

**Product Name: Samooh (I समूह I)**

**Problem Statement:**

India's creator boom extends beyond metros, but Tier-2 & Tier-3 creators lack dedicated platforms. Creators struggle to build engaged communities, offer premium content, and convert fans into paying members. This hinders their growth, professionalisation, and the overall creator economy in these regions.

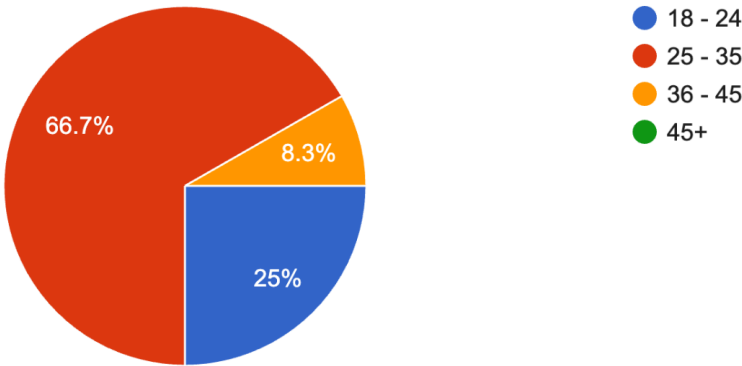
**Objective:**

To build a community platform for content creators and consumers that enables high user retention and engagement, especially among tier-2 and tier-3 cities users.

**Market Research & User Feedback:**

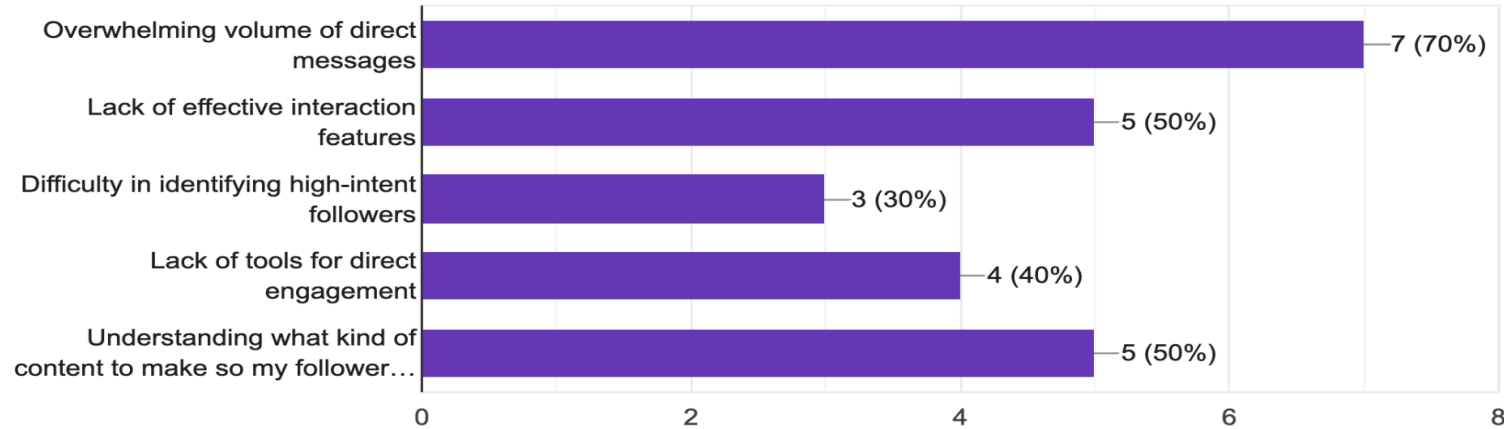
Creator Market Size Across Globe	Approx 200 Bn USD
Creators across Globe	200+ Mn
Creator Market size In India	Approx 1 Bn USD
Creators (All platforms)- India	100 Mn
Creators (Tier-II & Tier-III)	Approx 70 Mn

