



Wob

Anonymous geo-based messaging

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Problem Statement

There is currently no social media platform that focuses on **connecting members of a geographic community**.

Secondarily, people value their **data usage and privacy online**, now more than ever.



Wob is the solution.



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BTW, this is Wobbly.

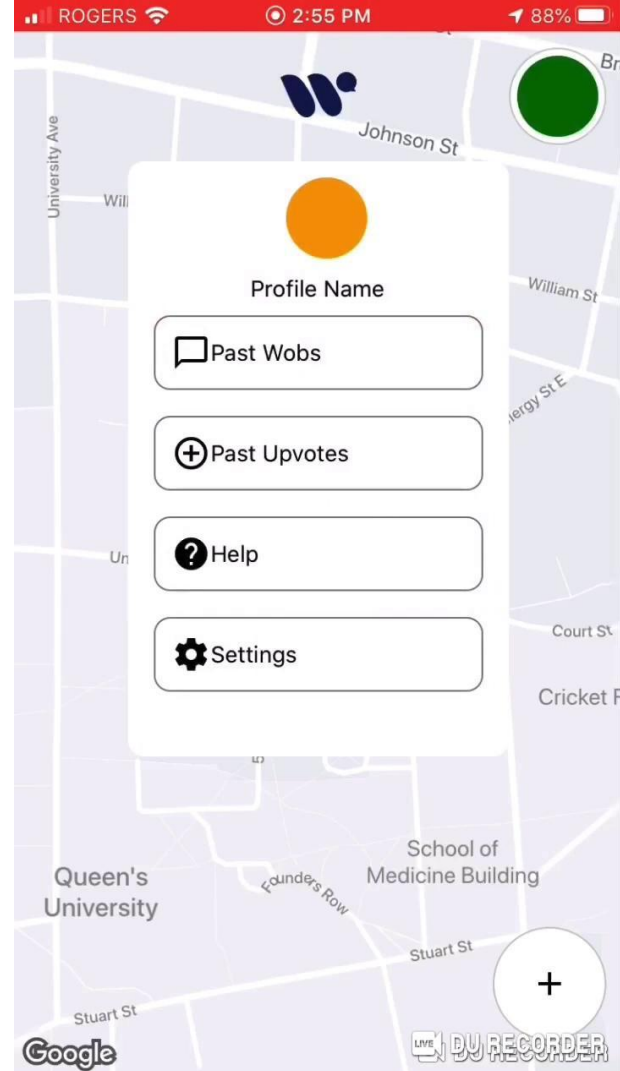


What is Wob?

An **anonymous geo-based** messaging platform with an emphasis on **user safety** and community building.



Let's see a demo!



The Web Team



David

**Product
Manager**



Jonathan

Dev Lead



Kasthuri

Developer



Kyle

Developer



Sophia

**UI/UX
Designer**



Julien

**Business
Analyst**



Ehsan

**Business
Analyst**



Graham

**Junior
Analyst**

Web fills an unoccupied gap in the market.



Allows users (and their data) to stay **anonymous** and **safe**



Allows users to be **candid**, sparking more **interesting** discussion



Everyone has **equal** say - no follower count



Insight #1

There is low market saturation of niche and highly interactive social apps



Insight #2

Niche and uninteractive apps should be unsustainable

Competitor Analysis

Wob's unique features creates differentiation

Platform Feature

Anonymity

More likely for users to share their opinions

Benefit Realized

Engagement

More relevant, candid, interesting discussion

Geo-Based

Rich, high-context content for users

Relevancy

More relevant content increases retention



Competitor Analysis

Safety is a key feature that sets Wob apart

Anti-bullying/harassment often lacking on other anonymous social media sites

Our methods to ensure safety

ML Filter

First defense filter
applied to all WOBS

Community Filter

Users take an active
role in the WOB
community

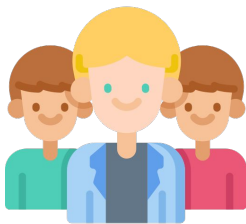
Partnerships

Partnerships with local
authorities (e.g.
universities, police)



