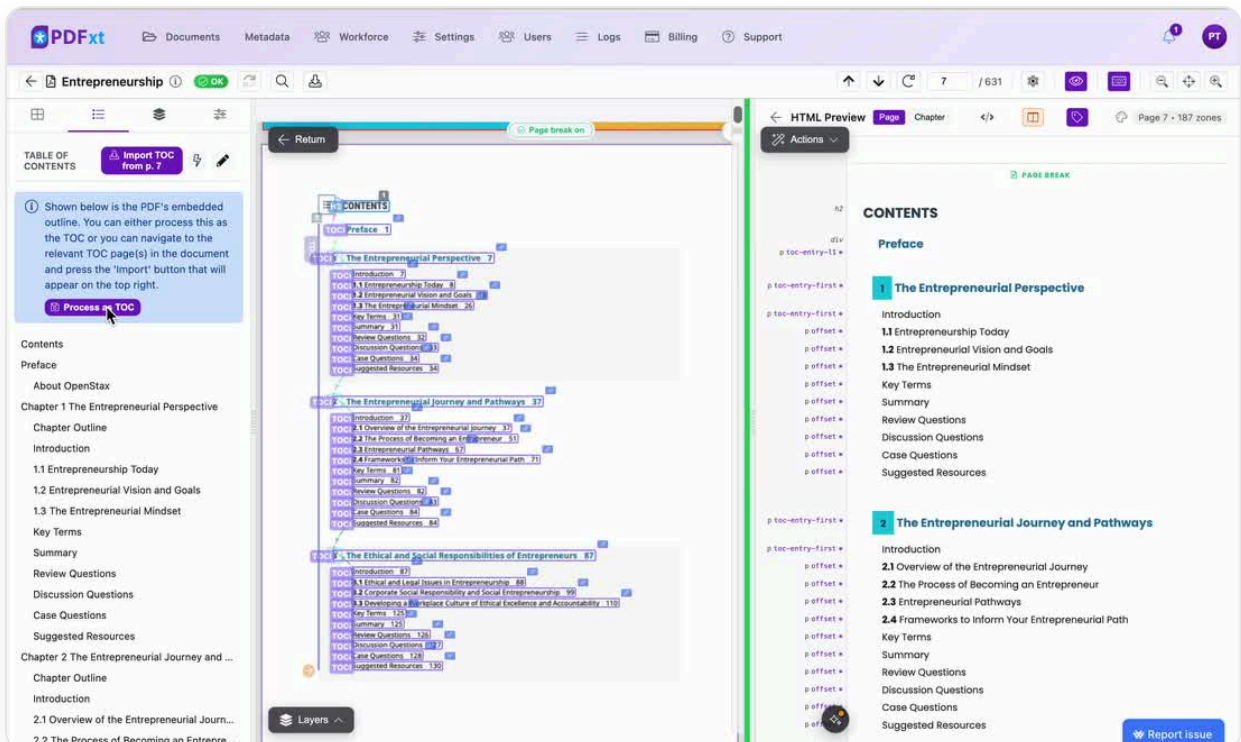
- 1 Now we will fix the TOC, which goes into the NAV or NCX file of the ePUB.



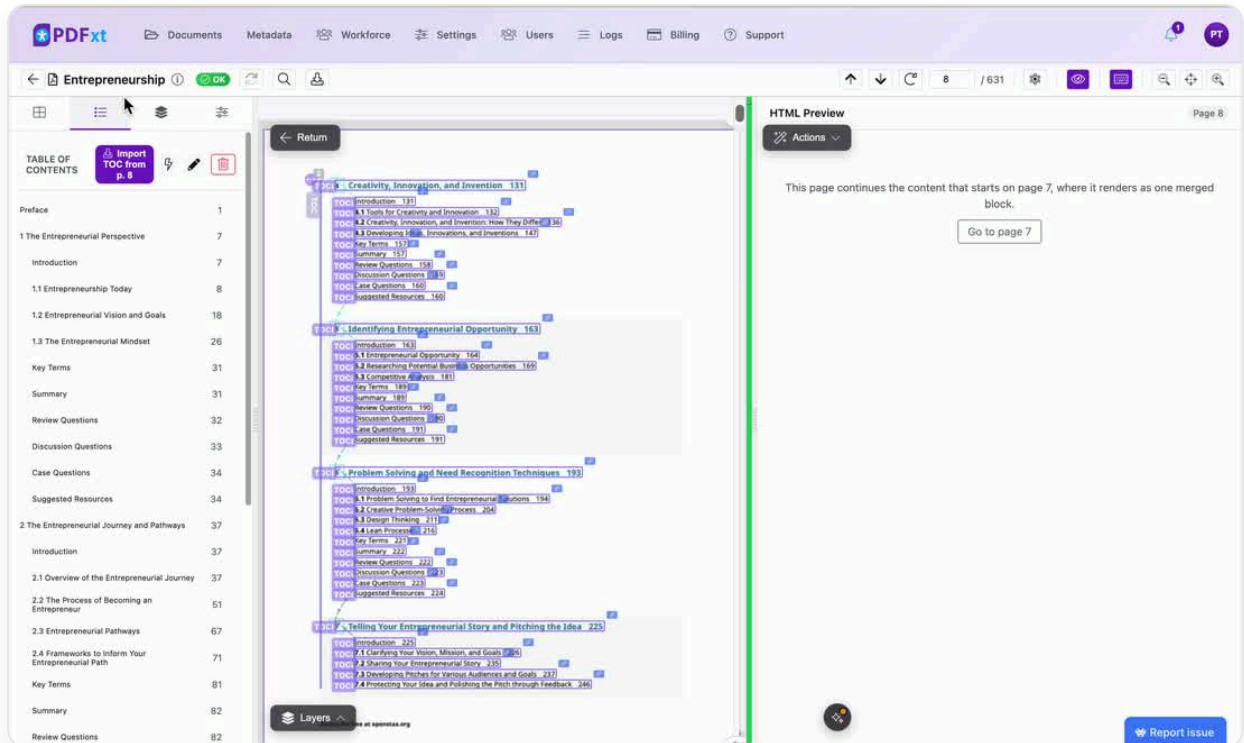
- 2 The system auto imports the TOC embedded in the input PDF, and lists it here in the Table of Contents panel.



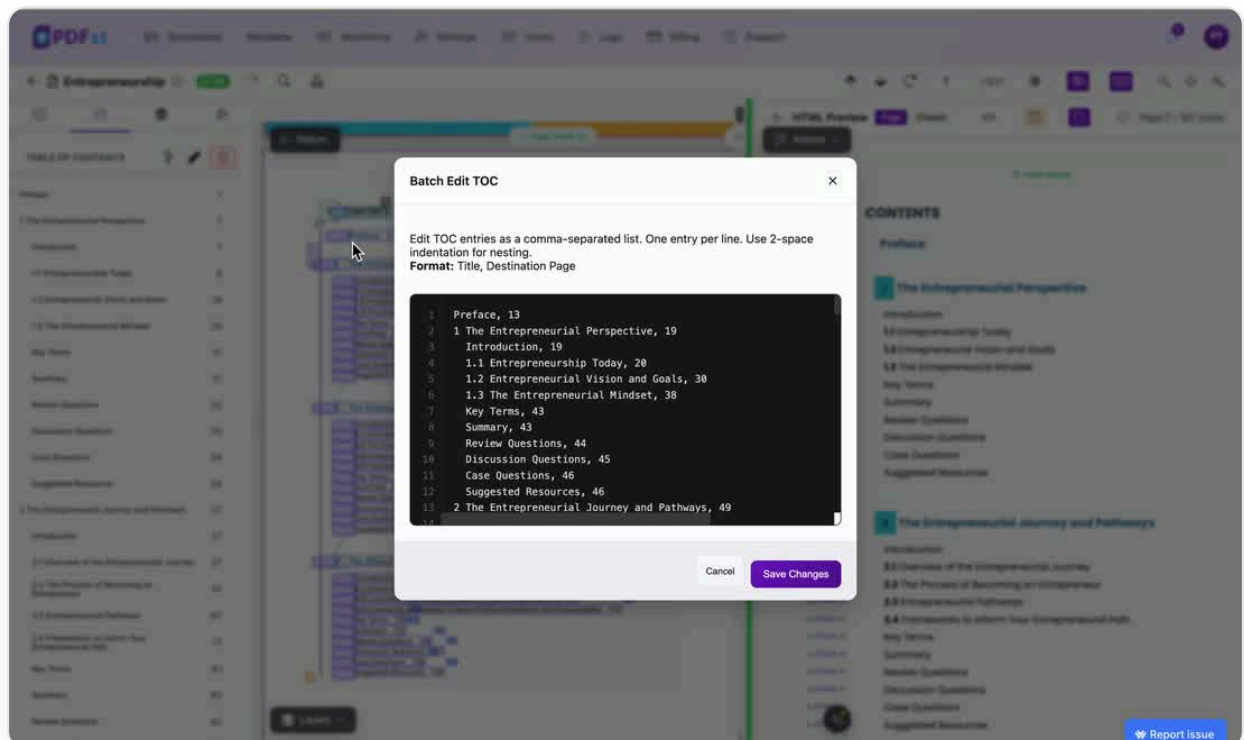
- 3 If the TOC is not available this way, we can navigate to the TOC pages in the document and use the Import button to bring in all the TOC elements from that page.



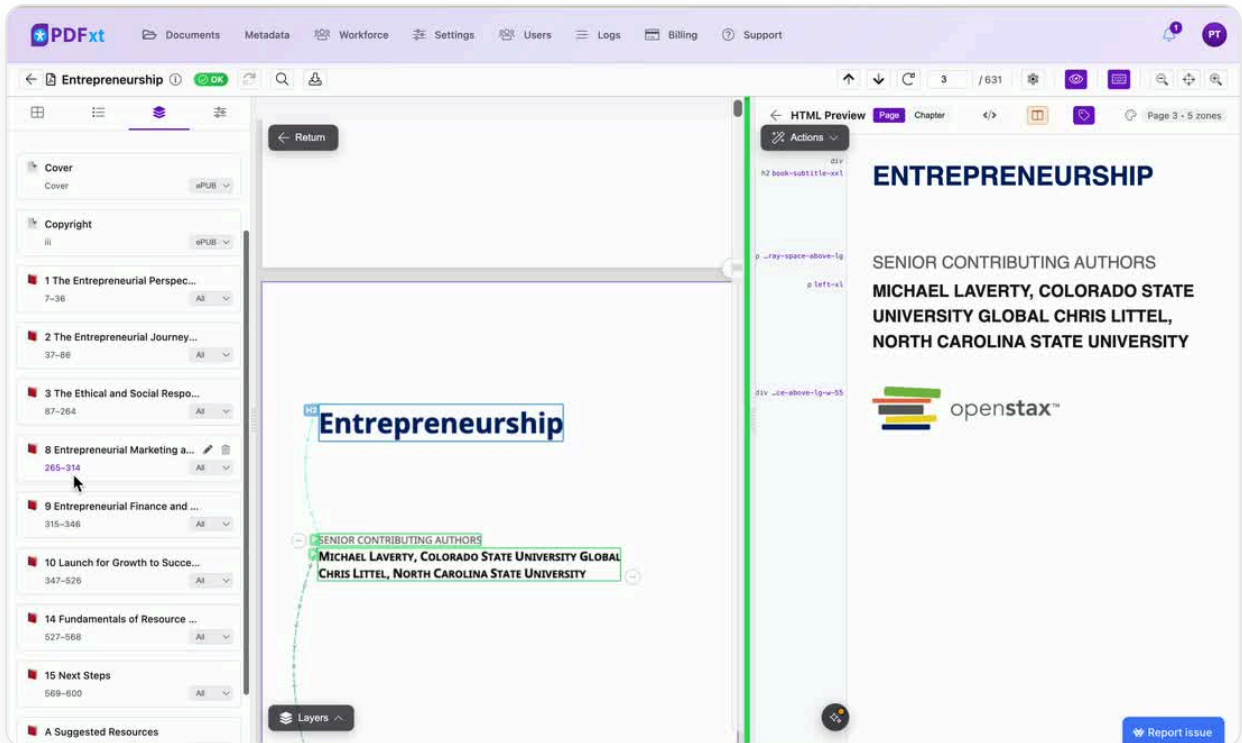
- 4 We repeat this step for all the TOC pages. Each import adds that page's entries to the TOC list, with their page numbers.



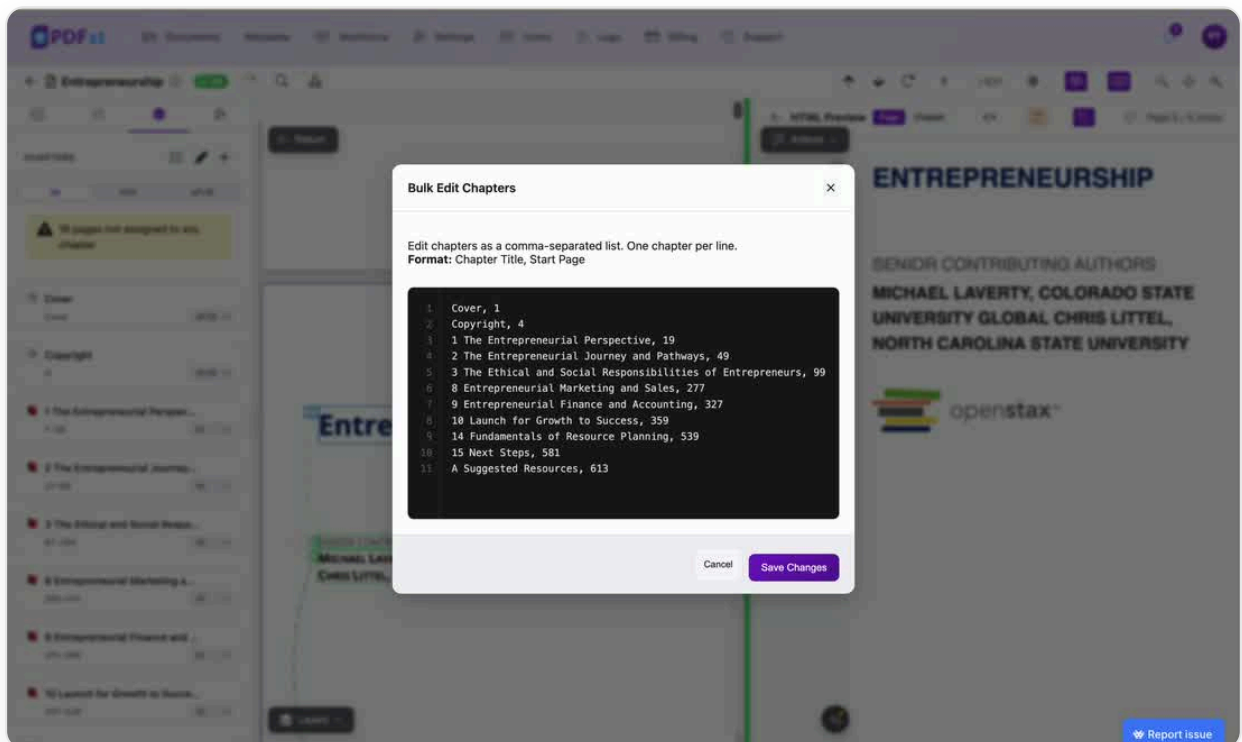
- 5 Next, we use the Bulk edit feature to add any missing TOC entries, along with their page numbers. Here I add the missing Cover and Copyright entries at the top of the list, then save.



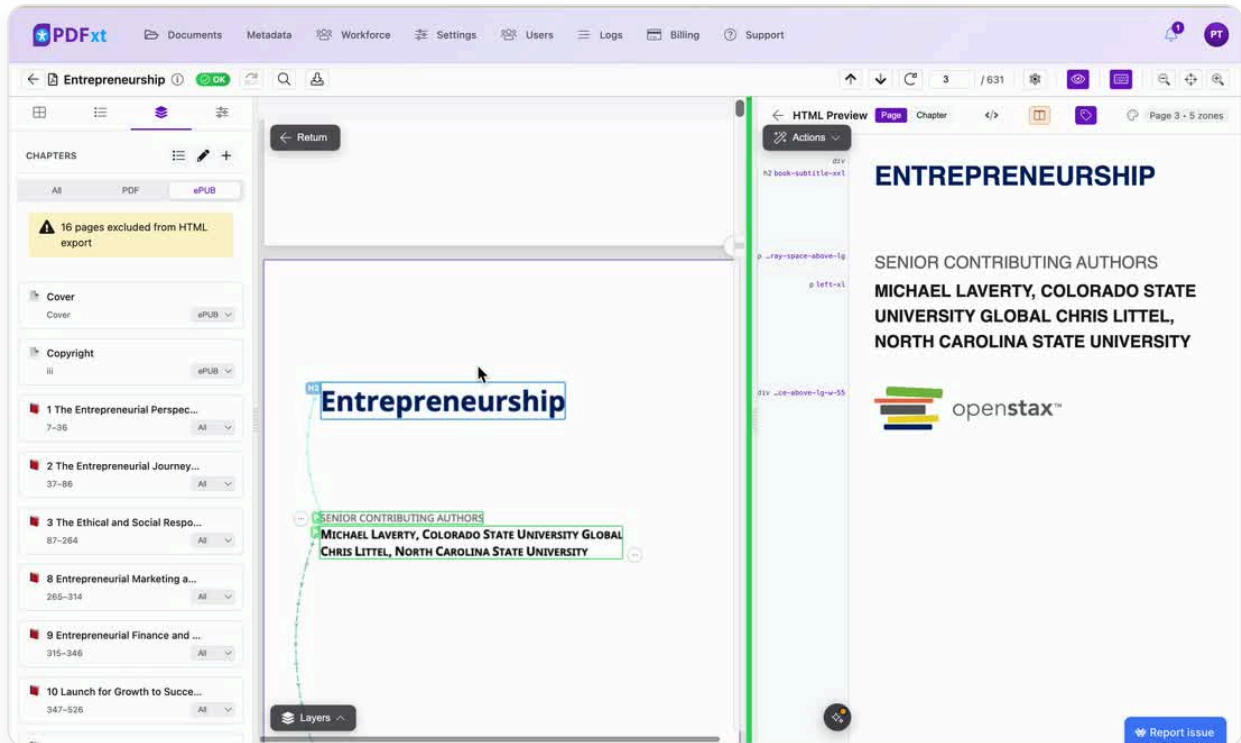
- 6 Once this is done, we move to the Chapters menu. Cover and Copyright are listed here as well.



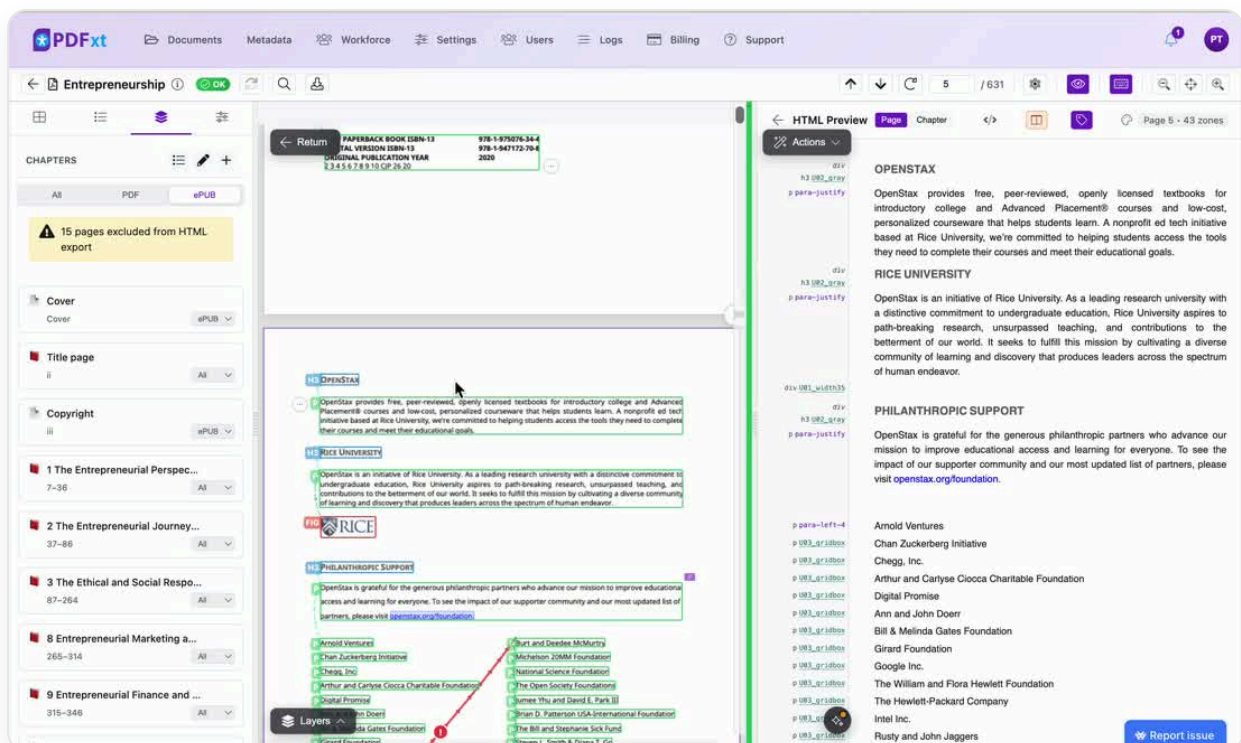
- 7 Here we record the chapter breaks. Each chapter recorded here becomes a separate HTML file in the output ePUB.



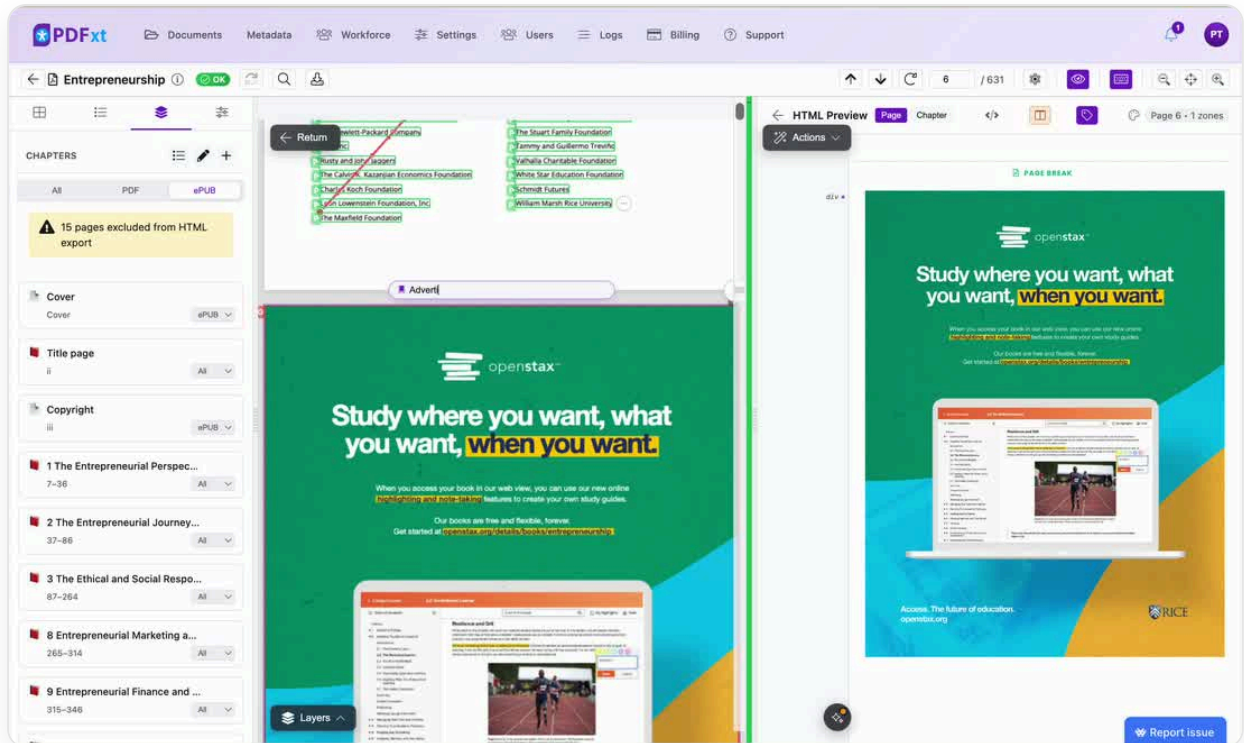
- 8 Another option is to add chapter breaks directly on the PDF. I click the Add chapter break button between the pages and enter a title.



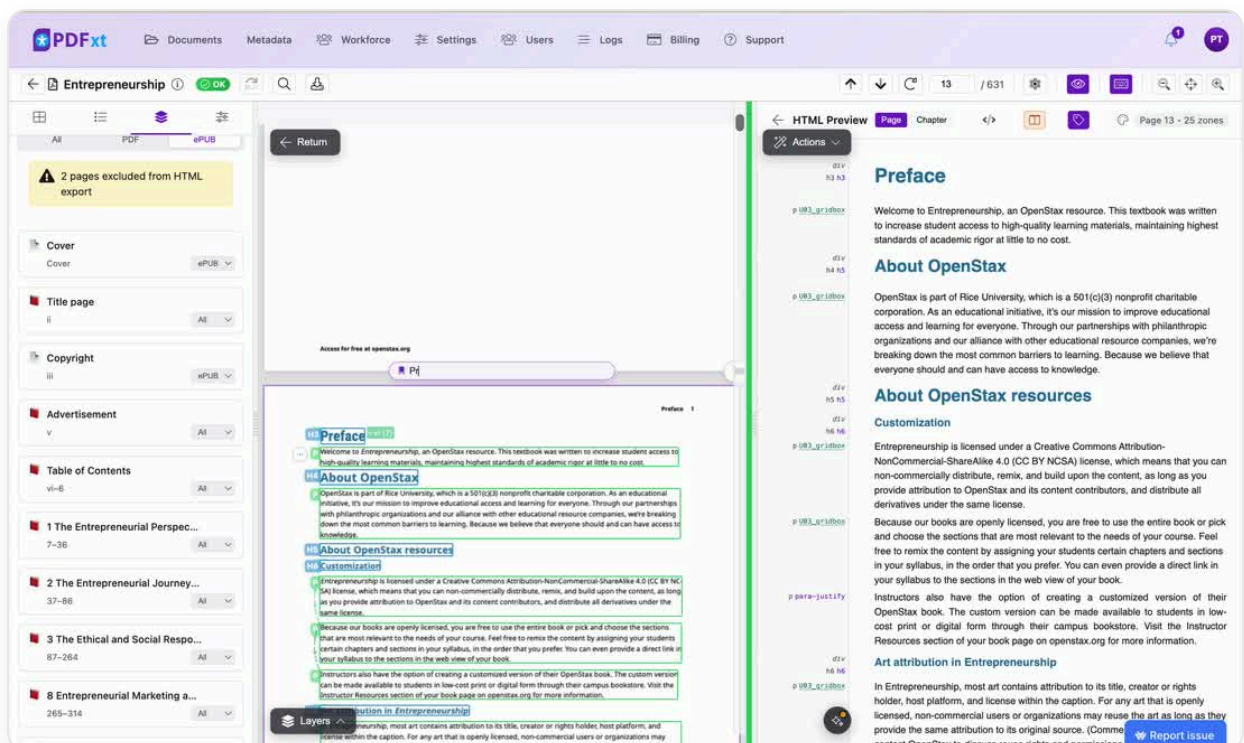
- 9 You can see it reflected in the chapter list on the left.



