

Business Proposal

Elevator Pitch

Albor is a social media website for professional and amateur photographs, featuring high quality images in any aspect ratio and resolution.

Target Market

The target market for this project will mostly be photographs due to its focus on image quality and freedom of aspect ratios and resolutions. Non photographers will also be part of the target market, by offering interesting features like personalized scroll feeds, etc. Allowing for high user engagement no matter of the user type.

Company Structure

* Software Development
  + Web Developer
  + Web Designer
  + Dev Ops
* Data Moderator
  + Image Moderator
  + Comment Moderator
* Management
  + CEO
  + Lead Developer
  + Lead Designer

The Product/Service

A social media website developed with all the newest web technologies like React and Tailwind CSS. Featuring unlimited high quality image storage without any limits on image aspect ratio or resolution.

Allowing users to create a portfolio of high-quality images which are then used by an algorithm which recommends them to users in the dynamic post feed, with the goal of increasing user engagement and creator exposure.

Marketing Plan

The main marketing plan is using advertisements in the dynamic post feed which if combined with a high user retention ratio could be enough to sustain the project alive.

SWOT

Strengths

The high-quality image storage with unrestricted aspect ratio and resolution are a major strength of Albor especially when combined with the dynamic post feed.

Weaknesses

Storage of high-quality images could become a problem due to the cost required to upkeep all the images and serve them over the internet.

Another weakness is lack of features compared to other social media websites that have been around for longer.

Opportunities

Other than Instagram there have not been a lot of photography specific social media websites. While Instagram is the leading website in the area at the moment it is lacking in image quality and freedom of aspect ratios, etc.

Threats

The low reputation of the website could be an issue when it comes to users transferring from other platforms like Instagram.

Another threat could be data security since there will be a lot of user data stored by Albor.

PEST

Political

Data protections laws will be something that needs to be considered since they could differ majorly in different parts of the world.

Economical

The cost of servers for a project like Albor that requires storage and hosting of a huge number of images could be quite expensive.

Social

People may not like the idea of a new social media. Meaning they may choose not to switch or try it out, since they prefer what is familiar to them.

Technological

Companies with more resources have started using AI (Artificial Intelligence) for different use cases like moderating content. This could be an issue since implementing such features is a hard technological task for companies with less resources.