Age  
24 responses



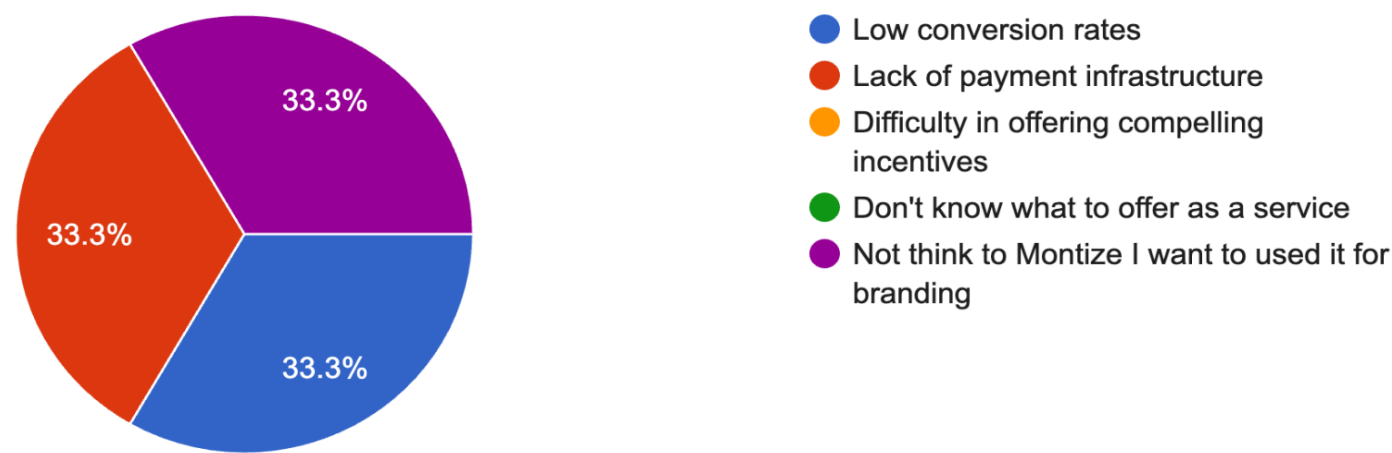
**What are the main challenges you face in interacting with your audience on existing social media platforms?**

10 responses



What challenges do you face in monetizing your community or followers effectively?

3 responses



User Personas:

Name	Demographic	Frustration	Needs	Goals
Dolly	<ul style="list-style-type: none"><li>Age: 36</li><li>City: Fatehpur</li><li>Gender: Female</li><li>Occupation: Full-time Chef, Part-time Influencer</li><li>Following: 250,000 Followers on Instagram (Recipe Sharing)</li></ul>	<ul style="list-style-type: none"><li>Limited Knowledge: She feels a lack of understanding about community-building strategies and best practices.</li><li>Platform Complexity: Existing platforms appear difficult to navigate and configure for her specific needs.</li><li>Limited Interaction: Current social media tools limit her ability to interact meaningfully with her large audience.</li><li>Content Monetization Challenges: Finding a platform that seamlessly integrates content creation, community building, and monetization features is proving difficult.</li></ul>	<ul style="list-style-type: none"><li>Community Building Tools: Dolly requires a platform that simplifies building and managing a paid online community for her followers.</li><li>Monetization Features: The platform should offer functionalities to host and sell online cooking classes, allowing followers to place orders for Dolly's dishes, and book her services for events like parties or gatherings, manage subscriptions, and potentially offer additional paid content.</li><li>Easy-to-Use Interface: She needs a user-friendly platform with a straightforward setup process for hosting classes and engaging with her audience.</li><li>Engagement Strategies: Dolly could benefit from resources or tools that encourage discussions and interactions within her community, like live Q&amp;As or recipe challenges.</li></ul>	<ul style="list-style-type: none"><li>Monetize Expertise: Dolly wants to transform her passion for cooking into a revenue stream by offering paid online cooking classes.</li><li>Build a Loyal Community: She desires to cultivate a dedicated group of followers who are enthusiastic about her recipes and cooking style.</li><li>Enhance Fan Engagement: Dolly aims to create deeper connections with her audience and foster a sense of community.</li><li>Content Expansion: She might explore offering exclusive content or in-depth tutorials to paying members.</li></ul>
Rahul	<ul style="list-style-type: none"><li>Age: 24</li><li>City: Panipat</li><li>Gender: Male</li><li>Occupation: Recent College Graduate</li><li>Interests: PC Gaming</li><li>Follows: Gaming Content Creators</li></ul>	<ul style="list-style-type: none"><li>Unwieldy Platforms: Current community platforms feel difficult to use, hindering his ability to participate actively.</li><li>Limited Interaction: Social media platforms offer minimal opportunities for direct interaction with creators, leaving them feeling disconnected.</li><li>Notification Overload: The sheer amount of notifications on existing platforms is overwhelming, but muting them entirely risks missing important information.</li></ul>	<ul style="list-style-type: none"><li>User-Friendly Platform: Rahul needs a platform for interacting with the gaming community that is intuitive and easy to navigate.</li><li>Two-Way Communication: He desires a platform that fosters a sense of community and allows for direct interaction with creators, not just one-way communication.</li><li>Customizable Notifications: Rahul needs a system for managing notifications so he can stay informed without feeling overwhelmed. This could involve filtering by topic or creator.</li><li>Engaging Content: A platform that offers a variety of engaging content, such as tutorials, discussions, and live streams, will keep him interested and learning.</li></ul>	<ul style="list-style-type: none"><li>Deepen Gaming Knowledge: Rahul wants to learn the intricacies of the PC gaming industry from experienced creators he admires.</li><li>Connect with the Community: He desires to be part of a thriving community where he can interact with like-minded gamers and share his passion.</li><li>Improve Gaming Skills: By learning from others, Rahul hopes to enhance his PC gaming skills and potentially contribute to the community.</li></ul>

