**Viral Loop** - Overview…

(A) MM is **continually running** inside the browser
blacklisted sites (e.g. banking, dating) are not processed

(B) MM API **categorises content** using Natural Language Processing (NLP), combined with a deep learning network, updated continually from WikiPedia
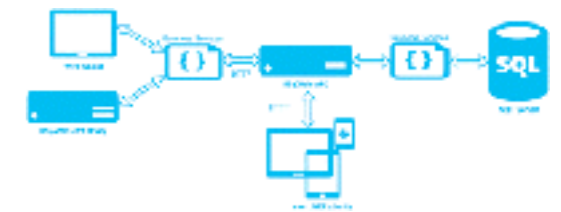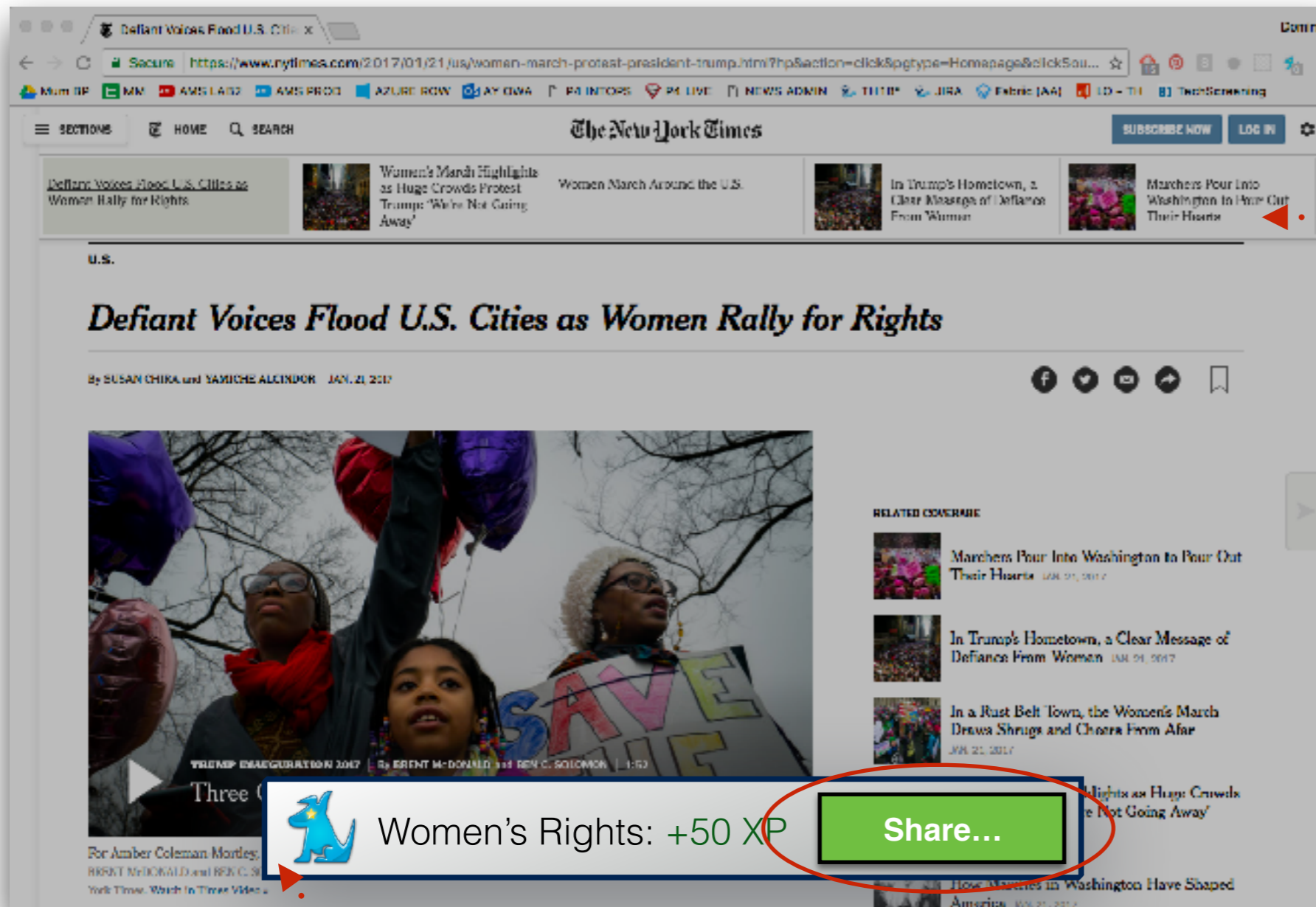
(C) MM popups earn you **Experience Points** (XP) as your content is categorised

Brexit Referendum   +40 XP
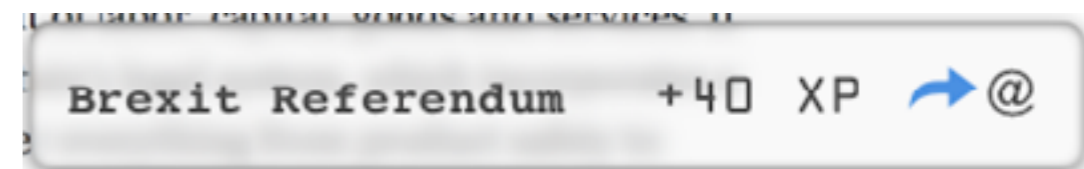
Appendix 1: early mockups