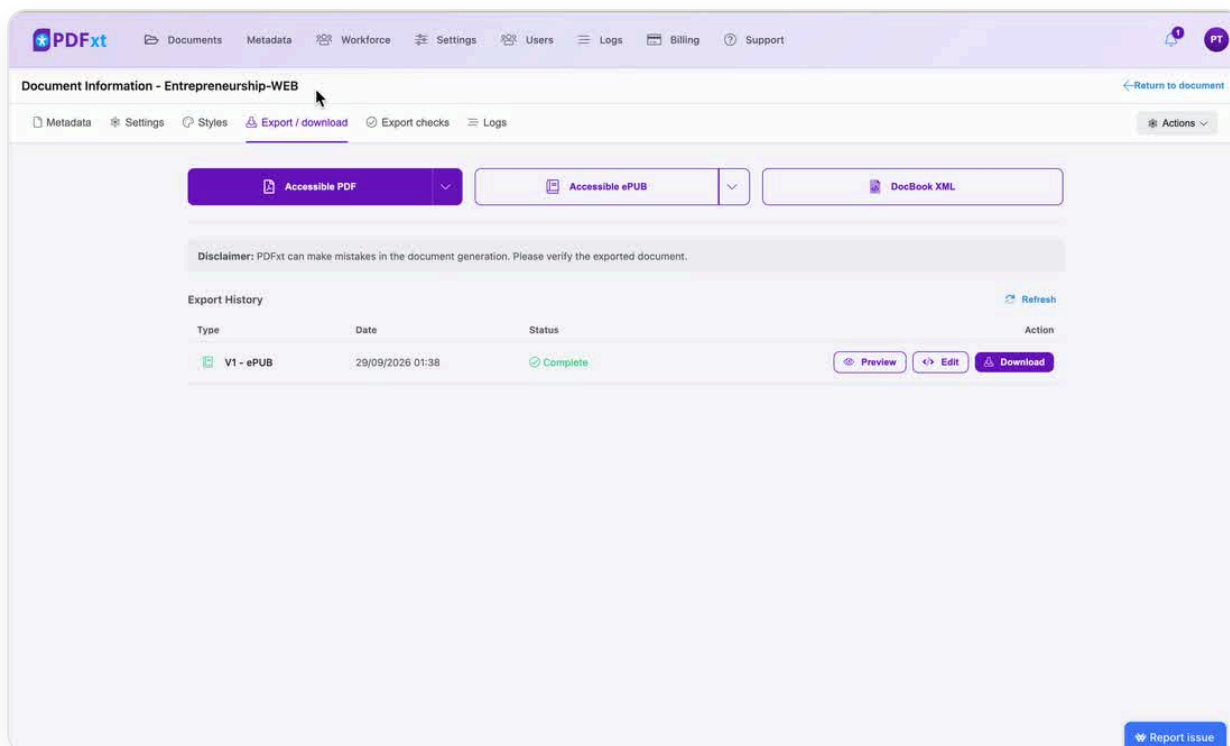
- 10 I repeat this for the Advertisement page, and then for the Table of Contents, so each becomes its own chapter.



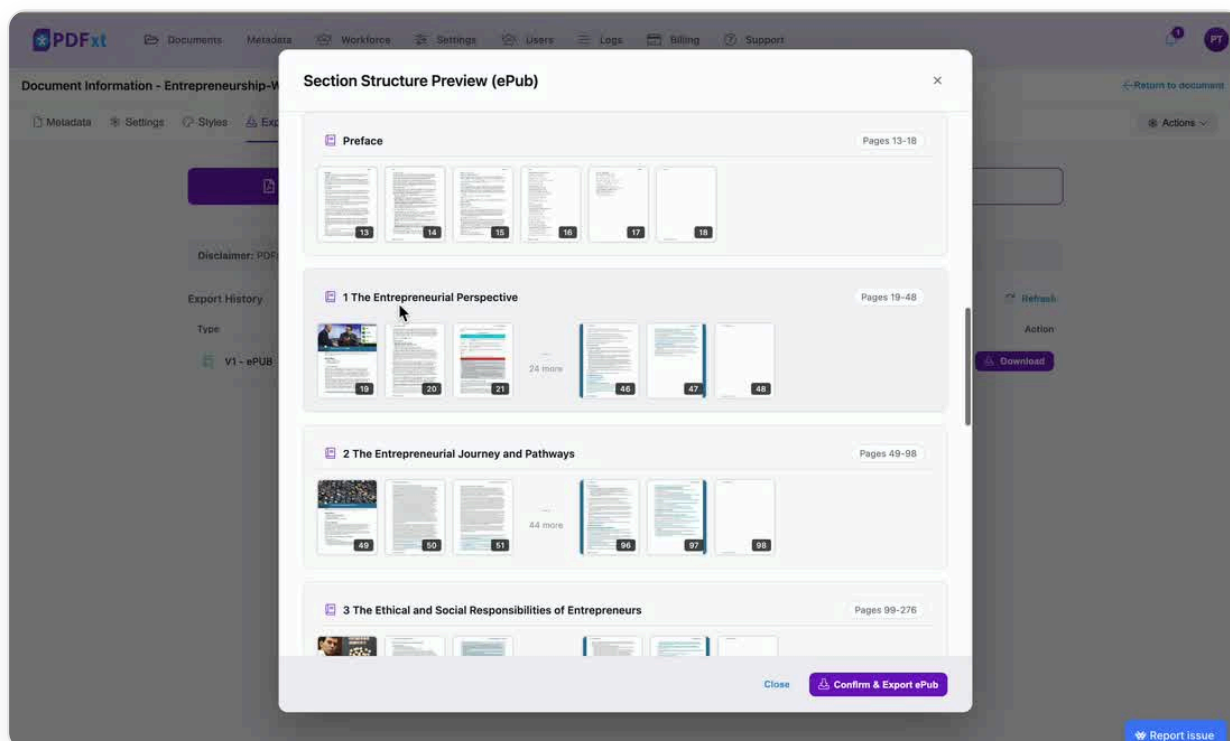
- 11 Finally, I add a chapter break for the Preface, and it appears in the list on the left.



- 12 Now, let's export the document as an ePUB.



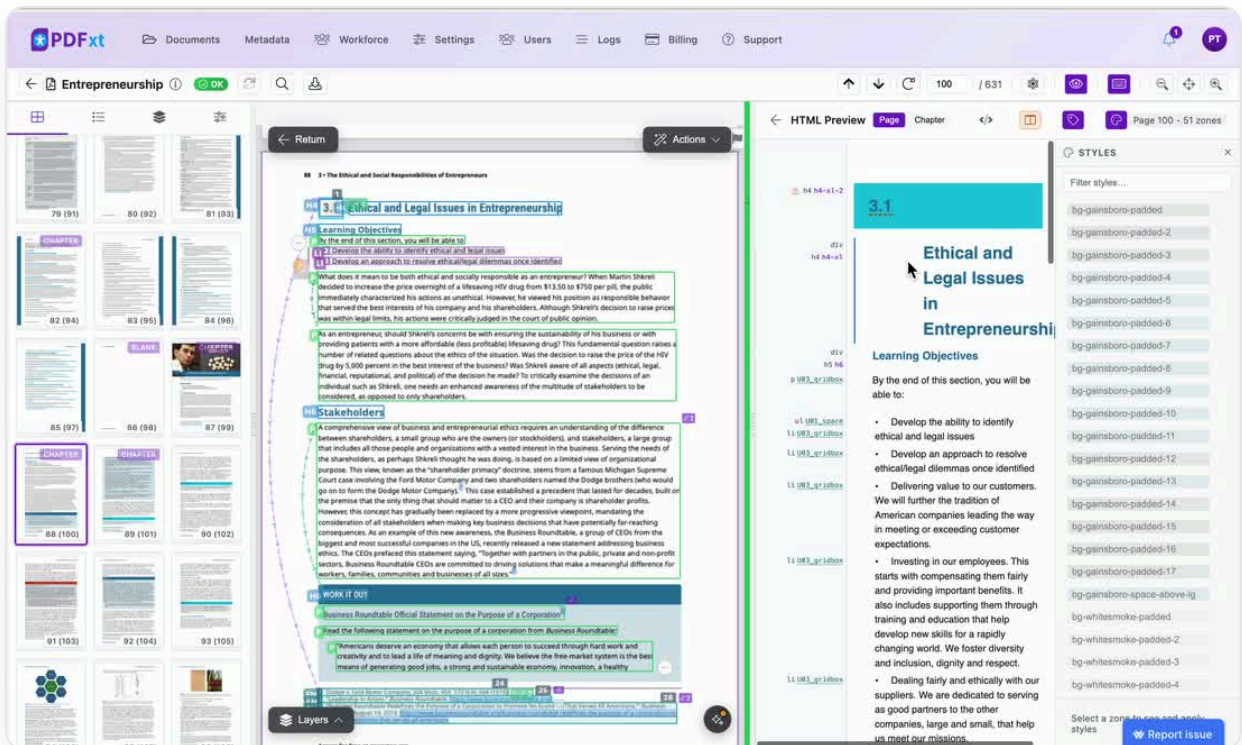
- 13 The preview shows how the pages are chunked into chapters for ePUB generation, following the Chapters list.



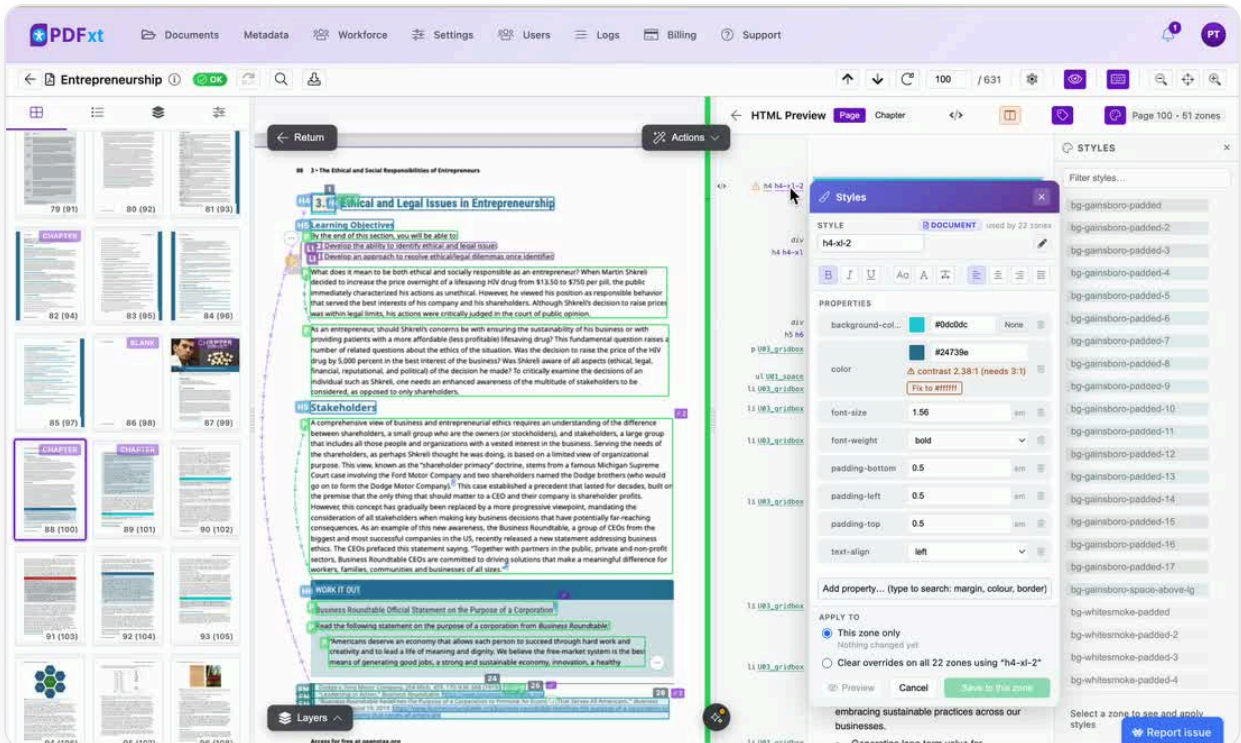
Applying styles

Inspect and edit the CSS applied to any zone, fix parent and reading order, preview style changes live, and edit HTML directly.

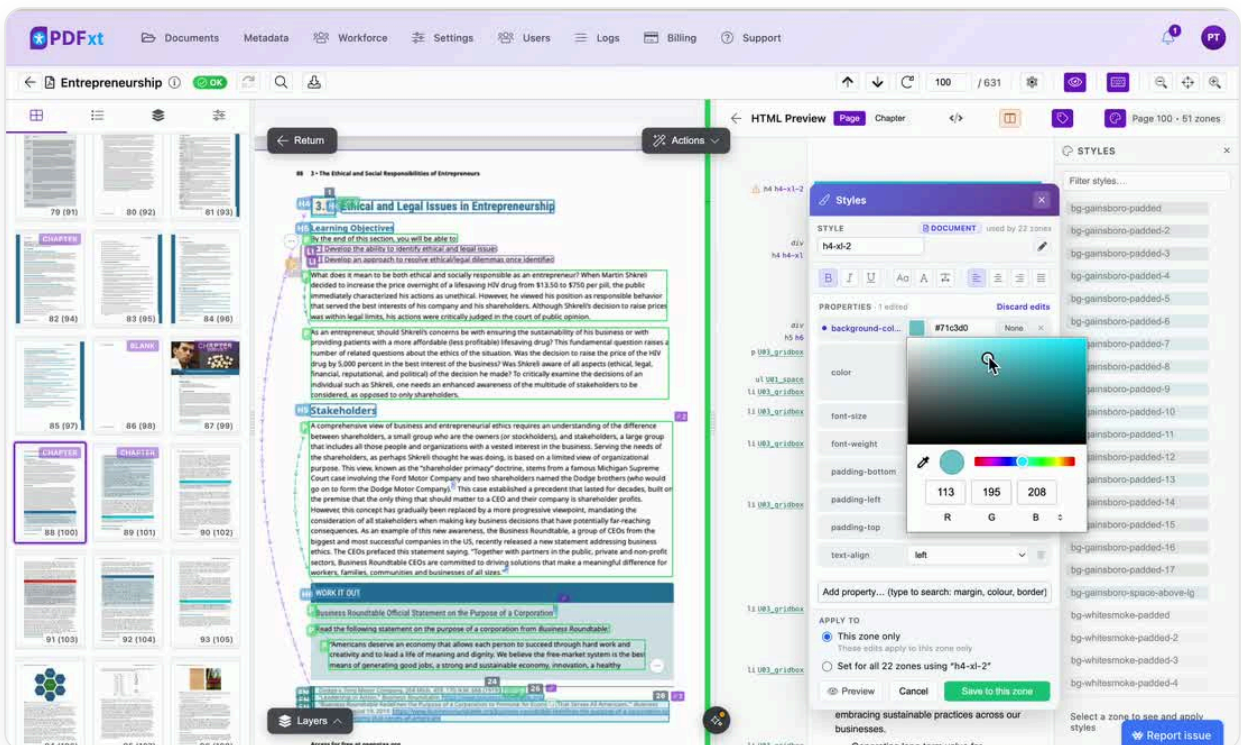
- 1 On the HTML content, we can enable the Styles pane.



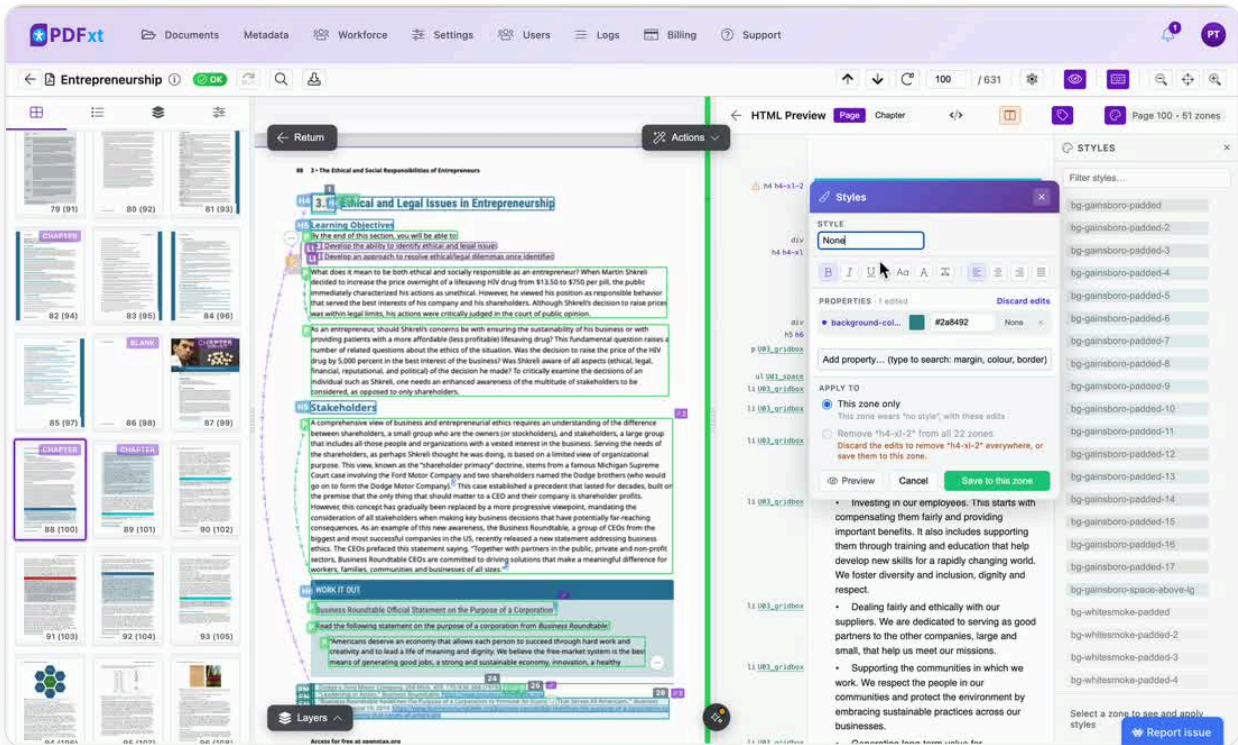
2 Then click a style name to view the CSS applied to that specific zone.



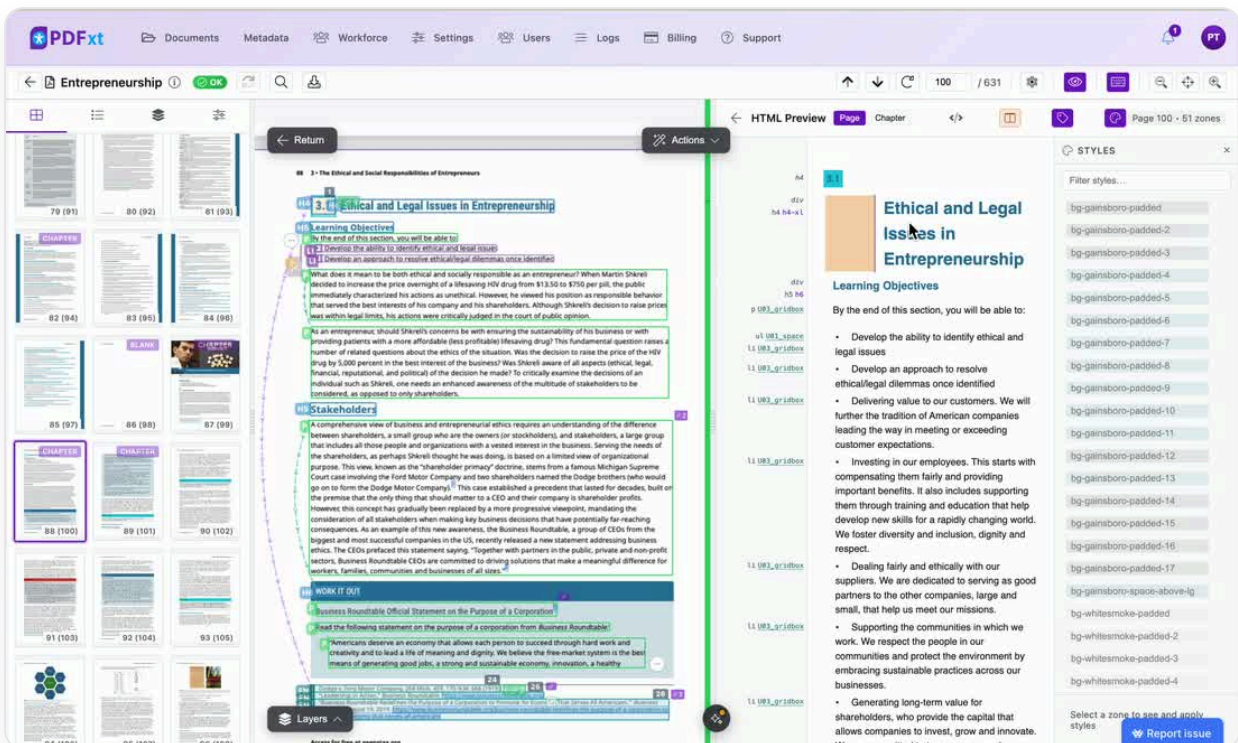
3 I can make changes to the stylesheet, like this background color.



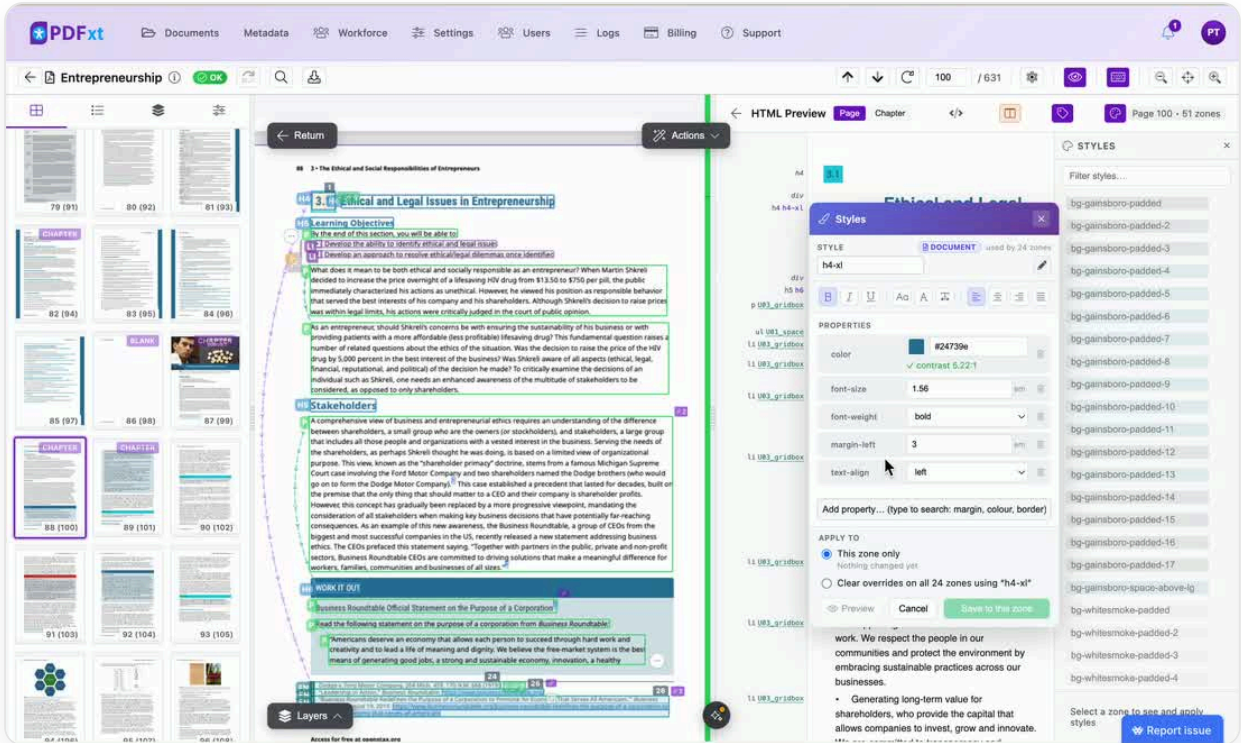
- 4 Or, in this case, I'm removing the class altogether. I'm asked whether to remove it from all instances, or only this one.



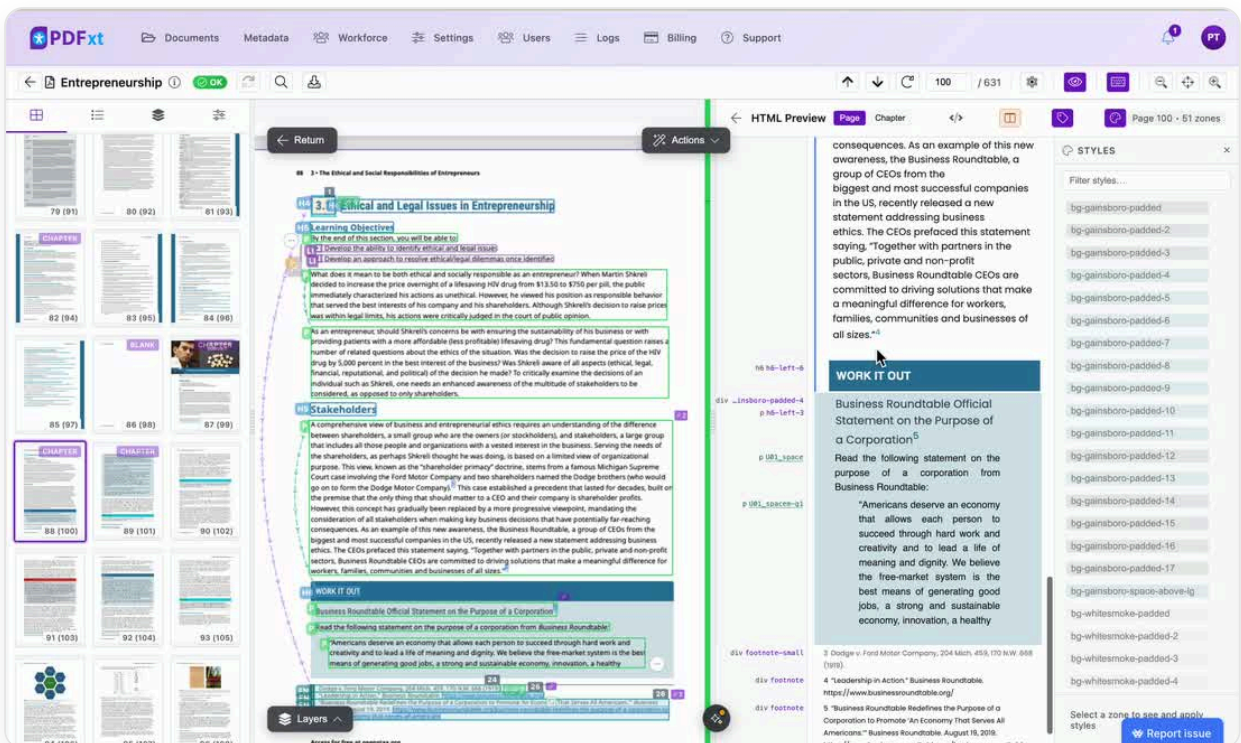
- 5 Normally, I'd choose a company style to replace it with.



