1. Competitor analysis:

* Facebook: it doesn’t have any copyrights for content creators. It only protects the data through reporting. And if the user isn’t authorized it will be hard to protect his data. He can only report a certain post if he collected a group of his friends to report it
* Google: it only protects the content that has copyrights
* YouTube: it protects the content by reporting the copied version, the copied content id directly removed, and the channel is deleted
* Twitter: it protects the content by reporting, and the reporting this to the one who copied the content

1. Customer analysis:

* We will make a fake survey and a fake graph – here –
* We will provide some data from YT – fb recent problem

1. Environmental analysis:
2. Segmentation position:

We target people from 18 to 34 , who works as a content creator in social media , we target this age as they are the most people how uses the technology daily.

Our Value is :-There are no similar application that authorize copyrights for content creators

1. Goal:

Our goal is to provide the content creators a way to protect their content by notifying them if someone tried to steal their contents.

1. Strategy:
2. Total cost: