



In the MetaVerse of Madness

Preparation time: 60 minutes

Negotiation time: 90 minutes

Due to violating the vital rules of market competition, abuses in terms of privacy and data management, inappropriate and uncertified application of AI algorithms as well as suspicion of money laundering and tax avoidance, the court hereby announces that the Meta company is lawfully split into 27 separate identities (list of identities given in annex number 21) and is obligated not to ever be rebuilt as a singular company. All the management board of Meta company (list of names given in annex number 14.) is put under domestic arrest until the end of the investigation regarding potential financial crimes. The decision...

The sentence of an international commission, formed on behalf of several countries, tired of not being able to control social-media giant, as well as plenty of activist movements, was sudden and took the international society aback. Does that mean the end of Meta, former Facebook, one of the biggest and most important companies in the world? What know? The stock has gone mad, and investors and stakeholders – are even madder. Common users started panicking – what about their accounts, what if Facebook, Instagram, Messenger, and many other services suddenly flop? After the possible cancellation of the Metaverse project, the NFT bubble immediately blew up.

In the middle of this chaos, there were they – mid and semi-high management members of all smaller platforms or companies which constituted Meta's body. Now, orphaned, left on their own with rapidly decreasing finances and users, they may fight for survival and write their names in the history of business or fade and be forgotten.

The boards of two major post-Meta services – Messenger and Instagram set up a conference, during which they announced their will to create a group of cooperating platforms. The group, for now – nameless, is going to replace lost social media space and rebuild what Meta used to be for its users. Some investors and people calmed down, but certainly not for long. Is it possible for two huge enterprises, which are drowning in financial and organisational chaos, to sign a massive agreement and pick up what has left of Mark Zuckerberg's legacy?

Everyone held their breaths, yet the tension was electrifying the air. Every minute counts, as every minute the competition worldwide tries to steal anxious users and stakeholders.

In the meantime, the table is set and both sides prepare for the negotiation. There are several aspects to be discussed and little time to waste. This time the most important people in the social-media world must put their smartphones away and look each other in the eyes. Crucial moments of their careers and lives are about to begin.

Instagram

Introduction

Does anyone remember the years 2010-2012 when Instagram was just a small company run by 13 people and still managing to gather around 100 mln users? The day Facebook came with a 1 billion USD offer changed everything. Instagram became part of a huge corporate machine and quickly became one of its core parts. Hundreds of millions of users could share their art, passion, lifestyle, knowledge, and relations about everyday activities with the whole world. You created the power of the word #hashtag, let the influencer market skyrocket, but at the same time caused some controversies - Instagram is known to be a hatchery of toxic beauty ideals.

Regardless of others' opinions, you are a brand. No other platform connects celebrities and their fans, artists and inspiration seekers, or people simply interested in the lives of their acquaintances with each other the way you do. No matter what happens to Meta's legacy, someone will eventually buy you out offering decent money and probably sustaining your uniqueness. You also avoid most accusations of spreading fake news, leaking speech of hate, or collecting too much data from your users. The future for you may not be bright, but in the worst-case scenario you will just lose your independence, and job probably, but at least spend the rest of your days in the Bahamas scrolling post on under-whatever-name-Instagram -will-go.

However, it is understandable that the community is panicking and massively aborting their accounts. In case Instagram suddenly shuts down its servers, they have to be already connected and, what is most important, followed on other social media platforms. Every hour thousands of users are lost, some of them forever. Thus you cannot hesitate and quickly announce with whom and how are you going to proceed with your services. The possibility of mutual agreement with the second orphaned giant – Messenger and forming a new group is tempting. However, you have to make sure that in your partnership, Instagram will maintain enough decision-making power and gain a decent amount of financial and technological resources not to become just another function of a wider social-media consortium.

You know that, if it was not for financial fluency issues, you would be capable of standing on your own feet. Unfortunately, the investors dislike uncertainty and are abandoning Meta-connected platforms as long as no agreement is established.

The time is running out and your optimism may soon fade. If you want to stay in-game on your conditions, you should set the best possible agreement and fill in the gap after Meta. You are aware of the fact that the users, the investors, and the whole world are watching. And following.

Negotiation aspects

1. The name

The name of your group seems to be a trivial case but is of big importance when it comes to branding. As a platform where people built their brands from scratch, you know the power of a proper name. If it was possible, you would prefer elements like “Insta-“, and “IG-“ to show up in it. Even social media users who have been living under the rock will understand, who they should associate with the project. You also want the name to be catchy and memorable.

The board

Your plans are big and require an efficient management board that will control the terms of the agreement and set strategic goals for the development of the group. The board consists of deputies from every company involved (each company is allowed to have at least 1 deputy). All decisions of the board are made by democratic voting where one deputy has one vote. The board must count at least 3 members and up to 30 members.

You would like to have as much influence on the board as it is possible. The worst but still acceptable outcome is that you and Messenger (as closely cooperating partners) possess more than 50% of all seats.

Share capital

The group will not function if there is no share capital formed. Using proper financing you will be able to cover all administrative costs and invest in marketing. You will need at least 1 billion USD for a good start. The more share capital you gather, the better. You can devote your capital to raising this passive or/and attracting some big investors.

Purchasing post-Meta enterprises

Currently, the market is filled with orphaned corporations with Meta's know-how just waiting to be swallowed by a bigger company. From all of the leftovers, only you and Messenger can buy the rest out. Naturally, the buyout will undergo certain conditions – the enterprises demand their deputies on the board (1 for each) and some amount of money.

You are well aware of the fact that purchasing them is a great chance to form an integrated group without the notion to reform their inner systems and cultures. Moreover, some of them are parts of Facebook's corpse. They are still in possession of technical aspects as well as a user base, so the recreation of Mark Zuckerberg's child would be possible. Of course, it should go under another name and the management structure will look slightly different. The point is that Facebook was the core element of all Meta's puzzles as well as the introduction to the Metaverse project. Repurchasing former local Facebook companies would lead to the recreation of at least some elements of the platform.

The enterprises are divided into 3 types:

- Social media companies – responsible for some sort of support for social media platforms
- Financial companies – responsible for accounting and advisory
- High-tech companies – responsible for software development and servers maintenance

For the sake of negotiations, your analysts named the enterprises by letters of the alphabet (the common, roman alphabet, no Google reference intended), so no one mistakes them.

As a financial advisory and technological development seems to be your priorities, financial and high-tech companies are welcome in the new group. When it comes to social media platforms, you are certainly happy to see one or two, which will prepare some supportive services for Instagram, but there is no possibility Instagram is overshadowed by them. Thus, it is in your interest not to let too many of them into your project.

You are also not very attracted to resurrecting Facebook. Without it, Instagram would become the center of the international community. Your platform needs just a few minor updates and will do as well as Facebook did. The king is dead, long live the king, they say.

Huge investors

The truth is, that your budget is limited, and hardly can you rely just on previous investors and partners. Not knowing, how much finances can Messenger bring into the group, you must consider offers given by big market players. Four potential stakeholders are knocking on your and Messenger's doors:

Elon Musk – you could have seen what he would become. After purchasing Twitter, the eyes of the world's richest man turned to other social media platforms. Whether he truly is on a quest to “liberate” all services on the internet or it's just another calculated investigation, the guy does not care about the expenses. He can be a valuable partner if you need loads of money in exchange for actions.

Alphabet – Meta and Google are like old marriage – they have similar acquaintances, help each other in everyday activities (gathering data and feeding algorithms), but compete in certain fields at the same time. Attractive and promising close cooperation with Alphabet may seem to be, there is a possibility tough, that they are here just for your data and stealing Metaverse technology.

Baidu – is a Chinese company that wants to develop its social media portfolio. Their conditions are acceptable at a glance, but one must not forget that China has not the best press in the western world. Will you endure the partial loss of a face?

American government – this proposition seems most abstract to you, however, the dollars from the White House are real. What would US departments want from you? Data? Possibility to moderate uncomfortable discussions? Cooperation with a government of a country is an interesting alternative to greedy corporations, but what would the users say?

All you care about, concerning external huge investors, is that they do not gain too much decision-making power and do not harm your reputation. This time you are not going to let yourself be bought.

Data management policy

In the world of modern capitalism data is a second-to-none currency. As a social media platform, you and other Meta-leftovers are key to a huge treasure gathered for years by Zuckerberg and his colleagues. Thanks to user activity, marketers in the whole world are able, not only to recreate their customers' preferences but also their mindset, aspirations, and daily routines. Data is crucial for today's business and constitute the power of social media companies.

However, the awareness of shady data-management practices grows worldwide. Gathering too much of the user's personal information was one of the nails to Meta's grave. If you do not learn your lessons, you may not regain the trust of the community and international institutions. On the other hand, advertisers and partners count on your cooperation when it comes to providing valuable personal data for your users.

There are 4 levels of data management policies you may set:

- 1 – pro-user policy – you collect only data provided to you willingly by users. You do not save posts and comments they delete from their profiles, resign from using any advanced algorithms to create their profiles
- 2 – mild data management – Based on data willingly provided to you by users, you can estimate their preferences and prepare a proper feed. However, their information is not long-term kept in databases and if someone has the desire to delete their profile or history of activities, they have nothing to worry about
- 3 – severe data management – advanced AI-powered and ML models are brought into the action, you are able not only to measure users' preferences but also to create their psychological profiles and influence their moods and views. IDP technologies scan their messages, so basically you may get to know any of your users' secrets without them noticing. Even if they erase their profiles and history of activities, their information is still kept on your servers for a few months.
- 4 – Orwell-style data management – you know your users better than themselves. There is no privacy on your platforms – all the data are processed by dozens of AI's and cognitivist software. The accuracy level of the feed is so high, that it is creepy. Your service is a huge and detailed database about the community, better than any government or intelligence would ever create. Users' activity history does not expire. Nothing done and posted on your platforms is ever lost.

Social media corporation is not a charity and you do not work for free – the only payment you get from users is their data. You need it, but, once again, Instagram was never “the bad guy”

in Meta's platforms family. Always it was Facebook to take the blame. It would be a pity if you inherit a Grimm opinion of a data thieves

Advertising

Everybody loves advertisements and promoted posts popping out of the blue in the feed. Unfortunately, ads, except for data trading, are the second source of social media income sources. The usual way to measure their quantity is seconds of scrolling between two separate ads.

As Instagram you have developed some smart strategies to manage adverts harmlessly for the users – the vast majority of marketing content is shown when someone scrolls down deep enough to see all new posts. Of course, Instagram, or any other social media platform you will acquire, is not going to be turned into a TV channel (speaking of several ads), however, advertisement means more funds and the money is... everything you need to have to survive. At least in the following months.

Metaverse project

Last but not least you have to decide the fate of Mark Zuckerberg's (un)loved child – the Metaverse project. Just for a short revision – Metaverse is a concept of creating a virtual semi-world where people can meet and perform activities as their personalized avatars. The vision seems to be inspired by movies like Matrix by the Wachowski sisters or Ready Player One by Steven Spielberg (and based on the book by Ernest Cline). For some, it was a promise of a huge technological jump for the whole of humanity – for others, a horrifying idea to addict everyone to virtual reality and break the last (granicy) between what is real and digital.

The Metaverse may be a tempting project for some high-tech-oriented investors, especially those, who are also interested in the NFT market (digital assets would be very valuable in the virtual world). The point is, that only post-Meta orphans possess the technology and know-how to recreate Metaverse. Moreover, it was clear that the whole technology would be compatible only with Meta's platforms – especially with Facebook. Knowing that continuing Metaverse would make much more sense if Zuckerberg's main platform would also be resurrected.

As your mission is to connect people and let them express themselves, you are quite excited by the idea of Metaverse and would like to continue the research

BATNA

You have already gathered some buyout or fusion offers from around the world – the most attractive comes from the Amazon group. The only condition is that Amazon's board gains 100% share, so you may retire and not think about the future of the Instagram company. You would like to avoid this situation, but if negotiations with Messenger fail, there is no other possibility left.

Punctuation

Core mechanics

Starting budget – 5 billion USD

Users – at the beginning you have 100% users

Money – for the sake of this scenario 1 billion USD is the smallest unit you may use. Dividing it into smaller quantities is not allowed.

The clock is ticking – thousands of investors and millions of users are panicking. They demand information and detailed statements or will abandon you. Every 15 minutes of this negotiation, you must make a statement about any negotiation aspect that concerns one of each group. The statement is final and cannot be changed (the only exception is when negotiation fails). Every 15 minutes when you do not deliver what they request, investors will withdraw 1 billion USD from your budget (Instagram's budget becomes 1 billion instead of 4, then 3 billion, and so on). The withdrawal is instant and may affect this negotiation. Same with the users, each you do not provide them with information, 5 percentage points of them will leave your platform.

Typology – each negotiation aspect concerns investors, users, or both. After $x \cdot 15$ minutes of negotiation, the judges check whether you have made any final arrangements. If you do, they check their type. After $x \cdot 15$ minutes time, you need $x \cdot \text{investors-type aspects}$ agreed to satisfy investors and not to lose funds. Users-type aspects are counted analogically.

Dynamic funds – during the scenario, you will buy enterprises, extend share capital and gain or lose investors. The sum of money at your disposal is dynamic. Mark, that you have to make some statements in real-time to satisfy your investors and users. If at the end of the negotiation it turns out, you cannot afford all the enterprises you declared to buy, the negotiation count as failed.

Technological backup – every 3 non-high-tech enterprises you purchase need to at least one high-tech company to support them. You cannot have more than 3 times as many no-high-tech enterprises as high-tech ones.

Points

Users – you gain 1 point for each 5 percentage points of users left by your platform.

1) Name (type: users)

You gain 10 points if the name is 3 syllables or shorter.

You gain 25 points if there is a word *Instagram* or *IG* in it

2) The board (type: investors)

You gain 15 points if Instagram and Messenger have together more than 50% of deputies.

You gain additional 30 if Instagram has more than 50% deputies alone

You lose 25 points if Messenger or any other company alone has more than 50% of deputies in total.

3) Share capital (type: investors)

Negotiation fails if share capital equals less than 1 billion USD.

For each billion USD in Share capital, you gain 3 points.

4) Small enterprises (type: investors)

Below there is a table of all small enterprises you can purchase with their type, cost and whether they are part of Facebook or not.

	Type	Part of Facebook	Cost (in billions USD)
A	Social-media	NO	1
B	Social-media	NO	2
C	Social-media	YES	3
D	Social-media	NO	3
F	Social-media	NO	4
G	Social-media	NO	4
H	Social-media	YES	5
I	Social-media	YES	6
J	Social-media	NO	6
K	Social-media	NO	6
L	Social-media	NO	6
M	Social-media	YES	8
N	Financial	NO	1
R	Financial	NO	1
P	Financial	NO	2
Q	Financial	YES	3
T	High-Tech	NO	3
U	High-Tech	NO	3
W	High-Tech	YES	3
V	High-Tech	YES	3
X	High-Tech	NO	4
Y	High-Tech	NO	4
Z	High-Tech	YES	5
What's App	Social-media	NO	2

You get 2 points for each social-media enterprise. You may gain maximum 6 points from social-media enterprises.

You gain 10 points if What's App is purchased (a very helpful App with loads of users)

You gain 12 points for each financial enterprise.

You gain 10 points for each high-tech enterprise.

You lose 15 points if Facebook is resurrected

If you want to resurrect Facebook, at least 3 post-Facebook companies must be purchased.
(However, resurrecting Facebook is a separate decision (you may have 3 post-Facebook enterprises and leave Facebook gone)

5) Huge investors (type: both)

Investor	Required deputies on the board	Funds carried	Other demands
Elon Musk	10	15 billion USD	Maximum data management is mild, no cooperation with the American government)
Alphabet	6	10 billion USD	Minimum data management is severe, Metaverse project is brought to life
Baidu	5	10 billion USD	
American Government	3	8 billion USD	Minimum data management is severe, no cooperation with Baidu

6) Data management policy (type - users)

You may choose only one of the following policies:

Pro-user – you gain 0 points

Mild – you gain 10 points

Severe – you gain 20 points

Orwell-style – you lose 10 points

7) Advertisements (type – users)

You gain points as follows:

More than 15 seconds between two separate ads – you gain 0 points

In other cases:

Number of seconds between ads	15	14	13	12	11	10	9	8	7	6	5	4	3	2	1
Number of points gained	2	5	8	11	14	17	15	13	11	8	4	0	-5	-10	-20

8) Metaverse project (type – both)

To proceed Metaverse project you need 1 extra high-tech enterprise.