Market Analysis

Students comprise our core target market



Students

Highest level of **potential engagement**, campuses make for perfect social space

1.8M

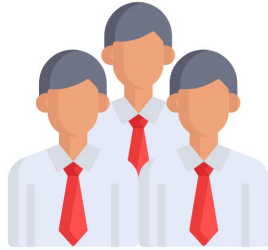
Target Market

Canadian University Students.
Ample market size to generate significant network effect



Market Analysis

Young professionals are a secondary target



Young professionals

Gossipy setting, social ladder defined by **information holders**, similar **collegiate** environment

17.2M

Target Market

Young Professionals in the US
A fruitful market to capture once foothold on students is secured



So how do we
make money?



Monetization Strategy

Advertisements fuel our business model

Target Strategy: Free-to-use platform powered by Advertisements

Location based advertisements that **do not obstruct content flow**. Appear as Wobs

Advertising platform that focuses on **local businesses and community**, allowing them to **connect with local consumers**.



Monetization Strategy

Pricing plan is customizable to client needs

Base

Features:

- 3 day run time
- No prioritization

Cost per Click

\$0.25

Run Time

Features:

- Ability to run ad for more than 3 days

Additional Cost per Click

\$0.01 per Day

Prioritization

Features:

- Ability to control location and visibility of ad

Cost per Click

\$0.32



Monetization Strategy

Targets for Canada are achievable in timeline

\$800k

Revenue by
2025

60%

Of Ontario
Students

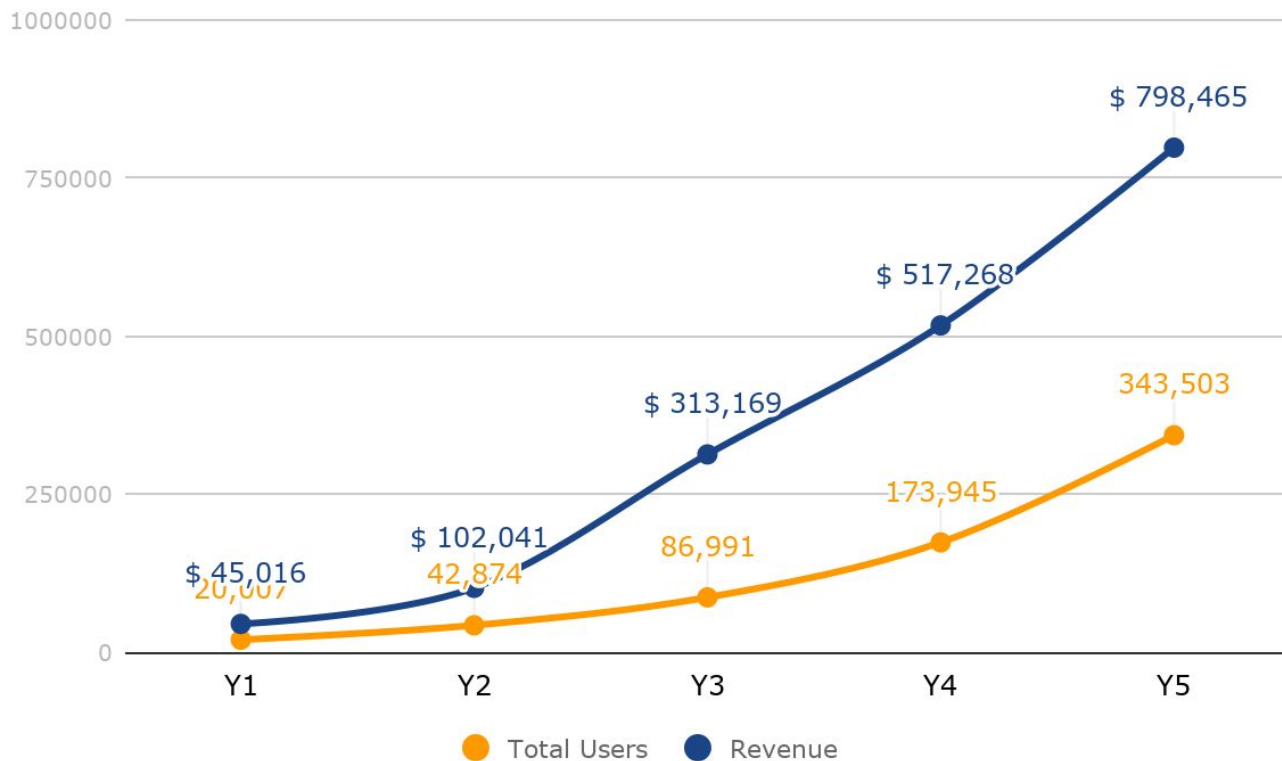
350K

Users by
2025



Monetization Strategy

Here's how we're going to get to our targets



Monetization Strategy

Sponsored messages come from relevant clients

Local Clubs & Attractions



Local Restaurants



Advertising platform that focuses on **local businesses and community**, allowing them to **connect with local consumers**.



Monetization Strategy

Stone City Ales validates our model

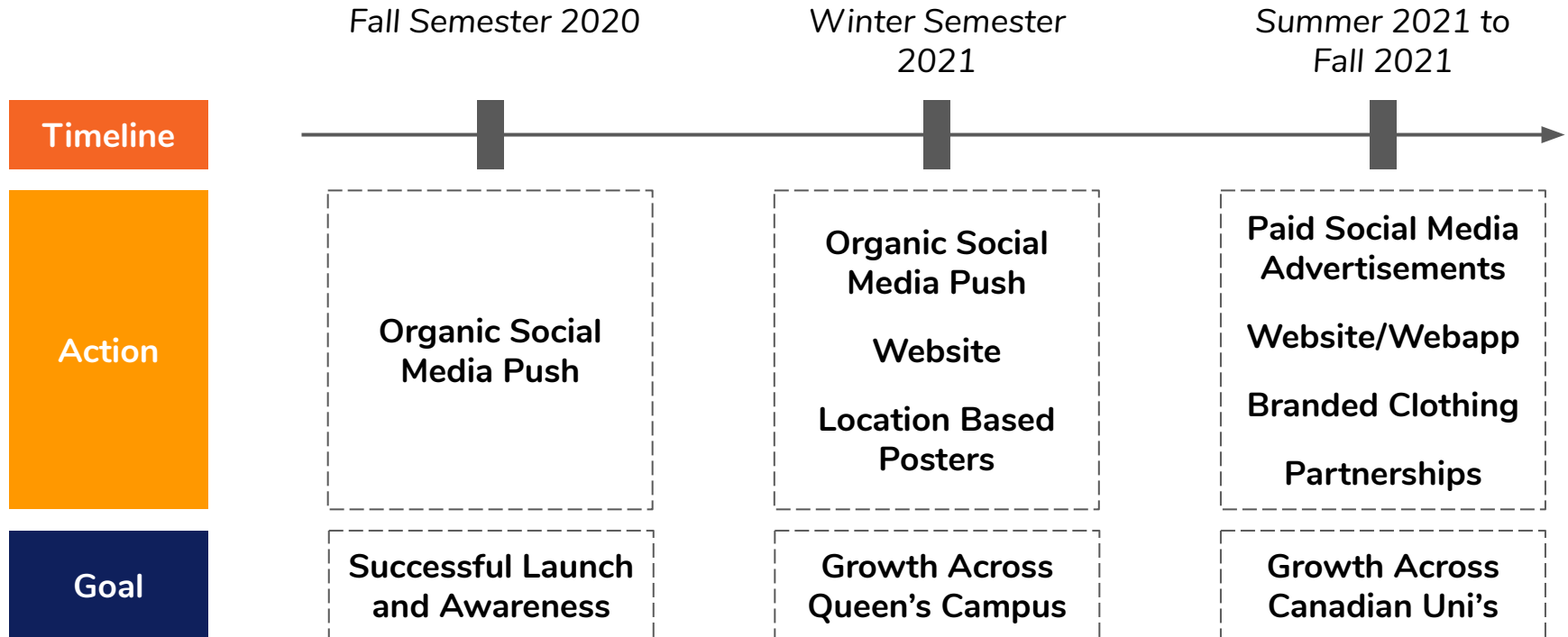


“The biggest challenge with marketing to university students is that they don’t know where we are, and what we offer. It’s hard for them to learn about our special releases on tap.”