Sameer	<ul style="list-style-type: none"> <li>• <b>Age:</b> 28</li> <li>• <b>Place:</b> Delhi</li> <li>• <b>Gender:</b> Male</li> <li>• <b>Occupation:</b> Full-time Content Creator (YouTube) talks about technology</li> <li>• <b>Following:</b> 2 Million Subscribers, 20,000 Paid Community Members</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Limited Features:</b> Current platforms restrict his ability to manage large communities effectively due to limitations on member capacity and lack of integration.</li> <li>• <b>Time Management:</b> The sheer volume of messages and interactions across different platforms strains his ability to manage everything efficiently.</li> <li>• <b>Content Disconnect:</b> Fragmentation across platforms makes it difficult to create a cohesive experience for his audience.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Community Management Tools:</b> A platform that offers features for managing large audiences, including moderation tools, member analytics, and the ability to integrate with multiple social media platforms.</li> <li>• <b>Engagement Strategies:</b> He may need resources or tools that encourage discussions and foster a sense of belonging among community members.</li> <li>• <b>Monetization Opportunities:</b> Sameer could benefit from features that allow him to offer tiered subscriptions or exclusive content within his community for additional revenue.</li> <li>• <b>Scalability:</b> As his community grows, Sameer needs a solution that can handle increasing demands without becoming unwieldy.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Increase Community Engagement and Retention:</b> He wants his large community to be a thriving and sustainable space for interaction and value.</li> <li>• <b>Streamline Community Management:</b> He desires a centralised platform that simplifies managing interactions across all his channels (YouTube, Instagram, etc.).</li> <li>• <b>Foster Deeper Connections:</b> He seeks ways to create a more personal experience for his paid community members.</li> </ul>
Manoj	<ul style="list-style-type: none"> <li>• <b>Age:</b> 52</li> <li>• <b>City:</b> Bhiwani</li> <li>• <b>Gender:</b> Male</li> <li>• <b>Occupation:</b> Furniture Shop Owner</li> <li>• <b>Interests:</b> Political Discussions</li> <li>• <b>Follows:</b> Social Media Content Creators (Politics)</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Language Barrier:</b> Existing platforms often lack support for his preferred language, hindering his ability to participate and understand content.</li> <li>• <b>Superficial Interactions with Like-minded People:</b> Social media platforms offer limited opportunities for in-depth discussions and meaningful connections with other members of the community on political issues.</li> <li>• <b>Uncertain Value:</b> Manoj is unsure whether joining an online community will be a worthwhile use of his time and energy.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Multilingual Platform:</b> A crucial need is a platform that caters to users in multiple languages, including Hindi (assuming this is Manoj's preferred language). This would allow him to navigate the platform comfortably and participate fully.</li> <li>• <b>Community Quality:</b> Manoj needs a community that prioritises respectful and balanced discussions, avoiding misinformation.</li> <li>• <b>Content Moderation:</b> Having effective moderation tools in place is important to ensure a safe and positive environment for discussions.</li> <li>• <b>Value Proposition:</b> Manoj needs to understand the value he receives from joining the community. This could involve access to exclusive content, expert insights, or opportunities to connect with politicians/activists.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Engage in Meaningful Discussions:</b> Manoj desires a platform where he can participate in in-depth and respectful political discussions with like-minded individuals.</li> <li>• <b>Learn Diverse Perspectives:</b> He wants to be exposed to a variety of viewpoints on political issues and expand his understanding.</li> <li>• <b>Connect with a Community:</b> Manoj seeks a sense of belonging and connection with others who share his passion for political discourse.</li> </ul>

## Competitor Analysis

<https://docs.google.com/spreadsheets/d/1lvgrMpCEQ6eBBinien4CdfUklthBbigzYpN5SrcOmnfY/edit#gid=339066782>

## Solutions

We are creating a Community SaaS platform built for Tier-2 & Tier-3 creators. It will empower them to build thriving, regional communities in their preferred language. Creators can offer exclusive content, subscriptions, and merchandise directly to their fans, fostering deeper connections and driving revenue. By addressing these challenges, the platform unlocks the potential of regional talent, creates a vibrant creator ecosystem, and contributes to the economic growth of these cities.

1. **Restrictions to create large communities due to limitations on number of community members- Solution-** The creator can have access to add x nos. members at first in his community, if he wishes to add more then he needs to pay for extra members and he can create multiple t channels on his community without any restrictions. - p1
2. **Fragmentation across platforms creates a disconnect for the audience:** The platform will have a connection to their group where all the members of the community will be added. The creator can keep a different group for free members and paid members as per his requirement, however for a single channel he will be only able to create 3 groups - p2
3. **Language Barrier:** The platform's interface will be able to cater to different linguistic needs of the audience and also the content uploaded will have a feature to provide subtitles in different languages. - p0
4. **Single platform for community interaction, monetization, and community building:**

**Creation:** The platform will allow the content creators to post any content to interact with the community, feature to book 1 on 1 sessions, group voice and video calls will also be provided. They can live stream with the community members, and they will also be able to edit any content which they are uploading on their channels. - p0

5. **Monetization:** The creators will have a separate space to sell their content/products/merchandise, and monetize the action of communities by preparing paid communities and giving them premium content, as the platform scales the creators will be approached by Brands for Endorsements. - p1
6. **Notification Overload:** We will provide a bell icon to help the user prioritise his notifications, he can have an option to have every notification related to a particular creator or have personalised notification, user will have the option to enable only certain notifications instead of bombarding with many. If the creator uploads any content or launches a new product or replies to any comment. - p1
7. **Increased Engagement and streamlined community management:** The platform will integrate with creators' social media handles and gather data from their activities both on the platform itself and across their social media accounts. This data will then be fed into an analytics engine and the analytics engine will utilise AI algorithms to analyse the collected data and generate insights and help them make conclusions out of the data. These insights can include information about creators preferences, behaviours, and interest

#### 8. **Social Media Content & Platform Content: - p0**

The following are some metrics that will be measured and analysed

1. Bounce Rate
2. Churn Rate
3. Session duration
4. Scroll depth
5. Social Media Engagement Comparison
6. Keyword recognition

The above data will be analysed to provide creators to help address queries, a dashboard will be provided for the creator to view the analytics. The list of metrics will be provided to the creator dependent on the type of subscription they have paid for

- How much time are my users viewing my content ?
- How many users are viewing my entire content ?
- How many are dropping off midway or even at the start ?
- Help them track specific hashtags, keywords, social posts, and more. Track competitors, know what they are up to stay ahead of the competition, stay relevant, and stay ahead in the community.
- Track mentions of the creator across different platforms and provide them on our platform
- Option to schedule posts and messages in communities to the creators so it will help them engage more, or remind them to post on certain topics that are currently trending.
- Option for Internal Collaboration with other influencers since we are providing live voice and video calls with the community.
- Track how much time a member is spending on the platform, to which announcements he is reacting or interacting, track the frequency of members' participation in live chats, and provide feedback on it to the creator – all these will help the creator understand their audience better

#### **Products/Merchandise**

The following metrics will be used to monitor user actions on the product and merchandise platform

1. Bounce rate
2. Scroll depth
3. No. of purchases attempted
4. No. of purchases made
5. No. of purchases failed

The creator will be able to understand how many users are viewing their products and services, what is their conversion rate and analysis on the feedback which they received on their products and services to help them improve their products and services.

#### 9. **Personalised experience with higher engagement and for the user:**

The user will be provided with personalised recommendations based on the content he consumes to help him connect with other creators creating similar content.

The user who will have maximum presence on certain channels or on the entire platform will be awarded certain badges which will be displayed along with his name in the community, as his time spent or purchase on the platform increases his badges will be upgraded, if he manages to achieve elite badge category he will receive gift vouchers or coins for next purchase.

#### 10. **Maintaining ethos and respect of the community as well as the platform: - p2**

The content that is being uploaded by the creator will be moderated by us to scrutinise any unacceptable content that violates the platform's agreement before uploading on the platform.

Additionally, automated profanity checks will be implemented. Users will also have the option for reporting any content uploaded by the creator that they may find offensive and the reported creator will face actions as per the governance policy of the platform.

The community chats will also be under moderation for any illicit chats, and the users can be banned by the platform or the creator for any illicit or inappropriate chats.

11. **Feedback for Creator:** For every content he produces on our platform or any courses/merchandise he/she sells on our platform we will provide a separate space for providing ratings and feedback regarding it which will be integrated with our analytics engine to provide a graphical representation of the feedback.

## Prioritised Features:

1. **Integrations:** To build data pipelines integrated with social media handles of the content creators which will feed the data to analytics engines so as to provide recommendations to the creators.
2. **Multilingual Platform:** We are developing the backend of our platform in such a manner that it will cater to all the regional languages of India apart from that we will also provide subtitles for every video content available on the platform.
3. **Live streaming and 1 on 1 calling feature:** Content creators can set up live calls with their community members to interact more closely as well as they can leverage 1 on 1 call feature to provide consultancy type services.
4. **Analytics Engine with AI based recommendations:** The feature will provide creators with strong insights on which of their content is most loved, Variations in their community population, Revenue variation and AI based recommendations on which kind of content the creator should focus on or which platform he should focus more on.

## Metrics:

### **\*\*Q1. Community Member Activation:\*\***

1. **How do you identify an activated community member who is willing to engage and potentially pay for premium content or services within the community platform?**
  - On our platform the content creator can have a free community as well as a paid community, by tracking the user behaviour patterns like if the member is reacting to all posts on the platform, we also track the amount of time a member is spending on our platform by scrolling or engaging with other members of the community.
  - Also we can analyse the history of purchased premium content so far by the user, frequency of interaction in the community, and contribution to discussions happening in the community.
2. **Define the activation challenge: What are the barriers to active participation and payment within the community?**
  - **Barriers to active participation could be:**
    - a. Platform is not so user-friendly and too much volume of messages, overwhelm the member sometimes, also members don't find the content engaging
    - b. Lack of engagement: Online communities rely on active participation. If the members of a community feel they are not engaged, or the community doesn't meet their needs, the community is likely to decline.
    - c. Competition: May face competition from communities offering similar services. This can cause members to switch to other communities, declining the original community.
    - d. Language barrier: This may hinder effective communication and interaction within the community,
  - **Barriers to payment:**
    - a. Especially the rise in cyber frauds stops people from these cities from trusting an online portal to be a part of or do payments.
    - b. Technical issues while making payments make people more sceptical and cautious.
    - c. Ticket size in Tier 2 & 3 cities and lack of trust is a lot of fraud online services and communities on the internet.
    - d. Poor Internet connectivity in Tier 2 & 3 cities could be a major challenge while doing online payment
  - **Another challenge could be the perceived value of premium content being lower compared to free offerings and the user might feel hesitant while opting for premium content as they don't see much value in getting it.**
3. **Propose solutions and justify their effectiveness in enhancing community member activation.**
  - To the problems mentioned above we will be enhancing on a secure and trustworthy platform with less ticket size as we will be targeting Tier 2 & 3 cities.
  - Making sure the influencers onBoarded are verified and emphasising this fact so the members will trust and start using the platform
  - Also we can Integrate payment gateways with options for multiple payment methods so that they can pay using different modes like debit/credit cards, UPI, digital wallet, also phone-based transactions through dedicated customer service channels.
  - Provide a limited-time/7 days free trial for premium content to showcase its value and encourage conversions so that the user feels trusted while spending their money.
4. **Suggest metrics to gauge the success of these solutions.**
  - **Conversion rate:** Measure the % of registered users who became a premium member.
  - **Engagement point:** We will track the ratio of users who engage with premium content just to gauge the effectiveness of the content that is being offered in the community
  - **Churn Rate:** Number of members who stopped converting the premium content (drop off rate) over some time.
  - **Click Through Rate (CTR):** Click Through Rate of the member on ads, meet-up links, or events, etc

