

EXECUTIVE SUMMARY

PROBLEM

What is the pain point your target customer is experiencing that your app could address?

- Social media fomo
- Lack of social currency rewards for people
- Value an Nostalgia of digital media

How significant of a problem is this for your target customers?

Not apparent. Underlying culture issues that we don't fully understand with snapchat and facebook

What are they currently doing to solve this problem?

Snapchat stories, periscope, sories movement

How will your app solve the problem you identified above?

See what you can do in your area fast

Make you feel like you belong

Feel the present moment

See the world from multiple perspective

How would you quantify or describe the value your users will get from your app?

Get recognized for your awesomeness

What can users accomplish with your app that they can't accomplish with another app?

What metric or accomplishment would let you know that you succeeded?

Have active users in all xx square of santa monica
In two years be profitable with ads in each sqare

What is the end goal of building your company?

Get acquired, go public

COMPANY

How did you originally come up with the idea?

Interested in making digital more personal and meaningful and at the same time reduce fomo and make social media more relevant to the specific time and place

The world is full of an infinite amount of stories

Large scope – parallel worlds, bootleg version of time travel,

Team Member 1

Advisors

MAR KET

How would you quantify total market demand for your product.

Snapchat growing market 150 billion daily users, periscope 2 million.

Expected Future Market Size & Growth Rate

Factors Affecting Market Growth

COMPETITORS analysis

SWOT ANALYSIS

Strength – growing market for stories

Weakness – social media space is crowded

Opp – snap buy out, yelp could be interest

Threat – big contenders could build their own version

Market research plan

- Use google survey to see how people find stuff today as it is
 - o User story – you are at dinner with friends you are new to the area it's time to do something for a few hours before heading back home. How do you find out what to do .
 - o

G R O W T H P L A N

U S E R A C Q U I S I T I O N S T R A T E G Y

Include a description, tactics, and expected customer acquisition cost

0. sharing a gif of the video you just made on facebook
1. contest - buy promos or gift cards and give out for a place in each square, average 10 bucks x xsquares
Current snapstar gets perks of square promo vender
2. upload NOMO snaps to snapchat
3. upload snapchat to nomo
4. normal seo advertisement

G R O W T H L E V E R S

A growth lever is an innate part of your app that you can leverage to grow your app. For example, the key to Instagram's rapid growth was cross-posting to Facebook and twitter. Check all that apply Push notifications Network effects Referral systems Deep linking Gamification Social sharing Other levers unique to your app

Push notifications-
Network effects-
Referral systems-
Deep linking -
Gamification -
Social sharing-

Other levers unique to your app?

K E Y M E T R I C S Key performance indicator 1

- Active daily users in each square
 - o Videos for each square
 - o Votes for each square

- Promos gathered

FINANCIAL

MONETIZATION PLAN

Revenue Model

Advertising – 1 promo for each area

In App Purchases - ability to purchase promo

STARTUP COSTS

Specify fixed or variable costs, payment frequency, and price stability

FUNDING REQUIRED

How much money do you need?

What are you valuing your company at?

How long of a runway does this give you before you need more funding?

What will you use this money for?

UX/UI

User flow scenario

Feed and voting

Opens up app, map zooms in on current area, feed snapstar feed immediately starts to roll Starting from the snapstar #1 spot. Now, like tender, I can tap right to thumbs up, or tap left to thumbs down. Or hit the star in the middle. Points are immediately add/subtracted and the next video starts #2 spot. Click ythrough till the end an dyou get to a make a video now icon.

When you make a video

I clicked video button, I filmed dope video. I submit and it says share to social media for an extra 5 point boost. Bam I shared it to facebook and Instagram. Got 10 points. I see the points get added to my photo and then I see it go to the bottom of the snapstar list. It started at 18/20thplace and I can watch it go up and down if I want.

facebook

a few hours later I logged onto facebook and it ooks like it goesnt post the entire video but just a gif. Very cool.

I won – account section

Holy crap, got a notification I became the snapstar of that square in west Hollywood we were in last weekend. It says I have a free appetizer at some restaurant by there that I can redeem in the next 7 days. Maybe I'll hit that up. I logged into my app and under my account section I can see my snapstars, it says I am #1 in west hollywood square, and I'm number #25 in another square. I see a redeem my perks in my #1 square. Click it and the details come up.

Snapstar video experiation

After 3 days of being in the top 10 o my hoem square I feel to 12th place for 3 days and then I disappeared compeltly from the square. I went to my vdeos section and I saw the videos remain in your my snaps/videos section and that I can personalize settings for each video. toggling on and off if its public, private to social media friends, private to a group, or private to just me.

System/features

Large scope – concepts ranked by chronological implementation

1. NOMO – users want to know what's going on around them quickly, relevant to their exact time and location
2. Snapstar, legend (public) – become the legend or star of an area, get perks
3. Memories/legend (public and private) – treasure buried media for friends and loved ones to find when they are in the area.
4. AR parallel universe / time archive – see what was going on in this exact spot 20 years ago. See the legend of this day 20 years ago

- Voting system
 - o 1 snapstar vote per square
 - o Additional snapstar vote per square if you make a video
 - o Additional snapstar vote for sharing on social media
 - o 5 negative votes in a row and your voting turns off for 30 mins
- Heat Map of squares
- Square feed – aggregated stories of all videos in the area chronological order
- Social media login
- Geolocation tracking
- Localization maybe too
- Video capture

Snapstar video expiration

After 3 days, if you're not in the top 10 spots of a square you get taken off the public square. Your videos remain in your my snaps/videos section and you can personalize settings for each video. toggling on and off if it's public, private to social media friends, private to a group, or private to just me.

Concepts

- NOMO – opposite of FOMO. Not Missing out.
- Snapstar- gamified snachat, becoming star of a square
- Square – territory of land 1x1 that can be
- AR bill boards in the background of winning NOMOs
- Memories/moments – storing mostly private or public moments for others to see in the future