“There isn’t an engaging way of bringing them in.”



Sample customer acq. strategy for a campus



For Queen's University

Customer Acquisition Strategy

Digital

Mediums:

- Queen's Subreddit
- Facebook Groups
- Snapchat Geofilters

Example:



Sitting in Stauffer trying to procrastinate with the hundreds of other students around you? Resting in between sets at the ARC wondering what the gym drama is? Sitting in the lecture hall wondering if anybody else gets wtf is going on? Post and hear anonymously on Word on the Block

Experiential

Types:

- Laptop stickers
- Phone grips
- Normal stickers

Example:



Contextual

Mediums:

- Location-Based Posters
- Queensu confessions

Example:

Hit a PR? Want to shout out a friend making mad gains? Want to elongate your rest?

Hear the Word on the Block

State of development and next steps



Product Analysis

Core MVP features fulfill base functionality

Post Wobs

Post “Wob” comments at your location whenever you want. Get anything off your chest, or don’t fear to be judged

Wobs Near Me

See what people in your community are thinking about around you

Voting & Comments

Feel rewarded from credit given by others, downvote away bullies, and share your appreciation for a post.



Product Analysis

Future product roadmap expands on value prop

Ad Integration

Let businesses purchase ads that can show up on the map.

Ai-based filtering

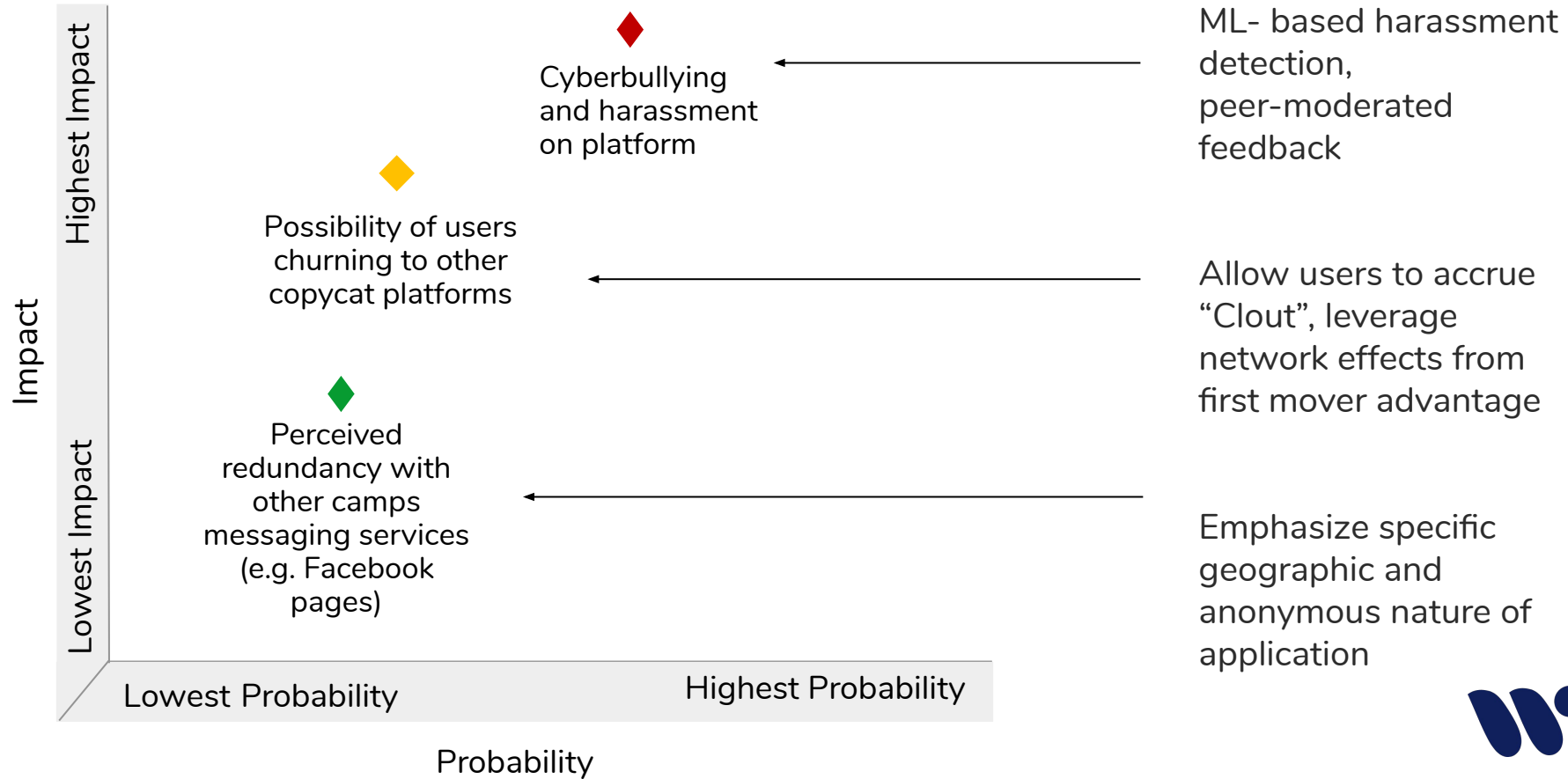
Leverage machine learning to filter out troll comments before they have the chance to be seen by the public