You gain 20 points if Metaverse project is resurrected or 45 points if Facebook os also resurrected

BATNA

If negotiation fails, you get 60 points





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In the meantime, the table is set and both sides prepare for the negotiation. There are several aspects to be discussed and little time to waste. This time the most important people in the social-media world must put their smartphones away and look each other in the eyes. Crucial moments of their careers and lives are about to begin.

Messenger

In medieval times a pair of lovers shared their feelings using carefully sealed letters. They waited hours, staring from the window towards the second corner of the kingdom where their beloved awaited. And finally, when they got a letter from them, they were gasping, their heart was beating and blush was blooming on their faces.

Nowadays the same mixture of emotions can be provoked by a single sound of a Messenger notification. This is how the world is communicating right now – with a help of free, comfortable, and instant communication systems. And from the variety of them, the Messenger from Facebook was, reportedly, the best known.

The latest events found you unprepared. In contrast to your potential partner, Instagram, you were never an autonomous being. Messenger was brought to life in 2011 by Facebook as its dedicated communicator. Nevertheless, the application evolved, first gaining the possibility to be run without possessing a Facebook account and then merged with traditional SMS messages. These additional, yet major functions may have provided you with your survival. The society was not ready to resign from Messenger and build their contacts' bases from scratch. Thanks to a tight connection to Facebook, you were also allowed to inherit the largest sum of Meta's money. However, money does not change the fact, that you are just a mere communicator and need a bigger, more developed platform to merge with. There are plenty of other communicators, with many better-developed functions. Your position was guaranteed only due to your connection to the world's greatest social-media group.

Fusion with Instagram and creating a brand new group is an option. Some say it is the option. Combining your know-how and user bases will provide you with a fresh start, money and technology will grant you stability and a path of constant development. The messenger must focus on investing in widening the number and market share of its co-platforms, in which it can be used as a dedicated communicator. If the group achieves success, your application will once again unite users of several digital services.

Naturally, you, as the managers, must think not only about the future of Messenger but also about your careers. You do not want to lose decision power in the newly-formed market player. A fresh start is also a great possibility to cut off from some of Facebook's shady businesses (concerning data management, and unclear censorship). If you defend your interests well, you will provide yourself with a bright future.

The most stressful fact is that so far, no good buyout offers were sent to you – it seems like giant international corporations would more likely see you disappear rather than make Messenger part of themselves. This is a course for someone easy to replace.

The time is running out, and both investors and users are considering abandoning the sinking ship. It is time to show them that this cruise still has some power to carry on. For now, without any alternatives on the horizon.

Negotiation aspects

The name

The name of your group seems to be a trivial case but is of big importance when it comes to branding. It is not your concern, but the shorter, the catchier the name is, the better for you. On the other hand, if the word “messenger” would be involved you would certainly strengthen your brand.

The board

Your plans are big and require an efficient management board that will control the terms of the agreement and set strategic goals for the development of the group. The board consists of deputies from every company involved (each company is allowed to have at least 1 deputy). All decisions of the board are made by democratic voting where one deputy has one vote. The board must count at least 3 members and up to 30 members.

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Share capital

The group will not function if there is no share capital formed. Using proper financing you will be able to cover all administrative costs and invest in marketing. You will need at least 1 billion USD for a good start. The more share capital you gather, the better. You can devote your capital to raising this passive or/and attracting some big investors.

Purchasing post-Meta enterprises

Currently, the market is filled with orphaned corporations with Meta's know-how just waiting to be swallowed by a bigger company. From all of the leftovers, only you and Instagram can buy the rest out. Naturally, the buyout will undergo certain conditions – the enterprises demand their deputies on the board (1 for each) and some amount of money.

You are well aware of the fact that purchasing them is a great chance to form an integrated group without the notion to reform their inner systems and cultures. Moreover, some of them are parts of Facebook's corpse. They are still in possession of technical aspects as well as a user base, so the recreation of Mark Zuckerberg's child would be possible. Of course, it should go under another name and the management structure will look slightly different. The point is that Facebook was the core element of all Meta's puzzles as well as the introduction to the Metaverse project. Repurchasing former local Facebook companies would lead to the recreation of at least some elements of the platform.