**\*\*Q2. Creator Activation and Support:\*\***

**1. Given the platform's role in facilitating creators to build and nurture their communities, what metrics and strategies would best define and support creator activation?**

- **Metrics:**
  - a. % increase of registered creators that are actively engaging with our platform
  - b. Frequency of the content created
  - c. Engagement rate within the community
- **Strategies:**
  - a. We'll give shoutouts or special perks to encourage creators like badges etc.
  - b. Access to user-friendly features/tools and analytics dashboards to simplify content creation and management for creators.
  - c. We will offer one-on-one support and tutorials to guide creators in using our platform effectively.

**2. What incentives or tools do creators need to transition from dormant to actively engaged community leaders?**

- The current platforms don't provide a clear roadmap of how the monetization works and what they can achieve out of it, so providing a clear roadmap of how it works will reassure people and we know what reassurance can do to a human being
- We can help the creators with cool tricks of how to edit their videos to make them look cooler or according to the current trends, help them with asynchronous free videos that will help them become good content creators, or help with how to build a better community.
- Many creators out there especially from Tier 2 & 3 want to start a community but don't know where to start and how to, so we can provide an option with community managers who will not only help them with maintaining the community but also help them grow it larger with better retention.
- Help them track specific hashtags, keywords, social posts, and more. Track competitors, know what they are up to stay ahead of the competition, stay relevant, and stay ahead in the community.
- Track mentions of the creator across different platforms and provide them on our platform
- Option to schedule posts and messages in communities to the creators so it will help them engage more, or remind them to post on certain topics that are currently trending.
- Option for Internal Collaboration with other influencers since we are providing live voice and video calls with the community.
- Track how much time a member is spending on the platform, to which announcements he is reacting or interacting, track the frequency of members' participation in live chats, and provide feedback on it to the creator – all these will help the creator understand their audience better
- Use a community management platform to bring all metrics together into interactive dashboards. This allows us to measure and manage community engagement from a central location.

**3. Determine metrics to measure creator engagement and activation success.**

- Audience retention: Increase in the retention rate of the premium audience over some time will indicate the engagement of the creator.
- Engagement rate of community: The more the community is engaging and interacting, the more it indicates the activation success of the creator.
- DAU - number of new users joining the community daily.
- The amount of time the creator spent on our platform.
- No. of active members in the community
- member lifetime
- NPS - The more the NPS rate, the more members tend to join the community which shows the activation success of the creator.
- Churn Rate - What percentage of members are forming long-lasting connections?
- Measuring long-term members of the community over some time
- Measuring no. of people responding to surveys and feedback in the community
- How often the creator is posting on the platform

**\*\*Q3. Community Engagement and Retention:\*\***

**1. Addressing the issue of overwhelming content and the challenge of maintaining focus on creators with varying levels of distribution:**

- We can provide content moderators to filter and highlight valuable content
- Will offer personalised recommendations and notifications based on user preferences and activity
- Also, we can leverage content curation algorithms that will show / prioritise content based on relevance and engagement rather than completely focusing on popular ones



**2. What strategies can be implemented to ensure ongoing engagement and retention among community members, particularly for those following creators with smaller or medium-sized audiences?**

- Encourage content creators to do regular interactive sessions like, AskMeAnything (AMAs), and live Q&A sessions
- Host community challenges to promote collaboration and engagement with the community members so that they can continuously feel enthusiastic about being a part of it.
- Offer goodies based on active participation to showcase the value of the time that they're spending dedicatedly