Passport feature

Have the option to view posts at other places around the world, beyond just near the user's location



Risks can be reasonably mitigated





Available NOW on Google Play!

Thank you! Questions?





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Appendix



Product Metrics

Product

- Num. of active users
- Num. of wobs
- Num. of comments

Business

- Revenue
- Num. of sponsored posts
- Num. of new customers per month
- Average impressions per sponsored post

Technical

- Uptime percentage
- Error rate



Competitor Analysis

Regulators

Official Policing Bodies

- Highly aligned in keeping the online community a safe place



Universities

- Give universities the right to moderate and delete content on campus grounds
- Aligned in keeping universities a welcoming place



Monetization Strategy

Sponsors

Queen's University

- Mid to high alignment
- Better and more accessible platform to post campus and club activities



Local Restaurants

- High alignment
- Community focused. Inexpensive platform to advertise on



For Queen's University

Customer Acquisition Strategy

Three Main Mediums

Digital



¶ Sitting in Stauffer trying to procrastinate with the hundreds of other students around you? Resting in between sets at the ARC wondering what the gym drama is? Sitting in the lecture hall wondering if anybody else gets wtf is going on? Post and hear anonymously on Word on the Block

Experiential



Guerilla

Hit a PR? Want to shout out a friend making mad gains?
Want to elongate your rest?

Hear the Word on the Block

For Queen's University

Customer Acquisition Strategy

Three Main Mediums

Digital

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Guerilla

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Monetization Strategy

Pricing Model

Year	1	2	3	4	5	6
Ads Revenue						
Users	15870	70095	173739	323690	489466	528956
New Users	18000	63480	126171	191112	226583	101962
Churn	2130	9255	22527	41161	60807	62472
Revenue	\$6,255.95	\$27,631.45	\$68,487.91	\$127,598.60	\$192,947.50	\$208,514.46
Company Ad Revenue						
Companies	7	35	86	161	244	264
Revenue	\$3,500.00	\$17,500.00	\$43,000.00	\$80,500.00	\$122,000.00	\$132,000.00
Total	\$9,755.95	\$45,131.45	\$111,487.91	\$208,098.60	\$314,947.50	\$340,514.46