Viral Loop - Earn Experience Points for Topics (1)

MM categorises content and monitors user page interaction metrics
(e.g. time on page, scroll events, audible status…)

Pages are ranked internally by users' engagement metrics

As interaction metrics cross thresholds, **earn XP** for topics, and get **invited to share** the topic stream with friends…

Appendix 1: early mockups

Viral Loop - Sharing a Topic with Friends (2)

Invite friends from Google Contacts with **shared interest** in the topic

Appendix 1: early mockups

Viral Loop - Friend Receives Invite (3)

Email invite to **join maomao** and **unlock share**
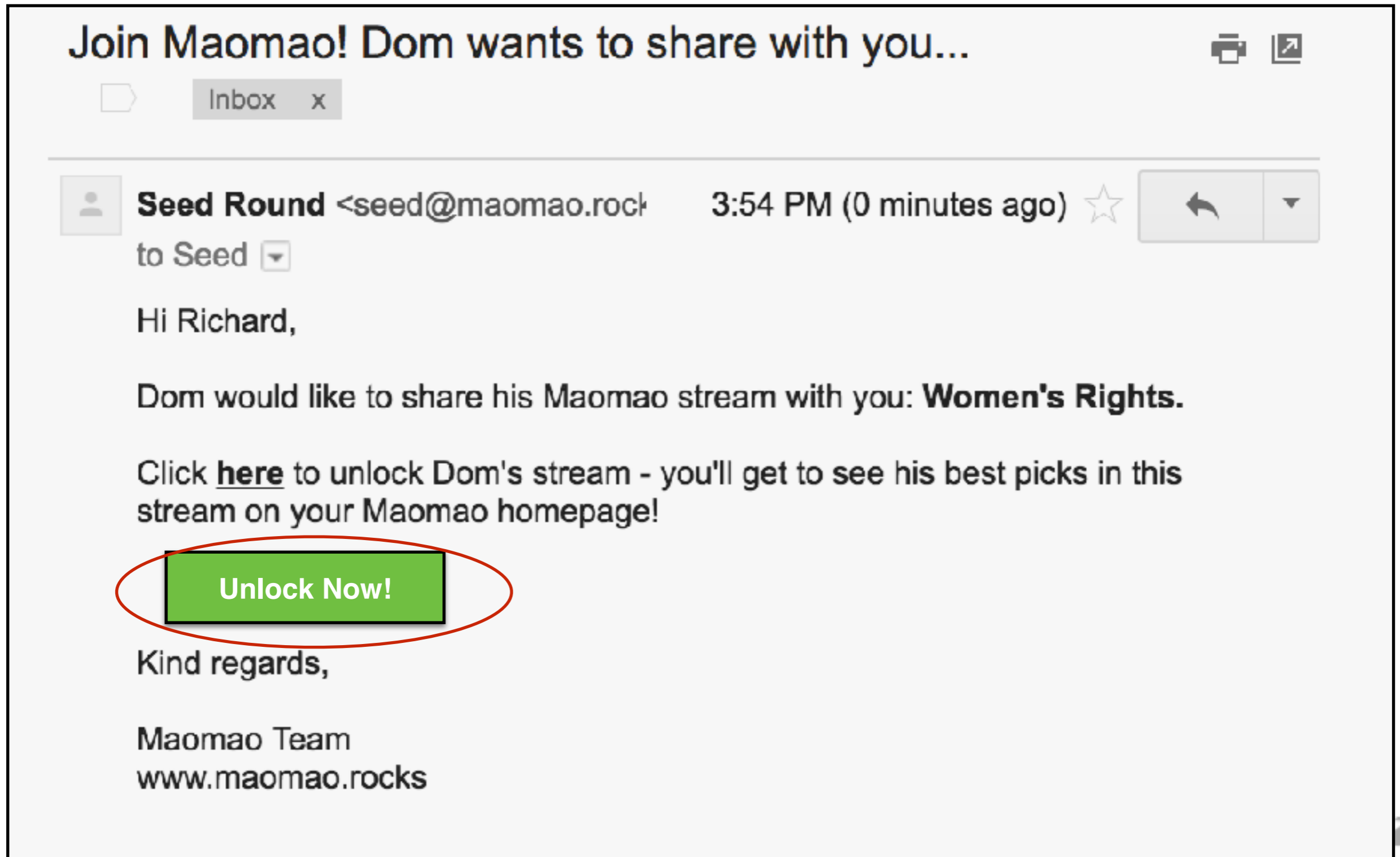
Appendix 1: early mockups

Viral Loop - Friend Installs Maomao (4)