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Money does not belong to your concerns, in contrast to a vast portfolio of social-media enterprises. The bigger Messenger-connected net you create, the better. You also care for high-tech companies – with their technology and ideas, you can count on fast development and get rid of development arrears.

The idea of Facebook's resurrection is a blessing to you. Mark Zuckerberg's invention was always a home to Messenger and the majority of its users. Recreating this platform would provide you

Huge investors

Regardless of your budget, if you want to create a considerable force on the global market, hardly can you rely just on previous investors and partners. Not knowing, how much finances can Instagram bring into the group, you must consider offers given by big market players. Four potential stakeholders are knocking on your and Instagram's doors:

Elon Musk – you could have seen what he would become. After purchasing Twitter, the eyes of the world's richest man turned to other social media platforms. Whether he truly is on a quest to “liberate” all services on the internet or it's just another calculated investigation, the guy does not care about the expenses. He can be a valuable partner if you need loads of money in exchange for actions.

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You would like to avoid financing from untrusted investors. On the other hand, if you are connected to a few various companies, Messenger would increase the number of its user even more.

Data management policy

In the world of modern capitalism data is a second-to-none currency. As a social media platform, you and other Meta-leftovers are key to a huge treasure gathered for years by Zuckerberg and his colleagues. Thanks to user activity, marketers in the whole world are able, not only to recreate their customers' preferences but also their mindset, aspirations, and daily routines. Data is crucial for today's business and constitute the power of social media companies.

However, the awareness of shady data-management practices grows worldwide. Gathering too much of the user's personal information was one of the nails to Meta's grave. If you do not learn your lessons, you may not regain the trust of the community and international institutions. On the other hand, advertisers and partners count on your cooperation when it comes to providing valuable personal data for your users.

There are 4 levels of data management policies you may set:

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3 – severe data management – advanced AI-powered and ML models are brought into the action, you are able not only to measure users' preferences but also to create their psychological profiles and influence their moods and views. IDP technologies scan their messages, so basically you may get to know any of your users' secrets without them noticing. Even if they erase their profiles and history of activities, their information is still kept on your servers for a few months.

4 – Orwell-style data management – you know your users better than themselves. There is no privacy on your platforms – all the data are processed by dozens of AI's and cognitivist software. The accuracy level of the feed is so high, that it is creepy. Your service is a huge and detailed database about the community, better than any government or intelligence would ever create. Users' activity history does not expire. Nothing done and posted on your platforms is ever lost.

Social media corporation is not a charity and you do not work for free – the only payment you get from users is their data. At the same time, you are aware, that Messenger contains its users' private messages. They would not fill save and will certainly abandon the platform if they fill, the correspondence is available for other eyes and undergo constant analysis.

Advertising

Everybody loves advertisements and promoted posts popping out of the blue in the feed. Unfortunately, ads, except for data trading, are the second source of social media income sources. The usual way to measure their quantity is seconds of scrolling between two separate ads.

You are a communicator – advertisement was never truly your concern. The only thing you care about is that more promoted posts equals more money for the group.

Metaverse project

Last but not least you have to decide the fate of Mark Zuckerberg's (un)loved child – the Metaverse project. Just for a short revision – Metaverse is a concept of creating a virtual semi-world where people can meet and perform activities as their personalized avatars. The vision seems to be inspired by movies like Matrix by the Wachowski sisters or Ready Player One by

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You are not amazed by this project. Metaverse is a step into the future where traditional internet communicators are no longer needed. Although you rely on Facebook, if you were to choose, you would cut Metaverse's head and bury it possibly fast and deep.

BATNA

You have received some buyout offers, but no enterpriser would call them satisfying or even respectful. They clearly show you that without a partnership with Instagram, the are of Messenger is gone for good. And you are not even able to make decent money on it.

Punctuation

Core mechanics

Starting budget – 20 billion USD

Users – at the beginning you have 100% users

Money – for the sake of this scenario 1 billion USD is the smallest unit you may use. Dividing it into smaller quantities is not allowed.

The clock is ticking – thousands of investors and millions of users are panicking. They demand information and detailed statements or will abandon you. Every 15 minutes of this negotiation, you must make a statement about any negotiation aspect that concerns one of each group. The statement is final and cannot be changed (the only exception is when negotiation fails). Every 15 minutes when you do not deliver what they request, investors will withdraw 1 billion USD from your budget (Messenger's budget becomes 19 billion instead of 20, then 18 billion, and so on). The withdrawal is instant and may affect this negotiation. Same with the users, each you do not provide them with information, 25 percentage points of them will leave your platform.

