Rough concept of main promotional video

Hey, My name is Kishan Batra and I'm one of the co-founders of Entropy. Ok well when you try to find it in the app store it's actually called "Entropy - App" Because apparently we decided to wait until after we finished the logo, the website, the LLC and the branding to check if just "entropy" was available.

Anyways

Today I want to introduce you to our platform.

In high school I remember how stressed out the idea of posting made some people. One of my friends would go back and forth for an hour trying to figure out what photos she looked the best in, even consulting friends. then another half hour just editing the photo. I figured after it was up that was it. No….for the next 20 minutes she constantly was checking her phone to see how many likes it was getting. And even was contemplating taking it down because it wasn't doing well by her standards. When I asked her if posting was worth this much hassle and this much stress she really didn't have a good answer for me.

Over the next few weeks I began to notice a similar pattern with anyone who was posting.

And ok sure obviously not to that extent but to some varying degree.

I think we all have been there whether we want to admit it or not. Even my guys out there be honest, why is it that we post like once a year? Bc we feel like we don't have anything interesting to post or take good pictures of? Deep down maybe?

Some of you watching this probably have no idea what I'm talking about. And honestly good for you it means that you use social media how my partner and I want everyone to use it.

But for the rest of you that maybe even have a vague understanding of what i'm talking about. For those of you who do get even a little stressed out or a little bit of anxiety when posting or are just kind of fed up with "instagram culture" in general (whether you want to admit it or not) I think we might have a solution.

We created Entropy with one thing in mind,
you guys.

The most important thing is that we created a platform where no one has to worry about what other people think. Where everyone just embraces their flaws instead of trying so hard to hide them. Where everyone just takes the photo, posts it and goes back to living in the now. Instead of how good its going to look in the feed tomorrow.

Oh also as an added bonus we didn't add anything we don't need. You know like an entire extra page just for a marketplace that none of us would use. Or extra code in the back end to steal all your data. You know who you are

To achieve this we realized we had to do two things
To do this we realized we had to do three things

1st we removed likes. It's important to us that we start sharing the moments we want just because, and not for the validation of hundreds of people that we barely interact with. Why do we care if someone we only spoke to like three times double taps our posts?

2nd we removed the ability to edit a photo or video. Like I mentioned earlier we have to stop hiding our flaws because that's what social media has been telling us to do. But keep in mind it works both ways. This means your favorite influencer can't touch themselves up anymore or do

an entire photoshoot just to get that one perfect picture to upload. Honestly im sure some of them are really upset at the idea of that.

And ok I know some of you might be completely turned off by that. I understand that. part of me kind of is too.

But there are probably some of you that are fully on board with the concept. Awesome its actually in the app store and play store right now linked in my bio and description of this video.

And for those of you who are on the fence just do me a favor and think back for a sec. to the times you've actually posted something. Did it take you more than one try? Did you send it to friends first to figure out what photo you looked the best in. Have you ever been worried about how well your post was doing? Have you ever gone out of your way to post during peak hours? Have you ever felt like you wanted to post but felt like the activity you were doing or your life wasn't interesting enough to do so?

And again whether you want to admit it or not I think we all have felt a little bit of that at some point.

I'm not asking you to just pretend all of the other social media apps aren't there, I'm not even gonna ask you to make space for this on your home screen, shove it on your 4th page of apps in a folder for all I care

But what I am asking you to do is if even a little part of you is a bit curious with our idea of just kind of a little tired of the regular apps. Give Entropy a shot. Give all of the hard work John and I put into this a shot.

And if you don't like it just delete it.? That's the beauty of apps

Oh and no pressure to those who don't download it but your kind of admitting that you need to find the perfect picture, face tune it and get that validation from people you barely know. If you still have to post on instagram.

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Rough concept of main promotional video REVISED

<mark>Why we created it what it is, what it will do, and how we did it.</mark>

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Paint picture

The most important thing is that <u>**we created a platform where no one has to worry about what other people think.**</u> Where everyone just embraces their flaws instead of trying so hard to hide them. Where everyone just takes the photo, posts it and goes back to living in the now. Instead of how good its going to look in the feed tomorrow.

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Use the term body consciousness / contious instead of body dysmorphia. (work this in to the paint the picture paragraph.