Monetization Strategy

Pricing Model

Growth Rate Model						
Users	400%	130%	180%	110%	70%	45%
Retention	88.20%	89.00%	89.70%	90.40%	91.00%	91.50%
Churn	11.80%	11.00%	10.30%	9.60%	9.00%	8.50%

Assumptions	
Churn	10%
Activity Rate	20%
Cost per Click	0.27
Clicks per User per day	0.02
Days	365
Revenue per company	500



Monetization Strategy

Churn Model

alpha	1.53373				
beta	11.4273				
LL	-1644.71				
t	P(T=t)	S(t)	# active	# lost	
1	0.118334	0.881666	960	40	-85.3698
2	0.096858	0.784808	780	180	-420.212
3	0.080455	0.704353	653	127	-320.048
4	0.067683	0.63667	593	60	-161.575
5	0.057572	0.579098	551	42	-119.898
6	0.04945	0.529648	517	34	-102.231
7	0.042842	0.486806	491	26	-81.9059
					-353.466

Competitor Analysis

Specific Competitor Analysis



What Reddit gets Right

Good variety and separation between different types and categories of content

What it doesn't

Hard to discover new content. Users generally stay within their subreddit bubble



What Twitter gets Right

Low volume threads increase readability of its platform

What it doesn't

Content visibility is usually judged based on post history and number of followers

Current Status & Timeline

	<u>First Semester</u>	<u>Second Semester</u>
<u>Front End</u>	<ul style="list-style-type: none">• Ability to write WOB's• Map view and pin points• Profile page and sign on• upvote/downvote	<ul style="list-style-type: none">• Ability to write comments• Full-View version of WOB• Reporting system
<u>Back End</u>	<ul style="list-style-type: none">• Full server with database uploaded to the internet• Connecting backend to frontend	<ul style="list-style-type: none">• Neural network that determines trolling/abusive content• Operations to handle likes on comments

Moderation Strategy

Machine Learning & Downvoting

Stage 1: Automatic Filter

Using a Neural Network in the backend, trained to identify unkind comments, it will scan requests for new WOBs before they are sent out to everyone, and if it determines that the new WOB to be unkind, with high confidence, that WOB will be prevented from release.

Stage 2: Community Filter

WOBs and comments that receive a dramatic amount of downvotes, will be removed. Giving the opportunity to the WOB community to stand against cyberbullying and poor behaviour, just in case a more nuanced comment manage to pass the automatic filter.

Technical Architecture

Implementing Automatic Filtering

- Gather dataset of troll comments in WOB, and/or use pre-existing datasets like Kaggle's twitter trolls dataset.
- Use the "BERT embedding layer" to map words/phrases into a Real Number Vector Space, as Machine Learning requires things to be modelled numerically
- Use the dataset to train Neural Networks with the goal to classify "troll or non troll comments". Trying a variety of different Deep Learning models such as "Convolutional Neural Networks", and "Recurrent Neural Networks", then evaluate their performance on a test dataset.
- Implement the best performing Neural Network into the backend, where new WOBs are received to be stored in the database, and inference the Neural Network to determine if it's a troll comment, and remove it if it determines it as such.



Monetization Strategy

Revenue

(Base Case)

	Y1	Y2	Y3	Y4	Y5
Users	-	20,007	42,874	86,991	173,945
<i>New Users</i>	21,000	24,327	47,438	92,503	180,382
<i>Churned Users</i>	(993)	(1,460)	(3,321)	(5,550)	(10,823)
Total Users	20,007	42,874	86,991	173,945	343,503
<i>Activity Rate %</i>	90%	85%	80%	65%	50%
Yearly Active Users	18,006	36,443	69,593	113,064	171,752
Clicks per Active User	250	280	300	305	310
CPC	\$ 0.01	\$ 0.01	\$ 0.02	\$ 0.02	\$ 0.02
Revenue	45,016	102,041	313,169	517,268	798,645