- 6 Next, I'm editing this style, which is used across pages. I remove a property, and apply the change back to the original style, across all 24 zones.



- 7 Here is a box.



8

When I look at the zones, I can see the heading is incorrectly captured outside the box.

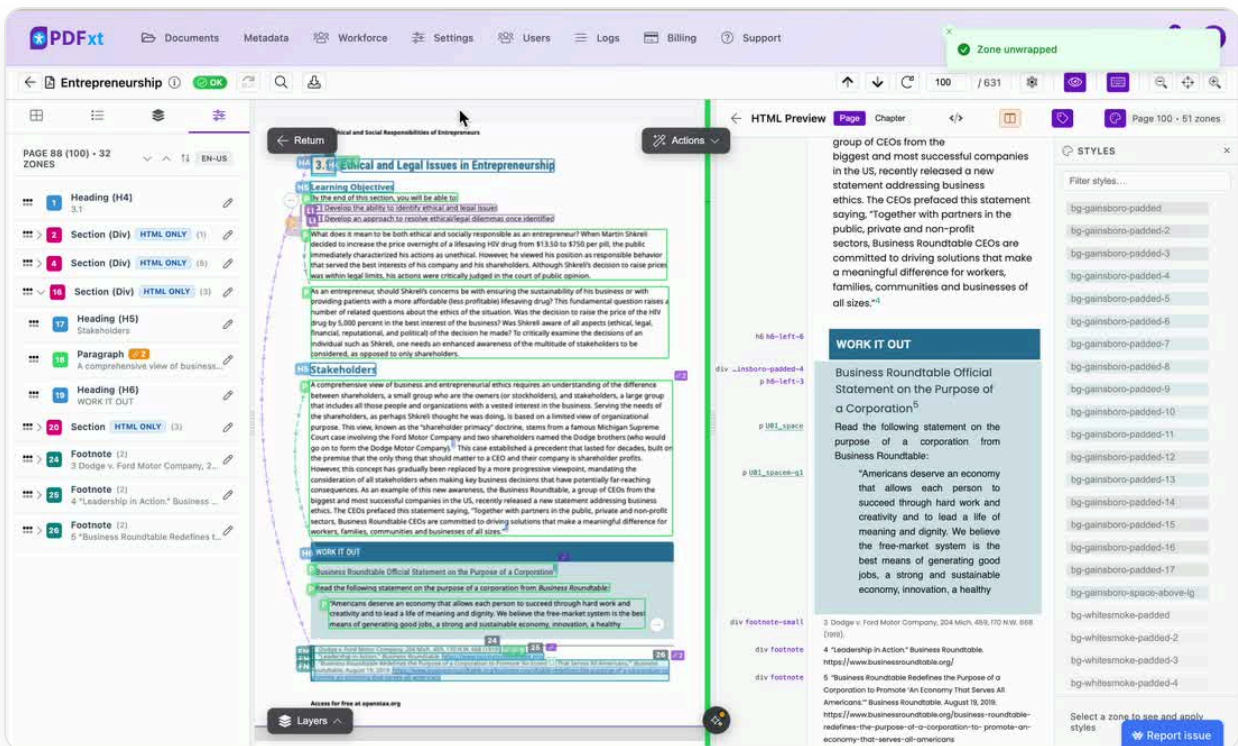
The screenshot shows the PDFxT interface with a document titled 'Entrepreneurship'. The main content area displays a document page with a heading '3.1 Ethical and Legal Issues in Entrepreneurship' and a section titled 'WORK IT OUT'. The heading is highlighted in blue, and the 'WORK IT OUT' section is highlighted in green. The document is displayed in a multi-page view with a sidebar on the left and a right-hand pane showing the HTML preview and styles.

9

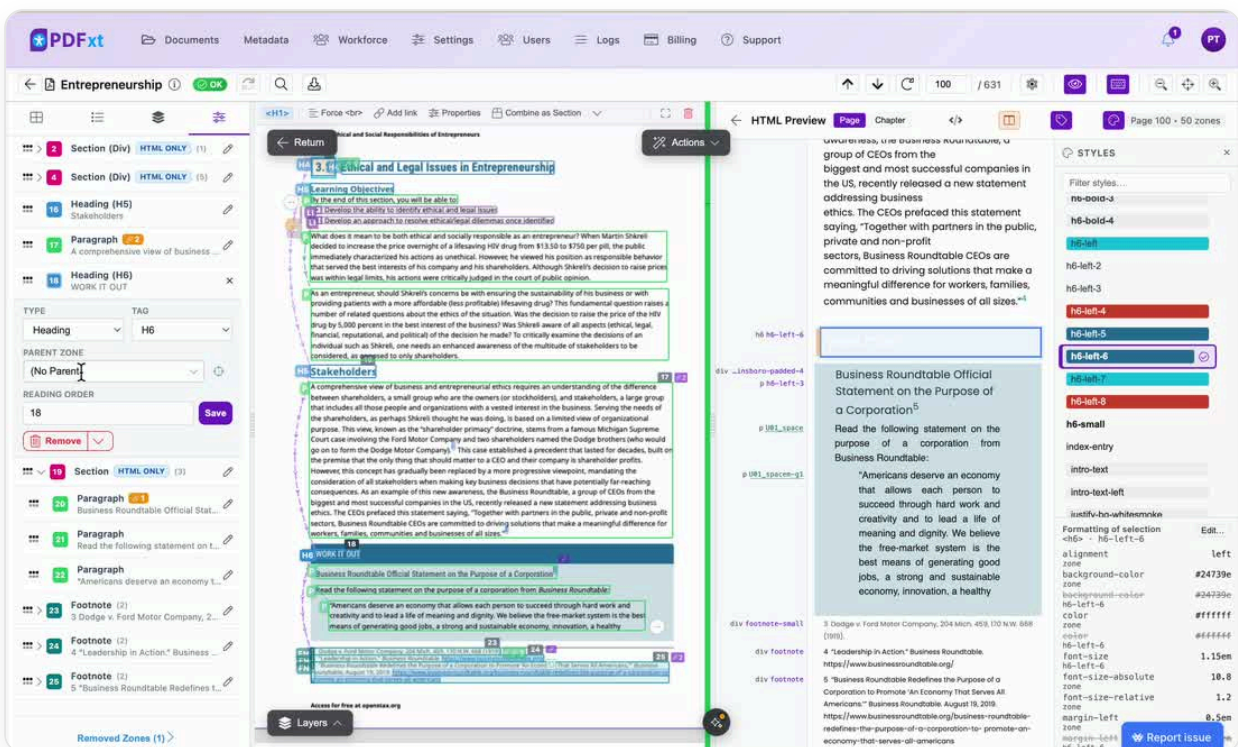
I'll first fix the parent and reading order to bring it into the box.

The screenshot shows the PDFxT interface with the same document. The heading '3.1 Ethical and Legal Issues in Entrepreneurship' is now correctly captured within the 'WORK IT OUT' section box. The heading is highlighted in blue, and the 'WORK IT OUT' section is highlighted in green. The document is displayed in a multi-page view with a sidebar on the left and a right-hand pane showing the HTML preview and styles.

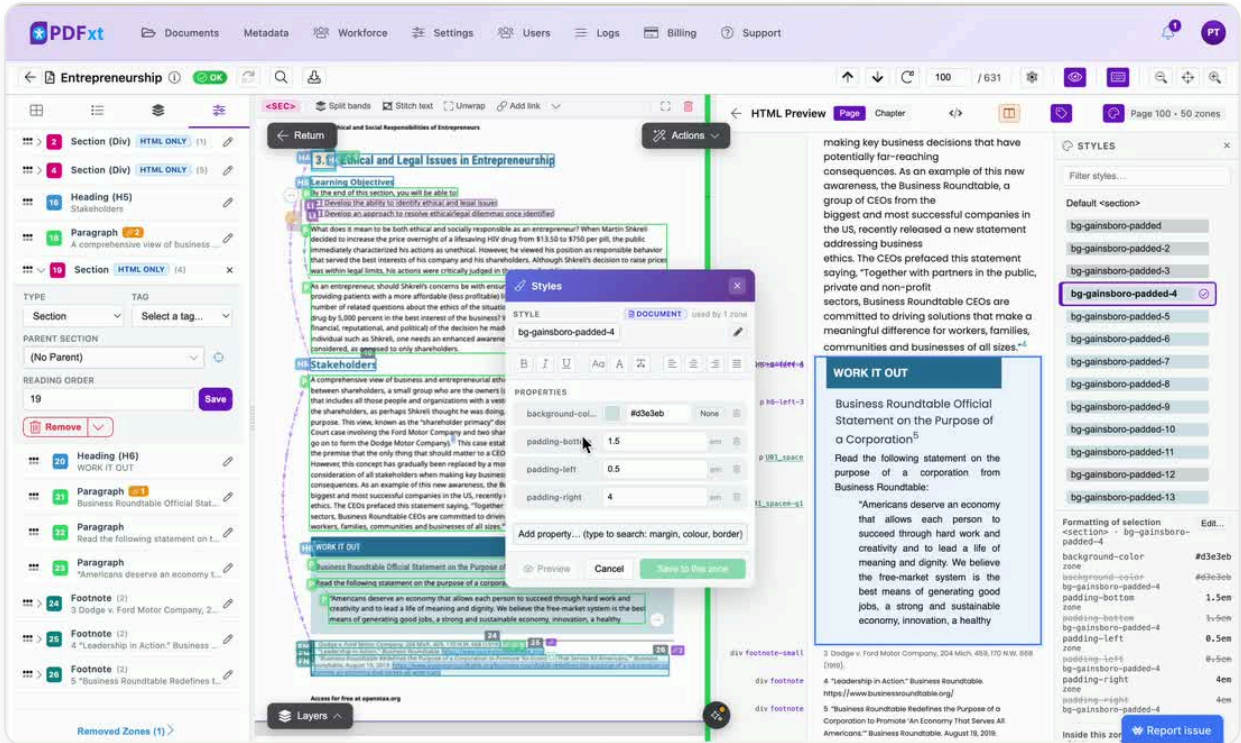
10



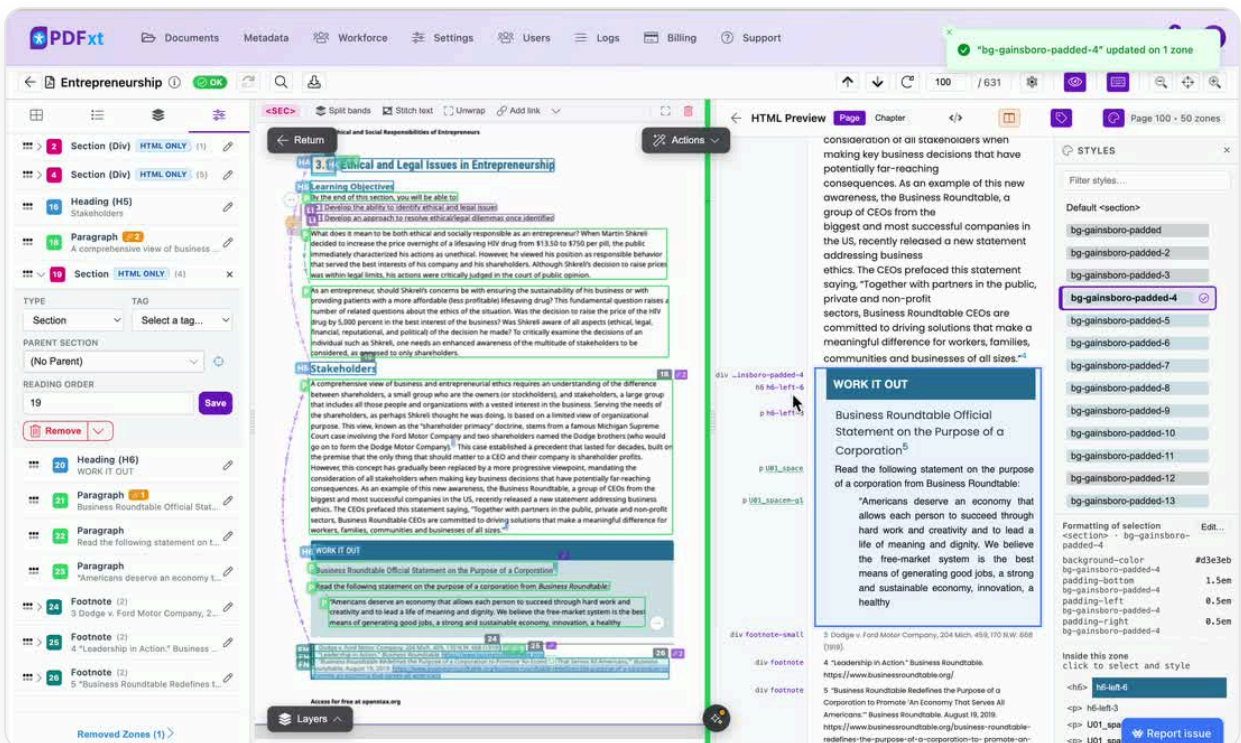
11



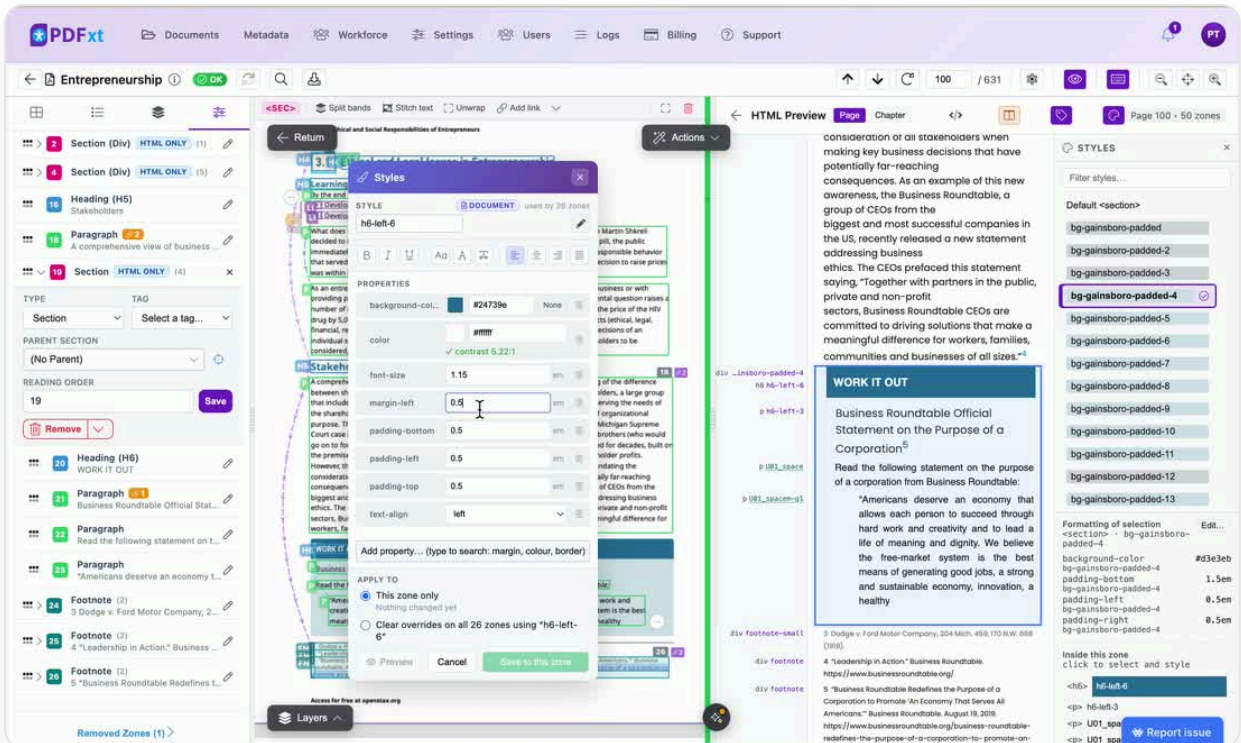
- 12 Then I style the box separately.
I can live preview my changes before applying them.



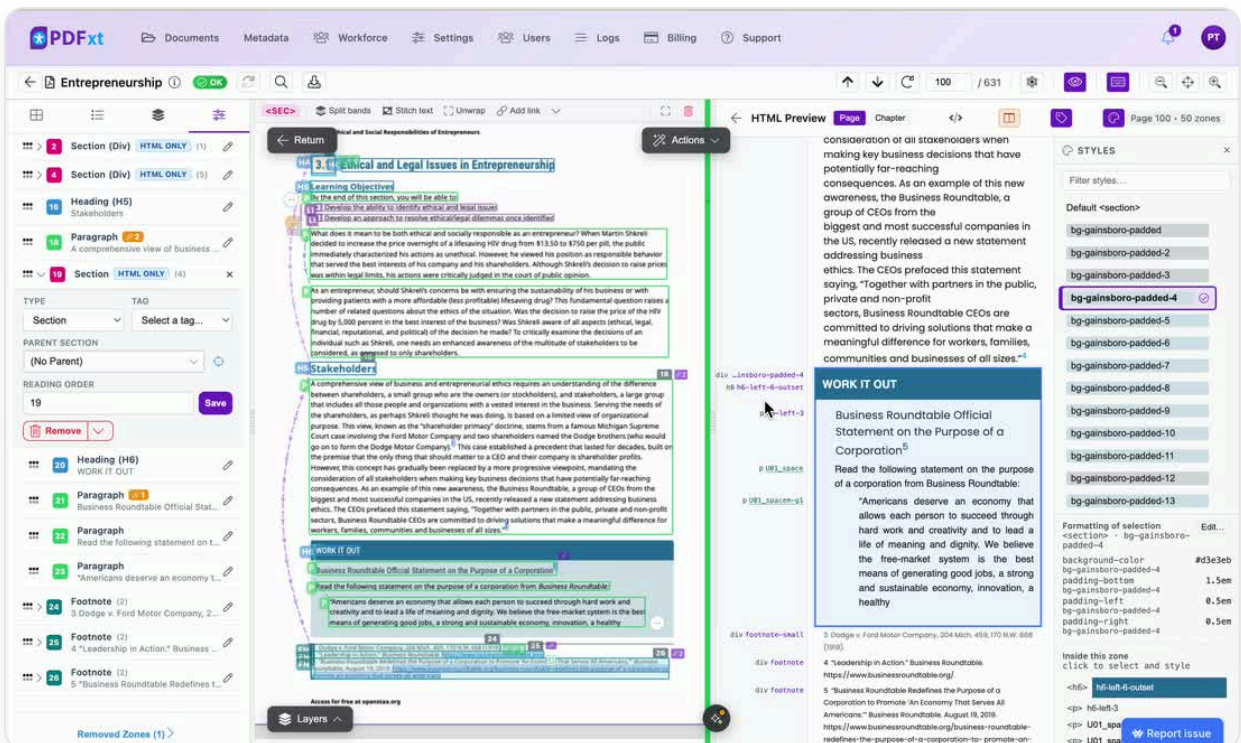
- 13 Once it looks right, I apply it to this zone.



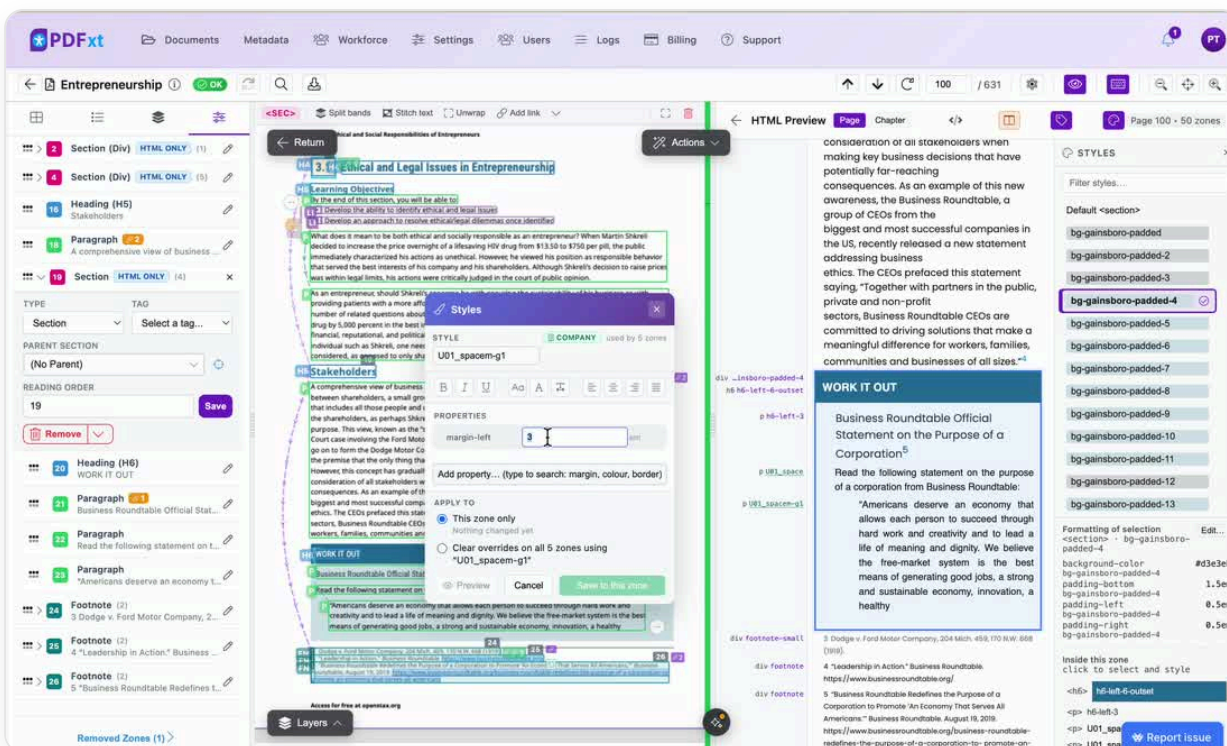
- 14 Then I style the heading separately.
Here I adjust its margins and preview the result.



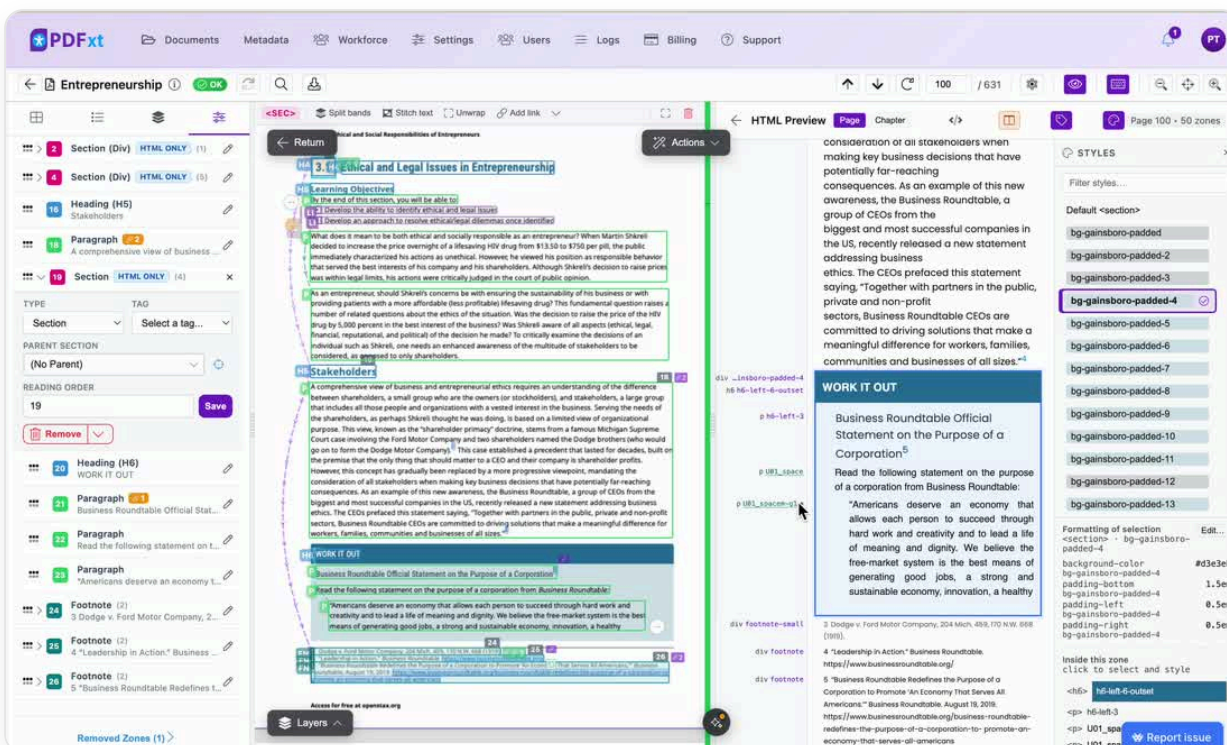
- 15 And save it to this zone.