Typology – each negotiation aspect concerns investors, users, or both. After $x \cdot 15$ minutes of negotiation, the judges check whether you have made any final arrangements. If you do, they check their type. After $x \cdot 15$ minutes, you need $x \cdot \text{investors-type}$ aspects agreed to satisfy investors and not lose funds. Users-type aspects are counted analogically.

Dynamic funds – during the scenario, you will buy enterprises, extend share capital and gain or lose investors. The sum of money at your disposal is dynamic. Mark, that you have to make some statements in real-time to satisfy your investors and users. If at the end of the negotiation it turns out, you cannot afford all the enterprises you declared to buy, the negotiation count as failed.

Technological backup – every 3 non-high-tech enterprises you purchase need at least one high-tech company to support them. You cannot have more than 3 times as many no-high-tech enterprises as high-tech ones.

Points

Users – you gain 2 points for each 5 percentage points of users left by your platform.

1) Name (type: users)

You gain 5 points if the name is 3 syllables or shorter.

You gain 30 points if there is a word *Messenger* used in the name

2) The board (type: investors)

You gain 20 points if Messenger has at least 6 deputies.

You gain additional 10 points if the number of Instagram and Messenger deputies is more than 50% of deputies in total.

You lose 10 points if Instagram or any other company alone has more than 50% of deputies in total.

3) Share capital (type: investors)

Negotiation fails if share capital equals less than 1 billion USD.

For each billion USD in Share capital, you gain 1 point.

4) Small enterprises (type: investors)

Below there is a table of all small enterprises you can purchase with their type, cost, and whether they are part of Facebook or not.

	Type	Part of Facebook	Cost (in billions USD)
A	Social-media	NO	1
B	Social-media	NO	2
C	Social-media	YES	3
D	Social-media	NO	3
F	Social-media	NO	4
G	Social-media	NO	4
H	Social-media	YES	5
I	Social-media	YES	6
J	Social-media	NO	6
K	Social-media	NO	6
L	Social-media	NO	6
M	Social-media	YES	6
N	Financial	NO	1
R	Financial	NO	1
P	Financial	NO	2
Q	Financial	YES	3
T	High-Tech	NO	3
U	High-Tech	NO	3
W	High-Tech	YES	3
V	High-Tech	YES	3
X	High-Tech	NO	4
Y	High-Tech	NO	4
Z	High-Tech	YES	5
What's App	Social-media	NO	2

You get 7 points for each social-media enterprise and 5 for each high-tech enterprise.

You lose 5 points if What's App is purchased (competition)

You gain 25 points if Facebook is resurrected

If you want to resurrect Facebook, at least 3 post-Facebook companies must be purchased. However, resurrecting Facebook is a separate decision (you may have 3 post-Facebook enterprises and leave Facebook gone)

5) Huge investors (type: both)

Investor	Required deputies on the board	Funds carried	Other demands
Elon Musk	10	15 billion USD	Maximum data management is mild, no cooperation with the American government)
Alphabet	6	10 billion USD	Minimum data management is severe, Metaverse project is brought to life
Baidu	5	10 billion USD	
American Government	3	8 billion USD	Minimum data management is severe, no cooperation with Baidu

You gain 10 points for each huge investor you cooperate with

You lose 12 points if you decide to cooperate with American Government

6) Data management policy (type - users)

You may choose only one of the following policies:

Pro-user – you gain 5 points

Mild – you gain 15 points

Severe – you gain 0 points

Orwell-style – you lose 10 points

7) Advertisements (type – users)

You gain points as follows:

More than 15 seconds between two separate ads – you gain 0 points

In other cases:

Number of seconds between ads	15	14	13	12	11	10	9	8	7	6	5	4	3	2	1
Number of points gained	2	4	6	8	10	12	14	16	18	20	21	22	23	24	25

8) Metaverse project (type – both)

To proceed Metaverse project you need 1 extra high-tech enterprise.

You lose 20 points if the Metaverse project is resurrected.

BATNA

You get 20 points if the negotiation fails