**3. What metrics can best measure the effectiveness of these retention strategies? Consider the application of models such as content completion rates or frequency of community interaction.**

- **Monthly Active Users (MAU):** to measure the overall engagement level within the community.
- **Content completion rate:** % of users who have consumed the content and how much they were interested or engaged with it.
- **Frequency of user interaction:** track how frequently the user engages with the platform and performs actions such as likes, comments, or participates in discussions or events
- **User retention rate:** track the % of users who continue to engage with the platform over time highlighting the success of user engagement

**\*\*Q4. Creator Retention and Support:\*\***

**1. To mitigate creator burnout and improve ROI:**

- Provide ongoing support and resources for creators, including educational materials and workshops on how they can improve their skills
- Reward creators for reaching milestones or exceeding performance targets.
- Form a creator support team to address queries, concerns, and give content feedback effectively

**2. Identify strategies that can aid in retaining creators over the long term, possibly through business model adjustments or additional support for successful content creators.**

- Form a creator support team to address any sort of tech issues, share feedback on the content that is being created, also offer some strategic guidance or mentorship programs
- Facilitate opportunities for content creators to collaborate with one another and host networking events wherein they can share their experiences
- Conduct Surveys to gather feedback from creators about their satisfaction with our platform, support services, and opportunities for growth

**3. Suggest metrics to assess the effectiveness of these retention strategies, considering both the creator's satisfaction and their content's performance.**

- **Creator churn rate:** % of creators leaving the platform over a specific period.
- **Satisfaction surveys:** Measure creators' satisfaction levels with platform features, support, and overall experience.
- **Content performance metrics:** track KPIs such as views, engagement rates, and audience growth to assess the impact of retention strategies on content quality and relevance.

**\*\*Q5. North Star Metric for the Community Platform:\*\***

- **What should be the most critical metric as the platform is being developed, especially one that aligns with both creator and community member retention?**
  - Monthly Active Community Members: this will reflect the number of active participants within the community platform monthly, including both creators and their followers
- **Discuss the potential for using Net Promoter Score (NPS) or another metric as the North Star. Explain your reasoning.**
  - Active Paid Users(Over some time)
  - NPS is like a compass showing how happy and loyal everyone is, from creators to community members. High NPS means people are really happy and sticking around, which is exactly what we want to see as it means our platform is doing a great job of keeping people engaged and sticking around for the long run..

**GTM Strategy:**

**Pre-Launch:**

**Launch will be Pan India but will be focussing initially in the 3 states**

Channels	Activity	Resource
Social media channels (YT, FB, and Insta)	Create introductory content video for the app	Video editor, professional I explainer
Joining a social media group	Join those groups and upload content	SME, Chat GPT expert, and WordPress expert
Offline	Target 5-10 content creators with the sales team to give them access to our app for free and educate them about the app	Sales expert, In House expert

- Objective: Build awareness, and credibility through content sharing and joining other relevant community
- KPI: 500 Users and 3-5 content creators from each region T2 and T3 cities from (Maharashtra, Karnataka and Delhi).
- TimeLine: 3 Months.

Channels	Activity	Resource
Social media channels (YT, FB, and Insta)	Announcements via social media and group joined on these. (500-user community free with all the available features)	Video editor, professional I explainer
Paid	Amplify reach by using Google ads	Inhouse
Feedback	Create a strong feedback loop to get the correct and timely feedback	In-house expert and hire survey collation team(If required)

**Launch:**

- Objective: Drive product adoption by the announcement and via the organic channel and amplify via paid channels
- KPI: 5000 Users and 10-233 content creators from each region T2 and T3 cities from (Maharashtra, Karnataka and Delhi).
- TimeLine: 1 Months

**Post-Launch:**

Channels	Activity	Resource
Social media channels (YT, FB, and Insta)	Scale-up: by publishing more material and providing testimonials	Inhouse
Paid	Hire high influencer and celebrity	Celebrity and add experts

- Objective: Optimise and scale to drive further product adoption and start working on V2 as per the feedback from launch then d
- KPI: 20000 Users and 70-100 content creators from each region T2 and T3 cities from (Maharashtra, Karnataka and Delhi).
- TimeLine: 3 Months.