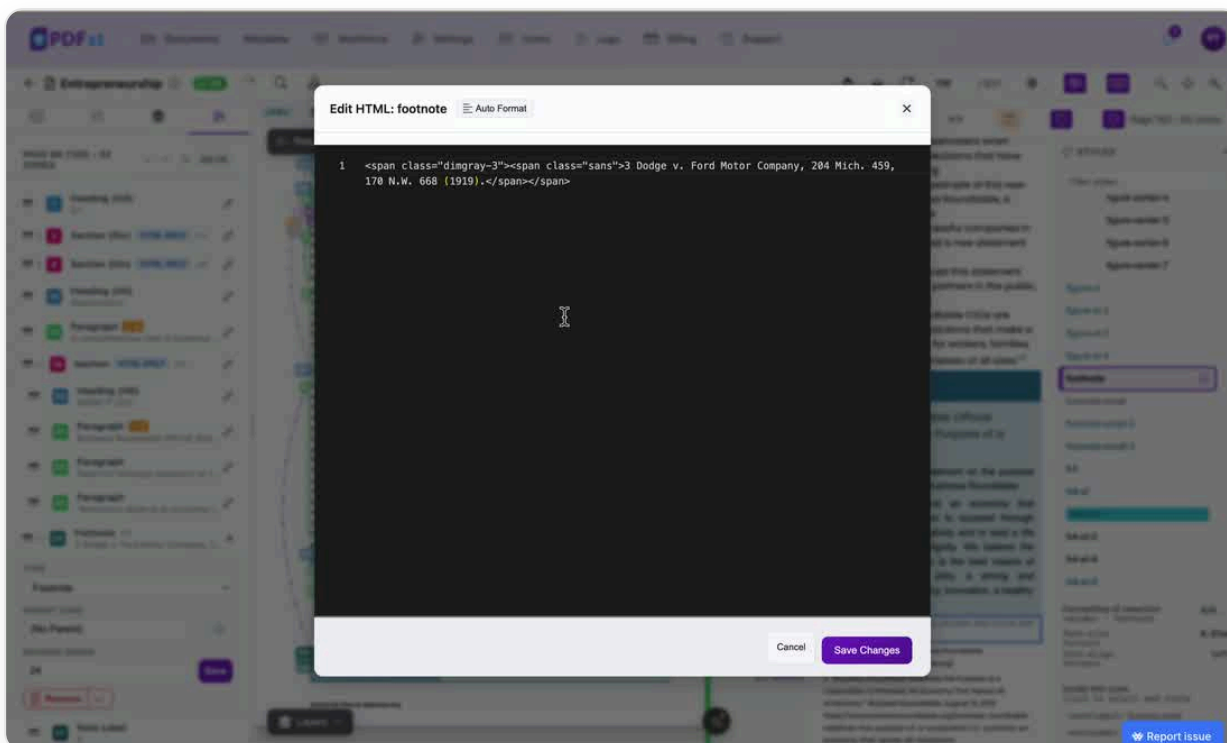
16 The same editor works on company styles too, like this paragraph margin.



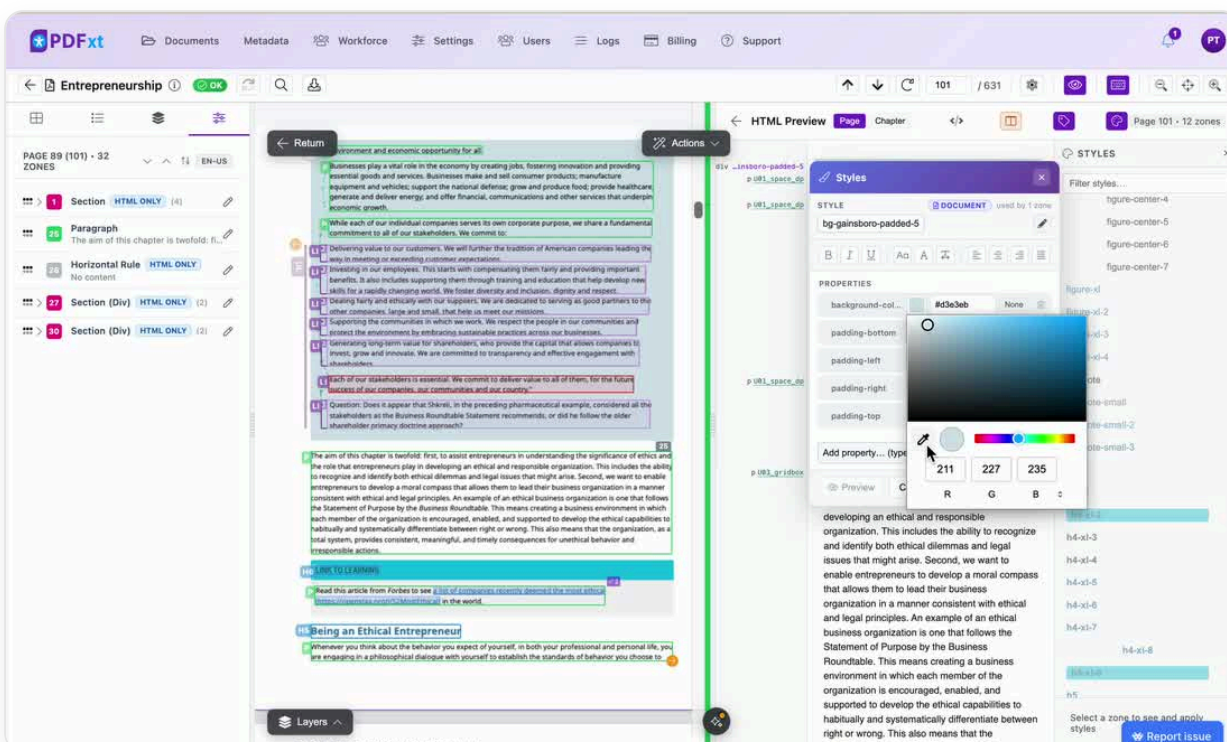
17 Back in the HTML preview, the box and heading now render together.



- 18 We also have the option to edit the HTML directly in the editor. Like in the case of this footnote, I can make changes to the HTML if required. I do the same for the next footnote.



- 19 On the next page, I adjust this box's background and save it to its style.



- 20 For this heading, I search the styles pane, which also lists the company stylesheet, and apply a new style.

The screenshot displays the PDFxT editor interface. The main document area shows a text document titled "Entrepreneurship" with various sections and paragraphs. The left sidebar contains a "ZONES" panel with a list of sections and their corresponding HTML tags. The right sidebar features a "STYLES" panel with a list of styles and their properties. The "STYLES" panel includes a "COMPANY STYLESHEET" section with a list of styles and their properties. The "STYLES" panel also includes a "Report Issue" button.

The "ZONES" panel on the left lists the following sections:

- Section (HTML ONLY) (4)
- Paragraph (The aim of this chapter is twofold: f...
- Horizontal Rule (HTML ONLY) (2)
- Section (Div) (HTML ONLY) (2)
- Section (Div) (HTML ONLY) (2)
- Heading (H5) Being an Ethical Entrepreneur

The "STYLES" panel on the right lists the following styles:

- h4
- h4-x1
- h4-x1-2
- h4-x1-3
- h4-x1-4
- h4-x1-5
- h4-x1-6
- h4-x1-7
- h4-x1-8
- h4-x1-9

The "COMPANY STYLESHEET" section lists the following styles:

- U01_h4
- U01_h4v
- U01_width40
- U04_h4a

The "Report Issue" button is located at the bottom right of the "STYLES" panel.

10

Tables

PART 10 / 15

Tag and redraw tables, fix rows, columns and spans in the five-step table editor, and stitch a table that continues across pages.

- 1 The system auto-identifies and tags all tables.

The screenshot shows the PDFxT editor interface. On the left is a sidebar with a document outline. The main area displays a document page with a table titled "Summary of Pitch Scenarios". The table has four columns: Audience, Pitch Length, Pitch Approach, and Key. The table is being edited, with a "Table Editor" overlay visible. The editor shows the table structure with rows and columns, and a "Layers" panel on the right. The table content is as follows:

Audience	Pitch Length	Pitch Approach	Key
Friends and family	Fifteen minutes	Usually verbal with a simple companion one-page handout explaining the concept, value proposition, and funds needed to get the enterprise off the ground	Shows basic elements of the business model and (if it's appropriate) market sale points and level
Elevator pitch competitions	Two to five minutes	Usually a verbal pitch or single slide summarizing need, solution, market, opportunity	Shows high innovation value proposition and to a close audience
	Five to fifteen minutes depending on venue/notes	Varies from basic verbal to deck of one to eight slides	Presentations that include

2 Let's assume there was an issue with this table.

3 I'll delete all tags on this page with **Shift** + **Del**, and redraw the heading and table.

4 I also remove the table tag on the next page, where the table continues.

The screenshot shows the PDFxT interface with page 251 selected. A table titled "Table 7.3" is visible. A red box highlights the table title, and a red arrow points to the "CAP" tag. A red box also highlights the "Table 7.3" tag. A red box with the text "Found 3 similar zones in the same position on following pages. Would you like to delete these similar zones as well?" is shown. A red button labeled "Delete 3 Zones" is visible. The table content is as follows:

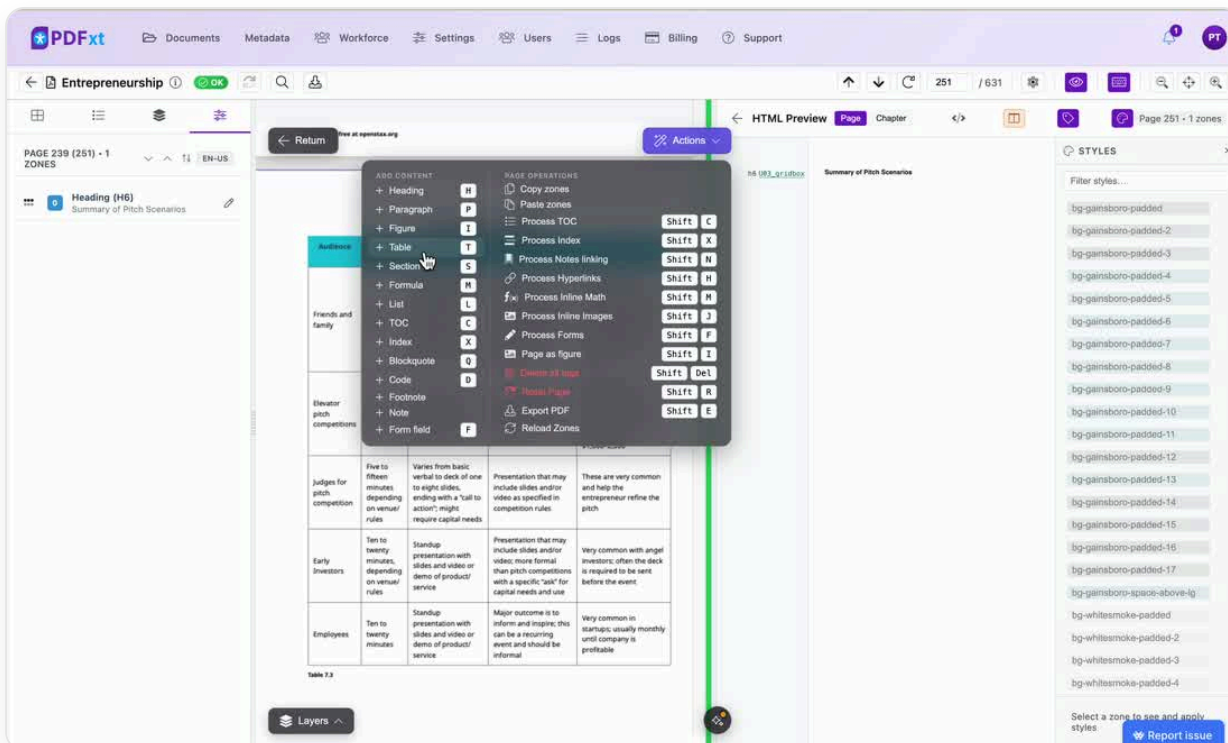
Audience	Pitch Length	Pitch Approach	Key Context	Notes
Trade groups/associations	Ten to twenty minutes	Standup presentation with slides and video or demo of product/service; may be tailored to the specific group	Major outcome is to inform and connect to other key groups (investors, customers, etc.)	Very common at trade conferences; some have their own pitch competitions
Grant-making agencies (such as NSF, NSF)	Ten to twenty minutes if in person but usually embedded in grant application	Usually written but can lead to face-to-face meetings, depending on agency rules	Outcome is to get "scored" to gain grant funding if not awarded, company can reapply in the next grant cycle	Grants are often technical and usually awarded for research and cannot be used for any commercial activities

5 First, I pick Heading from the Actions menu and draw it around the table title.

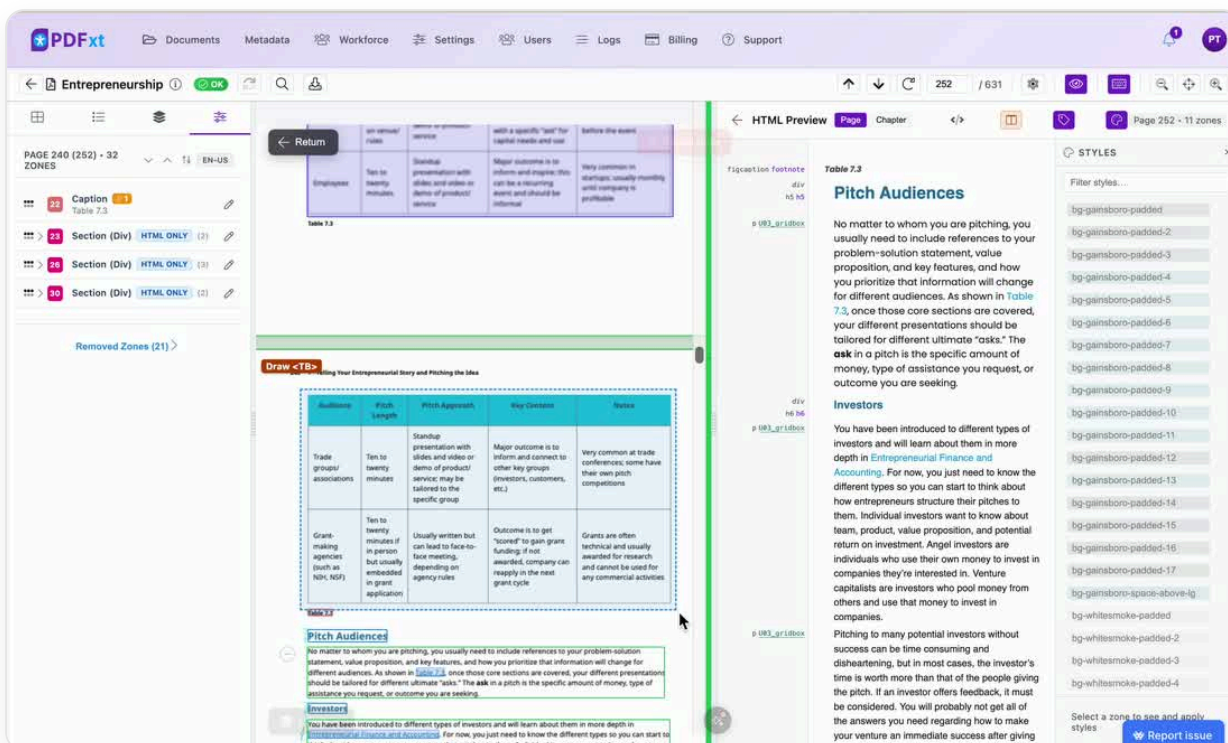
The screenshot shows the PDFxT interface with page 251 selected. A table titled "Table 7.3" is visible. A red box highlights the table title, and a red arrow points to the "CAP" tag. A red box also highlights the "Table 7.3" tag. A red box with the text "Hold the left mouse button and drag to draw a zone. Stay within a single column, don't draw across columns." is shown. A red button labeled "Cancel Draw" is visible. The table content is as follows:

Audience	Pitch Length	Pitch Approach	Key Context	Notes
Friends and family	Fifteen minutes	Usually verbal with a simple companion one-page handout explaining the concept, value proposition, and funds needed to get the enterprise off the ground	Should cover basic elements of the business model and concept, unmet need, and solution (including if it seems patentable), market and sales potential, and high-level risks	This common pitch can be emotional as founders are appealing to people they know well and are counting on their personal reputation and credibility vs. detailed data to sell the idea
Elevator pitch competitions	Two to five minutes	Usually a verbal pitch or single slide summarizing need, solution, market, opportunity	Should cover high-level innovation, value proposition, and a "call to action" to close the audience	Very common at accelerator or incubator events, university entrepreneurship events, etc. Prizes range from free services to \$1,000-2,000
Judges for pitch competition	Five to fifteen minutes depending on venue/rules	Varies from basic verbal to deck of one to eight slides, ending with a "call to action" might require capital needs	Presentation that may include slides and/or video as specified in competition rules	These are very common and help the entrepreneur refine the pitch
Early investors	Ten to twenty minutes, depending on venue/rules	Standup presentation with slides and video or demo of product/service	Presentation that may include slides and/or video; more formal than pitch competitions with a specific "ask" for capital needs and use	Very common with angel investors; often the deck is required to be sent before the event
Employees	Ten to twenty minutes	Standup presentation with slides and video or demo of product/service	Major outcome is to inform and inspire; this can be a recurring event and should be informal	Very common in startups; usually monthly until company is profitable

- 6 For the table, I select Table as the zone from the Actions menu, or press the T key, and draw a zone around the table area.



- 7 I do the same for the rest of the table on the next page.



8 The system auto-detects the rows and columns.

The screenshot shows the PDFxT interface with a document titled 'Entrepreneurship'. On the left, a sidebar shows the document structure with a table titled 'Audience Pitch Length Pitch Approach'. The main area displays a table with 5 columns: Audience, Pitch Length, Pitch Approach, Key Content, and Notes. The table is titled 'Summary of Pitch Scenarios' and contains 6 rows of data for different audiences like 'Friends and family', 'Elevator pitch competitions', 'Judges for pitch competition', 'Early investors', and 'Employees'. The right sidebar shows the 'HTML Preview' and a 'STYLES' panel with various style options.

Audience	Pitch Length	Pitch Approach	Key Content	Notes
Friends and family	Fifteen minutes	Usually verbal with a simple companion one-page handout explaining the concept, value proposition, and funds needed to get the enterprise off the ground.	Should cover basic elements of the business model and concept, unmet need, and solution (including if it seems patentable), market and sales potential, and high-level risks.	This common pitch can be emotional as founders are appealing to people they know well and are counting on their personal reputation and credibility vs. detailed data to sell the idea
Elevator pitch competitions	Two to five minutes	Usually a verbal pitch or single slide summarizing need, solution, market, opportunity	Should cover high-level innovation, value proposition, and a "call to action" to close the audience	Very common at accelerator or incubator events, university entrepreneurship events, etc. Prizes range from free services to \$1,000-2,000
Judges for pitch competition	Five to fifteen minutes depending on venue/rules	Varies from basic verbal to deck of one to eight slides, ending with a "call to action" might require	Presentation that may include slides and/or video as specified in competition rules	These are very common and help the entrepreneur refine the pitch
Early investors	Ten to twenty minutes depending on venue/rules	Standup presentation with slides and video or demo of product/service	Presentation that may include slides and/or video; more formal than pitch competitions with a specific "ask" for capital needs and use	Very common with angel investors; often the deck is required to be sent before the event
Employees	Ten to twenty minutes	Standup presentation with slides and video or demo of product/service	Major outcome is to inform and inspire; this can be a recurring event and should be informal	Very common in startups; usually monthly until company is profitable

9 I can verify the result in the HTML preview.

The screenshot shows the PDFxT interface with the same document. The main area now displays the HTML preview of the table. The table structure is preserved, and the content is rendered in a clean, readable format. The right sidebar shows the 'HTML Preview' and a 'STYLES' panel with various style options.

Audience	Pitch Length	Pitch Approach	Key Content	Notes
Friends and family	Fifteen minutes	Usually verbal with a simple companion one-page handout explaining the concept, value proposition, and funds needed to get the enterprise off the ground	Should cover basic elements of the business model and concept, unmet need, and solution (including if it seems patentable), market and sales potential, and high-level risks	This common pitch can be emotional as founders are appealing to people they know well and are counting on their personal reputation and credibility vs. detailed data to sell the idea
Elevator pitch competitions	Two to five minutes	Usually a verbal pitch or single slide summarizing need, solution, market, opportunity	Should cover high-level innovation, value proposition, and a "call to action" to close the audience	Very common at accelerator or incubator events, university entrepreneurship events, etc. Prizes range from free services to \$1,000-2,000
Judges for pitch competition	Five to fifteen minutes depending on venue/rules	Varies from basic verbal to deck of one to eight slides, ending with a "call to action"; might require capital	Presentation that may include slides and/or video as specified in competition rules	These are very common and help the entrepreneur refine the pitch

10 The table on the next page is detected the same way.

The screenshot shows the PDFxT interface with a document titled 'Entrepreneurship'. The main preview area displays a table with the following data:

Audience	Pitch Length	Pitch Approach	Key Content	Notes
Grant-making agencies (such as NIH, NSF)	Ten to twenty minutes if in person but usually embedded in grant application	Usually written but can lead to face-to-face meeting, depending on agency rules	Outcome is to get "scored" to gain grant funding; if not awarded, company can reapply in the next grant cycle	Grants are often technical and usually awarded for research and cannot be used for any commercial activities

The HTML preview pane on the right shows the table's code, including the table structure and the content of the cells.

11 If the table is still wrong, or the colspans and rowspans are not correct, I can edit the table.

The screenshot shows the PDFxT interface with a document titled 'Entrepreneurship'. The main preview area displays a table with the following data:

Audience	Pitch Length	Pitch Approach	Key Content	Notes
Friends and family	Fifteen minutes	Usually verbal with a simple companion one-page handout explaining the concept, value proposition, and funds needed to get the enterprise off the ground.	Should cover basic elements of the business model and concept, unmet need, and solution (including if it seems patentable, market and sales potential, and high-level risks).	This common pitch can be emotional as founders are appealing to people they know well and are counting on their personal reputation and credibility vs. detailed data to sell the idea
Elevator pitch competitions	Two to five minutes	Usually a verbal pitch or single slide summarizing need, solution, market, opportunity	Should cover high-level innovation, value proposition, and a "call to action" to close the audience	Very common at accelerator or incubator events, university entrepreneurship events, etc. Prizes range from free services to \$1,000-2,000
Judges for pitch competition	Five to fifteen minutes depending on venue/rules	Varies from basic verbal to deck of one to eight slides, ending with a "call to action"; might require capital	Should cover high-level innovation, value proposition, and a "call to action" to close the audience	These are very common and help the entrepreneur refine the pitch

The HTML preview pane on the right shows the table's code, including the table structure and the content of the cells.

12 This is a five step process. Step 1, we confirm the shape of the table.

Table 1. Boundary

Audience	Pitch Length	Pitch Approach	Key Content	Notes
Friends and family	Fifteen minutes	Usually verbal with a simple companion one-page handout explaining the concept, value proposition, and funds needed to get the enterprise off the ground	Should cover basic elements of the business model and concept, unmet need, and solution (including if it seems patentable, market and sales potential, and high-level risks)	This common pitch can be emotional as founders are appealing to people they know well and are counting on their personal reputation and credibility vs. detailed data to sell the idea
Elevator pitch competitions	Ten to five minutes	Usually a verbal pitch or single slide summarizing need, solution, market, opportunity	Should cover high-level innovation, value proposition, and a "call to action" to close the audience	Very common at accelerator or incubator events, university entrepreneurship events, etc. Prizes range from free services to \$1,000-2,000
Judges for pitch competition	Five to fifteen minutes depending on venue/rule	Varies from basic verbal to deck of one to eight slides, ending with a "call to action"; might require capital needs	Presentation that may include slides and/or video as specified in competition rules	These are very common and help the entrepreneur refine the pitch
Early investors	Ten to twenty minutes, depending on venue/rule	Standup presentation with slides and video or demo of product/service	Presentation that may include slides and/or video; more formal than pitch competitions with a specific "ask" for capital needs and use	Very common with angel investors; often the deck is required to be sent before the event
Employees	Ten to twenty minutes	Standup presentation with slides and video or demo of product/service	Major outcome is to inform and inspire; this can be a recurring event and should be informal	Very common in startups; usually monthly until company is profitable

13 Step 2, we mark up the rows.

Table 1. Boundary

Audience	Pitch Length	Pitch Approach	Key Content	Notes
Friends and family	Fifteen minutes	Usually verbal with a simple companion one-page handout explaining the concept, value proposition, and funds needed to get the enterprise off the ground	Should cover basic elements of the business model and concept, unmet need, and solution (including if it seems patentable, market and sales potential, and high-level risks)	This common pitch can be emotional as founders are appealing to people they know well and are counting on their personal reputation and credibility vs. detailed data to sell the idea
Elevator pitch competitions	Ten to five minutes	Usually a verbal pitch or single slide summarizing need, solution, market, opportunity	Should cover high-level innovation, value proposition, and a "call to action" to close the audience	Very common at accelerator or incubator events, university entrepreneurship events, etc. Prizes range from free services to \$1,000-2,000
Judges for pitch competition	Five to fifteen minutes depending on venue/rule	Varies from basic verbal to deck of one to eight slides, ending with a "call to action"; might require capital needs	Presentation that may include slides and/or video as specified in competition rules	These are very common and help the entrepreneur refine the pitch
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Employees	Ten to twenty minutes	Standup presentation with slides and video or demo of product/service	Major outcome is to inform and inspire; this can be a recurring event and should be informal	Very common in startups; usually monthly until company is profitable

- 14 For the purpose of the demo, I remove the rows and redraw them. To draw a row, I simply drag across the table.

The screenshot shows the PDFxT interface with a document titled 'Entrepreneurship'. A table titled 'Summary of Pitch Scenarios' is being edited. The table has the following structure:

Audience	Pitch Length	Pitch Approach	Key Content	Notes
Friends and family	Fifteen minutes	Usually verbal with a simple companion one-page handout explaining the concept, value proposition, and funds needed to get the enterprise off the ground	Should cover basic elements of the business model and concept, unmet need, and solution (including if it seems patentable, market and sales potential, and high-level risks)	This common pitch can be emotional as founders are appealing to people they know well and are counting on their personal reputation and credibility vs. detailed data to sell the idea
Elevator pitch competitions	Two to five minutes	Usually a verbal pitch or single slide summarizing need, solution, market, opportunity	Should cover high-level innovation, value proposition, and a "call to action" to close the audience	Very common at accelerator or incubator events, university entrepreneurship events, etc. Prizes range from free services to \$1,000-2,000
Judges for pitch competition	Five to fifteen minutes	Varies from basic verbal to deck of one to eight slides, ending with a "call to action"; might require capital needs	Presentation that may include slides and/or video as specified in competition rules	These are very common and help the entrepreneur refine the pitch

A modal dialog at the bottom of the screen shows: 'Table 1. Boundary 2 Rows 3 Columns 4 Spans 5 Sections' and 'Drag to draw rows. 3 drawn'. The dialog also includes 'Cancel', 'Back', 'Next', and 'Delete all rows' buttons.

- 15 Step 3 is the columns. The same goes here: I remove a column, then drag to draw it back.

The screenshot shows the same PDFxT interface with the 'Summary of Pitch Scenarios' table. The table structure is identical to the previous screenshot. A modal dialog at the bottom of the screen shows: 'Table 1. Boundary 2 Rows 3 Columns 4 Spans 5 Sections' and 'Drag horizontally to draw columns. 5 drawn'. The dialog also includes 'Cancel', 'Back', 'Next', and 'Delete all columns' buttons.