Friend browser extension to unlock stream…

Appendix 1: early mockups

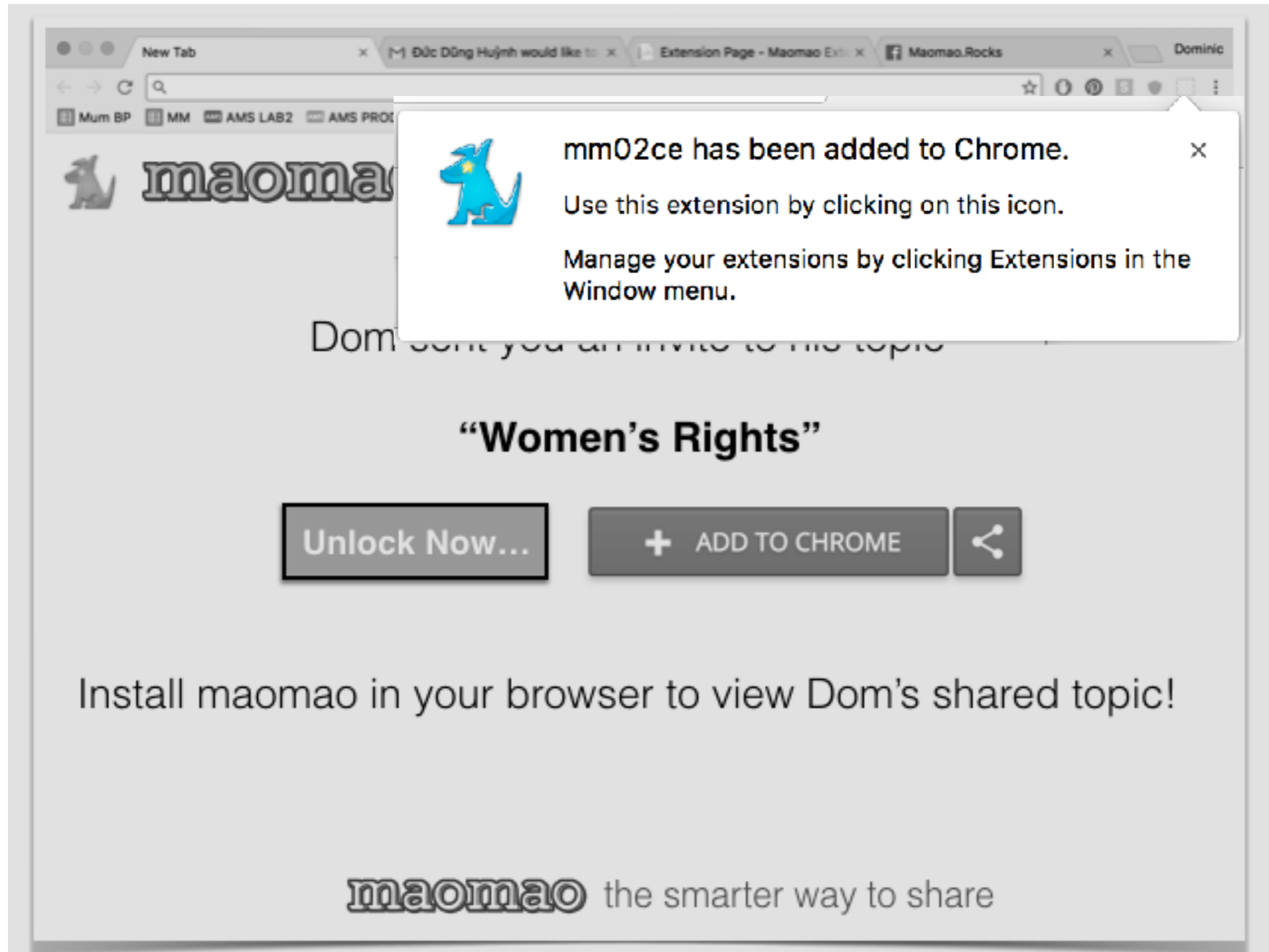**Viral Loop** - Friend Installs Maomao (4)

Add extension…

Appendix 1: early mockups

Viral Loop - Friend Installs Maomao (4)

Extension installed: new user taken direct to www.maomao.rocks homepage

Viral Loop - New User Homepage - www.maomao.rocks (2)

Your **Brexit** Stream   XP 150 (earn VIP @ 1500)   85 pages, 83 minutes browsing

Your Streams

Politics (XP 50)

UK Politics (XP 90)

Brexit (XP 150)

US Politics
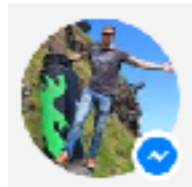
Trump

Science

Astronomy
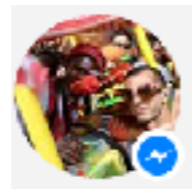
Friends Streams

Rudy

Winston

Boat

Share with…

Shared With

Kris Lander
Brexit: XP 1600
250 pages, 400 mins

Taz Endler
Brexit: XP 160
93 pages, 90 mins

+3 others…

Recommended for **Brexit**

http://www.economist.com/news/britain/21715…
Earned XP 35 7.6 mins
Three days ago

http://www.independent.co.uk/topic/brexit
Earned XP 15 3.5 mins
Yesterday

https://en.wikipedia.org/wiki/Brexit   https://www.reddit.com/r/brexit/