16 Then in step 4, we fix the row spans and column spans by merging or unmerging cells.

The screenshot shows the PDFXt interface with a document titled 'Entrepreneurship'. The main content area displays a table titled 'Summary of Pitch Scenarios' with 5 columns: Audience, Pitch Length, Pitch Approach, Key Content, and Notes. The table has 5 rows of data. A dialog box is open over the table, showing options to 'Merge (0)', 'Unmerge', 'Clear', 'Cancel', 'Back', and 'Next'. The dialog also indicates '0 cells selected. Pick adjacent cells to Merge, or Next to assign sections.'

Audience	Pitch Length	Pitch Approach	Key Content	Notes
Friends and family	Fifteen minutes	Usually verbal with a simple companion one-page handout explaining the concept, value proposition, and funds needed to get the enterprise off the ground	Should cover basic elements of the business model and concept, unmet need, and solution (including if it seems patentable), market and sales potential, and high-level risks	This common pitch can be emotional as founders are appealing to people they know well and are counting on their personal reputation and credibility vs. detailed data to sell the idea
Elevator pitch competitions	Two to five minutes	Usually a verbal pitch or single slide summarizing need, solution, market, opportunity	Should cover high-level innovation, value proposition, and a "call to action" to close the audience	Very common at accelerator or incubator events, university entrepreneurship events, etc. Prizes range from free services to \$1,000-2,000
Judges for pitch competition	Five to fifteen minutes depending on venue/rules	Varies from basic verbal to deck of one to eight slides, ending with a "call to action"; might require capital needs	Presentation that may include slides and/or video as specified in competition rules	These are very common and help the entrepreneur refine the pitch
Early investors	Ten to twenty minutes, depending on venue/rules	Standup presentation with slides or video or demo of product/service	Presentation that may include slides and/or video; more formal than pitch competitions with a specific "ask" for capital needs and use	Very common with angel investors; often the deck is required to be sent before the event
Employees	Ten to twenty minutes	Standup presentation with slides and video or demo of product/service	Major outcome is to inform and inspire; this can be a recurring event and should be informal	Very common in startups; usually monthly until company is profitable

17 The final step is thead, tbody andtfoot detection. I click the row labels to cycle between header, body and footer.

The screenshot shows the PDFXt interface with the same document. The table now has row labels on the left: 'Header', 'Body', 'Body', 'Body', 'Body'. A dialog box is open over the table, showing options to 'Cancel', 'Back', and 'Finish'. The dialog also indicates 'Click the row labels to cycle Header / Body / Footer. Finish when done.'

Header	Audience	Pitch Length	Pitch Approach	Key Content	Notes
Body	Friends and family	Fifteen minutes	Usually verbal with a simple companion one-page handout explaining the concept, value proposition, and funds needed to get the enterprise off the ground	Should cover basic elements of the business model and concept, unmet need, and solution (including if it seems patentable), market and sales potential, and high-level risks	This common pitch can be emotional as founders are appealing to people they know well and are counting on their personal reputation and credibility vs. detailed data to sell the idea
Body	Elevator pitch competitions	Two to five minutes	Usually a verbal pitch or single slide summarizing need, solution, market, opportunity	Should cover high-level innovation, value proposition, and a "call to action" to close the audience	Very common at accelerator or incubator events, university entrepreneurship events, etc. Prizes range from free services to \$1,000-2,000
Body	Judges for pitch competition	Five to fifteen minutes depending on venue/rules	Varies from basic verbal to deck of one to eight slides, ending with a "call to action"; might require capital needs	Presentation that may include slides and/or video as specified in competition rules	These are very common and help the entrepreneur refine the pitch
Body	Early investors	Ten to twenty minutes, depending on venue/rules	Standup presentation with slides or video or demo of product/service	Presentation that may include slides and/or video; more formal than pitch competitions with a specific "ask" for capital needs and use	Very common with angel investors; often the deck is required to be sent before the event
Body	Employees	Ten to twenty minutes	Standup presentation with slides and video or demo of product/service	Major outcome is to inform and inspire; this can be a recurring event and should be informal	Very common in startups; usually monthly until company is profitable

18 Once all done, we save the table.

Table structure saved

HTML Preview

Audience	Pitch Length	Pitch Approach	Key Content	Notes
Friends and family	Fifteen minutes	Usually verbal with a simple companion one-page handout explaining the concept, value proposition, and funds needed to get the enterprise off the ground.	Should cover basic elements of the business model and concept, unmet need, and solution (including if it seems patentable), market and sales potential, and high-level risks.	This common pitch can be emotional as founders are appealing to people they know well and are counting on their personal reputation and credibility vs. detailed data to sell the idea.
Elevator pitch competitions	Two to five minutes	Usually a verbal pitch or single slide summarizing need, solution, market, opportunity.	Should cover high-level innovation, value proposition, and a "call to action" to close the audience.	Very common at accelerator or incubator events, university entrepreneurship events, etc. Prizes range from free services to \$1,000-2,000.
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Employees	Ten to twenty minutes	Standup presentation with slides and video or demo of product/ service.	Major outcome is to inform and inspire; this can be a recurring event and should be informal.	Very common in startups; usually monthly until company is profitable.

19 In our instance, one cell seems to have a wrong background. This is easy to fix. I find the relevant cell and edit its style.

HTML Preview

Audience	Pitch Length	Pitch Approach	Key Content	Notes
Friends and family	Fifteen minutes	Usually verbal with a simple companion one-page handout explaining the concept, value proposition, and funds needed to get the enterprise off the ground.	Should cover basic elements of the business model and concept, unmet need, and solution (including if it seems patentable), market and sales potential, and high-level risks.	This common pitch can be emotional as founders are appealing to people they know well and are counting on their personal reputation and credibility vs. detailed data to sell the idea.
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Employees	Ten to twenty minutes	Standup presentation with slides and video or demo of product/ service.	Major outcome is to inform and inspire; this can be a recurring event and should be informal.	Very common in startups; usually monthly until company is profitable.

20 In this case, the table is split across two pages.

The screenshot shows the PDFXt interface with a document titled 'Entrepreneurship'. The left sidebar displays the document structure, including a table 'Table 7.3' and sections 'Pitch Audiences' and 'Investors'. The main editor area shows a table with columns: Audience, Pitch Length, Pitch Approach, Key Content, and Notes. The table is split across two pages, with the first part on page 251 and the second part on page 252. The right-hand panel shows the HTML preview and page information, including 'Page 252 - 32 zones'.

Audience	Pitch Length	Pitch Approach	Key Content	Notes
Trade groups/ associations	Ten to twenty minutes	Standup presentation with slides and video or demo of product/ service; may be tailored to the specific group	Major outcome is to inform and connect to other key groups (investors, customers, etc.)	Very common at trade conferences; some have their own pitch competitions
Grant-making agencies (such as NIH, NSF)	Ten to twenty minutes if in person but usually embedded in grant application	Usually written but can lead to face-to-face meeting, depending on agency rules	Outcome is to get "scored" to gain grant funding; if not awarded, company can reapply in the next grant cycle	Grants are often technical and usually awarded for research and cannot be used for any commercial activities

21 To fix this, we have Continued from and Continued to buttons, or the Stitch text option on the top bar.

The screenshot shows the PDFXt interface with a document titled 'Entrepreneurship'. The left sidebar displays the document structure, including a table 'Table 7.3' and sections 'Pitch Audiences' and 'Investors'. The main editor area shows a table with columns: Audience, Pitch Length, Pitch Approach, Key Content, and Notes. The table is split across two pages, with the first part on page 251 and the second part on page 252. The right-hand panel shows the HTML preview and page information, including 'Page 251 - 40 zones'.

Audience	Pitch Length	Pitch Approach	Key Content	Notes
Friends and family	Fifteen minutes	Usually verbal with a simple companion one-page handout explaining the concept, value proposition, and funds needed to get the enterprise off the ground	Should cover basic elements of the business model and concept, unmet need, and solution (including if it seems patentable), market and sales potential, and high-level risks	This common pitch can be emotional as founders are appealing to people they know well and are counting on their personal reputation and credibility vs. detailed data to sell the idea
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22 This lets me choose which zone continues to which zone.

The screenshot shows the PDFxT interface with a document titled 'Entrepreneurship'. A 'Stitch text' dialog box is open, allowing the user to link different zones of the document. The dialog has two main sections: 'CONTINUES FROM (EARLIER)' and 'CONTINUES TO (LATER)'. Under 'CONTINUES TO (LATER)', the option '[0] TB: <span style=' is selected. The background shows a document with a table titled 'Table 7.3' and a section titled 'Pitch Audiences'.

Audience	Pitch Length	Pitch Approach	Key Content	Notes
Trade groups/ associations	Ten to twenty minutes	Standup presentation with slides and video or demo of product/ service; may be tailored to the specific group	Major outcome is to inform and connect to other key groups (investors, customers, etc.)	Very common at trade conferences; some have their own pitch competitions
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Pitch Audiences

No matter to whom you are pitching, you usually need to include references to your problem-solution statement, value proposition, and key features, and how you prioritize that information will change for different audiences. As shown in Table 7.3, once those core sections are covered, your different presentations should be tailored for different ultimate "asks." The ask in a pitch is the specific amount of money, type of assistance you request, or outcome you are seeking.

Investors

You have been introduced to different types of investors and will learn about them in more depth in *Entrepreneurial Finance and Accounting*. For now, you just need to know the different types so you can start to think about how entrepreneurs structure their pitches to them. Individual investors want to know about team, product, value proposition, and potential return on investment. Angel investors are individuals who use their own money to invest in companies they're interested in. Venture capitalists are investors who pool money from

23 Once the stitch is confirmed, the zones are linked.

The screenshot shows the PDFxT interface with a document titled 'Entrepreneurship'. A green message box at the top right says 'Zones linked'. The background shows the same document as the previous screenshot, with the 'Stitch text' dialog box closed and the 'Zones linked' message displayed at the top right.

Audience	Pitch Length	Pitch Approach	Key Content	Notes
Trade groups/ associations	Ten to twenty minutes	Standup presentation with slides and video or demo of product/ service; may be tailored to the specific group	Major outcome is to inform and connect to other key groups (investors, customers, etc.)	Very common at trade conferences; some have their own pitch competitions
Grant-making agencies (such as NIH, NSF)	Ten to twenty minutes if in person but usually embedded in grant application	Usually written but can lead to face-to-face meeting, depending on agency rules	Outcome is to get "scored" to gain grant funding; if not awarded, company can reapply in the next grant cycle	Grants are often technical and usually awarded for research and cannot be used for any commercial activities

Pitch Audiences

No matter to whom you are pitching, you usually need to include references to your problem-solution statement, value proposition, and key features, and how you prioritize that information will change for different audiences. As shown in Table 7.3, once those core sections are covered, your different presentations should be tailored for different ultimate "asks." The ask in a pitch is the specific amount of money, type of assistance you request, or outcome you are seeking.

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You have been introduced to different types of investors and will learn about them in more depth in *Entrepreneurial Finance and Accounting*. For now, you just need to know the different types so you can start to think about how entrepreneurs structure their pitches to them. Individual investors want to know about team, product, value proposition, and potential return on investment. Angel investors are individuals who use their own money to invest in companies they're interested in. Venture capitalists are investors who pool money from others and use that money to invest in companies.

Pitching to many potential investors without success can be time consuming and disheartening, but in most cases, the investor's time is worth more than that of the people giving the pitch. If an investor offers feedback, it must be considered. You will probably not get all of the answers you need regarding how to make your venture an immediate success after giving a few pitches to individual investors and pitch competition judges, but if they take the time to offer a constructive critique, consider the pitch development and performance feedback a valuable experience.

LINK TO LEARNING

David S. Rose is the author of *Angel Investing*. Watch David Rose's TED Talk (<https://openstax.org/l/52TEDRose>) where he offers advice about how to pitch venture capitalists.

24 The table is combined into a single unified table, with the second page's thead removed.

PDFxT Documents Metadata Workforce Settings Users Logs Billing Support

Entrepreneurship 251 / 631

HTML Preview Page Chapter

Page 251 - 52 zones

Table 2.3

Audience	Pitch Length	Pitch Approach	Key Concerns	Notes
Friends and family	Fifteen minutes	Usually verbal with a simple comparison one page handout explaining the concept, value proposition, and funds needed to get the entrepreneur off the ground.	Should cover basic elements of the business model and concept, unmet need, and solution (including if it seems patentable), market and sales potential, and high-level risks.	This common pitch can be emotional as founders are appealing to people they know well and are counting on their personal reputation and credibility vs. detailed data to sell the idea.
Elevator pitch competitions	Two to five minutes	Usually a verbal pitch or single slide summarizing need, solution, market, opportunity.	Should cover high-level innovation, value proposition, and a "call to action" to close the audience.	Very common at accelerator or incubator events, university entrepreneurship events, etc. Prizes range from free services to \$1,000-2,000.
Judges for pitch competition	Five to fifteen minutes depending on venue/ rules	Varies from basic verbal to deck of one to eight slides, ending with a "call to action"; might require capital needs.	Presentation that may include slides and/or video as specified in competition rules.	These are very common and help the entrepreneur refine the pitch.
Early Investors	Ten to twenty minutes depending on venue/ rules	Standup presentation with slides and video or demo of product/ service.	Presentation that may include slides and/or video as specified in competition rules.	Very common with angel investors; often the deck is required to be sent before the event.
Early Investors	Ten to twenty minutes depending on venue/ rules	Standup presentation with slides and video or demo of product/ service.	Presentation that may include slides and/or video as specified in competition rules.	Very common with angel investors; often the deck is required to be sent before the event.
Employees	Ten to twenty minutes	Standup presentation with slides and video or demo of product/ service.	Major outcome is to inform and inspire; this can be a recurring event and should be informal.	Very common in startups; usually monthly until company is profitable.

pitch competitions minutes pitch or single slide summarizing need, solution, market, opportunity high-level innovation, value proposition, and a "call to action" to close the audience accelerator or incubator events, university entrepreneurship events, etc. Prizes range from free services to \$1,000-2,000

Judges for pitch competition Five to fifteen minutes depending on venue/ rules Varies from basic verbal to deck of one to eight slides, ending with a "call to action"; might require capital needs Presentation that may include slides and/or video as specified in competition rules These are very common and help the entrepreneur refine the pitch

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Report issue

Footnotes

Draw footnote zones and use Process Notes linking to rebuild two-way links between cues and notes.

- 1 Footnotes, along with chapter-end and book-end notes, are automatically identified and tagged by PDFxt, with links from each footnote cue.

The screenshot displays the PDFxt software interface. The top navigation bar includes options like Documents, Metadata, Workforce, Settings, Users, Logs, Billing, and Support. The main document area shows a PDF titled 'Entrepreneurship' with various annotations. A sidebar on the left lists 'PAGE 244 (256) • 34 ZONES' and includes a list of zones: 'Paragraph ...other people should buy L...', 'Section (Div) HTML ONLY (3)', 'Section (Div) HTML ONLY (5)', and 'Horizontal Rule HTML ONLY'. The main content area shows a section titled 'The Pitch Deck' with several paragraphs of text. A 'LINK TO LEARNING' box is visible, containing the text: 'Explore a variety of foundational pitch decks (https://openstax.org/52PitchDeck) and learn what worked and didn't with each.' The bottom right corner features a 'Report Issue' button.

2 Open a cue's link, and you can see the footnote zone it points to.

The screenshot shows the PDFxT interface with a document titled 'Entrepreneurship'. The left sidebar shows a list of zones, including 'Paragraph', 'Section (Div)', and 'Horizontal Rule'. The main content area displays a pitch deck titled 'The Pitch Deck'. A cue is selected, and the 'Edit Link' dialog is open. The dialog shows the 'REFERENCE TEXT' and 'DESTINATION PAGE' (Current page: 244 (Page 256)). The 'DESTINATION ZONE (OPTIONAL)' is set to '[29] FN - 19 "Airbnb Pitch Deck." Slide'. The 'Edit Link' dialog also has buttons for 'Internal Link', 'External URL', 'Cancel', and 'Save'.

3 For this demo, I'm deleting the footnote links, one cue at a time.

The screenshot shows the PDFxT interface with the same document. The 'Edit Link' dialog is still open, but the 'DESTINATION ZONE (OPTIONAL)' is now empty. The 'REFERENCE TEXT' and 'DESTINATION PAGE' (Current page: 244 (Page 256)) are still visible. The 'Edit Link' dialog also has buttons for 'Internal Link', 'External URL', 'Cancel', and 'Save'.

4

Then I delete the footnote zones, so I can show you how they are drawn.

The screenshot shows the PDFxT software interface. On the left, a sidebar lists document elements like Paragraph, Section (Div), Heading (H6), and Footnote. A 'Remove' button is visible next to a footnote entry. The main text area displays a document about entrepreneurship, with various sections highlighted. On the right, the 'HTML Preview' pane shows the corresponding HTML code, including a footnote zone. The 'Actions' menu is open, showing options like 'Footnote', 'Section (Div)', and 'Heading (H6)'. The 'Footnote' option is selected, indicating the process of deleting the footnote zone.

5

Draw the footnote as a zone, choosing Footnote from the Actions menu.

The screenshot shows the PDFxT software interface. On the left, a sidebar lists document elements like Paragraph, Section (Div), Heading (H6), and Footnote. A 'Footnote' zone is being created. The main text area displays a document about entrepreneurship, with various sections highlighted. On the right, the 'HTML Preview' pane shows the corresponding HTML code, including a footnote zone. The 'Actions' menu is open, showing options like 'Footnote', 'Section (Div)', and 'Heading (H6)'. The 'Footnote' option is selected, indicating the process of creating a footnote zone.

6

Repeat for the second footnote.

The screenshot shows the PDFxT interface with a document titled 'Entrepreneurship'. The left sidebar shows a table of contents with sections like 'Paragraph', 'Section (Div)', 'Heading (H6)', 'List (ul)', and 'Footnote'. The main area displays the document content, which is a pitch deck for Airbnb. The document is divided into sections, and the software is highlighting various parts, including footnotes. A 'Return' button is visible at the top left, and a 'Cancel Draw' button is at the top right. The right sidebar shows a list of zones and their corresponding page numbers.

7

Then use the page action Process Notes linking, **Shift** + **N**.

The screenshot shows the PDFxT interface with the same document. A 'Process Notes linking' button is now visible in the top right corner. The document content is the same pitch deck for Airbnb, but the software is now highlighting different sections, including footnotes. The right sidebar shows a list of zones and their corresponding page numbers. The 'Process Notes linking' button is a purple button with a white icon.

8

This recreates the links from the cues to the footnotes.

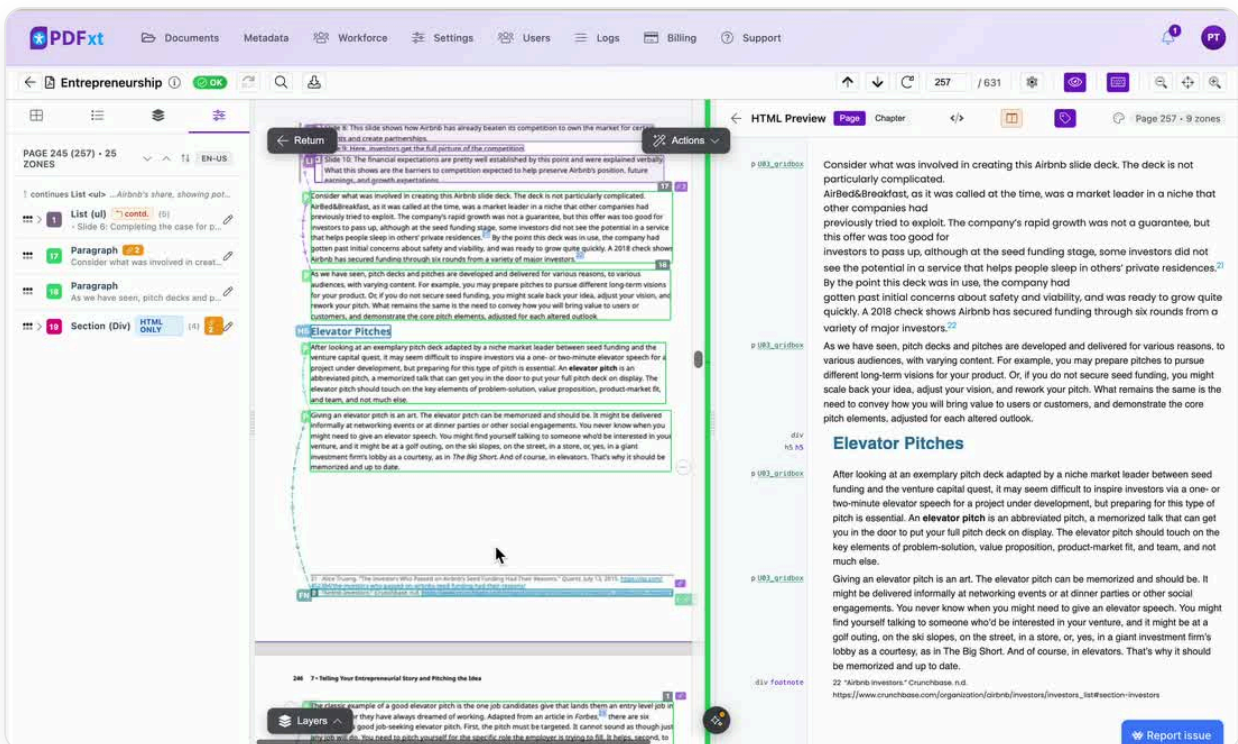
The screenshot displays the PDFxT application interface. On the left, a sidebar shows a table of contents for 'Entrepreneurship' with 40 zones. The main document view shows a page with various text zones and footnotes. The right-hand pane shows the HTML preview of the document, including the title 'Entrepreneurship', the page number '256', and the page title 'Page 256 - 49 zones'. The HTML preview also shows the document structure with various tags and attributes.

9

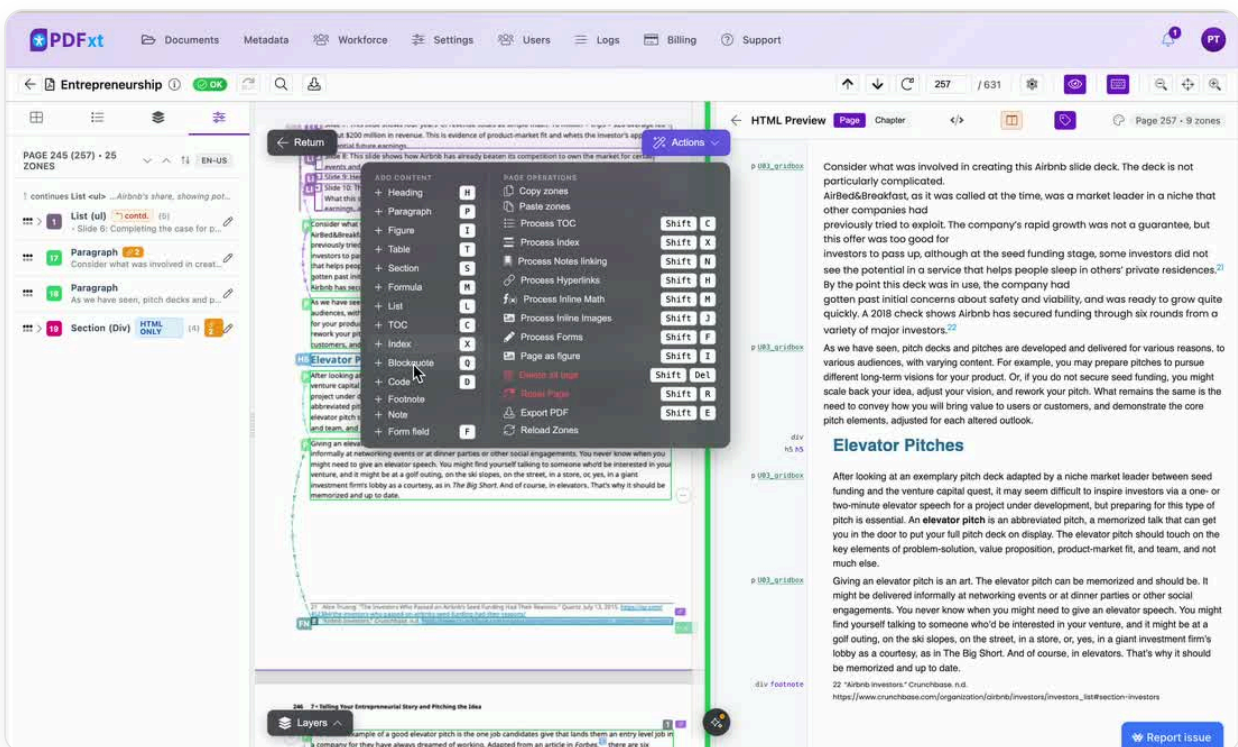
Against each footnote zone, we also show the two-way link information.

The screenshot displays the PDFxT application interface. On the left, a sidebar shows a table of contents for 'Entrepreneurship' with 40 zones. The main document view shows a page with various text zones and footnotes. The right-hand pane shows the HTML preview of the document, including the title 'Entrepreneurship', the page number '256', and the page title 'Page 256 - 49 zones'. The HTML preview also shows the document structure with various tags and attributes.

10 A similar fix on the next page.



11 Draw the missing footnote zone the same way.

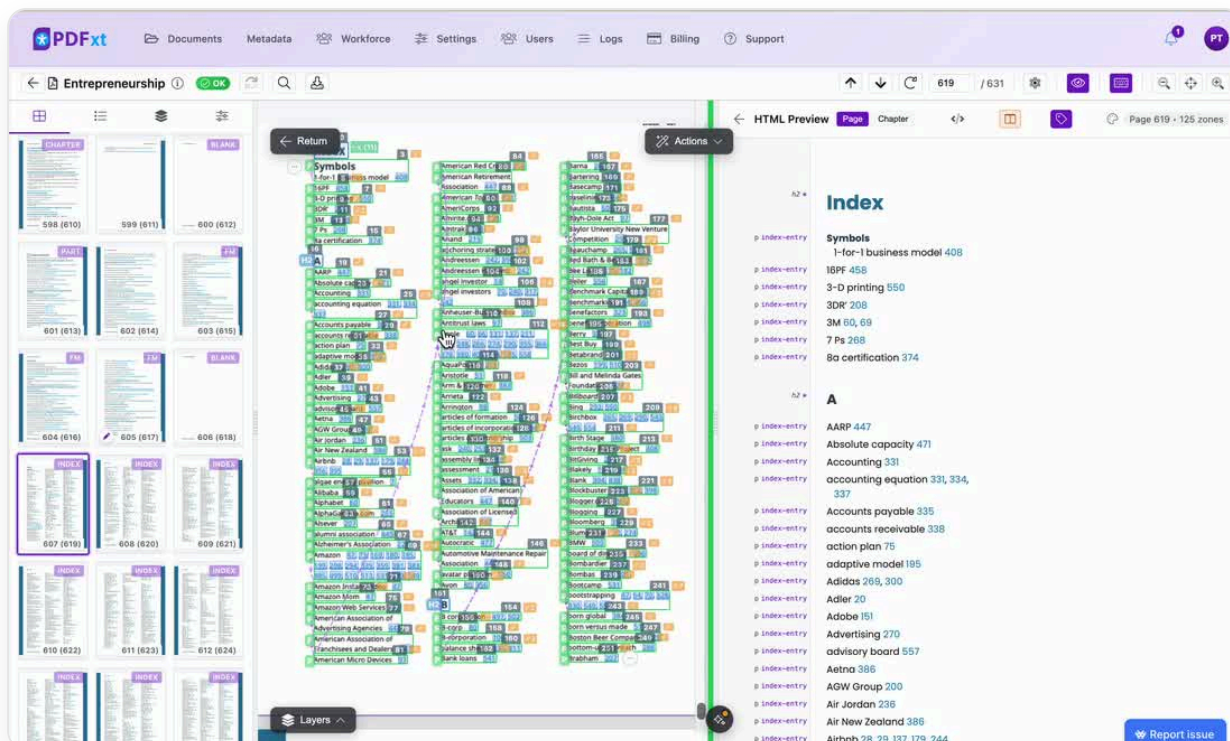


12 The outbound links confirm both cues now point to their footnotes.

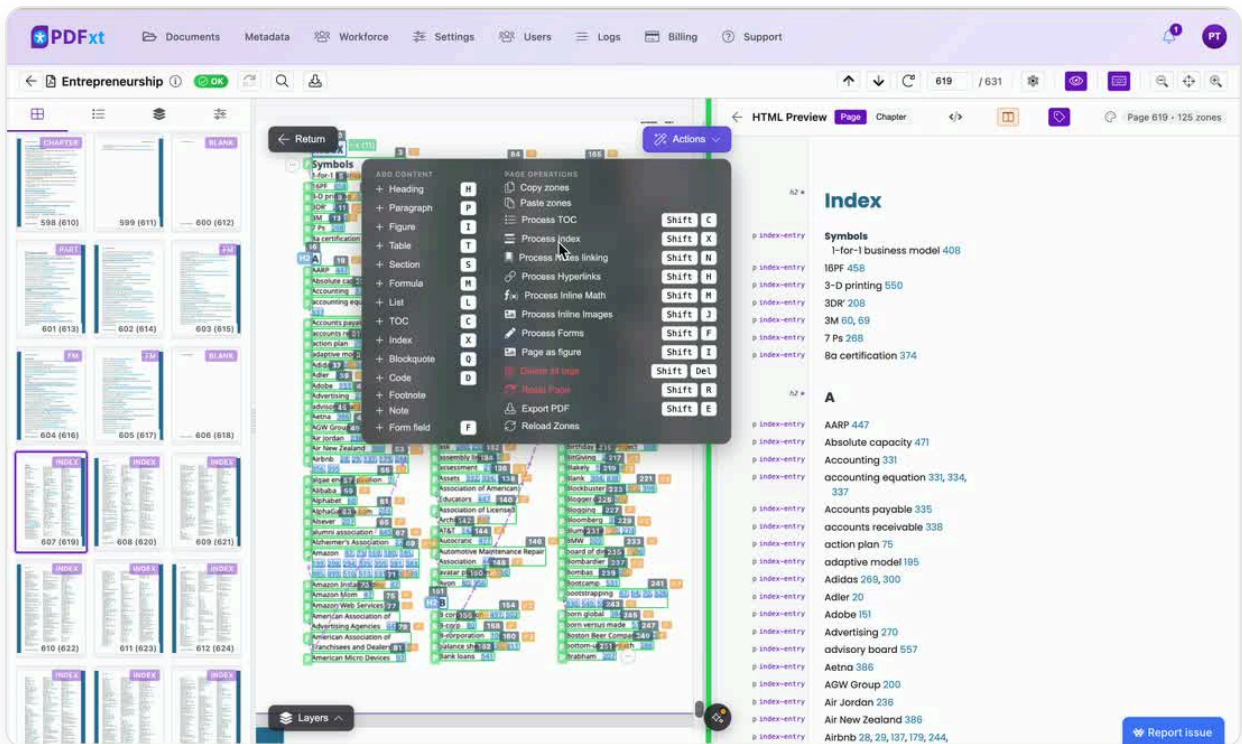
The screenshot displays the PDFxT software interface. The main window shows a PDF document titled "Entrepreneurship" with page 245 of 28 zones. The document content includes a list of zones, a paragraph, a section, and a footnote. The footnote (21) is highlighted, and a red line connects it to a footnote in the document. The right sidebar shows the "HTML Preview" of the document, with a list of outbound links. The first link is "21 + 245 (Page 257)" and the second is "22 + 245 (Page 257)". The document content also includes a section titled "Elevator Pitches" and a footnote (21) that is highlighted. The footnote (21) is "21 Alice Truong, 'The Investors Who Passed on Airbnb's Seed Funding Had Their Reasons,' Quartz, July 13, 2015, https://qz.com/452384/the-investors-who-passed-on-airbnbs-seed-funding-had-their-reasons/". The right sidebar shows the "HTML Preview" of the document, with a list of outbound links. The first link is "21 + 245 (Page 257)" and the second is "22 + 245 (Page 257)".

Process an entire index in one step: PDFxT creates the index entries and links every page number, then you verify.

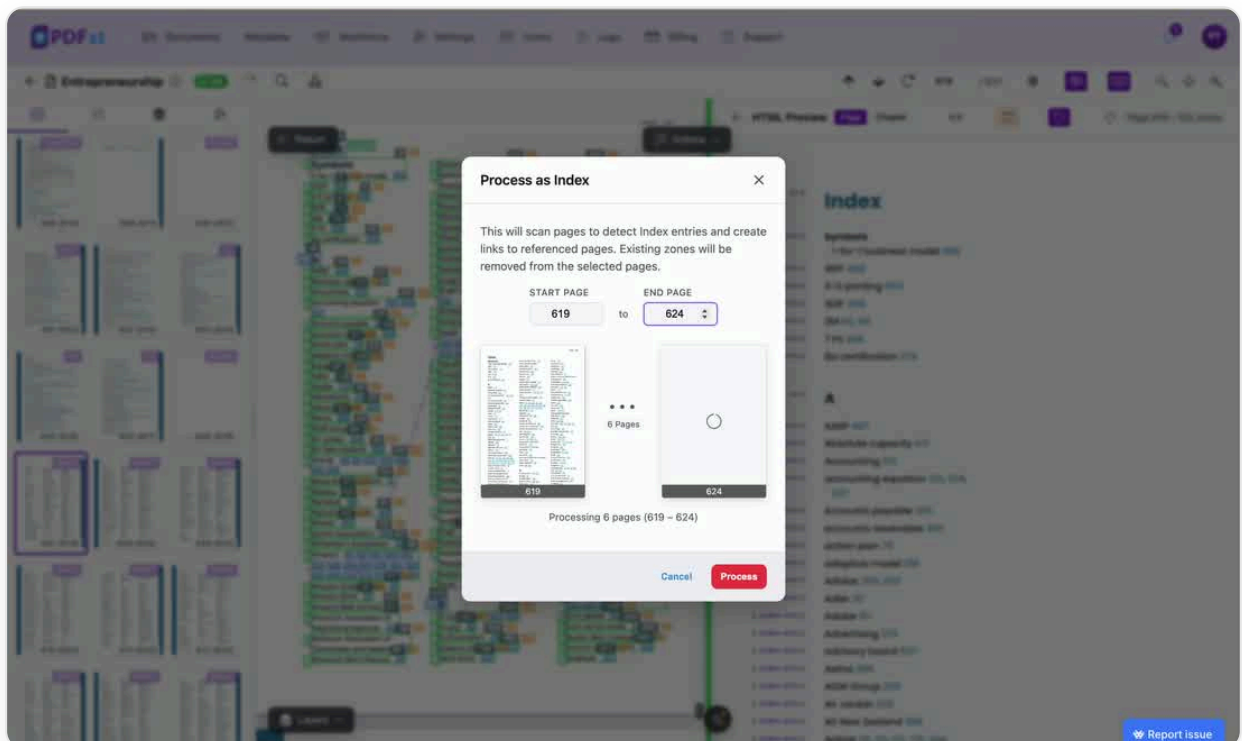
- 1 I'm sure you understand how complex it is to tag index page numbers. PDFxT fully automates this.



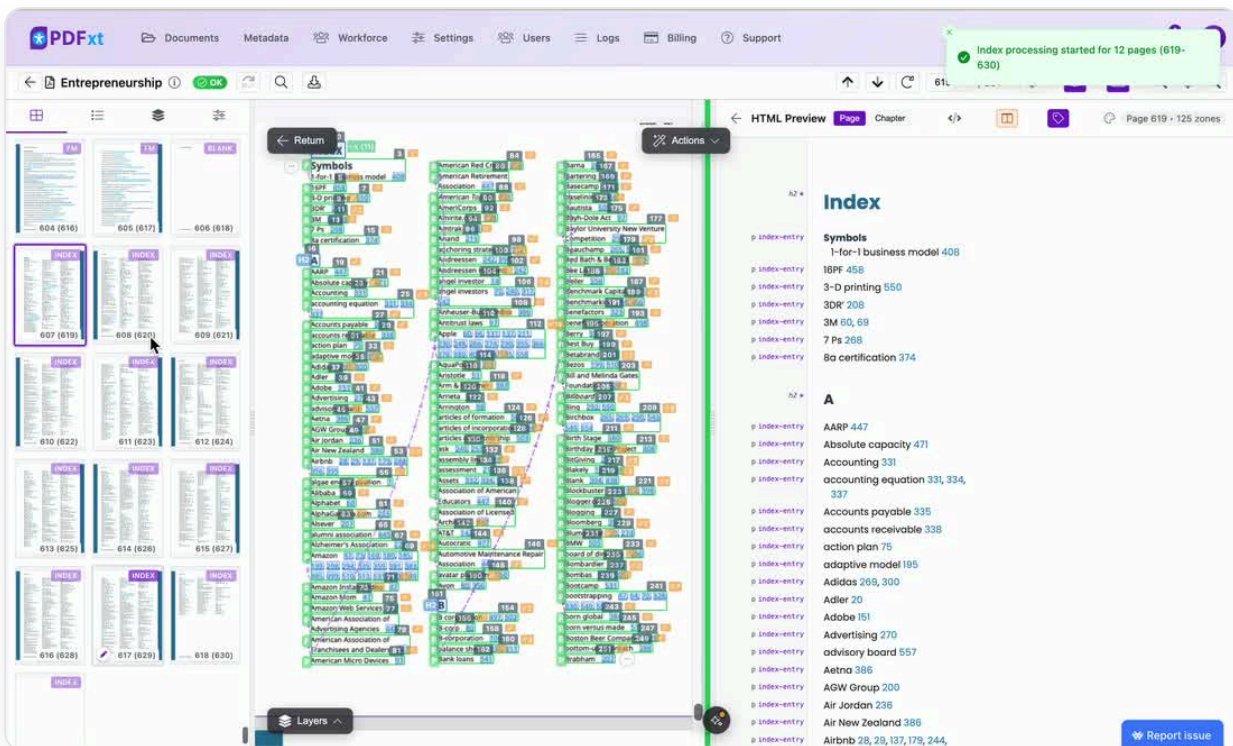
- 2 Just go to the first index page and choose Process Index from the Actions menu, **Shift** + **X**.



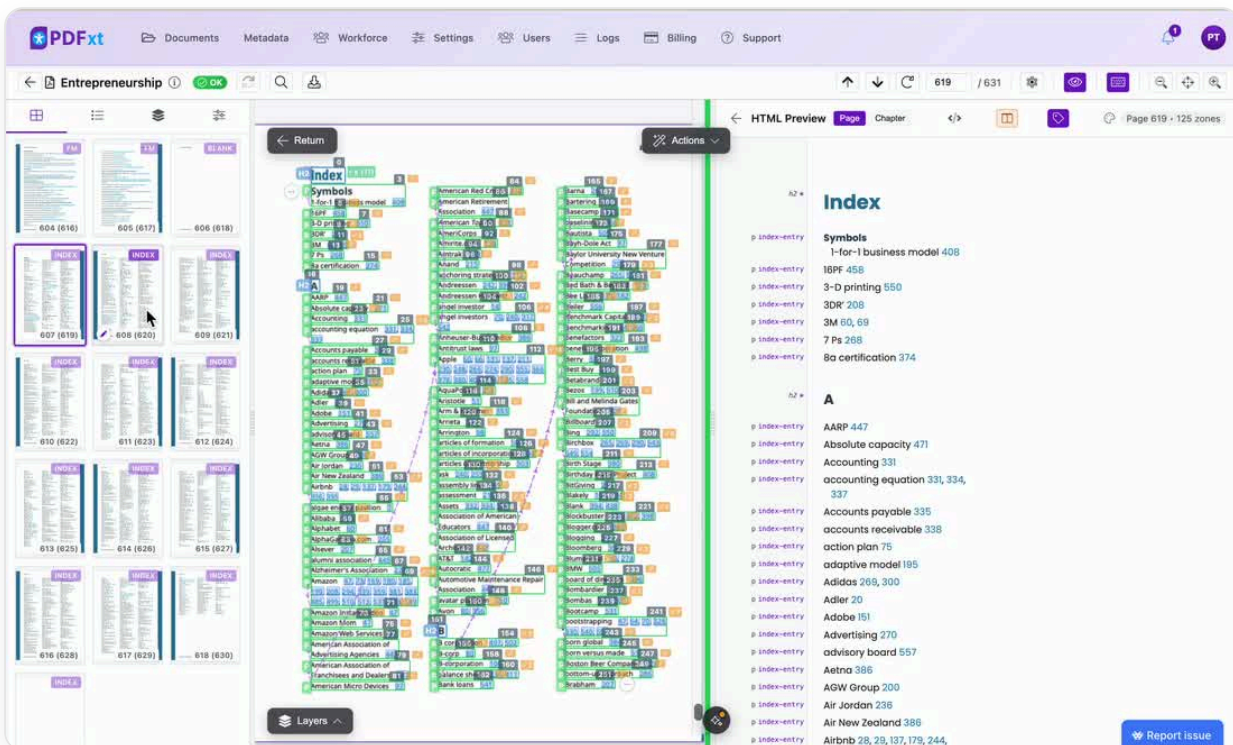
- 3 Set the page range to cover the whole index.



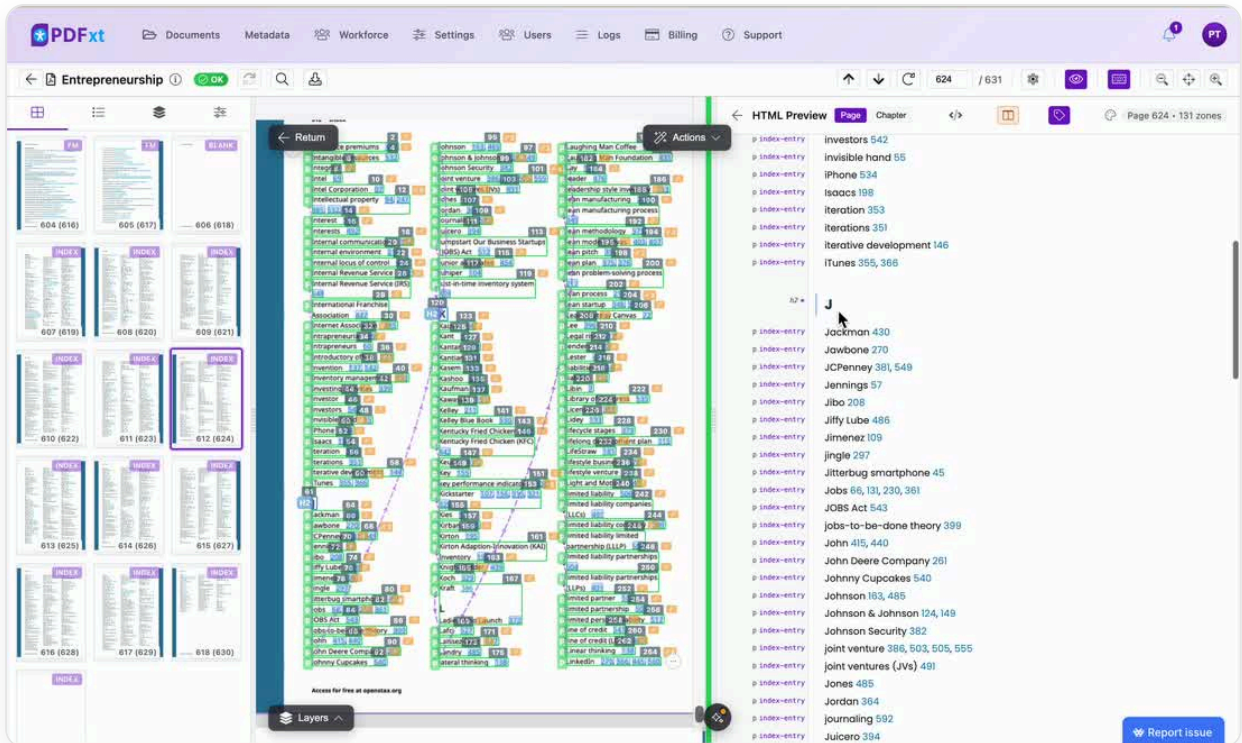
4 PDFxT automatically creates the index records and hyperlinks them to their pages.



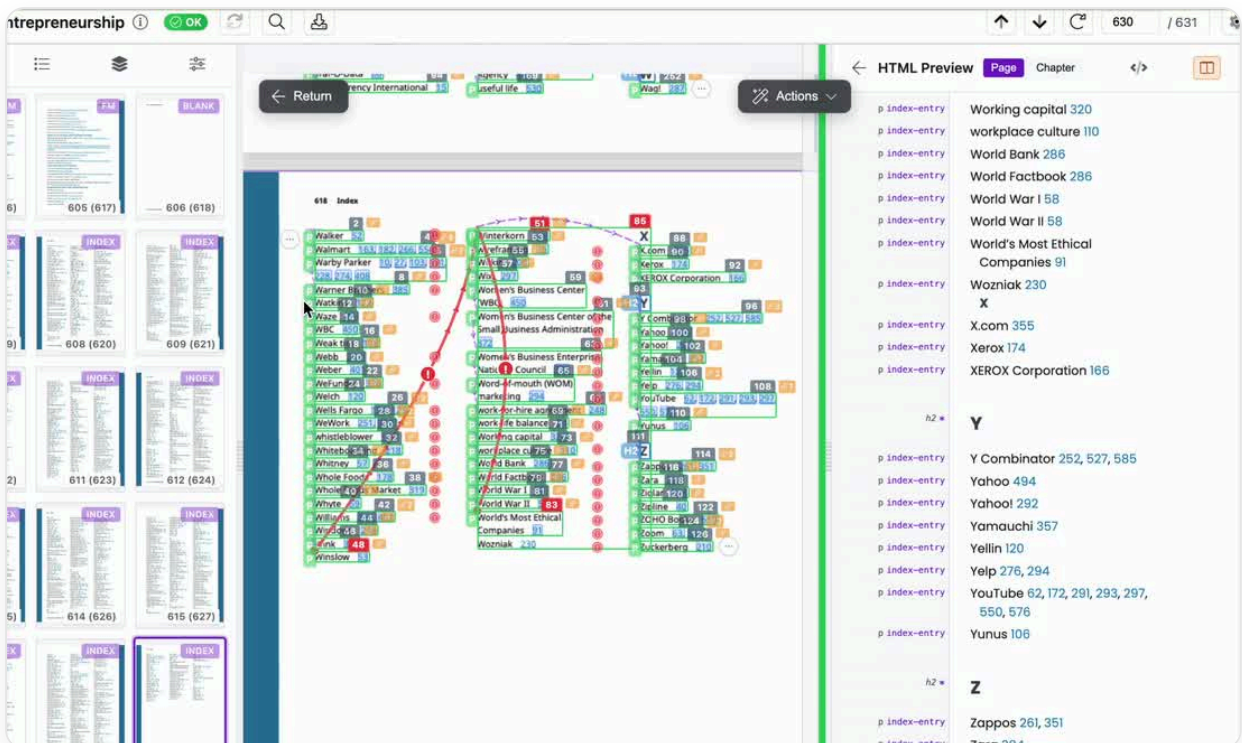
5 As the user, you can verify the results page by page.



- 6 Each entry is tagged, and its page numbers link to the referenced pages.

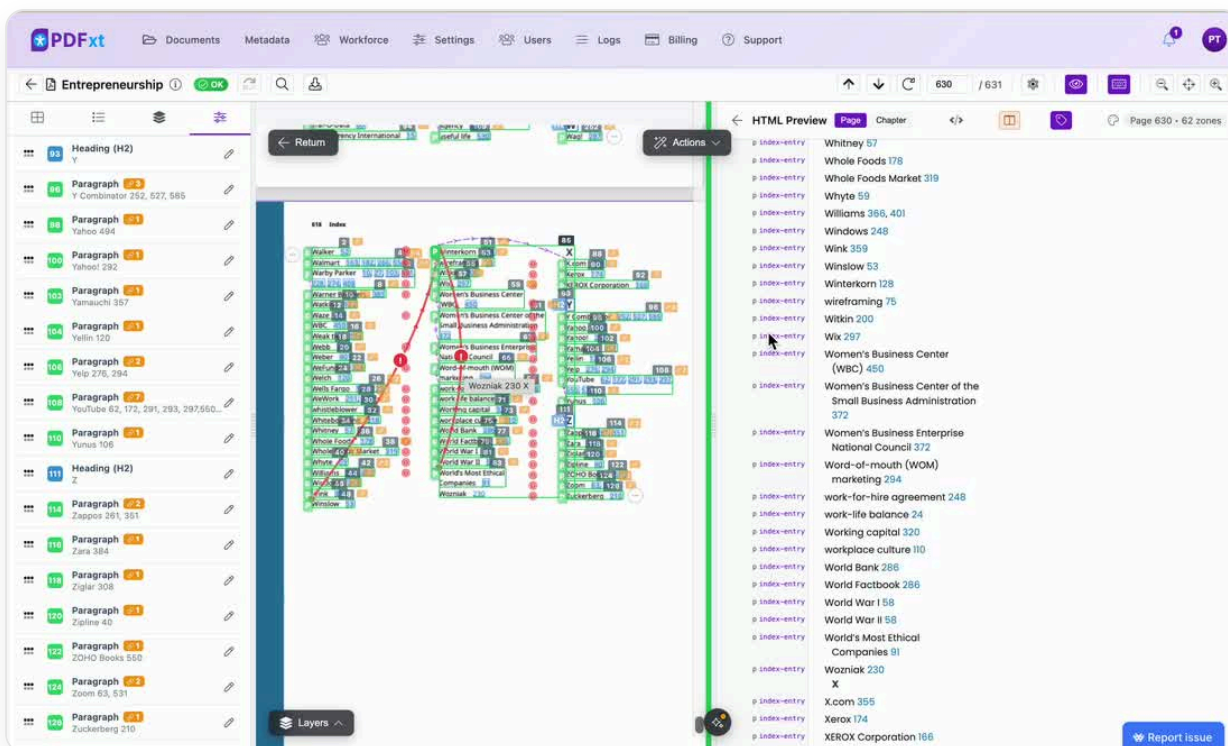


- 7 On the last page, the zoning has gone wrong, and PDFxT highlights the reading order line to flag it.



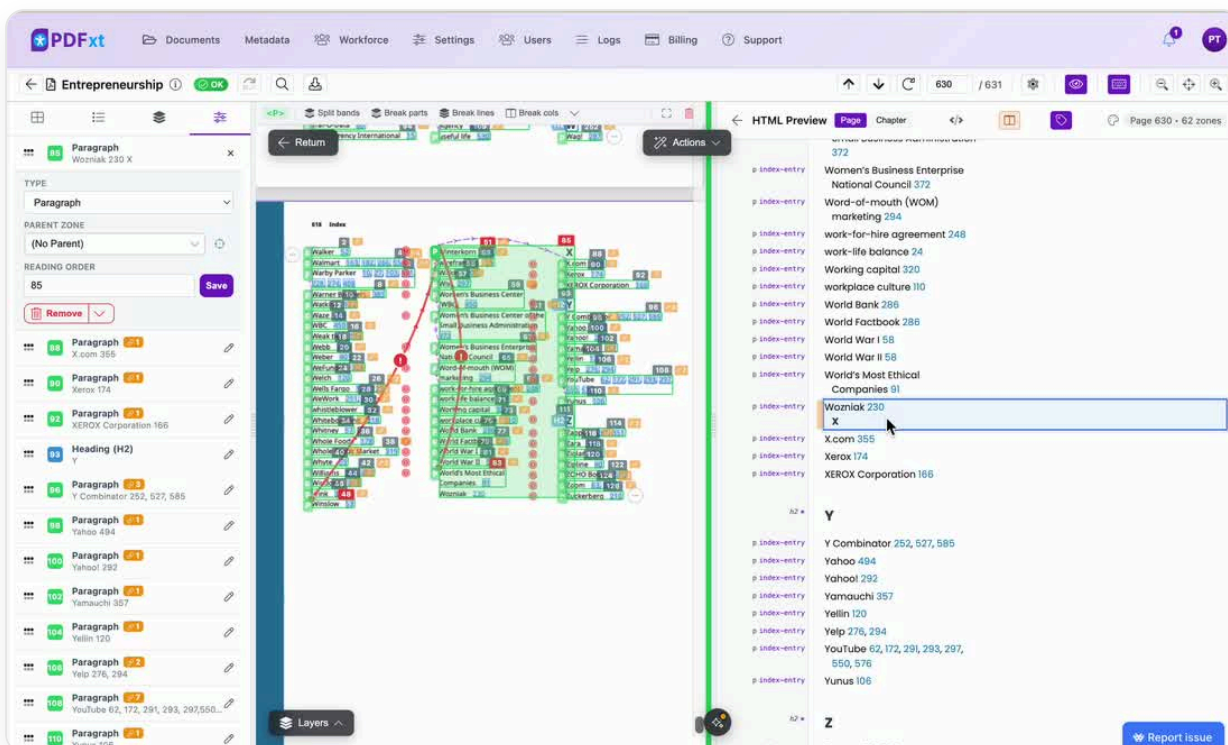
8

I'll quickly fix it.

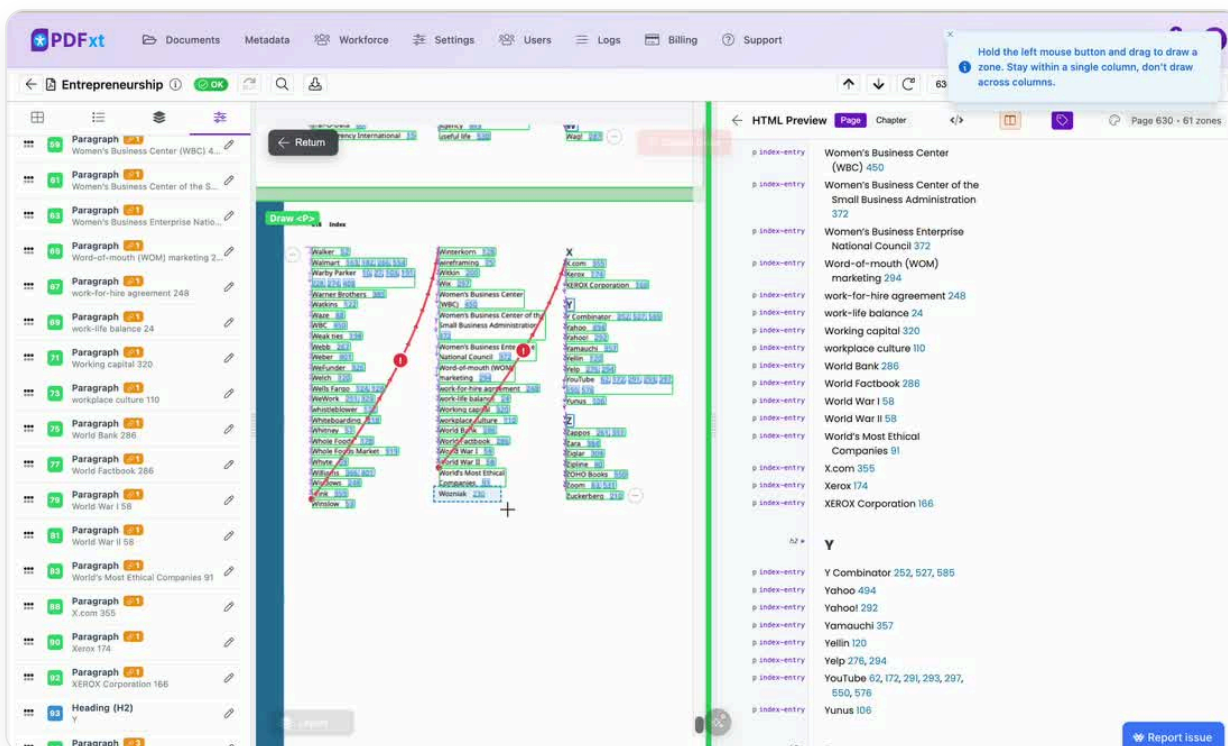


9

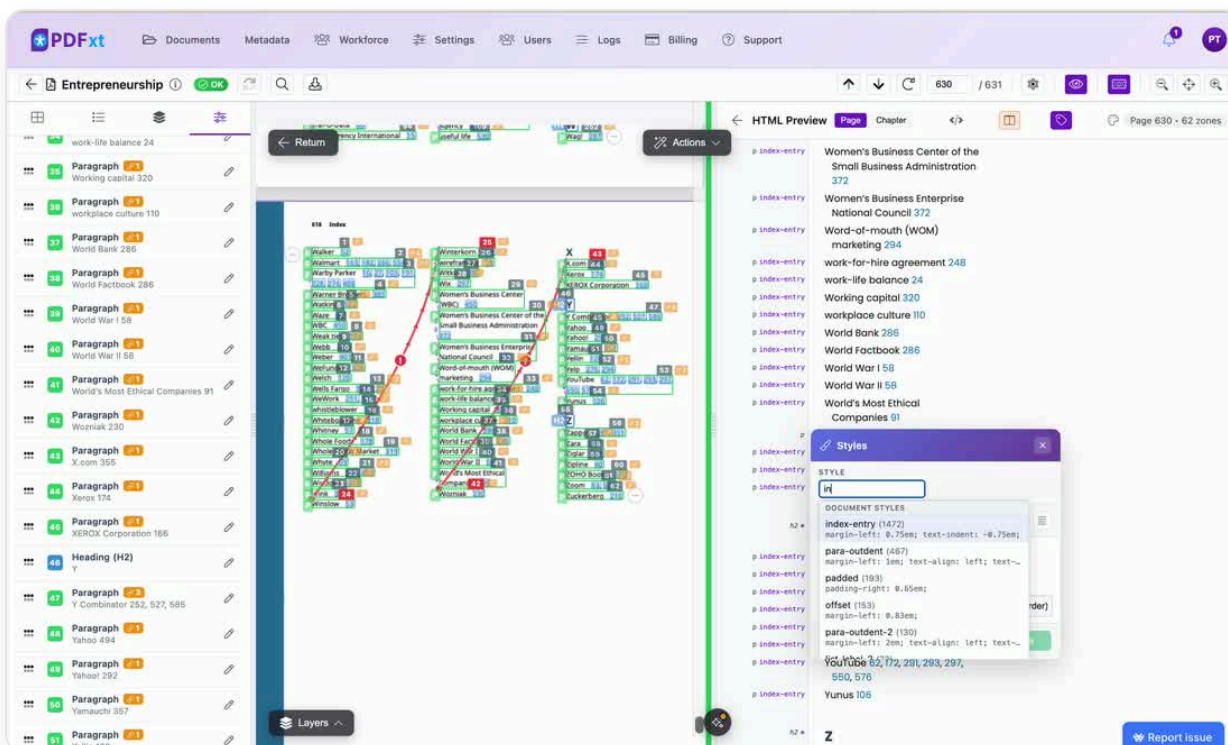
First, remove the zone that merged the last entry with the X heading.



- 10 Then draw the last entry back as its own zone.



- 11 Apply the index-entry style so it matches the other entries.



12 Then redraw X as a heading.

The screenshot shows the PDFXt software interface. On the left, there is a sidebar with a list of document elements, including paragraphs and headings. The main area displays a table of contents with entries like 'work-life balance 24', 'Working capital 320', 'World Bank 266', 'World Factbook 286', 'World War I 58', 'World War II 58', 'World's Most Ethical Companies 91', 'Wozniak 230', 'X.com 355', 'Xerox 174', 'XEROX Corporation 166', 'Y Combinator 252, 527, 585', 'Yahoo 494', 'Yahoo! 292', 'Yamauchi 357', 'Yellin 120', 'Yelp 276, 294', 'YouTube 62, 172, 291, 293, 297, 550, 576', and 'Yunus 106'. A red line is drawn across the table of contents, and a blue box highlights the 'X' entry. A tooltip in the top right corner says: 'Hold the left mouse button and drag to draw a zone. Stay within a single column, don't draw across columns.'

13 We're done.

The screenshot shows the PDFXt software interface after the 'X' entry has been redrawn as a heading. The sidebar on the left now shows 'Heading (H2)' for 'X'. The main area displays the same table of contents, but the 'X' entry is now highlighted as a heading. A tooltip in the top right corner says: 'Zone created. Look for this on the following pages? Find matches'. The 'X' entry is now listed as 'X.com 355', 'Xerox 174', and 'XEROX Corporation 166'.

Review and edit the ePub metadata PDFxt detects, such as title, author, publisher and ISBN.

- 1 Once we're done and ready to export, we can verify the ePub's metadata. This is auto-detected by the tool. We can make changes if needed, like correcting the author here.

The screenshot shows the PDFxt web interface for editing document metadata. The top navigation bar includes links for Documents, Metadata, Workforce, Settings, Users, Logs, Billing, and Support. The main header displays 'Document Information - Entrepreneurship-WEB' with a 'Return to document' link. Below the header, a sub-navigation bar contains 'Metadata', 'Settings', 'Styles', 'Export / download', 'Export checks', and 'Logs'. The 'Metadata' tab is active, showing a document cover image on the left and a form on the right. The cover image is orange with the text 'Entrepreneurship' and a 'Ready To Remediate' button. The form contains the following fields:

Original document	
Title *	Entrepreneurship
Author	Entrepreneurship
Language ⓘ	English
Multi-lingual ⓘ	☐ This document contains multiple languages
Created Date	29/09/2026
Producer	Prince 16.2 (www.princexml.com)
Uploaded By	Unknown

Below the main form is the 'Additional ePub metadata' section, which includes:

Source ISBN ⓘ	9781975076344
ePub ISBN ⓘ	978-0-306-40615-7
Publisher ⓘ	Publisher Inc

At the bottom right of the form is a 'Report issue' button. A 'Replace Cover' button is located below the cover image.

- 2 Further down are additional ePUB fields, such as ISBN, publisher, copyright, and publication date.

PDFxT Documents Metadata Workforce Settings Users Logs Billing Support

Title * Entrepreneurship

Author OpenStax

Language English

Multi-lingual ☐ This document contains multiple languages

Created Date 29/09/2026

Producer Prince 16.2 (www.princexml.com)

Uploaded By Unknown

Additional ePUB metadata
Optional bibliography for the ePub package document. Anything left blank is omitted from the export rather than written empty.

Source ISBN 9781975076344 Use for empty fields

ePub ISBN 978-0-306-40615-7

Publisher Publisher Inc

Copyright © 2026 Publisher Inc

Publication date 2026

Title sort form Entrepreneurship

Ready To Remediate

Report Issue

- 3 Here we fill in the publisher.

PDFxT Documents Metadata Workforce Settings Users Logs Billing Support

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Title sort form Entrepreneurship

PAGES 631

BASE FONT SIZE A 9

Content Statistics

241 Figures	94 Form Fields	1 Formulas	1243 Headings	66 Tables
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4

Then save the properties.

The screenshot shows the PDFxT web interface for editing document metadata. The top navigation bar includes links for Documents, Metadata, Workforce, Settings, Users, Logs, Billing, and Support. A green notification bubble in the top right corner states "Document information saved". The main heading is "Document Information - Entrepreneurship-WEB", with a "Return to document" link. Below the heading is a sub-navigation bar with "Metadata", "Settings", "Styles", "Export / download", "Export checks", and "Logs". An "Actions" dropdown menu is also present. On the left, there is a preview of the document cover, which is orange with the word "Entrepreneurship" in white. Below the preview is a "Replace Cover" button. The main content area is divided into two sections. The first section, "Original document", shows the document name "Entrepreneurship-WEB" and a list of fields: Title (Entrepreneurship), Author (OpenStax), Language (English), Multi-lingual (checkbox), Created Date (29/09/2026), Producer (Prince 16.2 (www.princexml.com)), and Uploaded By (Unknown). The second section, "Additional ePub metadata", includes a description and fields for Source ISBN (9781975076344), ePub ISBN (978-0-306-40615-7), and Publisher (OpenStax). A "Report issue" button is located at the bottom right.

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Document Information - Entrepreneurship-WEB

Metadata Settings Styles Export / download Export checks Logs Actions

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Replace Cover

Original document Entrepreneurship-WEB

Title * Entrepreneurship

Author OpenStax

Language English

Multi-lingual ☐ This document contains multiple languages

Created Date 29/09/2026

Producer Prince 16.2 (www.princexml.com)

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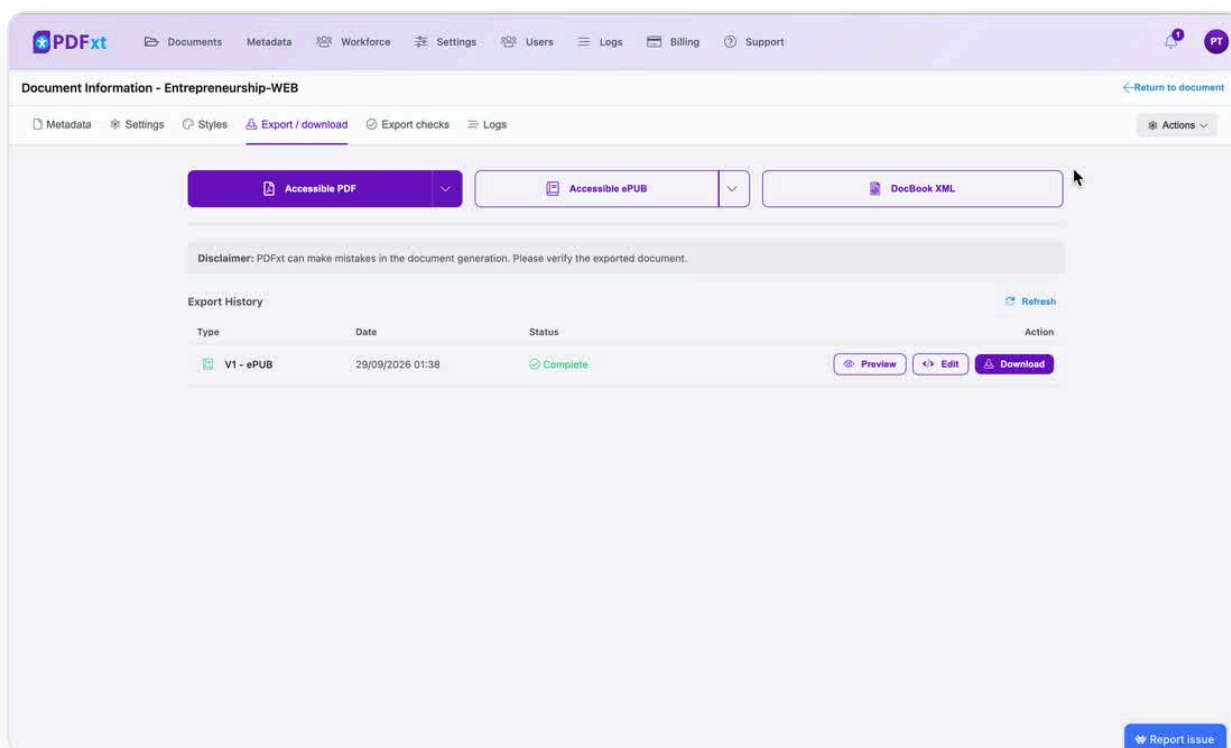
14

PART 14 / 15

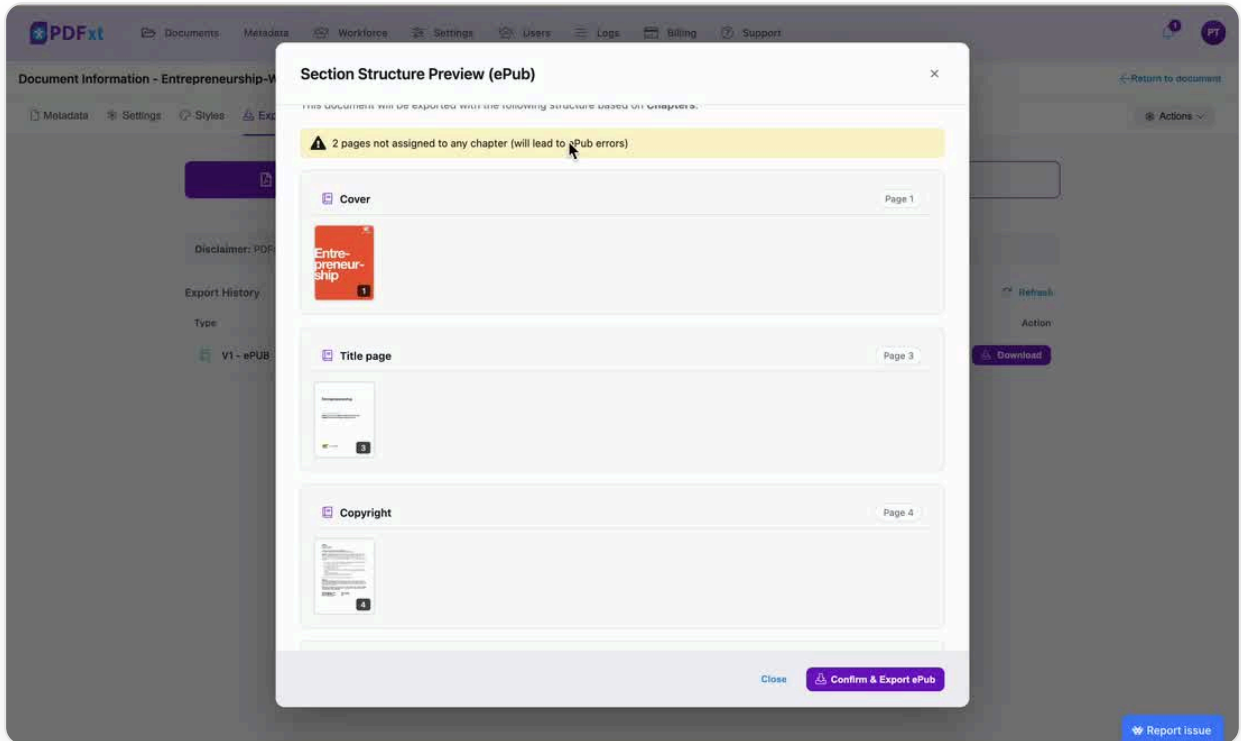
Export

Export the accessible ePUB, fix any chapter chunking warnings, and run EPUBCheck and Ace on the output.

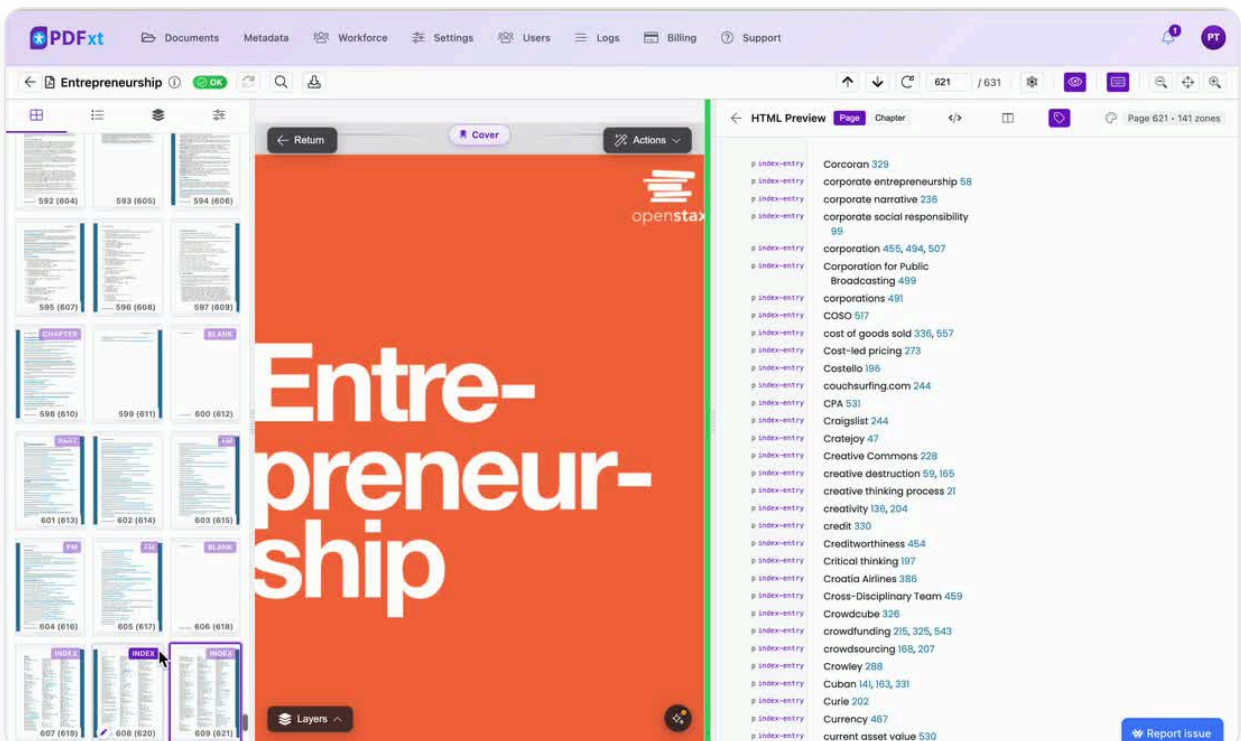
- 1 The final step is to export the accessible ePUB.



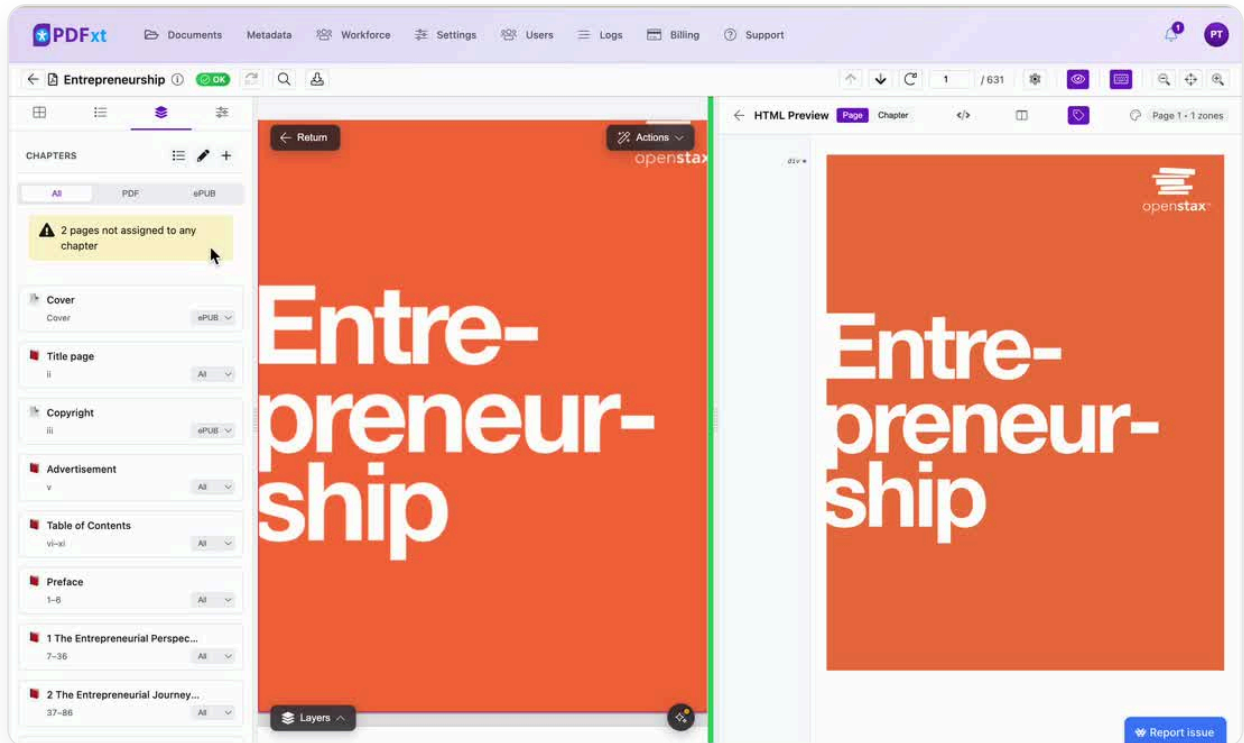
- 2 Before exporting, PDFxT previews the section structure, and warns us that two pages were missed in the chapter chunking.



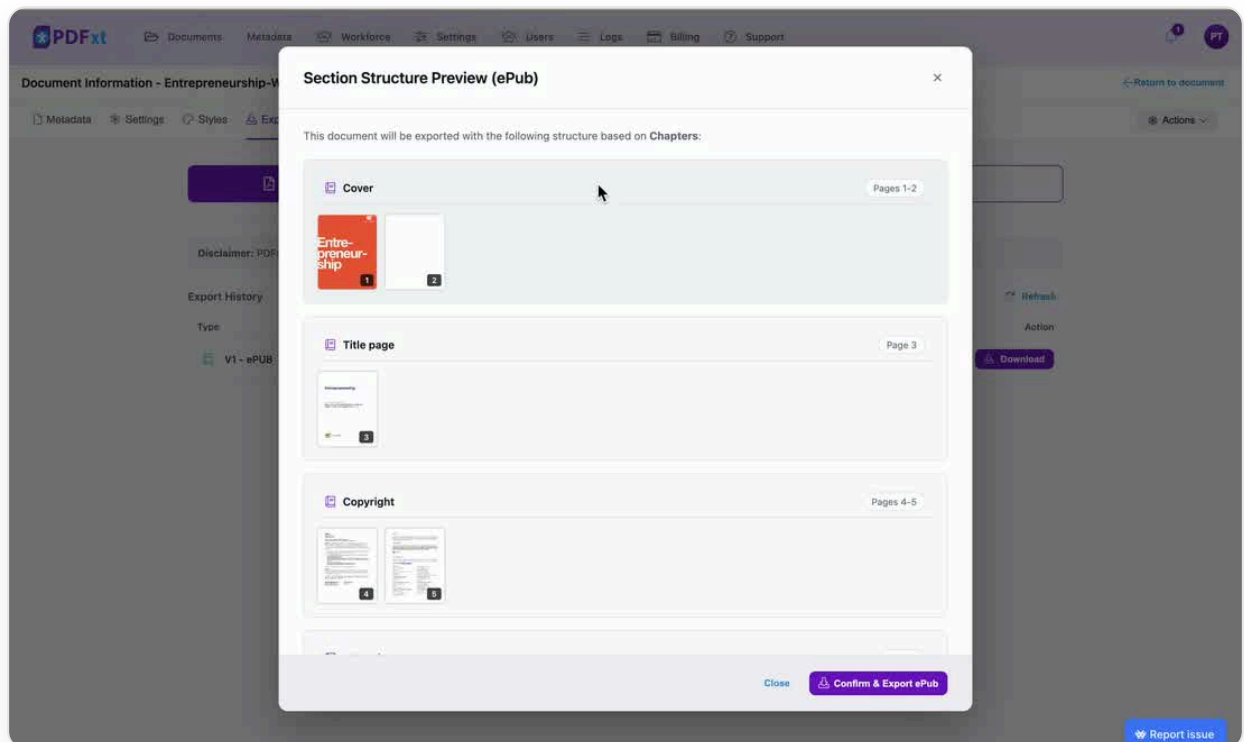
- 3 We'll go back to the editor and fix that.



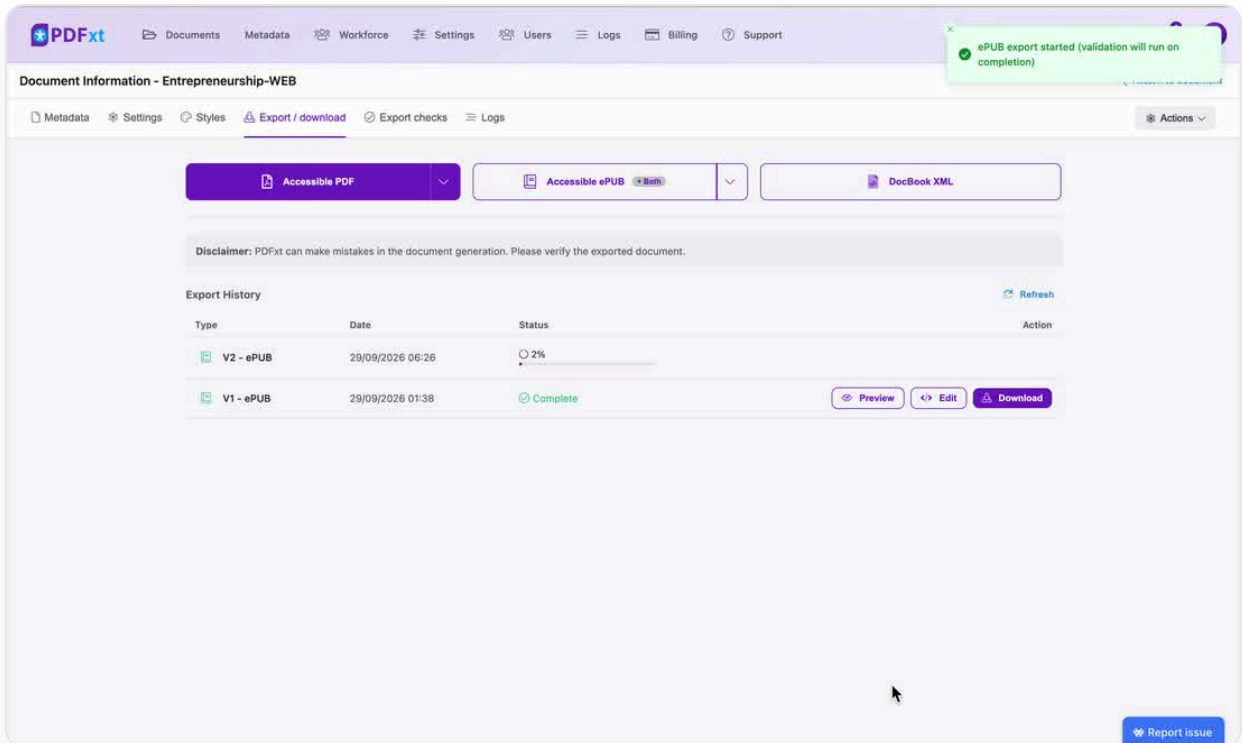
- 4 The Chapters panel shows the same warning, so we correct the chapter list with Bulk Edit Chapters.



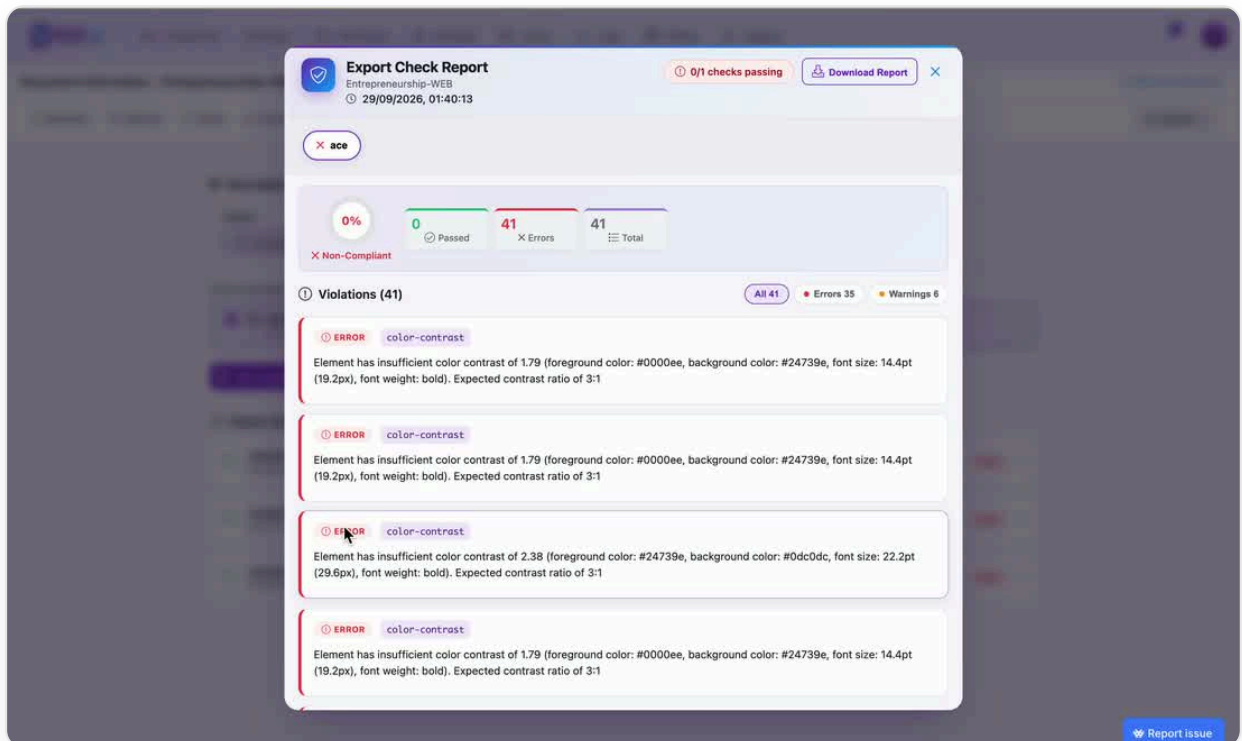
- 5 Looks OK now. Exporting the ePUB, and the structure preview has no warnings this time. I'm also asking for EPUBCheck and Ace to run on the output ePUB.



- 6 This can take a good few minutes for very large documents like this one.



- 7 I can go to the Export checks tab to run checks, or view the last EPUBCheck and Ace results.



8 Once completed, the file downloads automatically.

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Exported file ready for download. Your exported file is ready. Download

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Metadata Settings Styles Export / download Export checks Logs Actions

Run export checks

Check:

Accessible ePUB V1 - 29/09/2026, 01:38:25 Original PDF

EPUB ACCESSIBILITY

☒ EPUBCheck EPUB structure & packaging validity

☒ Ace by Daisy EPUB Accessibility Checker

Run checks

Check history

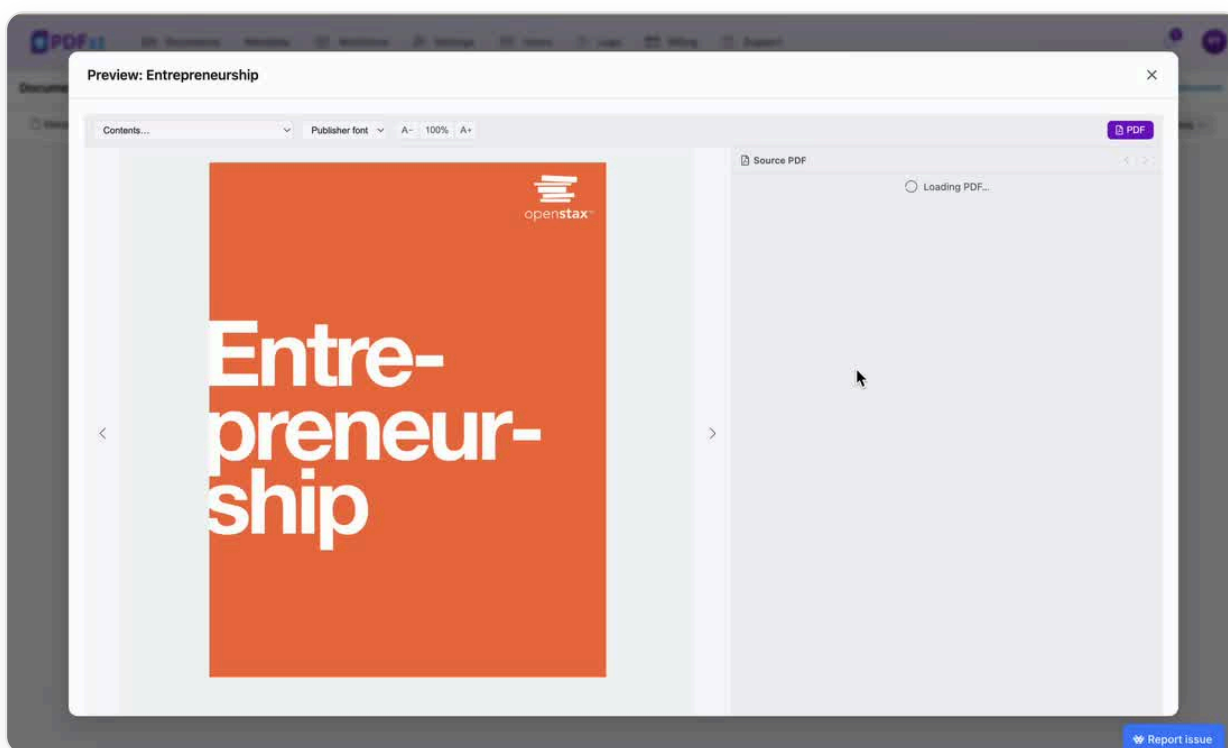
29/09/2026, 06:29:54 v2	FAIL	>
29/09/2026, 01:40:13 v1	FAIL	>
29/09/2026, 01:38:40 v1	FAIL	>

Report issue

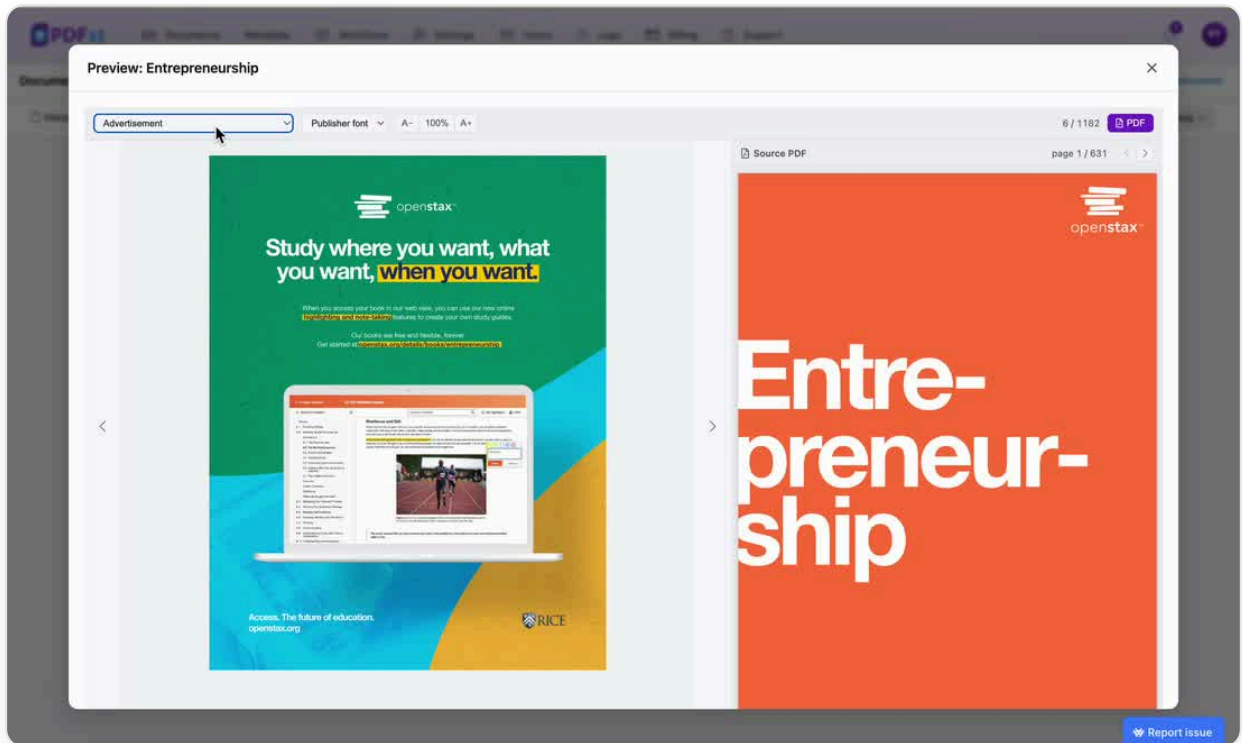
ePUB preview

Preview the finished ePUB in the built-in reader, and inspect its HTML, figures, OPF and NAV in the ePUB editor.

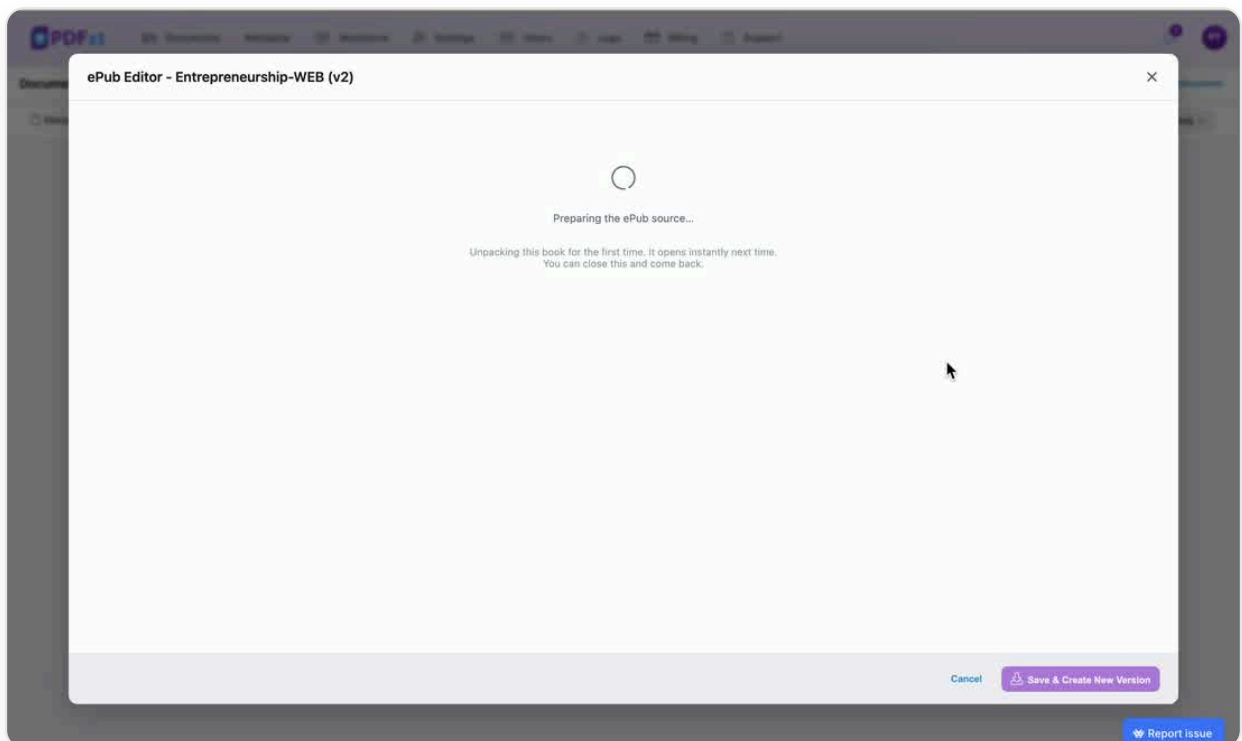
- 1 We also have a built-in ePUB reader where you can preview the generated ePUB.



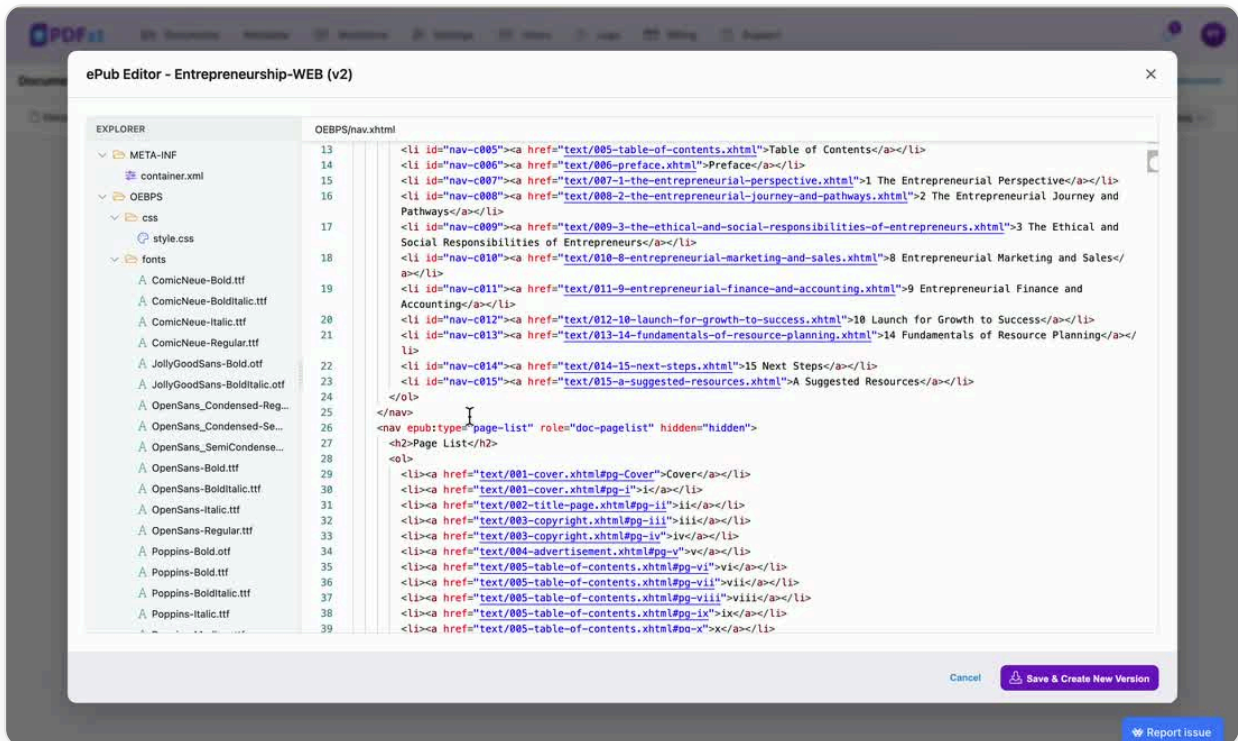
- 2 You can jump between sections and compare each page with the source PDF alongside.



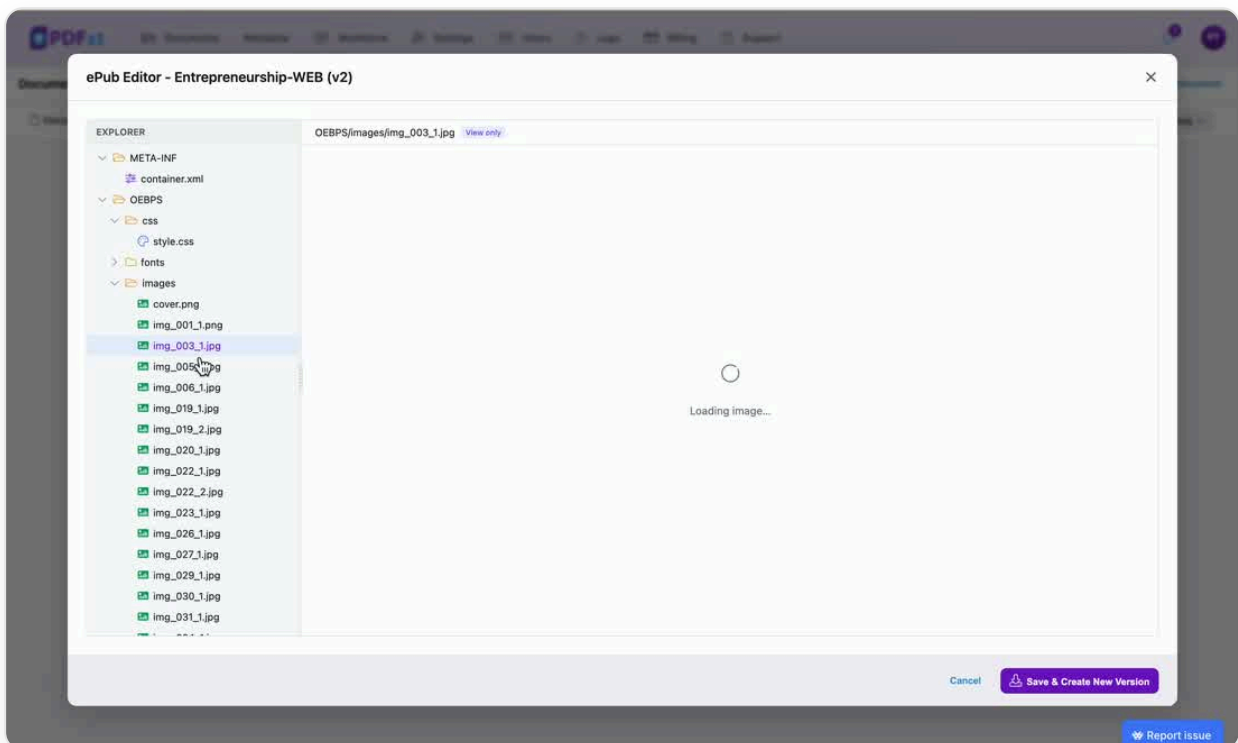
- 3 Separately, we also have an ePUB editor to view the contents of the ePUB file and make changes if required.



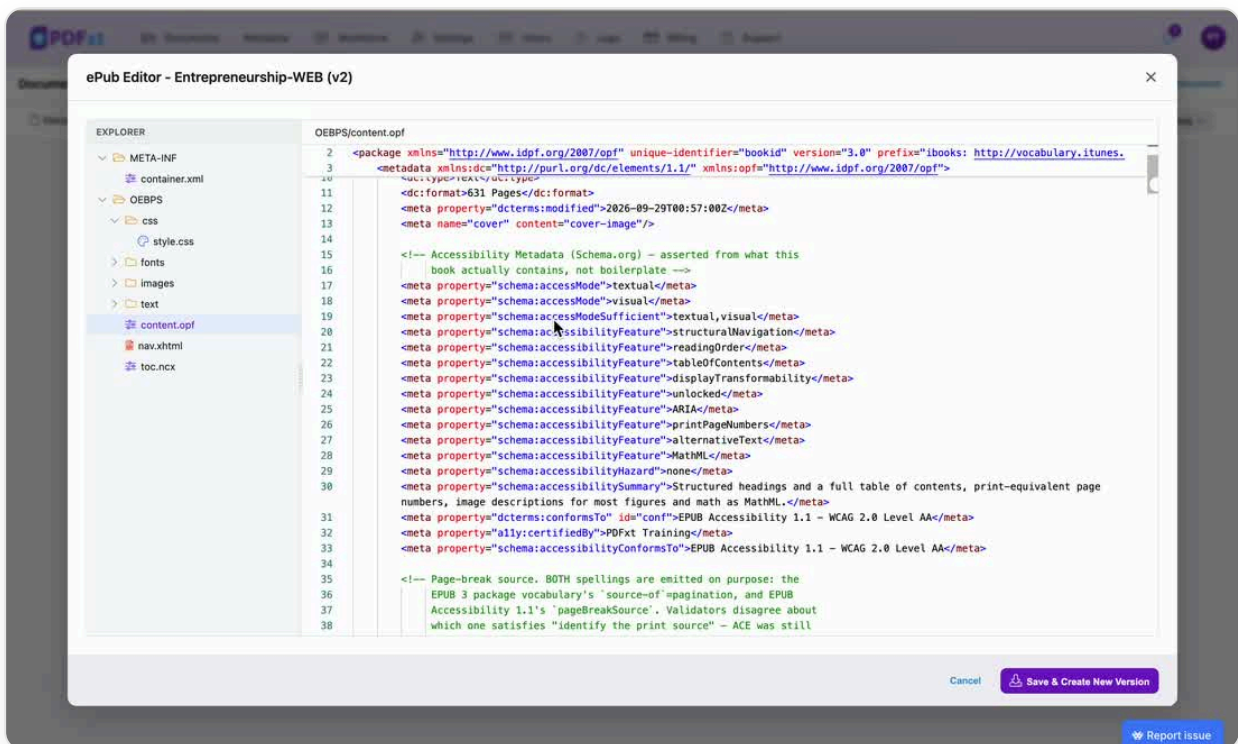
- 4 Once it loads, we can see every file inside the ePub.



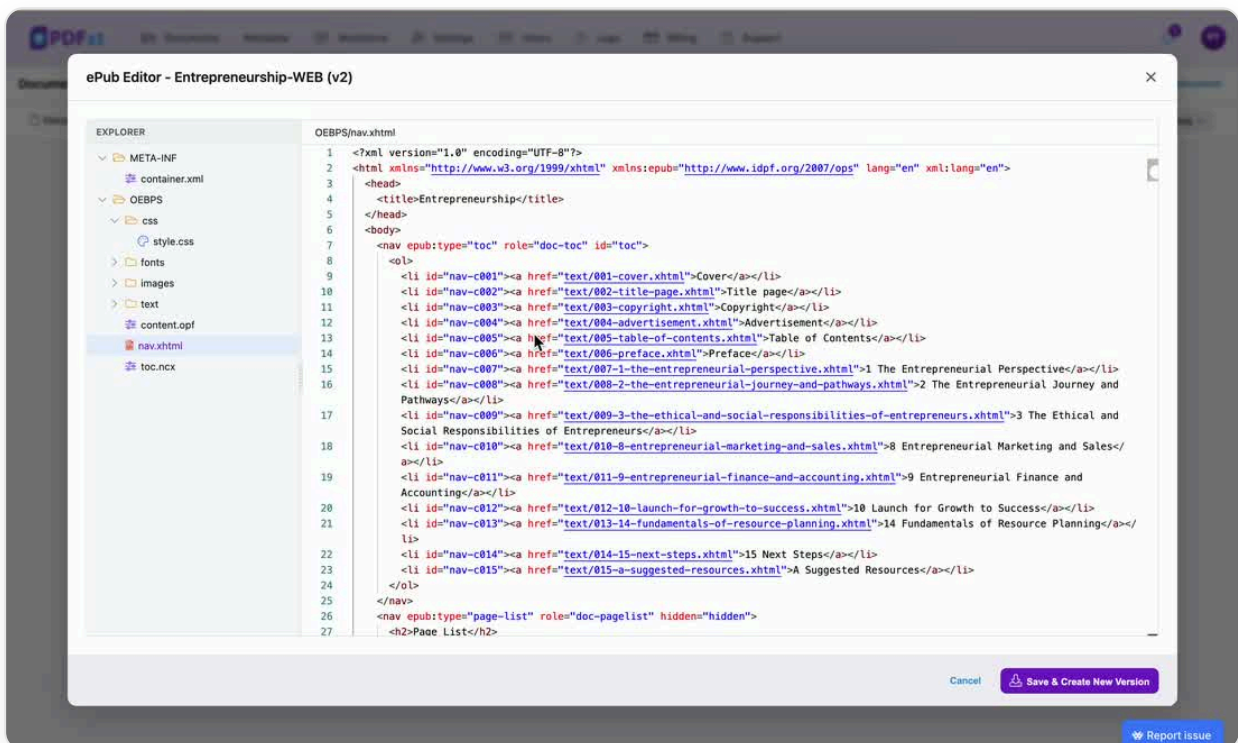
- 5 It shows the figures, and the HTML files for each section.



6 Here is the OPF, with its accessibility metadata.



7 And the NAV, with the table of contents.





Thank you

Reach out to us if you need any clarifications.

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